

Wednesday, September 3rd 2025 - Plenary Session

Maria Theresa Main Hall

11:30–13:00	REGISTRATION	
13:00–14:00	PLENARY SESSION	
13:00-13:15	OFFICIAL OPENING	MICHAEL SONNTAG
13:15-14:00	DISCUSSION PANEL AI GENERATED SLIDES SUMMARIZED BY AI TO SUBMIT AN AI-GENERATED THESIS THAT IS GRADED BY AI: ARE TEACHERS AND LEARNERS STILL NEEDED?	
14:00-15:00	SPECIAL SESSION	EARLY CAREER & STUDENT SHOWCASE
14:00-14:15	JANIKOVIČOVÁ ET AL.	GENDER EQUALITY IN HIGH-TECH SECTORS: ANALYSIS OF WOMEN'S REPRESENTATION IN TECHNOLOGY INDUSTRIES ACROSS V4 COUNTRIES
14:15-14:30	ZBOŘILOVÁ	PUBLICLY AVAILABLE IT KPIS FOR BUSINESS PERFORMANCE EVALUATION
14:30-14:45	KRBUSEK, BUCHALCEVOVA	USING ARCHIMATE TO ALIGN AGILE SOFTWARE PRODUCT MANAGEMENT WITH ENTERPRISE ARCHITECTURE
14.45-15:00	DISCUSSION	
15:00–15:30	COFFEE BREAK	

Wednesday, September 3rd 2025 - Maria Theresa Main Hall

15:30-18:10	SESSION H	SOCIAL MEDIA AND AI: CONTRIBUTOR, SELECTOR, ...?
15:30-15:50	PAVLÍČEK	AI INNOVATIONS - THE DOUBLE-EDGED SWORD: EXPLORING POSITIVE AND NEGATIVE IMPLICATIONS OF ARTIFICIAL INTELLIGENCE IN SOCIAL MEDIA
15:50-16:05	ZIAEI NAFCHI	INVESTIGATING GAMIFICATION AS A SOLUTION FOR READING FATIGUE
16:05-16:20	MAOZ	GAI-LENS: LEGAL AND ETHICAL RISK ASSESSMENT IN GENERATIVE AI SOCIAL CONTENT USING ADVANCED AI METHODS
16:20-16:35	SUDZINA, PAVLÍČEK	RISK AVOIDANCE IN DIGITAL INTERACTION: RISK-AVERSION AND DEMOGRAPHIC DETERMINANTS OF SOCIAL NETWORK USAGE
16:35-16:45	SHORT HEALTH BREAK	
16:45-17:00	KORČÁK, NOVÁK, PAVLŮ	MISINFORMATION AND INFLUENCE OPERATIONS IN ELECTIONS: GLOBAL TRENDS AND THE 2024 ROMANIAN CASE
17:00-17:15	ŠTĚPÁNEK	MORE IS LESS? EXPLORING THE DILUTION EFFECT OF GROWING PUBLICATION NETWORK ON CITATION RATES IN HARD SCIENCES
17:15-17:30	SYROVÁTKOVÁ	FACEBOOK POSTS VIRALITY - SHARING OR LIKING?
17:30-17:45	LEŠETICKÝ, MALEC	SOCIAL MEDIA AND THE EVOLUTION OF CROWDSOURCING: FROM USER-GENERATED CONTENT TO AI-ASSISTED CREATIVITY
17:45-18:15	DISCUSSION	
19:00–21:00	DINNER – RESTAURANT – HOTEL TEREZIÁNSKÝ DVŮR	



