

<p align="center">5th International Conference on the Impact of Artificial Intelligence Research (ICAIR 2024) 5 - 6 December 2024 Universidade Lusófona, Lisbon, Portugal The Conference runs to Portugal Time - (GMT) PHYSICAL PROGRAMME</p>							
Wednesday 4th December 2024							
18:00	Pre-conference Registration and Drinks Reception: Radisson Blu-Continental Hotel, Av. Marechal Craveiro Lopes, 390, Alvalade, Lisbon, 1749-009, Portugal						
Thursday 5 December 2024							
08:30	Registration and Coffee Zoom Room 1 Opens						
09:00	Room: José Araújo Auditorium Welcome and Opening of the Conference: Professor Ana Brasão, Director of the School of Economic and Organizational Sciences at Universidade Lusófona - Centros Universitário de Lisboa						
09:15	Keynote Address: <i>Professor José Alberto de Jesus Borges, Portuguese Military Academy The Impact of AI Limitations in Relation to Defence Applications</i>						
10:00	<i>Conference Splits into Physical and Virtual Presentation Sessions</i>						
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12:20	<i>Lunch Cantina</i>						
13:30	Knowledge Café on Teaching AI Chaired by Professor Dan Remenyi						
15:00	<i>Refreshments</i>						
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15:20	Artificial Intelligence and the Ethics of Tomorrow Brenda Van Wyk and Marlene Holmner , University of Pretoria, South Africa						
15:40	Artificial Intelligence Life Cycle: The Detection and Mitigation of Bias Ashionye Aninze and Jagdev Bhogal , Birmingham City University, UUK						
16:00	Ecosystem Theory and the Adoption of Artificial Intelligence in SMEs Steve Nolan and Stelios Zyglidopoulos , Carleton University, Canada						
16:20	Artificial Intelligence Treaty: A Case for (non)adoption in South Africa Nomalanga Mashinini , University of the Witwatersrand, Johannesburg, South Africa (Presentation Only)						
16:40	<i>Close of Conference Day</i>						
Conference Dinner Casa do Alentejo, R. das Portas de Santo Antão 58, 1150-268 Lisboa, Portugal							

	Friday 6 December	
09:30	Room: José Araújo Auditorium Opening Messages:	
09:35	Keynote presentation: Carlos Maio, Executive Manager and Founder QSR AI: The Demographic Inverted Pyramid	
10:20	Introduction to ICAIR 2025	
10:30	<i>Coffee Break and Physical Poster Presentations</i>	
	Room: Building N.1.4 Stream B: Mini Track on Examining the Future of AI and Human Systems Integration Chair: Mitt Kabir	Room: Building N.1.4 Stream B: Chair: Robert Alphas
11:00	AI Integration and Digital Transformation: Examining Contemporary Firms' Strategies Andrea Di Vetta and Tabish Zaman , Anglia Ruskin University, UK	How Is Fake News Spread? An Analysis of the Dissemination Process: Actors, Channels, and Motives Anastasiia Iufereva , IULM, Milan, Italy
11:20	Unleashing Human Potential: A Framework for Augmenting Co-Creation with Generative AI Mitt Nowshade Kabir Ecole de Management Léonard De Vinci, Paris, France	Towards the Virtual: AI Beauty Pageants and their Implications for Society Ida Knapik , AGH University, Kraków, Poland
11:40	Overcoming AI Implementation Challenges: Perspectives from Practice and Research Clemens Kerschbaum and Raphael Dachs , Argus-AI GmbH, Austria	Balancing AI in SMEs: Overcoming Psychological Barriers and Preserving Critical Thinking Madeleine Block , Institute for Applied Research for Skilled Crafts and Trades, Vienna, Austria
12:00	<i>Lunch</i>	<i>Lunch</i>
	Room: José Araújo Auditorium Stream A: AI Applications Chair: Brenda van Wyk	
13:00	Can Robots laugh? An Inquiry into the Nature of AI Eduardo Tomé , Universidade Lusofona, Lisbon, Portugal and Elizaveta Gromova , Independent Researcher, (Academic Paper, Main conference) AIR-078	
13:20	Online Managerial Tools as Research Tools to Apply Artificial Management: Results of Research Olaf Flak , Jan Kochanowski, University of Kielce, Poland	
13:40	Artificial Intelligence, Smart Topological Data Analysis and Chaos in Business Continuity Management: The Case of COVID-19 in Birmingham Airport Carlos Rouco and Carlos Gonçalves , Universidade Lusófona, Portugal	
14:00	LLM Supply Chain Provenance: A Blockchain-based Approach Shridhar Singh and Luke Vorster , University of KwaZulu-Natal, South Africa	
	Summary and Close of the Conference	
	<i>Posters</i>	
	Understanding Generative AI in Organizations: Classification, Evolving Benefits, and Managerial Implications Fabrizio Amarilli , Dublin City University, Ireland (invited Poster)	
	Developing AI in Marketing Giles Robertson , University of Bedfordshire, UK (Invited Poster)	

