

WEBINAR ORGANIZED BY THE EMAC SERVICE
MARKETING SIG, SERVSIG, & IRSSM.



“Agentic AI: The Next Frontier of Service Research”

Jochen Wirtz
National University of Singapore



March 3, 2026



12:00 noon (CET)



via Zoom



Link & Calendar invite
(<https://shorturl.at/PsRke>)

Why attend?

Agentic AI represents a fundamental shift in how intelligent systems operate in service contexts — moving from tools that *respond in a deterministic manner* to tools that *act, make judgements, decide, and collaborate*. In this webinar, Professor Jochen Wirtz will unpack what agentic AI actually means for service research and practice. A particular focus will be placed on physical AI and service robots operating in agentic mode. Beyond the conceptual discussion, the webinar is designed to be interactive, with dedicated time to jointly reflect on future research opportunities.

Who is this for?

This webinar is particularly relevant for:

- Service, marketing, and management scholars interested in AI, service robots, and technology-enabled services.
- Doctoral students seeking to position their research at the cutting edge of AI and service research.
- Scholars looking to identify high-impact research opportunities related to agentic and physical AI.

Jochen Wirtz will present at the following time (shown across time zones):

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| • Berkeley (US): 3:00 AM PST (UTC-8) | • Baghdad (Iraq): 2:00 PM AST (UTC+3) |
| • Boston (US): 6:00 AM EST (UTC-5) | • Bengaluru (India): 4:30 PM IST (UTC+5:30) |
| • Brussels (Belgium): 12:00 PM CET (UTC+1) | • Bangkok (Thailand): 6:00 PM ICT (UTC+7) |
| • Bulawayo (Zimbabwe): 1:00 PM CAT (UTC+2) | • Beijing (China): 7:00 PM CST (UTC+8) |
| • Beirut (Lebanon): 1:00 PM EET (UTC+2) | • Brisbane (Australia): 9:00 PM AEST (UTC+10) |