Myrthe Blösser

Amsterdam Business School
University of Amsterdam
Plantage Muidergracht 12
1018TV Amsterdam, Netherlands

Mobile phone: +31639230700
E-mail: m.blosser@uva.nl
LinkedIn: www.linkedin.com/in/myrthe-blösser

CURRENT POSITION

PhD Candidate - Behavioral Psychology & Marketing   2021 – now
Supervisor: Dr. Andrea Weihrauch
2nd Supervisor: Dr. Joris Demmers
Amsterdam Business School – Marketing Group
University of Amsterdam

PhD Project Member "A HUman and Mathematical Approach
to Implementing and Navigating Explainable and Responsible
AI", funded by Dutch Research Council
(https://www.nwo.nl/en)

EDUCATION

M. Sc. Business Administration   2019 - 2020
Specialization Entrepreneurship & Innovation
Amsterdam Business School
University of Amsterdam
GPA 8.0/10

Pre-master Business Administration   2018
Amsterdam Business School
University of Amsterdam

B. Sc. Psychology   2014-2018
Specialization: Social Psychology
University of Amsterdam
GPA: 8.0/10

RESEARCH VISITS

University of Colorado Boulder (2,5 months)   2024
Leeds Business School, hosted by Amit Bhattacharjee

RESEARCH INTERESTS
My research is centered around ensuring fair, accountable, explainable, and transparent
artificial intelligence (AI) from a consumer's perspective. I examine different methods in
which we can decrease social injustice due to AI and ways to increase AI literacy. As such,

my research has a special focus on marginalized citizens, technology ethics, AI regulation, and Explainable AI (XAI).

Keywords: Fair AI, AI literacy, (Marginalized) Citizen Responses to Technology, XAI, Technology Ethics.

Methods: Experiments & field studies. Finished two Preacher & Hayes courses.

PUBLISHED PAPERS

Myrthe Blösser, Andrea Weihrauch: "A Consumer Perspective of AI Certification – The Current Certification Landscape, Consumer Approval, and Directions for Future Research". - In minor revision for European Journal of Marketing (B), special issue "Dark Side of Social Media".

CONFERENCES AND INVITED TALKS

Business, Society & Responsibility Seminar – Vrije Universiteit Amsterdam - *Seminar*	29-03-2022
Business, Society & Responsibility Seminar – University of Amsterdam - *Seminar*	09-03-2023
Psychology of AI lab – Erasmus University of Rotterdam – *Invited brown bag*	16-05-2023
EMAC Doctoral Colloquium – Odense	21-05-2023
North European Consumer Research symposium – Leeds University – *Paper presentation*	12-06-2023
Behavorial Decision Making Group – University of California Los Angeles – *Invited brown bag*	12-06-2024

SELECTED WORK IN PROGRESS

Transparency Paradox: consumers want more explanation of algorithms but show negative responses to such in-depth explanations.

Gaming the System: the effects of companies' ethical appeals on consumers' manipulation of the algorithm.

AWARDS

Best paper – Northern European Consumer Research	12-06-2023

TEACHING EXPERIENCE

At University of Amsterdam:

Undergraduate programs:
Quantitative Data Analysis 2 (Bachelor program, year 2)
- Lectures (around 600 students)
- Tutorials (30 students in each tutorial)
- Exam grading

Bachelor Thesis Supervision (Bachelor program, year 3)
- 6 students

<u>Graduate programs</u>
M. Sc. Thesis Supervision
- *Vera Salemans:* The undesirable side effects of AI-powered chatbot assistants: Customer-focused understanding of the process of value co-destruction and the impact of the level of anthropomorphism and cultural dimension.
- *Ola Makowska:* The role of communicative content in AR advertisements in improving customer gratification and purchase intention for different kinds of products.
- *Currently 3 students under supervision*.

Theories of Marketing (Master program)
- Exam grading

EXTRA CURRICULAR

Program Committee Member for workshop "AI in Education: Ethical and Epistemic Perspectives" - *Eindhoven Center for the Philosophy of Artificial Intelligence and the Philosophy and Ethics group* 2024

Ad-hoc reviewer - *Journal of Business Ethics* 2023

(PROFESSIONAL) MEMBERSHIPS

University of Amsterdam – Social Marketing Club
University of Amsterdam – Social Committee