

Wednesday, September 2nd 2026 – 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 ROI of AI - Which, When & How?	
14:00 - 15:30	SPECIAL SESSION - EARLY CAREER & STUDENT SHOWCASE	
14:00 - 14:15	Janikovičová, Pollák	ARTIFICIAL INTELLIGENCE ADOPTION IN SMALL AND MEDIUM-SIZED ENTERPRISES: THE MODERATING EFFECT OF FIRM SIZE IN V4 COUNTRIES
14:15 - 14:30	Jiříčková	AIROF: A PRACTICAL FRAMEWORK FOR ADAPTIVE RISK AND OPPORTUNITY MANAGEMENT IN THE USE OF AI TOOLS IN CONSULTING SMES
14:30 - 14:45	Němečková, Řehoř, Soukupová, Klärner	ARTIFICIAL INTELLIGENCE AND TECHNO-STRESS AT WORKPLACES: A SCOPING REVIEW
14:45 - 15:00	Sobotová, Pollák	SELECTED PERSPECTIVES ON REPUTATIONAL RISK IN THE CONTEXT OF CYBERSECURITY
15:00 - 15:15	Vítková, Mohelská	PROJECT MANAGEMENT, STRATEGIC MANAGEMENT AND THEIR INTERCONNECTION IN PRACTICE
15:15 - 15:30	DISCUSSION	
15:30 – 16:00	COFFEE BREAK	

Wednesday, September 2nd 2026 – Maria Theresa Main Hall

16:00 - 17:00	SESSION J + C - From Campus to Company: Collaborative Innovation in the Age of AI + Cyberresilience for Security	
16:00 - 16:20	<i>Baše, Čuka, Skřehota, Jaroš, Pitner, Trenz</i>	FROM CAMPUS TO COMPANY – COLLABORATIVE INNOVATION IN THE AGE OF AI
16:20 - 16:40	<i>Sonntag</i>	CRYPTOGRAPHY IN A POST-QUANTUM WORLD
16:40 - 17:00	<i>DISCUSSION</i>	
17:00 - 18:00	SESSION B - New Paths to tackle Complex Crisis: Decision support by AI and decentralized data management	
17:00 - 17:20	<i>Hagendorn, Bahardoust, Rainer, Rao, Leidwein, Ignjatović, Neubauer, Sumereder</i>	EVIDENCE-BASED DECISION SUPPORT IN HEALTH CRISES: AI-ENHANCED KNOWLEDGE MANAGEMENT, GOVERNANCE, AND AI LITERACY
17:20 - 17:35	<i>Klarner, Řehoř, Vrchota, Matoušková, Němečková, Maříková, Rolínek</i>	CHANGE MANAGEMENT MODELS IN THE AGE OF INDUSTRY 4.0: ARE TRADITIONAL APPROACHES STILL RELEVANT AND IN USE?
17:35 – 17:50	<i>Neubauer, Anwar, Jung, Parzer, Reichl</i>	DECISION SUPPORT FOR THE MONITORING AND MANAGEMENT OF BATHING WATER QUALITY
17:50 - 18:00	<i>DISCUSSION</i>	
19:00 – 21:00	DINNER – RESTAURANT – HOTEL EA Tereziánský dvůr****	

Wednesday, September 2nd 2026 – Parallel Session - Josef II Lounge

14:00 - 15:20	SESSION D - Multiple ethical aspects and limits of ICT resilience	
14:00 - 14:20	Maryška, Doucek, Espinoza	FROM "GARBAGE IN → MYSTERY OUT" TO TRUSTWORTHY ANALYTICS AND AI
14:20 - 14:35	Kumar, Aggarwal, Dhawan, Boltun, Weiss R., Sood, Grima	RAG-BASED MARKET INTELLIGENCE ASSISTANT FOR BUSINESSES
14:35 - 14:50	Zelenka	RELATIONSHIP BETWEEN DATA GOVERNANCE AND ARTIFICIAL INTELLIGENCE GOVERNANCE
14:50 – 15:10	DISCUSSION	
15:10 – 16:00	COFFEE BREAK	
16:00 - 17:15	SESSION F - Resilience for Autonomous Systems	
16:00 - 16:20	Schoitsch	RE-THINKING AUTOMATION: INTENSIVE HUMAN-MACHINE COLLABORATION
16:20 - 16:35	Al Sardy, Muhammad, Shaaban, Baklizi	HEURISTIC-GUIDED DETECTION OF RESOURCE EXHAUSTION VULNERABILITIES FOR ENHANCING RESILIENCE IN AUTONOMOUS SYSTEMS
16:35 – 16:50	Shaaban, Schmittner	AN INTEGRATED AI ASSURANCE AND RISK MANAGEMENT FRAMEWORK FOR AI-ENABLED TOOLS AND DIGITAL WORKSPACES IN AIMS5.0
16:50 - 17:15	DISCUSSION	
19:00 – 21:00	DINNER – RESTAURANT – HOTEL EA Tereziánský dvůr****	

