

The School of Business at USN would like to invite colleagues and others interested to participate in the midterm evaluations taking place at Campus Ringerike, September 14, 15 and 22, 20017:

Welcome to the Midterm Evaluation of Adeel Tariq

September 15, Campus Ringerike, room E215

At a Midterm Evaluation, the PhD candidate present his or her work and is evaluated by two opponents who have been appointed by the Program Board. The opponents shall assess the academic status and progress of the PhD work and provide feedback to the PhD candidate, the supervisor and the Program Board. The intention of a midterm evaluation is primarily to assist the PhD candidate in identifying circumstances involving a risk that the project will stop or be delayed, along with providing input that can improve the quality of the work.

Program

Time	Program/Presentation
09:00	Welcome and short introduction Håvard Ness , Professor and Director of the PhD program
09:10	<i>Factors affecting consumer adoption of autonomous products</i> Adeel Tariq , PhD candidate
09:45	Discussant Erik Olson , Professor BI, The Norwegian Business School
10:15	Break
10:30	Discussant Marit Engeset , Associate Professor at USN
11:00	Q&A from the audience, chaired by Håvard Ness
11:15	Break and the audience leaves
11:25	The evaluation group discuss with candidate, supervisors and director of the program.

From 12:30 we invite all interested for two guest lectures with Professor Bagozzi and professor Bharadwaj – see separate invitation.

About the PhD-Candidate and the Evaluation Group:



Adeel Tariq is a PhD-student in the Marketing Management program at USN. His research focuses on understanding the factors affecting potential users' adoption of autonomous products and how managers can effectively communicate this new product class to the end user. His supervisors are professor Fred Selnes, USN/BI and associate professor Radu Dimitriu, Cranfield School of Management/USN. About his research:

Product automation in consumption context is increasingly becoming popular. Wide ranges of products (from robotic vacuum cleaners to self-driving cars) are introduced and companies are spending billions of dollars for promoting such products. However, little is known about factors affecting consumers' intentions to adopt this new product class. This study therefore analyzes the factors influencing potential user's adoption of autonomous products using an extension of technology acceptance model. Performance risk and perceived usefulness are proposed to be important determinants of autonomous products adoption under the moderating effect of consumer expertise.



Erik Olson is Professor in Marketing at BI, The Norwegian School of Business, where he currently teaches graduate courses in consumer behavior and new product development.

Professor Olson has a PhD in Marketing from Case Western Reserve University, and an MBA from Indiana University. His research interests include new product development and diffusion, green marketing, and marketing communication effects, and his work has been published in the Journal of the Academy of Marketing Science, Journal of Product Innovation Management, Journal of Cleaner Production, Journal of Business Research, European Journal of Marketing, Journal of Advertising, Journal of Product and Brand Management, and many other journals, conferences, and books.



Marit Gundersen Engeset is Associate Professor at USN. She has a PhD in Marketing from Norwegian School of Economics. Her research interests are in consumer creativity and customer value, and she has been involved in several research projects with the tourism industry. In addition to a number of book chapters and research reports, Engeset has published in Journal of Marketing Research, Journal of Travel Research, Journal of Consumer Marketing, Tourism Review, Cornell Quarterly, International Journal of Hospitality Management, and International Journal of Culture, Tourism, and Hospitality Research. At USN, Engeset is involved in the PhD program as a board member and supervisor, and she teaches the PhD course in consumer behavior.