

## The Rise of The Machine II: Macro Consumer Behavioral Issues in the 4th Industrial Revolution

This track focuses on the rise of the machines and the 4th Industrial Revolution (IR4.0 Technologies) with a focus on the transformational aspects it may have on consumer and societal well-being. With the advent of the IR4.0, we see the rise of several phenomena such as Artificial Intelligence (AI), Machine Learning (ML), Intelligent Agents, Internet of things (IoT), Blockchain, 3D printing, and Robotics, amongst others. According to experts, innovations and technologies continue to change our world. Cyber-physical systems, autonomous vehicles, genetic engineering are just a few examples. We propose to discuss at least the following IR4.0 Technologies - Internet of Things (IoT), Artificial Intelligence (AI), and Robotics - if not more. The overarching goal of the track could be to address how the IR4.0 Technologies influence macro-consumer behavior, specifically identifying relevant public policy considerations, and ethics to ensure consumer well-being.

The session could explore how such dramatic changes are going to change both macro consumer behavior. Specifically, we will explore the following research questions:

- There are several challenges that our world is facing within this century – such as global warming, biodiversity, and so on. Will the rise of the machines be shaping up to be less about machines and more about empowering people?
- How can IR4.0 Technologies support sustainable consumer behavior? Especially when it comes to consumer disposal logistics.
- How IR4.0 Technologies that provide workers with information and resources in real-time, improve productivity via more efficient work practice?
- Will Blockchain technologies improve transparency, trust, and disintermediation in marketing systems? How will end consumers be affected by this new technology?
- Will AI and ML necessitate consumers to have shorter workweeks and enjoy more leisure time and if so, how will they choose to spend this time?
- Will robots exceed the capacities of the human mind and can they even mimic consciousness type properties in humans?
- What is the trajectory associated with consumers'/society's integration of IR4.0 Technologies into their activities?
- To what extent might IR4.0 Technologies meet previously unarticulated consumer/societal needs within the relevant context?
- How might IR4.0 Technologies support consumers in overcoming perceived barriers to sustainable behaviors?
- Can the integration of IR4.0 Technologies into consumer practices generate long-term/permanent enhancements in societal well-being?

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