

Seminar

Artificial Intelligence, User Experience, and the Transformation of Financial Services



Salle du Conseil, MF 0109C,
Michel Falise Building, 13 rue de Toul, Lille.

Contact : contact.litl@univ-catholille.fr

20 NOVEMBER
2026
14:00 to 16:00

The seminar will cover the following topics:

- Anthropomorphism and AI in industry and in services,
 - The consumer experience of chatbots and robo-advisers,
 - Consumer behaviour towards AI in financial services,
- Factors that drive the adoption of chatbots and robo-advisers



Intervenant: Meral Ahu Karageyim,
Invited Professeur (SMOS-IN) at FGES

Dr. Meral Ahu Karageyim is a senior researcher at the Center for Applied Research in Finance (CARF) at Boğaziçi University. Her research bridges artificial intelligence, services marketing, and financial innovation, with a particular focus on how digital transformation reshapes customer experience, trust, and value co-creation in the financial services industry.

She explores the intersection of AI-driven technologies, sustainability, and marketing strategy, aiming to understand how new technologies such as chatbots, robo-advisors, and social robots affect service delivery and user engagement.

<https://carf.com.tr/people/meral-ahu-karageyim/>

Inscription:



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