

# DRAFT PROGRAM

## 37<sup>th</sup> Bled eConference

### RESILIENCE THROUGH DIGITAL INNOVATION: ENABLING THE TWIN TRANSITION

June 9 – 12, 2024 in Astoria Hotel, Bled, Slovenia

Sunday, June 9, 2024 - Doctoral Consortium: 14:00 – 18:00

Monday, June 10, 2024

	9:00 – 10:30	11:00 – 12:30	14:00 – 15:30	16:00 – 17:30
Hall I	Opening Plenary Session Keynotes Awards	Digital Consumer 1	Digital Wellness	Students Bazaar
Hall II		BIPER Workshop preparatory meeting	BIPER Workshop preparatory meeting	
Hall III		Research in progress 1	Digital Education	

**Lunch break 12:30 – 14:00**

Tuesday, June 11, 2024

	9:00 – 10:30	11:00 – 12:30	14:00 – 15:30	16:00 – 17:30
Hall I				
Hall II				
Hall III				

**Lunch break 12:30 – 14:00**

Wednesday, June 12, 2024

	9:00 – 10:30	11:00 – 12:30	14:00 – 15:30	16:00 – 17:30
Arnold Hall I				
Arnold Hall II				
Voda Hall				

**Lunch 12:30 – 14:00**

Sunday, June 9, 2024

Sunday, June 9, 2024 – 14:00 – 18:00

Hall I

Doctoral Consortium

Hall I

14:00 – 14:20 Welcome and General Feedback

**Co-Chairs:**

**Roger Bons**, Open University, the Netherlands

**Johan Versendaal**, HU University of Applied Sciences Utrecht and Open University of the Netherlands, Netherlands

**Nilmini Wickramasinghe**, La Trobe University, Australia

**Doug Vogel**, Harbin Institute of Technology, China

14:20 – 15:00: Key Note

**Use of Chat GPT and other LLMs for Research**

**Doug Vogel**, Harbin Institute of Technology, China

15:20 – 17:15: Breakout Sessions - Students' presentations – parallel session I Hall I

**Co-Chairs:**

**Doug Vogel**, Harbin Institute of Technology, China

**Nilmini Wickramasinghe**, La Trobe University, Australia

**Presenters:**

**Designing a Process Model of Integrated Lifelong Provision of Healthcare to Patients**

**Živa Rant**, National Institute of Public Health, Slovenia

**Tomaž Kern**, University of Maribor, Slovenia

**Measuring Smart Public Governance Maturity in Public Administration Institutions: a multi-attribute approach**

**Petra Vujković**, Faculty of Public Administration, University of Ljubljana, Slovenia

**Developing Public Values Based AI systems using Value Sensitive Design**

**Erik Slingerland, Guido Ongena, Marlies van Steenbergen**, HU University of Applied Sciences, The Netherlands

**Enhancing Process Model Visualisation to Facilitate the Understanding of Stakeholders**

**Iris Mulder**, University of Applied Sciences Utrecht, The Netherlands

15:20 – 17:15: Breakout Sessions - Students' presentations – parallel session II Hall II

**Co-chairs:**

**Roger Bons**, Open University, the Netherlands

**Johan Versendaal**, HU University of Applied Sciences Utrecht and Open University of the Netherlands, Netherlands

**Presenters:**

**Comparative analysis of the personal bankruptcy model and their effects in the legal orders in Slovenia and Croatia**

**Rea Šaina**, Slovenia

**Assessing perceived obsolescence in high-tech products: instrument development and validation**

**Burak Borulu, Mehmet Cem Bölen**, Ataturk University, Turkey

**How are companies strategizing with digital transformation to integrate sustainability objectives**

**Fuad Khan**, University of Turku, Finland

**Methodology development for open data maturity assessment in small and medium-sized enterprises – a literature review**

**Staša Blatnik**, University of Maribor, Faculty of organizational sciences, Slovenia

17:30 – 18:00 Closing plenary session – Recap of lessons learned

Hall I

Sunday, June 9, 2024 – 18:00 – 19:00

Hall I

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PC Meeting

Sunday, June 9, 2024 – 19:00

Hotel Astoria Ground Floor

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Reception and dinner Hotel Astoria

