

## Accepted Manuscript

Title: Taking the fiction out of science fiction: (Self-aware) robots and what they mean for society, retailers and marketers

Author: Hector Gonzalez-Jimenez

PII: S0016-3287(17)30061-7  
DOI: <https://doi.org/10.1016/j.futures.2018.01.004>  
Reference: JFTR 2272



To appear in:

Received date: 17-2-2017  
Revised date: 2-12-2017  
Accepted date: 10-1-2018

Please cite this article as: Hector Gonzalez-Jimenez, Taking the fiction out of science fiction: (Self-aware) robots and what they mean for society, retailers and marketers, Futures <https://doi.org/10.1016/j.futures.2018.01.004>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

## **Taking the fiction out of science fiction: (Self-aware) robots and what they mean for society, retailers and marketers**

### **Corresponding author:**

Hector Gonzalez-Jimenez, PhD  
Lecturer (Assistant Professor) in Marketing  
The York Management School  
University of York  
Freboys Lane  
Heslington  
York YO10 5GD, UK  
Telephone: +44 (0) 1904 325075  
Email: hgj503@york.ac.uk

### **Highlights**

- Humanoid robots with self-aware AI will use brands as a means of self-expression.
- Self-aware robots will adopt important roles in various industrial sectors.
- Self-aware robots will have implications for retailers and marketers.

### **Abstract**

The development of human-like artificial intelligence has been a goal of computer scientists since the 1950s. Recent technological developments have led to an increased interest in the discourse on human-robot interactions, as robots equipped with artificial intelligence are expected to take a more prominent role in society. This article links insights from psychology

Download English Version:

<https://daneshyari.com/en/article/7423772>

Download Persian Version:

<https://daneshyari.com/article/7423772>

[Daneshyari.com](https://daneshyari.com)