Thursday, September 3rd 2026 – Parallel Session - Josef II Lounge

8:30 - 10:00	SESSION E - Data, AI and Digital-Driven Transformation: Shaping Sustainable Digital Futures	
8:30 - 8:50	<i>Pucihar, Kljajić Borštnar</i>	DYNAMIC DIGITAL CAPABILITIES FOR DIGITAL RESILIENCE OF SMES: CONCEPTUAL FOUNDATIONS AND RESEARCH DESIGN
8:50 - 9:05	<i>Ardielli</i>	DIGITAL MATURITY OF SMES AS A CATALYST FOR SUSTAINABLE DIGITAL FUTURES: A MULTI-CRITERIA ANALYSIS OF EU MEMBER STATES
9:05 - 9:20	<i>Bartekova</i>	MARKET DYNAMICS AND RISKS IN THE GLOBAL MACHINE LEARNING INDUSTRY
9:20 - 9:35	<i>Zbořil</i>	STRATEGIC ASCENDANCE OF INFORMATION TECHNOLOGY IN BUSINESS STRATEGY AND PERFORMANCE
9:35 - 10:00	<i>DISCUSSION</i>	
10:00 - 10:20	COFFEE BREAK	
10:20 - 11:45	SESSION G - Data Governance, Data Analytics & AI	
10:20 - 10:40	<i>Lisnik</i>	SELECTED ETHICAL ASPECTS AND LIMITS OF ICT RESILIENCE
10:40 - 10:55	<i>Krusiec, Palej</i>	ARCHITECTURE OF RESPONSIBILITY FOR GENERATIVE AI IN SOCIAL MEDIA: BEHAVIOURAL DATA, PROFILING AND ETHICAL-ALGORITHMIC RISK
10:55 - 11:10	<i>Sigmund</i>	WHEN AI IS DISCLOSED: A PILOT EXPERIMENTAL STUDY OF PERCEIVED AUTHENTICITY, TRUST AND PERSUASIVE INTENT OF SHORT TEXTS
11:10 - 11:20	<i>Katrenčík, Zatrochová</i>	SOCIAL MEDIA BEHAVIOUR AS TRAINING DATA FOR ARTIFICIAL INTELLIGENCE: ETHICAL CHALLENGES AND RISKS
11:20 - 11:45	<i>DISCUSSION</i>	



Thursday, September 3rd 2026 – Parallel Session - Josef II Lounge

11:45 – 12:45	LUNCH – RESTAURANT – HOTEL EA Tereziánský dvůr****
13:45 - 17:30	Cultural trip - Hrádek u Nechanic
17:30 – 20:30	DINNER AT RESTAURANT - U Děravýho kotle

Thursday, September 3rd 2026 – Parallel Session - Leopold II Lounge

8:30 - 10:00	SESSION I - AI & Data-Driven Supply Chain Management	
8:30 - 8:45	<i>Delina, Šulová, Koba</i>	GOVERNANCE OF SOCIAL VALUE AI FOR PUBLIC PROCUREMENT AND SUPPLY CHAINS
8:45 - 9:00	<i>Tkáč, Tkáč, Džujková</i>	WHEN ONE OFFER IS ALL THERE IS: PROCUREMENT SAVINGS IN OBSERVED SINGLE-OFFER TENDERS
9:00 - 9:15	<i>Ahmed, Aggarwal, Dhawan, Sood, Grima, Weiss E</i>	OPERATIONAL EFFICIENCY OPTIMIZATION OF SUPPLY CHAIN
9:15 - 9:30	<i>Bachura, Freňáková, Jurovčáková, Bocánová</i>	GENERATIVE AI IN ESG COMMUNICATION AND SUSTAINABLE CORPORATE BRANDING: TRUST AND SYNTHETIC AUTHENTICITY
9:30 - 9:45	<i>Barkóciová, Ivaničková</i>	IDENTIFYING INNOVATION IN PUBLIC PROCUREMENT: A TEXT MINING ANALYSIS OF V4 COUNTRIES
9:45 - 10:00	<i>Brontvaj, Verner</i>	DETERMINANTS OF TAX RELIABILITY AMONG SLOVAK CONSTRUCTION SMES
10:00 - 10:20	COFFEE BREAK	
10:20 - 10:35	<i>Dolná, Freňáková, Hvastová</i>	THE TRUST PHENOMENON IN AI-DRIVEN MARKETING: ESG AS A MITIGATING TOOL
10:35 - 10:50	<i>Gócze, Demeter</i>	HETEROGENEITY OF REGISTERED SOCIAL ENTERPRISES IN PUBLIC PROCUREMENT: A DESCRIPTIVE ANALYSIS ON SLOVAK DATA
10:50 - 11:05	<i>Kášpar</i>	GENERATIONAL ASYMMETRY IN AI ADD-ON LAYER IMPLEMENTATION FOR ERP: A LONGITUDINAL CASE STUDY IN A SPECIFIC MANUFACTURING ENTERPRISE