Monday, June 10, 2024

Monday, June 10, 2024 – 9:00 – 10:30

Hall I

### Opening Plenary Session

#### Bled eConference Co-Chairs:

**Andreja Pucihar**, Professor  
University of Maribor, Slovenia

**Mirjana Kljajić Borštnar**, Professor  
University of Maribor, Slovenia

#### Welcome Addresses:

**Dean Korošak**, Professor & Vice Rector for Science and Research  
University of Maribor, Slovenia

**Iztok Podbregar**, Professor & Dean  
University of Maribor, Slovenia

#### Keynote Speakers:

UNLEASHING INNOVATION THROUGH DIGITAL SUSTAINABILITY

**Mariane ter Veen**, Director, Lead Data Sharing and Public Services, Innopay, The Netherlands

Title to be announced

**Tomi Ilijaš**, CEO and Founder, Arctur, Slovenia

#### Research Track Chair Report

**Marikka Heikkilä**, University of Turku, Finland

#### Outstanding Paper and Outstanding Reviewer Award

**Roger Bons**, Open University, the Netherlands

*Coffee break 10:30 – 11:00*

Monday, June 10, 2024 – 11:00 – 12:30

Hall I

### Plenary Panel: Data spaces (to be confirmed)

Hall I

#### Chair:

**Aleš Veršič**, Open data champion, Ministry of Digital Transformation, Slovenia

#### Panelists:

**Mariane ter Veen**, Director, Lead Data Sharing and Public Services, Innopay, The Netherlands

**Domen Mongus**, Professor, University of Maribor, Slovenia

**Tomi Ilijaš**, CEO and Founder, Arctur, Slovenia

*Lunch break 12:30 – 14:00*

### Research track: Digital Education I

#### Co-chairs:

**Stan van Ginkel**, HU University of Applied Sciences Utrecht, Netherlands

**Matt Glowatz**, University College Dublin, Ireland

**Esther van der Stappen**, Avans University of Applied Sciences, The Netherlands

#### Presenters:

METAVEVERSE IN HIGHER EDUCATION – A SYSTEMATIC LITERATURE REVIEW

**Adrian Woick**, AKAD University, Germany & Brandenburg University of Technology, Germany

**Heidi Rinn**, AKAD University, Germany

**Linda Gogorick**, Technische Universität Braunschweig, Germany

**Tamara Mühleisen**, AKAD University, Germany

**Daniel Markgraf**, AKAD University, Germany

ETHNICAL ANTHROPOMORPHISM IN HUMAN-ROBOT INTERACTION: PERSONALIZED ROBOT TUTORS

**Annemae van de Hoef**, **Sam Leewis**, **Koen Smit**, **Łukasz Miętkiewicz**, **Emirhan Tala**, **Fábio Seiji Sakai**

**Iwashima**, **Berk Tahir Kılıç**, **Mirjam de Haas**, HU University of Applied Sciences Utrecht, The Netherlands

HIGHER EDUCATION STUDENT'S SELF-EFFICACY BELIEFS DURING AND POST PANDEMIC: AN EXPLORATIVE LEARNING ANALYTICS STUDY

**Satu Aksovaara**, Jamk University of Applied Sciences, Professional Teacher Education, Finland

**Tommi Kärkkäinen**, University of Jyväskylä, Faculty of Information Technology, Educational Technology and Cognitive Science, Finland

**Minna Silvennoinen**, Jamk University of Applied Sciences, Professional Teacher Education, Finland

### Panel: Digital Health

#### Co-chairs:

**Nilmini Wickramasinghe**, La Trobe University, Australia

**Juergen Seitz**, Baden-Wuerttemberg Cooperative State University, Germany

#### Speakers:

DATA AND ANALYTICS, POSSIBILITIES AND POTENTIAL

Laurie Hawkins

ANALYSIS OF HEALTH DATA IN SLOVENIA

**Živa Rant**, National Institute of Public Health, Slovenia

DIGITAL TWINS

**Nilmini Wickramasinghe**, La Trobe University, Australia

WHAT ARE THE RISKS AND CHALLENGES WITH DIGITAL TWINS?

