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Universidade Europeia

IADE — Faculdade de Design, Tecnologia e Comunicação — Universidade Europeia

14:00-14:45 **Auditorium**	**Opening session and keynote speaker Luiz Moutinho: "AI Gyroscope"**
15:00-16:15 **Room A11** **(parallel session)**	**Session 1** "How can I buy if I am not sure about it?" The impact of recommendation agents on choice uncertainty *Simoni F. Rohden & Lélis B. Espartel* **Session 2** AI-powered Live Chat Bots and Smart Tour Guide Apps in Tourism: A Review and Future Direction *Vahid Ghasemi* **Session 3** Exploring Corporate Utilization of Generative AI through Social Media Insights *Diogo Ribeiro Santos, Filipe R. Ramos, Fernando Batista, & Ricardo Ribeiro* **Session 4** Metaverse strategies shaping digital transformation and consumer engagement: Insights on luxury brands *Iasmina Mudava, Luisa M. Martinez, Filipe R. Ramos, & Ricardo Abreu* **Session 5** The Effectiveness of AI, Human, and Hybrid-Generated Ads in Tourism Advertising *Inês Carvalho, Sandra Loureiro, Stanislav Ivanov, Peter Björk[2], & Faruk Seyitoğlu*
15:00-16:15 **Room P13** **(parallel session)**	**Session 6** Human-AI Collaboration in the Workplace: A Study on Integrating Large Language Models in Division-of-Labor Processes *David Klotz* **Session 7** Fostering Eye-Tracking and AI as a Tool for Well-being *Karol Chlasta, Katarzyna Wisiecka, Krzysztof Krejtz, & Izabela Krejtz* **Session 8** What does energy price uncertainty reveal about the global energy crisis? *Jan Szczygielski* **Session 9** Exploring the "If I Didn't Post, I Didn't Live" Trend: Netnographic Investigation of Consumer Behavior on Social Media Enhanced by AI-Driven Insights *Karla Menezes, Silvio Menezes, Ernandes Nascimento, & Luisa M. Martinez* **Session 10** Navigating the Ethical Terrain: Reducing Bias in Large Language Models Leads to a Fairer AI Future *Andrei Luchici*
16:15-16:45	Break
16:45-17:45 **Room P02**	**Open talk on AI** *Glenn D'Hondt* **Session with AI demo** *Catarina Farinha and Tiago Bolaños*, UNBABEL Halo was presented "live" at the Center Stage of this year's Web Summit. It is a product that focuses on the future of linguistic interaction and that combines generative AI and non-invasive neural interfaces. The goal is to restore communication in patients who have lost it due to a neurodegenerative disease, such as Amyotrophic Lateral Sclerosis, which affects 200,000 people globally.
17:45-18:00 **Room P02**	**Closing session**