Thursday, September 4th 2025 - Parallel Session – Josef II Lounge

8:30-10:10	SESSION B	AI IN CRISIS MANAGEMENT
8:30-8:50	HAGENDORN ET AL.	POTENTIALS AND CHALLENGES OF AI IN CRISIS MANAGEMENT ACROSS AUSTRIA AND EUROPE
8:50-9:05	KAINZ ET AL.	FACTORS CONTRIBUTING TO SOCIAL VULNERABILITY TO VARIOUS HAZARDS IN EUROPEAN METROPOLITAN AREAS
9:05-9:20	NEUBAUER ET AL.	MATCHING NEEDS AND CAPABILITIES FOR PANDEMIC MANAGEMENT
9:20-9:35	KRETSCHY ET AL.	THE USE OF AN AI-SUPPORTED TOOL FOR THE DEPLOYMENT OF INFORMAL VOLUNTEERS IN CRISIS AND DISASTER MANAGEMENT ON THE BASIS OF THEIR COMPETENCIES
9:35-9:50	ŘEHOŘ, VRCHOTA, KLARNER	AI IN CRISIS MANAGEMENT: BIBLIOMETRIC ANALYSIS
9:50-10:10	DISCUSSION	
10:10-10:30	COFFEE BREAK	
10:30-11:40	SESSION C	CYBER SECURITY VS AI
10:30-10:50	SONNTAG	A SECURE SCHEME FOR CHAINED AUTHENTICATION COMBINED WITH ATTESTATION
10:50-11:05	ZBOŘIL	AI, CYBERSECURITY AND THE REAL VALUE PROPOSITION FOR BUSINESS: MOVING BEYOND THE HYPE
11:05-11:20	SIGMUND	APPLYING PROTECTION MOTIVATION THEORY TO ENHANCE ADHERENCE TO ONLINE SECURITY PRACTICES
11:20-11:40	DISCUSSION	
11:45–12:45	LUNCH – RESTAURANT – HOTEL TEREZIÁNSKÝ DVŮR	

Thursday, September 4th 2025 - Parallel Session – Josef II Lounge

12:45-13:50	SESSION E	DATA, AI AND DIGITAL-DRIVEN TRANSFORMATION: SHAPING SUSTAINABLE DIGITAL FUTURES
12:45-13:05	KLJAJIĆ BORŠTNAR, PUCIHAR	OPEN DATA READINESS: EXPLORATORY STUDY OF SLOVENIAN ENTERPRISES
13:05-13:20	ZÁVADSKÁ, ZÁVADSKÝ	UTILIZATION OF AI-DRIVEN MANUFACTURING TECHNOLOGIES: AN EMPIRICAL STUDY
13:20-13:35	BARTEKOVA, JANIKOVIČOVÁ	DIGITALIZATION AS A KEY DRIVER OF ECONOMIC DEVELOPMENT IN THE MUSIC INDUSTRY IN EUROPEAN UNION
13:35-13:50	ESPINOZA, MARYSKA	MODERN DATA ARCHITECTURES: EVALUATION AND SELECTION CRITERIA FOR DATA-DRIVEN ENTERPRISES
13:50-14:10	COFFEE BREAK	
14:10-14:25	STANĚK	AI-ASSISTED DATA GOVERNANCE: FROM THEORY TO TOOLS
14:25-14:35	KUCHTÍKOVÁ, MARYŠKA	ECOSPELL: AN ECO-FRIENDLY PREDICTIVE MAINTENANCE FRAMEWORK FOR THE INDUSTRIAL INTERNET OF THINGS (IIOT)
14:35-15:00	DISCUSSION	
15:00-17:30	FREE PROGRAM - INDIVIDUAL TOUR OF THE CITY For those interested a tour of a small hydroelectric power plant HUČÁK meeting in front of the hotel - 15:15	
17:30–20:30	DINNER AT RESTAURANT KOBÝLA - Československé Armády 353/1	

Thursday, September 4th 2025 - Parallel Session – Leopold II Lounge

8:30-10:10	SESSION I	AI IN SUPPLY CHAIN MANAGEMENT
8:30-8:50	DELINA, SULOVA	THE POTENTIAL OF SOCIAL ENTERPRISES IN SLOVAK PUBLIC PROCUREMENT: DESCRIPTIVE ANALYSIS AND AI-DRIVEN MATCHING FRAMEWORK
8:50-9:05	POTANČOK, ČERNÝ	FROM PROMPTS TO PATENTS: CLUSTERING GLOBAL INNOVATION ACTIVITY IN LARGE LANGUAGE MODELS
9:05-9:20	IVANIČKOVÁ, BARKÓCIOVA	DEVELOPMENT OF GREEN PUBLIC PROCUREMENT IMPLEMENTATION
9:20-9:35	ZAJAROSOVA, DELINA, KARAS	AN EMPIRICAL SURVEY OF SKILLS AND COMPETENCY EXPECTATIONS AMONG STUDENTS
9:35-9:50	WEISS, JANOŠKOVÁ, WEISS	AI-SUPPORTED DECISION-MAKING IN THE OUTSOURCING OF INTERNAL LOGISTICS PROCESSES
9:50-10:10	DISCUSSION	
10:10-10:30	COFFEE BREAK	
10:30-11:40	SESSION J	UNIVERSITY-INDUSTRY COLLABORATION
10:30-10:50	MINISTR, PITNER	ROLE OF ACADEMIA IN SEMICONDUCTOR INNOVATIONS: BETWEEN FREEDOM AND RESILIENCE
10:50-11:05	CHODASOVÁ, TAKÁČOVÁ	INTEGRATION OF EDUCATION AIMED AT DEVELOPING THE KNOWLEDGE AND SKILLS OF THE STUDENT REFLECTING THE 21ST CENTURY REQUIREMENTS
11:05-11:20	VEBER, BOTEK	LABOR MARKET EVOLUTION IN LIGHT OF DEMOGRAPHIC CHANGE
11:20-11:40	DISCUSSION	
11:45–12:45	LUNCH – RESTAURANT – HOTEL TEREZIÁNSKÝ DVŮR	

