

	4th International Conference on the Impact of Artificial Intelligence and Research (ICAIR 2024) 5 - 6 December 2024 Universidade Lusófona, Lisbon, Portugal The Conference runs to Portugal Time - (GMT) PHYSICAL PROGRAMME	
	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</i> <i>The Impact of AI Limitations in Relation to Defence Applications</i>	
10:00	<i>Conference Splits into Physical and Virtual Presentation Sessions</i>	
	Room: José Araújo Auditorium Stream A: Mini Track on AI and Educational Research and Researchers Chairs: Belinda Gimbert, Raeal Moore, Dustin Miller, Dean Cristal and Nick Giester	Room: Building N.1.4 Stream B: AI Revolution Chair: Monika Klimontowicz
10:20	Exploring the Transformative Intersection of Artificial Intelligence and Educational Research: K-12 Principals Supporting English Learners Belinda Gimbert , Dustin Miller, Dean Cristol , The Ohio State University, USA, Raeal Moore , Nicholas Giester Evaluation Data Solutions LLC, Columbus Ohio, USA	GenAI Acceptance in Professional Services: The Case of Management Consulting Dennis Nesemeier , Technical University of Munich (TUM), Munich, Germany
10:40	Generative AI and its Impact on Activities and Assessment in Higher Education : Some Recommendations from Master's Students Peter Mozelius , Mid Sweden University, Östersund, Sweden	AI Revolution: How can Marketers Stop Lagging in the Dog Year's Race? Giles Robertson , University of Bedfordshire, Luton, UK (Presentation Only, Main conference) AIR-09
11:00	Generative AI Learning Environment for Non-Computer Science Engineering Students: Coding versus Application Torben Tambo and Robert Alphinas , Aarhus University, Denmark	Legal Challenges of AI-Driven Chatbots in the Public Sector Pardis Moslemzadeh Tehrani , Sunderland University, UK (Academic Paper, Main conference) AIR-093
11:20	Educating the Educators on Generative Artificial Intelligence in Higher Education Peter Mozelius , Marcia Håkansson Lindqvist , Martha Cleveland-Innes , Jimmy Jaldemark and Marcus Sundgren , Mid Sweden University, Sweden,	Designing an Artificial Intelligence Maturity Model for Human Resources (HR-AIMM) Sascha Armutat ,Malte Wattenberg , and Nina Mauritz , Bielefeld University of Applied Sciences and Arts, Germany
11:40	Mapping Software-Engineering Industry AI Use to Software-Engineering Curriculum: Developing the AI-USE Framework Addison Lilholt and Thomas Heverin , The Baldwin School, USA	GenAI Revolution: Navigating Governance, Risk, and Sustainability in South Africa's Banking Sector Matsietso Agnes Matasane , University of Witwatersrand, Johannesburg and Mikovhe Maphiri , University of Cape Town, South Africa (Presentation Only)
12:00	An Exploratory Study on the Role of Generative AI in Designing Educational Board Games Fabrizio Amarilli , Dublin City University, Dublin, Ireland and Oxana Timakova , Civico Polo Scolastico Manzoni, Italy	Artificial Intelligence in Banking: The Evidence from Poland Monika Klimontowicz , University of Economics in Katowice, Katowice, Poland
12:20	<i>Lunch Cantina</i>	<i>Lunch Cantina</i>
13:30	Knowledge Café on Teaching AI Chaired by Professor Dan Remenyi	
15:00	<i>Refreshments</i>	<i>Refreshments</i>
	Room: José Araújo Auditorium Stream A: Mini Track on Ethical and Societal Implications of AI) Chair: Ali Hessami	
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 Lusófona, 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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	VIRTUAL PROGRAMME	
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	08:30 Zoom Room 1 opens	
	09:00 Welcome and Opening of the Conference: Professor Ana Brásão, Director of the School of Economic and Organizational Sciences at Universidade Lusófona - Centros Universitário de Lisboa	
	09:15 Keynote Address: Professor José Alberto de Jesus Borges, Portuguese Military Academy <i>The Impact of AI Limitations in Relation to Defence Applications</i>	
	10:00 Conference Splits into Physical and Virtual Presentation Sessions	
	Zoom Room 1: Mini Track on Ethical and Societal Implications of AI Chair: Luke Vorster	Zoom Room 2: Diversity Chair: Henrik Hanson
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	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
10:40	Generative Artificial Intelligence and the Impact on Sustainability Niklas Humble , Uppsala University, Sweden and Peter Mozelius , University of Gävle, Sweden	Exploring Student Perspectives on Generative AI in Requirements Engineering Education Nicklas Mellqvist and Peter Mozelius , Mid Sweden University, Sweden
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	Transcending Fixed Meanings: Exploring the Impact of Linguistic Relativism on Adaptive Language Models in Generative AI Subhangi Namburi , University of Nottingham, UK
11:20	Do we Need to Better Regulate the Next Generation of AI Tools? Michael Aubrey , University of South Wales, Blackwood, UK	Students' AI-generated Images – Impact on Motivation, Learning and, Satisfaction Henrik Hansson , Cornelia Berg , Liv Spjberg Omsén , Stockholm University, Sweden and Peter Mozelius , University of Gävle and Mid Sweden University, Sweden
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	Generative AI and the End of Education Caroline Stockman , University of Winchester, Winchester, United Kingdom
