

# Myrthe Blösser

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## CURRENT POSITIONS

*PhD Candidate - Behavioral Psychology & Marketing* 2021 – present  
Advisor: 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>)

*Co-Founder – FemData* 2023 – present  
Co-founded with Paulina von Stackelberg.  
An initiative connecting academics and industry from different backgrounds and disciplines to share knowledge on gender bias in data with talks, workshops, and other events.  
(<https://femdata.nl>)

## EDUCATION

*M. Sc. Business Administration* 2019 - 2020  
Specialization Entrepreneurship & Innovation  
Amsterdam Business School  
University of Amsterdam  
GPA 8.0/10

*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

## RESEARCH VISITS

*University of Colorado Boulder (3 months)* 2024  
Leeds Business School, hosted by Amit Bhattacharjee.

## RESEARCH INTERESTS

My research is centered around ensuring fair, accountable, explainable, and transparent artificial intelligence (AI) from a consumer's perspective. I examine different methods of decreasing 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). Additionally, I'm interested in moral markets and market inequalities, especially between genders.

Keywords: Fair AI, AI literacy, (Marginalized) Citizen Responses to Technology, XAI, Technology Ethics, Gender Inequalities, Moral Markets.

Methods: Experiments & field studies. Eye tracking.

## PUBLISHED PAPERS

Myrthe Blösser, Andrea Weihrauch: "A Consumer Perspective of AI Certification – The Current Certification Landscape, Consumer Approval, and Directions for Future Research" - European Journal of Marketing, special issue "Dark Side of Social Media".

## CONFERENCES AND INVITED TALKS

Business, Society & Responsibility Seminar – Vrije Universiteit Amsterdam - <i>Seminar</i>	29-03-2022
Business, Society & Responsibility Seminar – University of Amsterdam - <i>Seminar</i>	09-03-2023
Psychology of AI lab – Erasmus University of Rotterdam – <i>Invited brown bag</i>	16-05-2023
EMAC Doctoral Colloquium – Odense – <i>Beginners track</i>	21-05-2023
North European Consumer Research symposium – Leeds University – <i>Paper presentation</i>	12-06-2023
LEAD lab – Leeds Business School – CU Boulder – <i>Invited brown bag</i>	20-03-2024
Behavioral Decision Making Group – University of California Los Angeles – <i>Invited brown bag</i>	15-05-2024

## SELECTED WORK IN PROGRESS

That is Not Who I Am! – Explainable AI and Consumer Responses to Personalised Pricing Algorithms – co-authored with Andrea Weihrauch (UvA) – Expected submission to JCR – substantive phenomena 2024.

When Do Gender Wage Disparities Indicate Discrimination? Fairness Perceptions Depend On Group Membership – co-authored with Nofar Duani (USC), Alix Barash (CU Boulder), and Amit Bhattacharjee (CU Boulder) – Expected submission to PNAS 2025

But Data Is Objective? How Seeing Biased Output Can Propagate Gender Bias In Consumers – co-authored with Andrea Weihrauch (UvA) – Exploratory stage

## AWARDS & GRANTS

A Sustainable Future grant – allocated amount 4.161,84 in support of Gender Wage Disparity project	20-06-2024
A Sustainable Future grant – allocated amount 4.282,65, in support of Explainable AI project	20-12-2023
A Sustainable Future grant – allocated amount 6.643,41, in support of FemData initiative	20-12-2023
Best paper award – Northern European Consumer Research	12-06-2023

## TEACHING EXPERIENCE

### At University of Amsterdam:

#### Undergraduate programs:

##### *Quantitative Data Analysis 2 (Bachelor program, year 2)*

- Lectures (around 600 students)
- Tutorials (four tutorial groups per semester, 30 students in each group)
- Exam grading

##### *Bachelor Thesis Supervision (Bachelor program, year 3)*

- Currently, 3 students are under supervision.

#### 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 communicative content in AR advertisements in improving customer gratification and purchase intention for different kinds of products.
- *Lotte Donkers*: The Role of Explainable Artificial Intelligence (XAI): the effect of XAI on choice architecture in shaping consumer behavior toward sustainability
- *Talya Museri*: Explainable AI Methods (XAI) and Online Recruitment
- *Nina Maria Elisabeth Moreau*: The mediating role of social presence and impulsivity: deconstructing the impact of AI systems on purchase intention across product types.
- Currently, 7 students are under supervision.

##### *Theories of Marketing*

- Exam grading

## ACADEMIC SERVICE

Program Committee Member for workshop “AI in Education: Ethical and Epistemic Perspectives” - <i>Eindhoven Center for the Philosophy of Artificial Intelligence and the Philosophy and Ethics group</i>	2024
Ad-hoc reviewer - <i>Journal of Business Ethics</i>	2023

## (PROFESSIONAL) MEMBERSHIPS

University of Amsterdam – Social Marketing Club

University of Amsterdam – Social Committee  
CU Boulder - LEAD lab