**Juergen Seitz**, Baden-Wuerttemberg Cooperative State University, Germany

TELE ASSESSMENT

**Luuk Simons**, Delft University, The Netherlands

CHAT GPT

**Doug Vogel**, Harbin Institute of Technology, China

Monday, June 10, 2024 – 14:00 – 15:30

Hall III

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### Research Track: Digital Transformation in the Public Sector

#### Co-chairs:

**Tina Jukić**, University of Ljubljana, Faculty of Public Administration

**Guido Ongena**, HU University of Applied Sciences Utrecht, The Netherlands

**Art Alishani**, Tartu University, Estonia

#### Presenters:

DIGITAL PUBLIC SERVICE IMPROVEMENT IN CROSS-BORDER USE CASES

**Helen Raamat**, Information System Authority, Estonia

**Innar Liiv, Silvia Lips, Rozha Kamal Ahmed, Rahul Sharma, Dirk Draheim**, Tallinn University of Technology, Estonia

TOWARDS SOCIAL DIGITAL TWINS – AN INTEGRATED SOCIOTECHNICAL APPROACH FOR THE URBAN ENERGY TRANSITIONS

**Steven Haveman, Xiao Peng, Ran Zhang**, HU University of Applied Sciences Utrecht, The Netherlands

**Tadeo-Baldiri Salcedo-Rahola**, The Hague University of Applied Sciences, The Netherlands

THE FACTORS THAT INFLUENCE THE ADOPTION OF TOOLS THAT IMPROVE THE AGILE WAY OF WORKING AND CONTINUOUS IMPROVEMENT AT THE DUTCH CENTRAL GOVERNMENT

**Rene Wieringa, Paul Morsch, Pascal Ravesteyn, Wouter Bronsgeest**, HU University of Applied Sciences, The Netherlands

16:00 Trip to the Radovljica city. Visit of Museum of Apiculture and Dinner. Bus will departure at 16:00 in front of Astoria hotel (to be confirmed)

Tuesday, June 11, 2024

Tuesday, June 11, 2024 – 9:00 – 10:30

Hall I

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### Research track: Digital Education II

#### Co-chairs:

**Stan van Ginkel**, HU University of Applied Sciences Utrecht, Netherlands

**Matt Glowatz**, University College Dublin, Ireland

**Esther van der Stappen**, Avans University of Applied Sciences, The Netherlands

#### Presenters:

A STUDY TO MEASURE THE POTENTIAL IMPACT OF GENERATIVE ARTIFICIAL INTELLIGENCE ON ACADEMIC INTEGRITY

**Aidan Duane**, South East Technological University (SETU), Ireland

RESPONSIBLE IMPLEMENTATION OF AI IN HIGHER EDUCATION: ETHICAL FACTORS GUIDING DUTCH IT TEACHERS

**John van Meerten, Koen Smit, Matthijs Berkhout, Marlies van Steenberg**, HU University of Applied Sciences Utrecht, The Netherlands

Tuesday, June 11, 2024 – 9:00 – 10:30

Hall II

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### Research Track: Business Models

#### Co-chairs:

**Andreja Pucihar, Mirjana Kljajić Borštnar**

University of Maribor, Slovenia,

**Doroteja Vidmar**, Slovenia

#### Presenters:

MARITIME TRANSPORT AND LOGISTICS DIGITAL SOLUTIONS OPTIMIZATION USING ADVANCED DATA SHARING PLATFORMS: EPICENTER PROJECTS' CASE\*

**Zdravko Paladin, Mira Šorović**, Administration for Maritime Safety and Port Management, Montenegro

**Sanja Bauk**, Estonian Maritime Academy, Tallinn University of Technology, Estonia

**Frank Knoors**, Transporeon (a Trimble Company), Belgium

**Julian Stephens**, MJC2 – Berkshire, United Kingdom

**Nexhat Kapidani, Žarko Lukšić**, Administration for Maritime Safety and Port Management, Montenegro

**Rasim Mujalović**, JadroAgent-Bar, Montenegro

DATA INNOVATION EXPLORER: DESIGN OF A DATA-DRIVEN BUSINESS MODEL TOOL

**Joschka Andreas Hüllmann, Torsten Gollhardt, Andreas Hermann, Paul Kruse**, University of Twente, Germany

EXPLORING THE SUSTAINABLE VALUE PROPOSITION IN LOGISTICS SERVICES – HOW DIGITALIZATION AND DATA SUPPORT GREENER SERVICES?

