Myrthe Blösser

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CURRENT POSITION

PhD Candidate - Behavioral Psychology & Marketing   2021 – now
Supervisor: Dr. Andrea Weihrauch
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

Thesis title: "Connecting the Dots: The Promise of Cultural Intelligence in Mitigating the
Possible Adverse Effects of Cultural Diversity on Working Teams' Creativity"

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

Thesis title: "Linking Cultural Intelligence and Emotional Acculturation: A first study"

RESEARCH INTERESTS
My research is centered around ensuring the use of fair, accountable, explainable and
transparent artificial intelligence (AI) from a citizen'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. Currently following two Preacher & Hayes courses.

PAPERS UNDER REVIEW & COMPLETED WORKING PAPERS

Myrthe Blösser, Andrea Weihrauch: "Who Should Certify AI? Consumer Evaluations of AI Certification Entities", submitted to Journal of Business Ethics (A). You can find the working paper here.

SELECTED WORK IN PROGRESS

Fairness perceptions of computational fairness metrics by marginalized communities and methods to heighten AI literacy

TEACHING EXPERIENCE

At University of Amsterdam:

Undergraduate programs:
Quantitative Data Analysis 2
- Tutorials
- Exam grading

Theories of Marketing
- Exam grading

Graduate programs
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 the communicative content in AR advertisements in improving customer gratification and purchase intention for different kinds of products

(PROFESSIONAL) MEMBERSHIPS

University of Amsterdam – Social Marketing Club