Thursday, September 4th 2025 - Parallel Session – Leopold II Lounge

12:45-13:50	SESSION D	ETHICAL ASPECTS OF AI: RESEARCH AND USAGE
12:45-13:05	LISNIK	SELECTED ETHICAL ASPECTS OF AUTHORSHIP OF THE USE OF AI PRODUCTS
13:05-13:20	KATRENCIK, KUPEROVA	PERCEPTIONS AND ATTITUDES OF UNIVERSITY STUDENTS TOWARDS ETHICAL ASPECTS OF ARTIFICIAL INTELLIGENCE
13:20-13:35	KRUSIEC	ETHICAL ASPECTS OF ARTIFICIAL INTELLIGENCE AND THE DEVELOPMENT OF ENTREPRENEURSHIP AMONG YOUNG PEOPLE
13:35-13:50	PALEJ	AI AND CVS – AN ANALYSIS OF THE DISCREPANCIES BETWEEN GENERATED PROFILES AND CANDIDATES' ACTUAL SKILLS
13:50-14:10	COFFEE BREAK	
14:10-14:25	KUPEROVÁ, ZATROCHOVA	VIRAL MARKETING BEHAVIOUR OF GENERATION Z
14:25-14:35	BRETZ, WARHOL	RESPONSIBLE MARKETING IN TOURISM: USING AI WITHOUT ETHICAL VIOLATIONS
14:35-15:00	DISCUSSION	
15:00-17:30	FREE PROGRAM - INDIVIDUAL TOUR OF THE CITY For those interested a tour of a small hydroelectric power plant HUČÁK meeting in front of the hotel - 15:15	
17:30–20:30	DINNER AT RESTAURANT KOBÝLA - Československé Armády 353/1	

Friday, September 5th 2025 – Josef II Lounge

9:00-11:25	SESSION G	BUSINESS INFORMATION SYSTEMS AND DIGITALIZATION
9:00-9:20	DOUCEK, NEDOMOVA, MARYSKA	DIGITALIZATION IN BUSINESS
9:20-9:35	POLLÁK, DZILSKÁ, KONECNY	PERSPECTIVE ON THE ISSUE OF OPEN INNOVATION IN THE ERA OF ACCELERATED DIGITALIZATION AND ARTIFICIAL INTELLIGENCE
9:35-9:50	LUKAS	SUPPORT OF DIGITAL TRANSFORMATION OF HUMAN RESOURCE PROCESSES AT CITY HALL BY ENTERPRISE ARCHITECTURE APPROACH: A CASE OF THE REGIONAL CZECHIA ADMINISTRATION
9.50-10.05	RAŠTICOVÁ ET AL.	FROM OVERLOAD TO ARTIFICIAL INTELLIGENCE
10:05-10:25	DISCUSSION	
10:25-10:45	COFFEE BREAK	
10:45-11:35	SESSION F	AI AND AUTONOMOUS SYSTEMS
10:45-11:05	SCHOITSCH	HUMAN-MACHINE TEAMING – THE WAY FORWARD TO A SUPER-SMART SOCIETY
11:05-11:20	SCHMITTNER ET AL.	CYBERSECURITY COMPETENCIES FOR THE FUTURE - INSIGHTS FROM THE PROJECT CYBERSECURITY-KOMPETENZ AUSTRIA (CSKA)
11:20-11:35	DISCUSSION	
11:35-11:45	CLOSING THE CONFERENCE	