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<p>10:00 Conference Splits into Physical and Virtual Presentation Sessions</p>	
<p>Zoom Room 1: Mini Track on Ethical and Societal Implications of AI Chair: Luke Vorster</p>	<p>Zoom Room 2: Diversity Chair: Henrik Hanson</p>
<p>10:20 "Should Everyone Have Access to AI?" Perspectives on Ownership of AI Tools for Security Yasmine Ezzeddine and Petra Saskia Bayerl, Sheffield Hallam University, United Kingdom</p>	<p>Empowering Diversity by Building Inclusive Software Engineering Projects with Large Language Models Clara Maathuis, Stefano Bromuri, Open University, Heerle and Greg Alpar, Radboud University, Netherlands</p>
<p>10:40 Generative Artificial Intelligence and the Impact on Sustainability Niklas Humble, Uppsala University, Sweden and Peter Mozelius, University of Gävle, Sweden</p>	<p>Exploring Student Perspectives on Generative AI in Requirements Engineering Education Niklas Mellqvist and Peter Mozelius, Mid Sweden University, Sweden</p>
<p>11:00 Citizens' right to information and the principle of good administration: What's new in the AI Act? Hanne Marie Motzfeldt, University of Copenhagen and Anna Murphy Høgenhaug, University of Aalborg, Denmark</p>	<p>Transcending Fixed Meanings: Exploring the Impact of Linguistic Relativism on Adaptive Language Models in Generative AI Subhangi Namburi, University of Nottingham, UK</p>
<p>11:20 Do we Need to Better Regulate the Next Generation of AI Tools? Michael Aubrey, University of South Wales, Blackwood, UK</p>	<p>Students' AI-generated Images – Impact on Motivation, Learning and, Satisfaction Henrik Hanson, Cornelia Berg, Liv Sjöberg Omsén, Stockholm University, Sweden and Peter Mozelius, University of Gävle and Mid Sweden University, Sweden</p>
<p>11:40 Ethical Generative AI: What Kind of AI Results are Desired by Society? René Peinl, Marc Lehmann and Andreas Wagener, Hof University of Applied Sciences, Germany</p>	<p>Generative AI and the End of Education Caroline Stockman, University of Winchester, Winchester, United Kingdom</p>
<p>12:00 Effective Continuous Quantitative Measures for End-to-End AI Guardrails Jason Pittman, Booc Allen Hamilton, High Point, USA</p>	<p>The Anti-Procrastination Framework: Reducing Academic Procrastination via Social Motivation and AI application Xiaojiao Duan, Zhaoxia Yi, Yongjia Sun and Itamar Shabtai, Claremont Graduate University, United States</p>
<p>12:20 Bridging the Gap: Understanding the Social and Ethical Implications of Artificial Intelligence (AI) Sharon L Burton, Capitol Technology University, Laurel, USA</p>	<p>The Challenge of Verisimilitude: From Human I to Artificial I Ananda Mitra, Wake Forest University, Winston Salem, USA</p>
<p><i>Lunch</i></p>	
<p>Zoom Room 1: Chair: Rich Wilson</p>	<p>Zoom Room 2: Educational AI Chair: Henrick Hanson</p>
<p>13:30 Comparative Analysis of YOLOv5/v8/v9 for Object Detection, Tracking, and Human Action Recognition in Combat Sports Evan Quinn and Niall Corcoran, Technological University of the Shannon: Midlands Midwest, Ireland</p>	<p>Generative AI in Writing Workshops: A Path to AI Literacy Sonja Gabriel, KPH Vienna/Krems, Vienna, Austria</p>
<p>13:50 AI, Personalized Education, and Challenges Aziz Mimoudi, Université Mohamed 6 Polytechnic, Rabat, Morocco</p>	<p>AI Generative in Brazil's Public Schools: The Teachers' Perspective Jussara Reis-Andersson, Mid Sweden University, Sundsvall, Sweden</p>
<p>14:10 How Good Is GPT's "Emojinal Intelligence"? Investigating Emoji Patterns in LLM-Generated Social Media Text Michael Dunn and Kenneth Hopkinson, Air Force Institute of Technology, USA</p>	<p>AI in Education: Balancing Innovation and Responsibility Sudh Pillai, Tatyasaheb Kore University, Solapur, India and R. Ramakrishnan, Vvin Consultancy, India</p>
<p>14:30 Adopting Artificial Intelligence in Organizations: A Closer Look Massimo Albanese, University of Genoa, Genoa, Italy</p>	<p>From Data to Decisions: Leveraging AI for Proactive Education Strategies Willie Moore and Li-Shiang Tsay North Carolina A & T, Greensboro, USA</p>
<p>14:50 Driving the Future: AI in Transportation Isabella Xu, University of North Texas, USA</p>	
<p><i>Break</i></p>	
<p>Zoom Room 1: Security Chair: Rich Wilson</p>	<p>Zoom Room 2: Chair: Michael Dunn</p>
<p>15:30 Unveiling the Emotional Landscape of Ukrainian War Narratives using Large Language Models Clara Maathuis and Iddo Kerkhof, Open University, Netherlands</p>	<p>Artificial Intelligence and its Role of Legislative Practices Marius Vacarelu, National School of Political and Administrative Studies Bucharest Romania</p>
