

Designed to serve

Citation for published version (APA):

Caic, M. (2019). *Designed to serve: social robots in value networks*. Off Page Amsterdam.
<https://doi.org/10.26481/dis.20190524mc>

Document status and date:

Published: 01/01/2019

DOI:

[10.26481/dis.20190524mc](https://doi.org/10.26481/dis.20190524mc)

Document Version:

Publisher's PDF, also known as Version of record

Please check the document version of this publication:

- A submitted manuscript is the version of the article upon submission and before peer-review. There can be important differences between the submitted version and the official published version of record. People interested in the research are advised to contact the author for the final version of the publication, or visit the DOI to the publisher's website.
- The final author version and the galley proof are versions of the publication after peer review.
- The final published version features the final layout of the paper including the volume, issue and page numbers.

[Link to publication](#)

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal.

If the publication is distributed under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license above, please follow below link for the End User Agreement:

www.umlib.nl/taverne-license

Take down policy

If you believe that this document breaches copyright please contact us at:

repository@maastrichtuniversity.nl

providing details and we will investigate your claim.

Propositions belonging to the Dissertation

DESIGNED TO SERVE: SOCIAL ROBOTS IN VALUE NETWORKS

by Martina Čaić

1. Social robots in services are automated technologies that co-create value with humans through mastering or mimicking human-like warmth and competence. *[This dissertation]*
2. To integrate into human society, which thrives on social interactions, robots must be endowed with social value propositions leveraging both affective and cognitive resources. *[This dissertation]*
3. Value network visualizations depict service beneficiaries' mental models of actor constellations and their value co-creating/co-destroying dynamics for a service. *[This dissertation]*
4. Network-conscious service design does not only evaluate potential futures with respect to one actor but also reflects on consequences of service innovations for other actors in the network. *[This dissertation]*
5. My dear Miss Glory, Robots are not people. They are mechanically more perfect than we are, they have an astounding intellectual capacity, but they have no soul. *[Karel Čapek]*
6. We humans have a love-hate relationship with our technology. We love each new advance and we hate how fast our world is changing... The robots really embody that love-hate relationship we have with technology. *[Daniel H. Wilson]*
7. Good design begins with honesty, asks tough questions, comes from collaboration and from trusting your intuition. *[Freeman Thomas]*
8. You may think of me as a 'Robot-girl', but I like to think of myself as being on 'TEAM ELDERLY'.
9. To design technologies that resonate with human values we first need to understand human values profoundly.
10. If you'd like to understand me, let me express myself visually.