12:00	Effective Continuous Quantitative Measures for End-to-End AI Guardrails Jason Pittman , Booz Allen Hamilton, High Point, USA	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
12:20	Bridging the Gap: Understanding the Social and Ethical Implications of Artificial Intelligence (AI) Sharon L Burton , Capitol Technology University, Laurel, USA	The Challenge of Verisimilitude: From Human I to Artificial I Ananda Mitra , Wake Forest University, Winston Salem, USA
	Lunch	Lunch
	Zoom Room 1: Chair: Rich Wilson	Zoom Room 2: Educational AI Chair: Henrick Hanson
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	Generative AI in Writing Workshops: A Path to AI Literacy Sonja Gabriel , KPH Vienna/Krems, Vienna, Austria
13:50	AI, Personalized Education, and Challenges Aziz Mimoudi , Université Mohamed 6 Polytechnic, Rabat, Morocco	AI Generative in Brazil's Public Schools: The Teachers' Perspective Jussara Reis-Andersson , Mid Sweden University, Sundsvall, Sweden
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	AI in Education: Balancing Innovation and Responsibility Sruithi Pillai , Tssola University, Combatore, India and R. Ramakrishnan , Vvin Consultancy, India
14:30	Adopting Artificial Intelligence in Organisations: A Closer Look Massimo Albanese , University of Genoa, Genoa, Italy	From Data to Decisions: Leveraging AI for Proactive Education Strategies Willie Moore and Li-Shiang Tsay , North Carolina A & T, Greensboro, USA
14:50	Driving the Future: AI in Transportation Isabella Xu , University of North Texas, USA	
15:10	Break	Break
	Zoom Room 1: Security Chair: Rich Wilson	Zoom Room 2: Chair: Michael Dunn
15:30	Unveiling the Emotional Landscape of Ukrainian War Narratives using Large Language Models Clara Maathuis and Iddo Kerkhof , Open University, Netherlands	Artificial Intelligence and its Role of Legislative Practices Marius Vacarelu , National School of Political and Administrative Studies Bucharest Romania
15:50	Navigating Online Narratives on Israel-Hamas War with LLMs Clara Maathuis and Iddo Kerkhof , Open University, Netherlands	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
16:10	Security and Safety Coexist in the Age of AI Victoria Youssa Ourzik , Université Paris Dauphine, Paris, France	An Analysis of Knowledge Management Changes Through Artificial Intelligence with Probst's Model Burak Toptas , University of Applied Sciences, Nuremberg, Germany
16:30	Close of Conference Day	Close of Conference Day
	Friday 6 December	
	09:30 Zoom Room 1 opens Opening Messages:	
	09:35 Keynote presentation: Carlos Maio, Executive Manager and Founder QSR <i>AI: The Demographic Inverted Pyramid</i>	
	10:20 Introduction to ICAIR 2025	
10:30	Zoom Room 1: Poster Presentations Chair:	Zoom Room 2: Poster Presentations Chair:
	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 Automating Accessibility Mapping for Mobility Assessment in the 15-Minute City Marta Guerreiro , Feliz Ribeiro and Maria Dinis , Universidade Fernando Pessoa, Portugal Latency: A Model Agnostic Latency and Energy Consumption Prediction for Binary Classifiers Jason M. Pittman , University of Maryland, USA	Artificial Intelligence, Convergence of Technologies, and Anticipatory Ethics Richard Wilson , Towson University, Towson MD, United States 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 Feedback in Human-AI Teaming Clara Maathuis , Open University, Heerlen, Netherlands 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
	Zoom Room 1: Mini Track on Transforming The Future Chair: Marius Vacarelu	Zoom Room 2: Chair: Souad Slyman
11:30	Play my Thesis: Opportunities and Limitations of Building Serious Games with AI Niklas Humble , Uppsala University, Uppsala, Sweden	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.)
11:50	What The Phishi! Effects of AI on Phishing Attacks and Defence Shreyas Kumar , Anisha Menezes , Sarthak Giri and Sujay Kotikela , Texas A&M University, USA	Artificial Intelligence and Neural Style Transfer in the Context of Art and Design: Ethical and Anticipated Ethical Issues Eunice Hong and Richard Wilson , Towson University, United States
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	Artificial Intelligence and Trend Forecasting in the Fashion Industry: Ethical and Anticipated Ethical Issues Olivia Bowles and Richard Wilson , Towson University, United States
12:30	Comparing Human-Labeled and AI-Labeled Speech Datasets for TTS Johannes Wirth and René Peinl , Hof University of Applied Sciences, Germany	Governance Considerations of Adversarial Attacks on AI Systems Lekota Nombulelo , CTS-Fundação Getúlio Vargas (FGV) DIREITO RIO, Rio de Janeiro, Brazil
12:50	Generative AI and Educational (In) Equity Sonja Gabriel , University College of Christian Churches of Teacher Education, Vienna, Lower Austria	Artificial Intelligence and In-Vitro Fertilization: An Ethical and Anticipatory Ethical Analysis Richard Wilson , Towson University, MD, United States (Presentation only)
13:10	Advancing Corporate Social Responsibility in AI-driven Human Resources Management: A Maturity Model Approach Marta Bubicz and Marcos Ferasso , Lusófona University, Portugal	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)
13:30	Close of the Virtual Conference	