Thursday, September 3rd 2026 – Parallel Session - Leopold II Lounge

11:05 - 11:20	<i>Kratky, Verner</i>	COMPOSITION EFFECTS IN THE UTILITY GREENIUM
11:20 - 11:35	<i>Sieber, Boltun</i>	LEAN AND RARE: ENVIRONMENTAL AWARD CRITERIA IN CENTRAL EUROPEAN TENDERING
11:35 – 11:45	<i>DISCUSSION</i>	
11:45 – 12:45	LUNCH – RESTAURANT – HOTEL EA Tereziánský dvůr****	
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Friday, September 4th 2026 – Parallel Session - Josef II Lounge

9:00 - 11:10	SESSION K - Business, Trade and Marketing in the Age of AI	
9:00 - 9:20	<i>Janošková, Weiss E., Zuzik</i>	AI IN SUSTAINABLE BRANDING: CONSUMER BEHAVIOUR IN THE ORGANIC PRODUCTS MARKET
9:20 - 9:35	<i>Feranecová, Nováková</i>	THE IMPACT OF EMAIL MARKETING ON THE PERFORMANCE OF E-COMMERCE BUSINESSES IN THE DIGITAL ECONOMY
9:35 - 9:50	<i>Veber, Králová</i>	CONSUMER BEHAVIOUR OF GEN Z IN THE AGE OF AI
9:50 - 10:20	COFFEE BREAK	
10:20 - 10:35	<i>Olexová, Koba</i>	COMPETENCE DEMAND IN AI-DRIVEN LABOUR MARKET IN SLOVAKIA
10:35 - 10:50	<i>Olexová, Herzigová, Olexa</i>	LIFELONG LEARNING AS A DRIVER OF SUSTAINABLE COMPETITIVENESS IN SELECTED CEE COUNTRIES
10:50 - 11:10	<i>DISCUSSION</i>	
11:10 - 11:30	CLOSING THE CONFERENCE	

Friday, September 4th 2026 – Parallel Session - Leopold II Lounge

8:45 – 11:10	SESSION H - Social Media, Creativity and Innovation: Synergies and Tensions	
8:45 - 9:05	<i>Pavlíček, Sudzina, Syrůvátková, Novak</i>	FROM RANKING TO REMOVAL: AI-DRIVEN SELECTION, MODERATION AND GOVERNANCE IN SOCIAL MEDIA
9:05 - 9:20	<i>Anderle, Lukáš</i>	USER BEHAVIORAL FACTORS INFLUENCING INFORMATION SECURITY ON SOCIAL NETWORK SITES
9:20 - 9:35	<i>Herout, Ulrichova</i>	BETWEEN CREATIVITY AND MANIPULATION: HOW CZECH ONLINE NEWS FRAMES AI-GENERATED CONTENT, PLATFORMS, AND RESPONSIBILITY
9:35 - 9:50	<i>Rožmberská</i>	FROM PARTICIPATORY CREATIVITY TO CO-INNOVATION: THE ROLE OF SOCIAL MEDIA AND AI IN INNOVATION ECOSYSTEMS
9:50 - 10:10	COFFEE BREAK	
10:10 - 10:25	<i>Sudzina, Pavlíček</i>	RE-EXAMINING THE LINK BETWEEN CHRONOTYPE AND SOCIAL NETWORKING SITES USE FREQUENCY
10:25 - 10:40	<i>Syrůvátková, Pavlíček</i>	ESTIMATION OF THE TRUTH OF NEWS AND THEIR VERIFICATION (SURVEY)
10:40 – 10:55	<i>Štěpánek</i>	BETWEEN TECHNOLOGICAL SIMPLIFICATION AND DIGITAL COLLABORATION: EVIDENCE ON SOLO AUTHORSHIP IN COMPUTER SCIENCE FROM THE DBLP DATABASE IN THE YEARS 2000–2024
10:55 - 11:10	<i>DISCUSSION</i>	
11:10 - 11:30	CLOSING THE CONFERENCE	