

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar



How do employees, customers,  
and patients perceive and  
interact with robots and machines?

By

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Date : 14 Oct 2020 (WED)

Time : 9:30 am – 11 am

### Abstract

The rise of technology has fundamentally changed our everyday lives: how we find love (e.g., Coffee Meets Bagel), how we shop (e.g., Amazon Prime), and—especially—how we work. In this talk, I will present a number of projects that examine how employees and customers react to the rise of machines at work. In the first project, I use an archival study spanning across 185 US metropolitan areas, three experiments, and an experience sampling study to demonstrate the negative consequences of being exposed to robots for employees at work. In the second project, I use a field experiment conducted in the world's first robot-staffed hotel and a controlled experiment to demonstrate how organizations can design robots that maximize customer satisfaction. In the final project, I discuss the use of robots in medicine, and how it can improve medical outcomes for patients, especially minorities and those low in SES, in the context of COVID-19. Studies have shown that people are generally averse to algorithms and robots making medical decisions despite their effectiveness, and in three studies I propose an intervention to offset this algorithm aversion as a way to optimize patients' medical decision making.

**Dr Kai Chi (Sam) Yam** is an Associate Professor and Dean's Chair at the National University of Singapore Business School. He received his PhD in Organizational Behavior from the University of Washington. His research focuses primarily on behavioral ethics, leadership, humor, and the future of work. His work has been published in premier journals such as *Proceedings of the National Academy of Sciences*, *Academy of Management Journal*, *Academy of Management Review*, *British Medical Journal*, *Journal of Applied Psychology*, *Journal of Personality and Social Psychology*, *Organizational Behavioral and Human Decision Processes*, and *Personnel Psychology*. His work has received multiple Best Paper Awards and has been featured extensively both locally within Asia (e.g., *South China Morning Post*, *The Straits Times*) and internationally (e.g., *The Huffington Post*, *The Times*, *Harvard Business Review*). In 2016, he was named by Poets and Quants as one of the Best 40 under 40 Business Professors in the world.

**All interested are welcome.**



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