

Web Page:	https://studyinmexico.tec.mx/
Contact Information:	studyinmexico@itesm.mx

Undergraduate Research Program

Project Name	Consumer reactions and acceptance to artificial intelligence products
Campus & Location in Mexico	Monterrey
Faculty	Business
Research Area	Consumer Behavior / Marketing
Research Responsible	Alberto López Hernández
Description of the Project	This project aims to investigate what are the reactions of consumers towards new artificial intelligence products. Will consumers be willing to use them? Under which circumstances will consumers adopt them? Will consumers trust and rely these AI algorithms? Does it depend on the product category? The brand? Familiarity? What about brand personality? How can marketers enhance the communication of these new products in order to increase the acceptance rate?
Training Provided	

Offered during:

SUMMER

WINTER

SEMESTER

Student

Tasks/Responsibilities	data collection and data cleaning. Support in literature review.
Required Language Proficiency	English
Required Skills and Abilities	Statistical analysis
Other Documents	<ol style="list-style-type: none"> 2) Accumulative grade point average (GPA) 2.5 3) Official Transcript 4) 2 letters of recommendation of faculty members 5) Resume 6) Letter of intention explaining the reason why you would like to participate in the research program