

## Dr Rajibul Hasan - AI Consumer Behaviour Sub-Area

Dr Rajibul Hasan is the principal investigator of Artificial Intelligence (AI) Consumer Behaviour sub-area, where techniques such as ***textual analysis, image analytics, machine learning, deep learning, and experiments*** are utilised to improve understanding of the AI consumer behaviour area. The principal investigator's main focus is to understand ***innovation and consumer behaviour***. Some recent projects registered within the (AI) Consumer Behaviour Area are research of adoption behaviour of robots, wearable smart devices, voice-assisted artificial intelligence, smart home technologies. Besides smart technologies, this area explores innovation such as pro-poor innovation, frugal innovation, BOP innovations which ensure the wellbeing of consumers in both developing and developed countries. Currently, Dr Rajibul Hasan is working as an assistant professor of marketing at Rennes School of Business, France. He completed his PhD from the University of Kent, UK and was the recipient of a Kent Business School PhD Scholarship. He has taught at Cardiff University, Rennes School of Business, the University of Roehampton, and the University of Kent. He published in Journal of Public Policy and Marketing (a prestigious journal of marketing), Computer in Human Behaviour, Journal of Marketing Management and Strategic Change. His research interests include Artificial Intelligence (AI) Adoption Behaviour, Branding, Brand Love, and Diffusion of innovation, Technology acceptance models, and Ethics in marketing, and Poverty Alleviation.