<p>15:50 Navigating Online Narratives on Israel-Hamas War with LLMs Clara Maathuis and Iddo Kerkhof, Open University, Netherlands</p>	<p>The New Era of Technology Mysticism: Generative Artificial Intelligence and its Effects Karsten Böhm University of Applied Sciences, Kufstein, Austria and Jürgen Sammet, University of Applied Management, Germany</p>
<p>16:10 Security and Safety Coexists in the Age of AI Victoria Youssa Ourzik, Université Paris Dauphine, Paris, France</p>	<p>An Analysis of Knowledge Management Changes Through Artificial Intelligence with Probst's Model Burak Toptas, University of Applied Sciences, Nuremberg, Germany</p>
<p><i>Close of Conference Day</i></p>	
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<p>Zoom Room 1: Poster Presentations Chair:</p>	<p>Zoom Room 2: Poster Presentations Chair:</p>
<p>The Perceptions of Smart Technology, Artificial Intelligence, Robotics and Algorithms) and Career Well-being Amongst Academics in a South African Higher Education Institution Rudolf M Oosthuizen and Celeste Grant, University of South Africa (UNISA) South Africa</p> <p>Automating Accessibility Mapping for Mobility Assessment in the 15-Minute City Maria Guerreiro, Feliz Ribeiro and Maria Dinis, Universidade Fernando Pessoa, Portugal</p> <p>Latency: A Model Agnostic Latency and Energy Consumption Prediction for Binary Classifiers Jason M. Pittman, University of Maryland, USA</p>	<p>Artificial Intelligence, Convergence of Technologies, and Anticipatory Ethics Richard Wilson, Towson University, Towson MD, United States</p> <p>The Use of Artificial Intelligence and 3D Bioprinting for Organ transplantation: Ethical and Anticipated Ethical Issues Richard Wilson, and Ian Holmes, Towson University, United States</p> <p>Feedback in Human-AI Teaming Clara Maathuis, Open University, Heerlen, Netherlands</p> <p>Applying Age and Gender Predictive Lexica to LLM-Generated Social Media Content Michael H. Dunn, Air Force Institute of Technology, Wright-Patterson Air Force Base, Ohio, USA</p>
<p>Zoom Room 1: Mini Track on Transforming The Future Chair: Marius Vacarelu</p>	<p>Zoom Room 2: Chair: Souad Slyman</p>
<p>11:30 Play my Thesis: Opportunities and Limitations of Building Serious Games with AI Niklas Humble, Uppsala University, Uppsala, Sweden</p>	<p>Artificial Intelligence, Reskilling, and Upskilling: A Literature Review on Enhancing AI Skills in the UK Workforce in HE Business Schools Souad Slyman, University of Roehampton, London, UK (Presentation Only.)</p>
<p>11:50 What The Phish? Effects of AI on Phishing Attacks and Defence Shreyas Kumar, Anisha Menezes, Sarthak Giri and Sujay Kotliela, Texas A&M University, USA</p>	<p>Artificial Intelligence and Neural Style Transfer in the Context of Art and Design: Ethical and Anticipated Ethical Issues Enrice Hong and Richard Wilson, Towson University, United States</p>
<p>12:10 Artificial Intelligence (AI) in the Dentist's Work: The Perspective of Anthropomorphization and Cognitive Aspects of the Decision-Making Process Guilherme Muniz, Luciana Reis, Sergio Silva and June Fernandes, Federal University of Ouro Preto, Brazil</p>	<p>Artificial Intelligence and Trend Forecasting in the Fashion Industry: Ethical and Anticipated Ethical Issues Olivia Bowles and Richard Wilson, Towson University, United States</p>
<p>12:30 Comparing Human-Labeled and AI-Labeled Speech Datasets for TTS Johannes Wirth and René Peinl, Hof University of Applied Sciences, Germany</p>	<p>Governance Considerations of Adversarial Attacks on AI Systems Lekota Nombulelo, CTS-Fundação Getúlio Vargas (FGV) DIREITO RIO, Rio de Janeiro, Brazil</p>
<p>12:50 Generative AI and Educational (In) Equity Sonja Gabriel, University College of Christian Churches of Teacher Education, Vienna, Lower Austria</p>	<p>Artificial Intelligence and In-Vitro Fertilization: An Ethical and Anticipatory Ethical Analysis Richard Wilson, Towson University, MD, United States (Presentation only)</p>
<p>13:10 Advancing Corporate Social Responsibility in AI-driven Human Resources Management: A Maturity Model Approach Marta Bubicz and Marcos Ferasso, Lusofona University, Portugal</p>	<p>AI in the Learning Environment: Examination of Pedagogical, Psychological, and Ethical Implications Gala Krsmanovic, Fadi Deek New Jersey Institute of Technology, Newark, USA (Presentation only)</p>
<p>13:30 Close of the Virtual Conference</p>	