**Fuad Khan, Taina Eriksson, Marikka Heikkilä, Titiana Ertiö**, University of Turku, Finland

EUROPEAN COMPANIES' READINESS AND CHALLENGES IN DATA ECONOMY

**Marikka Heikkilä, Jukka Heikkilä, Farhan Ahmad**, University of Turku, Finland

Tuesday, June 11, 2024 – 9:00 – 10:30

Hall III

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### Research track: Digital Health I

#### Co-chairs:

**Nilmini Wickramasinghe**, La Trobe University, Australia

**Juergen Seitz**, Baden-Wuerttemberg Cooperative State University, Germany

#### Presenters:

INVESTIGATING THE BENEFITS OF 5G TO LEVERAGE THE DIGITAL TRANSFORMATION IN HEALTHCARE:  
A SYSTEMATIC REVIEW ON PERSONALIZED DIABETES SELF-MANAGEMENT

**W.T. A. Nilashini, Nilmini Wickramasinghe**, La Trobe University, Australia

MAPPING THE LANDSCAPE OF DIGITAL HEALTH USAGE IN INFORMATION SYSTEMS RESEARCH

**Sara Arzideh, Jozsef Mezei**, Åbo Akademi University, Finland

ASSESSMENT INSTRUMENT OF TECHNOLOGY ACCEPTANCE AMONGST PEOPLE WITH MINOR  
INTELLECTUAL DISABILITIES

**Mathijs van Dijk, Arjen Maris**, HU University of Applied Sciences, The Netherlands

ANALYSIS OF DEVELOPMENT AND USER ASPECTS OF E-PRESCRIPTION IN SLOVENIA

**Živa Rant**, National Institute of Public Health, Slovenia

**Dalibor Stanimirović**, University of Ljubljana, Faculty of Public Administration, Slovenia

*Coffee break 10:30 – 11:00*

Tuesday, June 11, 2024 – 11:00 – 12:30

Hall I

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### Panel: Digital Education

#### Chair:

**Helen Cripps**, Edith Cowan University, Australia

#### Speakers:

**Matt Glowatz**, University College Dublin

**Thomas Mejtoft**, Umeå University, Sweden

**Gregor Lenart**, University of Maribor, Slovenia



### Research in Progress

**Co-chairs:**

**Anand Sheombar**, HU University of Applied Sciences Utrecht, Netherlands

**Venkata Marella**, Open University, the Netherlands

**Presenters:**

STRENGTHENING RESILIENCE IN A DANISH HEALTH SYSTEM – A LONGITUDINAL STUDY

**Morten Boesen, Jarl Tuxen, Erik L. Møller**, KEA - Copenhagen School of Design and Technology, Denmark

UNRAVELLING THE USE OF DIGITAL TWINS TO ASSIST DECISION-AND-POLICY-MAKING IN SMART CITIES

**Lucy Temple, Gabriela Viale Pereira**, University for Continuing Education Krems, Austria

**Lukas Daniel Klausner**, St. Pölten University of Applied Sciences, Austria

OVERVIEW OF ASTHMA RELATED APPLICATIONS ON GOOGLE PLAY AND APPLE APP STORES

**Zaid Sako, Nilmini Wickramasinghe**, Latrobe University, Australia

A VALUE SENSITIVE DESIGN APPROACH TO EQUITABLE REMUNERATION OF THE DUTCH MUSIC COPYRIGHT SYSTEM IN THE DIGITAL AGE

**Nerko Hadziarapovic, Pascal Ravesteijn, Marlies Van Steenbergen**, HU University of Applied Sciences Utrecht, The Netherlands

### Research track: Digital Health II

**Co-chairs:**

**Nilmini Wickramasinghe**, La Trobe University, Australia

**Juergen Seitz**, Baden-Wuerttemberg Cooperative State University, Germany

**Presenters:**

DESIGNING AND EVALUATING AN LLM-BASED HEALTH AI RESEARCH ASSISTANT FOR HYPERTENSION SELF-MANAGEMENT; USING HEALTH CLAIMS METADATA CRITERIA

