

**The Research Centre of the School of Economics and Business**  
cordially invites you to a research seminar  
on **Tuesday, 7 January 2025, at 13:00 CET** in room **P-119**  
at the School of Economics and Business, University of Ljubljana

**Darina Vorobeva** (NOVA Information Management School, Lizbona)

will present the article:

### **The Impact of Artificial Intelligence (AI) Replacement in Marketing**

*Cracking the Code: How to Publish in a Top-Tier Journal as a PhD Student*

Darina Vorobeva, Ph.D. will present her experience with publishing in Journal of Service Research (ABS4). This paper builds upon the Feeling Economy framework and the social comparison theory to examine how different service-related tasks (thinking vs feeling) distinctively impact the service employees' feelings and behaviour. Five studies reveal that the presence of AI increases negative outcomes for employees engaging in thinking (vs. feeling) tasks due to its adverse effects on their perceived ability (i.e., relative performance). Findings further indicate that these detrimental effects only happen when service employees compare their abilities with those of AI. This research provides important theoretical and managerial implications, helping to mitigate AI's negative outcomes on employees' fear of replacement and reduced job performance.

Darina has recently finalized her Ph.D. in Data-driven Marketing at Nova IMS, Lisbon and she is a former student of UL SEB (Master in International Business). The presentation will also focus on the lessons learned, and the strategies that turned an idea into a publication in one of the top-tier journals. We will discuss (1) the genesis of the research Idea, (2) navigating the submission and review process, and finally (3) tips and tricks for success. This presentation is designed to provide practical insights, strategies, and inspiration for fellow PhD students and early-career researchers navigating the publishing process.

**We look forward to seeing you.**