





**Faculty Member Contact Information**

<b>Name</b>	Dr. Ripinka Patil
<b>Contact Info</b>	
SIUE Email	rpatil@siue.edu
Campus Box	1100
<b>Department</b>	Management and Marketing

**1 Funded, 1 Unfunded URCA Assistant**

	This position is <b>ONLY</b> open to students who have declared a major in this discipline.	<b>M</b>
	This project deals with social justice issues.	
	This project deals with sustainability (green) issues.	
	This project deals with human health and wellness issues.	
	This project deals with community outreach.	
	This mentor's project is interdisciplinary in nature.	<b>I</b>

**Are you willing to work with students from outside of your discipline? If yes, which other disciplines?**

- Only similar fields

**How many hours per week will your student(s) be required to work in this position?**

(Minimum is 6 hours per week; typical is 9)

- 8 hours

**Will it be possible for your student(s) to earn course credit?**

- No

**Location of research/creative activities:**

- School of Business

**Brief description of the nature of the research/creative activity?**

The present project seeks to explore the influence of AI technology on the field of marketing, with a special emphasis on comprehending the emotional effects experienced by sales personnel during AI-assisted sales interactions. Specifically, it focuses on sales agents who employ AI technology to enhance their engagement with consumers. The study intends to investigate the impact of AI on performance and marketing results, as well as to examine whether AI technology aids in the enhancement of salespeople's abilities or impedes their performance.

**Brief description of student responsibilities?**

Assistants will help with a final literature review, and writing drafts that summarize their articles. The assistants will also be involved in designing and developing surveys. The assistants will help with organizing data and literature.

**URCA Assistant positions are designed to provide students with *research or creative activities* experience. As such, there should be measurable, appropriate outcome goals. What exactly should your student(s) have learned by the end of this experience?**

By the end of the semester, the student will have learned to conduct a literature search and review.

The student will have an understanding of the academic research process and be able to understand and grasp journal articles.

The student will also be exposed to the ideation process through a literature search.

The student will have also learned to develop surveys for academic research.

**Requirements of Students**

**If the position(s) require students to be available at certain times each week (as opposed to them being able to set their own hours) please indicate all required days and times:**

- While the student can work on their own time, the student will be asked to meet each week. The hours of the meeting can be flexible.

**If the location of the research/creative activities involves off campus work, must students provide their own transportation?**

- It does not require any off campus work.

**Must students have taken any prerequisite classes? Please list classes and preferred grades:**

- N/A

**Other requirements or notes to applicants:**

- N/A