**Luuk Simons, Pradeep Murukannaiah**, Delft University, The Netherlands

**Mark Neerincx**, TNO, The Netherlands

ENABLING CARDIAC REHABILITATION AT HOME: A WEB-BASED SOLUTION

**Nilmini Wickramasinghe, Nalika Ulapane, Sasan Adibi**, La Trobe University, Australia

REPEAT AFTER ME: DYNAMIC WORKOUTS FOR THE WELLBEING OF ELDERLY INDIVIDUALS WITH DEMENTIA

**Annemae van de Hoef, Sam Leewis, Koen Smi, Mark Slingerland, Larissa Kaiser, Katariina Saukko, Ruben van Gend, Mirjam de Haas**, HU University of Applied Sciences Utrecht, The Netherlands

Lunch break 12:30 – 14:00

Tuesday, June 11, 2024 – 14:00 – 15:30

Hall I

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### Research track: Digital and Sustainability Transformation

**Chair:**

**Marikka Heikkilä**, University of Turku, Finland

**Presenters:**

DIGITAL SUSTAINABILITY PRACTICES

**Irene Jonkers, Xiao Peng, Willemijn Van Haften**, HU University of Applied Sciences Utrecht, The Netherlands

DIGITAL ASSET CREATION AND ORCHESTRATION: EMPIRICAL EVIDENCE FROM INDUSTRIAL MANUFACTURING

**Gabe Piccoli**, Louisiana State University and University of Pavia, United States

**Joaquin Rodriguez**, Grenoble Ecole de Management, France

DIGITAL TWIN TECHNOLOGY IN THE RAIL INDUSTRY: A DUTCH QUALITATIVE CASE STUDY ON SUCCESS FACTORS, CHALLENGES, AND FUTURE USE CASES

**Koen Smit**, HU University of Applied Sciences Utrecht, The Netherlands

**Joris Mens**, Nederlandse Spoorwegen, The Netherlands

**Chaim de Gelder, John van Meerten**, HU University of Applied Sciences Utrecht, The Netherlands

Tuesday, June 11, 2024 – 14:00 – 15:30

Hall II

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### Workshop: Fuzzy-set Qualitative Comparative Analysis

**Presenter:**

**Shahrokh Nikou**, TU Delft, The Netherlands

### Research track: Digital Health III

#### Co-chairs:

**Nilmini Wickramasinghe**, La Trobe University, Australia

**Juergen Seitz**, Baden-Wuerttemberg Cooperative State University, Germany

#### Presenters:

RELAXING OR EXCITING? MOBILE EMOTION RECORDING IN NATURAL SETTINGS

**Ondrej Mitas**, Breda University of Applied Sciences, The Netherlands

**Ben Wielenga**, NHL Stenden University of Applied Sciences, The Netherlands

**Kees Evers, Jelena Farkić**, Breda University of Applied Sciences, The Netherlands

**Peter Ward**, Brigham Young University, United States

**Jeroen Klijs, Marcel Bastiaansen**, Breda University of Applied Sciences, The Netherlands

IT'S A MATCH! – FINDING THE PERFECT PARTICIPANTS FOR HEALTH RESEARCH. STUDY ON THE WILLINGNESS TO SHARE HEALTH DATA WITH A RESEARCH REFERRAL PORTAL

