TECHNOLOGY AND AI in effective management

Faculty of Social Communication and Management, Jagiellonian University, Krakow, Poland

Room: 0.307

Date: 21.05.2025

Time	Speaker	Presentation Title
09:00 – 09:15	Piotr Łasak, Associate Professor, Director of Institute of Economics, Finance and Management	Conference Opening Remarks
09:15 – 9:35	Dorota Głowacka, Associate Professor University of Helsinki	"AI Agents for Information Retrieval, Recommendation and Decision Making"
09:35 – 10:00	Piotr Łasak, Associate Professor, Jagiellonian University	"Geographical Changes in Banking Services Related to the Use of AI"
10:00 – 10:30	Coffee break	Coffee break

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10:30 – 10:50	Witold Chmielarz, Full Professor & Anna Sołtysik-Piorunkiewicz, Associate Professor University of Warsaw & University of Economics in Katowice	“Conception of Intelligent Systems for the Creation Sustainable Use of Human Resources in the IT Sector”
10:50 – 11:10	Aneta Saxton, PhD, Woolworth	“Applications of AI in Personal and Organizational Contexts”
11:10 – 11:30	Mariusz Zygmułka, Executive MBA, Comarch	“Practical implementations and benefits of using artificial intelligence in industry from small to large enterprises”
11:30 – 11:50	Mustapha Douch, Associate Professor & MD Jaber Al Islam, PhD Candidate, University of Edinburgh	“Artificial Intelligence Value Creation Model”
11:50 – 12:10	Rafael Seidi Oyamada, PhD, KU Leuven	“CoSMo: Flexible Simulation of Business Processes via Deep Learning”
12:10 – 12:55	 Lunch Break	
12:55 – 13:15	Ilia Maslov, PhD Candidate, KU Leuven	“Generative AI’s role in (Business) Process Modelling”
13:15 – 13:35	Łukasz Zieliński, HSBC, DECISION SCIENCE AVP – RCAS* ANALYTICS / Data Scientist	“AI at Your Side, Not in Your Seat: Empowering Decision-Making in Large-Scale Organizations”

	*RCAS = Risk and Compliance Assurance Services	
13:35 – 13:55	Tomasz Gościniak, PhD, MBA, Head of Shared Services Function in EMEA, Uber	"Overview of the role of artificial intelligence within Uber's operations"
13:55 – 14:15	Dariusz Walatek, Head of AI Innovations, Axel	"LLMs – the Missing Link Between IT and Humanities"
14:15 – 14:35	Yongbo Yu, PhD Candidate KU Leuven	"Multivariate approaches for Process Model Forecasting"
14:35 – 14:55	Jari Peeperkorn, PhD KU Leuven	Achieving Group Fairness through Independence in Predictive Process Monitoring
14:55 – 15:15	Jakob De Moor, PhD Candidate KU Leuven	ProCause: Realistic Benchmarking in Prescriptive Process Monitoring
15:15 – 15:35	Władysław Magiera, PhD, Wrocław Polytechnic, Martyna Wiącek, MA & Andrzej Kałuża, PhD, AGH and Aigorithmics, Michał Bańka, PhD, Warsaw Polytechnic	"AI Across Domains: Predictive Maintenance, Business Communication, and Veterinary Care"
15:35 – 15:55	Yang Liu, PhD, University of Helsinki	"Flaws in Offline Evaluation of Recommender Systems"

15:55 – 16:15	Hajar Mozaffar, PhD, University of Edinburgh	“Exciting… But what do we do with Artificial Intelligence predictions? An investigation of technological frames in a transformative artificial intelligence-enabled clinical decision support system”
16:40 – 17:00	Piotr Łasak, Associate Professor, Director of Institute of Economics, Finance and Management	Conference Summary and Closing Remarks