

TABLE OF CONTENTS

AI and robotization in the tourism sector during the COVID-19 pandemic: Are robots the solution to protect and save human lives?	1
Narjess Said, Kaouther Ben Mansour, Nedra Bahri-Ammari	
Perceived benefits and risks of P2P platforms using blockchain technology	33
Nesrine Ben Amor, Imene Ben Yahia	
Does online delivery suit fine-dining restaurants?.....	52
Abdulaziz al Mohannadi, Imene Ben Yahia	
Instagram, the new “Eldorado”?: An exploration of online shopping	68
Nedra Bahri-Ammari	
Social media, a communication vector for political candidates? Importance of the perceived value by voters	86
Ghada Chourou, Aya Kbaier, Nesrine Ben Amor, Imene Ben Yahia	
How to get the best from your social media users through empowerment?	112
Lilia el Ferzi, Imene Ben Yahia	
The study of the effect of an augmented reality experience on online shopping: The case of cosmetics and luxury products.....	133
Nawress Darraji, Nedra Bahri-Ammari	
The re-humanization of services in the digital age: The case of Robotic Tourism Services	153
Nedra Bahri-Ammari, Kaouther Ben Mansour	
How to explain the intention to use Chatbots Messenger with UTAUT and ALMER theories?	170
Yasmine Laajimi, Nedra Bahri-Ammari, Neji Bouslema	

Enhancing co-creation: Lessons from influencers on social media and their followers	185
Khouloud Oueslati, Lina Barbouchi, Lina Smaii, Imene Ben Yahia	