**Melanie Mandl, Christine Malin, Stefan Thalmann**, BANDAS Center University of Graz, Austria

GENERATIVE AI IN ASSISTING PATIENTS WITH SYRINGOMYELIA AND HYDROCEPHALUS: A PRELIMINARY COMPARISON OF CHATGPT AND GEMINI

**Pavlina Kröckel**, Friedrich-Alexander Universität Erlangen-Nürnberg, Germany

*Coffee break 15:30 – 16:00*

### Students Bazaar

#### Co-chairs:

**Pascal Ravesteijn, Koen Smit, Nerko Hadziarapovic**, University of Applied Sciences Utrecht, Netherlands

**Marijn Plomp**, Vrije Universiteit Amsterdam, The Netherlands

#### Presenters:

To be announced

Coffee break 15:30 – 16:00

Wednesday, June 12, 2024 – 9:00 – 10:30

Hall I

## Empowering Paths: The Importance of Building a Support Network for Women and Girls in IT



Wednesday, June 12, 2024 – 9:00 – 10:30

Hall II

## Research Track: Smart and Sustainable Cities and Digital Ethics

### Smart and Sustainable Cities Co-chairs:

**Hans-Dieter Zimmermann**, Eastern Switzerland University of Applied Sciences, Campus St. Gallen, Switzerland

**Pascal Ravesteijn**, University of Applied Sciences Utrecht, Netherlands

**Matthias Baldauf**, Eastern Switzerland University of Applied Sciences, Campus St. Gallen, Switzerland

### Digital Ethics Co-chairs:

**Roger Bons**, Open University, the Netherlands

**Johan Versendaal**, HU University of Applied Sciences Utrecht and Open University of the Netherlands, Netherlands

**Koen Smit**, HU University of Applied Sciences Utrecht, The Netherlands

### Presenters:

SMART GOVERNANCE CHALLENGES IN INDONESIAN LOCAL GOVERNMENT

**Rio Yusri Maulana**, **Department of Government Science**, Universitas Jambi, Indonesia

**Usman Usman**, **Moh. Arief Rakhman**, **Alva Beriansyah**, **Dimas Subekti**, Universitas Jambi, Indonesia

SMART CITIES ON THE WATERFRONT: CITIZENS' PERSPECTIVES ON SMART CITY IN THE CONTEXT OF A PORT CITY

**Kristel Edelman**, **Riikka Franzén**, University of Turku, Finland

**Irina Wahlström**, **Anastasia Tsvetkova**, **Yiran Chen**, Åbo Akademi University, Finland

IMPROVING USER'S CONFIDENCE TO ACT WHEN USING ADVICE ALGORITHMS THROUGH INTERACTIVE USE OF COUNTERFACTUALS

**Jeroen van Grondelle**, **Marlies van Steenbergen**, **Aletta Smits**, **Marcel Stalenhoef**, **Koen van Turnhout**, **Tijs Timmerman**, HU University of Applied Sciences Utrecht, The Netherlands

**Harald Pol**, Hanze University of Applied Sciences Groningen, The Netherlands

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## Research Track: Decision Analytics for Business and Societal Challenges

### Co-Chairs:

**Christer Carlsson**, Institute for Advanced Management Systems Research and Åbo Akademi University, Finland

**Pasi Luukka**, LUT School of Business and Management, Finland

**Doug Vogel**, Harbin Institute of Technology, China

### Presenters:

DECISION ANALYTICS—LESS EXPECTED MOTIVATORS FOR HEPA PROGRAMS

**Christer Carlsson**, IAMSR/Abo Akademi University, Finland

A MATURITY MODEL FOR EVALUATING DATA-DRIVEN SUSTAINABILITY MANAGEMENT

**Anna Sell**, **Jerker Björkqvist**, **Janne Hakala**, **Fredrik Hellman**, Åbo Akademi University, Finland

**Xiang Hu**, **Oskar Karlström**, **Anders Lindgren**, University of Turku, Finland

**Andreas Lundell**, **Amaia Martin-Granizo**, Åbo Akademi University, Finland

FUZZY SET QUALITATIVE COMPARATIVE ANALYSIS AS A TOOL FOR INDIVIDUAL AND ORGANIZATIONAL DECISION SUPPORT IN TECHNOLOGY ADOPTION: REVEALING THE POTENTIAL

