École doctorale Sciences juridiques, politiques et de gestion

Call for application
PhD thesis funding

Topic - "Engagement toward Artificial Intelligence systems dedicated to sustainability: A stakeholder theory perspective"

Key words : Artificial Intelligence (AI), sustainable development, stakeholder theory, engagement, retailing

University	University of Lille
Thesis co-supervisors	Mbaye Fall DIALLO, Professor - mbaye-fall.diallo@univ-lille.fr Souad DJELASSI, Associate Professor - souad.djelassi@univ-lille.fr
Research Laboratory	LSMRC
Doctoral school	ED 74
Institution of the PhD	University of Lille (IAE Lille)
Laboratory director	Isabelle Collin-Lachaud

Abstract

Artificial intelligence (AI) is now employed in various applications, and ongoing technological advances are encouraging its more widespread use of AI. However, to date, existing AI studies have essentially focused on understanding the benefits and drawbacks of AI use. They do no not address engagement of all stakeholders (users, teams, public policy makers, citizen communities, …), probably because AI is an emerging issue in some contexts. More specifically, factors affecting engagement toward AI systems dedicated to sustainability are not understood. Focusing on stakeholders' engagement is important, because of the encompassing and dynamic nature of engagement which assumes trying, using, buying, interacting and disseminating (developing word-of-mouth).

Specifically, the purpose of this PhD thesis project is twofold:

1) Understanding what critical factors affect user/stakeholders' engagement to AI systems dedicated to sustainability in commercial (e.g. retailing) and service sectors. As such, this project intends to bridge the gap between AI and sustainability by investigating the various factors affecting user, employee and policy makers' engagement toward AI systems dedicated to sustainability, but also the potential barriers to engaging and equipping key groups of stakeholders (e.g. users with special needs) in basic AI-based applications.

2) Exploring impacts of citizen/stakeholders' engagement in using and contributing to AI based systems in retailing sector.

Interested applicants should send by e-mail to :

mbaye-fall.diallo@univ-lille.fr and **souad.djelassi@univ-lille.fr**

➢ A resume (CV)
➢ Transcripts of master 1 and master 2 degree, indicating rank if possible
➢ If possible, an exemplary of an academic work undertaken in master or bachelor programs.
➢ A project (3 to 5 pages) indicating how the applicant will deal with the PhD topic described above (along with references list)
➢ A cover letter indicating the applicant's motivation to join our PhD program.
➢ Potential letters of recommendation with the references contacts.

Applicants should hold a master degree or be registered in a research master. They should be fluent in English and have a good knowledge of French or be willing to learn French if chosen.

Application deadline : June 12, 2020

NB: Pre-selected applicants will later send their application to the doctoral school before September 3, 2020.