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**Universidade  
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Faculdade de Design,  
Tecnologia e Comunicação  
Universidade Europeia

<b>14:00-14:45</b> <b>Room 42</b>	<b>Opening session and keynote speaker Luiz Moutinho: “AI Gyroscope”</b>
<b>15:00-16:45</b> <b>Room 42</b>	<b>Session 1</b> Embracing tomorrow: Shaping human skills for AI-enhanced marketing managers <i>Giovanna Lacerda &amp; Mafalda Nogueira</i> <b>Session 2</b> The Use of AI as a tool for marketing communication campaigns: Barbie Self Generator Case Study <i>Ana Canavarro &amp; Irma Imamovic</i> <b>Session 3</b> Using Generative AI to explore new markets in South Asia <i>Ramchandra D Prabhu Salgaonkar</i> <b>Session 4</b> How does Generative AI contribute to Next-Gen Loyalty Campaigns for Web3 marketing? <i>Won KIM</i> <b>Session 5</b> Unveiling Opportunities and Challenges: A Comprehensive Exploration of AI-Driven Consumer Insights in Contemporary Business Practices <i>Albérico Travassos Rosário &amp; Joana Carmo Dias</i> <b>Session 6</b> Exploring the Role of Artificial Intelligence in Enhancing Employee Productivity: Insights from Organizational Research <i>Agnieszka Bezat-Jarzębowska &amp; Aleksandra Baaske</i>
<b>16:45-17:00</b> <b>Room 42</b>	<b>Closing session</b>