**Mahinda Mailagaha Kumbure**, **Pasi Luukka**, **Business School**, LUT University, Finland

EVALUATING COVID-19 MOVEMENT RESTRICTIONS: A FINNISH CASE STUDY

**Valtteri Wanne**, **Azets**, **Xiaolu Wang**, **Anna Sell**, Åbo Akademi University, Finland

*Coffee break 10:30 – 11:00*

## Research Track: Restructured Work and Future Work via Digital Transformation

### Co-chairs:

**Axel Minten**, German Coworking Association and FOM University of Applied Sciences, Germany

**Xander Lub**, Hogeschool Utrecht, Netherlands

### Presenters:

UNMASKING BIASES AND MAPPING THE LANDSCAPE OF AI ADOPTION IN DIVERSE BUSINESS FUNCTIONS THROUGH A DELPHI STUDY

**Amogha Ammava-Sudarshan**, **Isabella Seeber**, Grenoble Ecole de Management, France

BRIDGING THE AI SKILLS GAP IN EUROPE: A DETAILED ANALYSIS OF AI SKILLS AND ROLES

**Willemijn van Haeften**, **Ran Zhang**, **Sabine Boesen-Mariani**, **Xander Lub**, **Pascal Ravesteijn**, University of Applied Sciences Utrecht, The Netherlands

**Paul Aertsen**, Vrije Universiteit Amsterdam, The Netherlands

### Research Track: Digital Consumer

Co-chairs:

**Helen Cripps**, Edith Cowan University, Australia

**Hans-Dieter Zimmermann**, Eastern Switzerland University of Applied Sciences, Campus St. Gallen, Switzerland

Presenters:

BALANCING PERSONALIZATION AND PRIVACY: TOWARDS PERSONALIZED SAVING EXPERIENCE IN BANKING APPS FOR YOUNG ADULTS

**Alex Wahlroos, Leonid Freidovich, Ulrik Söderström, Thomas Mejtoft**, Umeå University, Sweden

TOWARDS TECHNO-PSYCHOLOGICAL IMMERSION: A NARRATIVE LITERATURE REVIEW OF IMMERSION AND ITS RELATED CONCEPTS

**Tiina Paananen, Tiina Kemppainen**, University of Jyväskylä, Finland

**Markus Makkonen**, Tampere University / University of Jyväskylä, Finland

**Matilda Holkkola, Olli Tyrväinen, Lauri Frank**, University of Jyväskylä, Finland

CUSTOMER PERCEPTIONS OF IN-STORE IDENTIFICATION

**Tiina Kemppainen, Lauri Frank**, University of Jyväskylä, Finland

THE USE OF NEUTRALISATION TECHNIQUES IN THE CONTEXT OF RESPONSIBLE ONLINE SHOPPING: A LATENT PROFILE ANALYSIS

**Markus Makkonen**, Tampere University / University of Jyväskylä, Finland

**Lauri Frank, Matilda Holkkola, Tiina Paananen**, University of Jyväskylä, Finland

### Research Track: AI & Data Science

Co-chairs:

**Uroš Rajkovič, Domen Mongus**, University of Maribor, Slovenia

Presenters:

CULTIVATING A DATA-DRIVEN CULTURE: EXPLORING THE ROLE OF DATA ANALYTIC CAPABILITY, EMPLOYEE EMPOWERMENT, AND TRANSFORMATIONAL LEADERSHIP

**Alinda Kokkinou**, Breda University of Applied Sciences & AVANS University of Applied Sciences, The Netherlands

**Ondrej Mitás, Albert Mandemakers**, Breda University of Applied Sciences, The Netherlands

EMPOWERING DATA SOVEREIGNTY: STRATEGIES OF DATA INTERMEDIARIES IN DATA ECOSYSTEMS

**Ruben D'Hauwers, August Bourgeois**, imec-SMIT, VUB, Belgium

DECISION MINING IN THE RAIL INDUSTRY: A CASE STUDY IN THE CONTEXT OF AN INDUSTRIAL WHEELSET REVISION PROCESS

**Bart Hoornstra**, Utrecht University, Utrecht, The Netherlands

**Joris Mens**, N.V. Nederlandse Spoorwegen (Dutch Railways), Utrecht, The Netherlands

**Iris Beerepoot, Inge van de Weerd**, Utrecht University, Utrecht, The Netherlands

PREPARING FOR DISEASE X: PREDICTING ICU ADMISSIONS USING TIME SERIES FORECASTING WITH DECODER-ONLY TRANSFORMER NEURAL NETWORKS

**Nejc Čelik, Andrej Škraba**, University of Maribor, Slovenia

*End of program and Lunch 12:30 – 14:00*