

VILNIAUS KOLEGIJA | HIGHER EDUCATION INSTITUTION

EUROWEEK 2025

Artificial intelligence (AI) in the 21st century:
opportunities and threats

EUROWEEK
30 years

WELCOME TO EUROWEEK 2025

„Artificial intelligence (AI) in the 21st
century: opportunities and threats”



VILNIAUS KOLEGIJA | HIGHER EDUCATION
INSTITUTION

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ABOUT VILNIAUS KOLEGIJA

Vilniaus Kolegija / Higher Education Institution (VIKO) is the leading and one of the largest accredited public higher professional education institutions in Lithuania with around 6500 students and nearly 600 academic staff. It was established in 2000 by merging higher schools. High enrolment rates and top places on the rankings reflect the prestige of the institution. VIKO graduates are highly sought after by employers.



VIKO provides 64 study 1st cycle Professional Bachelor programmes in 10 Faculties in the sectors of Information Technologies, Electronics, Economics and Finance, Business, Tourism, Education, Health Care, Agriculture, Arts, Civil Engineering, Technique and Design. 8 programmes are taught in English: Software Engineering, International Business, Creativity and Business Innovations, Hotel and Restaurant Business, Business Economics, Banking, Management of Cultural Activity, Popular Music. Studies at VIKO are oriented to practical application of knowledge. Therefore, compared to university studies, more attention is paid to practical training, closer contacts with the world of work.

VIKO maintains good contacts with the social partners and universities and is a member of a number of national and international professional associations and networks.

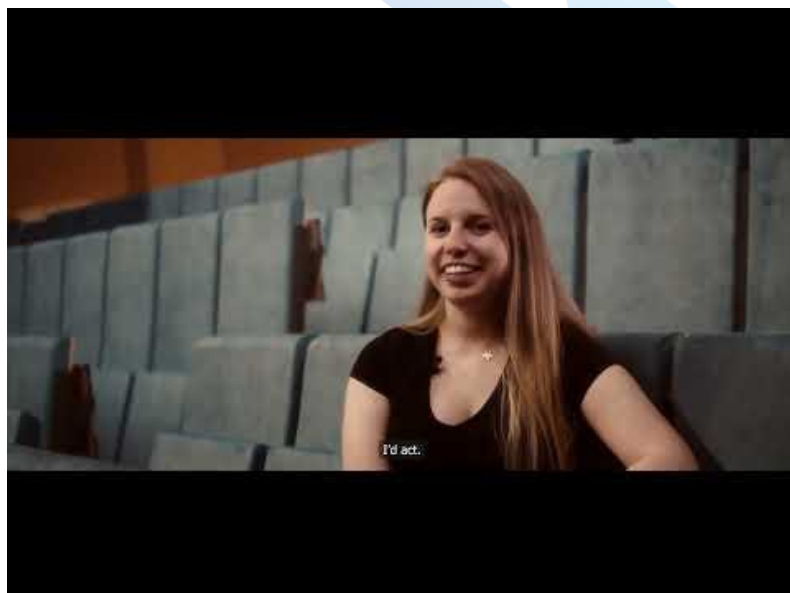
Internationalisation is one of VIKO's priority areas, that is why all the faculties are actively involved in various projects.

VIKO is one of the top 10 institutions in Lithuania according to students' and teachers' international mobility. Every year more than 250 students spend their international semesters studying or having placements abroad, about 300 students come to study at VIKO; staff mobility, outbound and inbound, is also numerous – about 400 VIKO academic and administrative staff go to teach or learn in universities and enterprises abroad, and over 200 teachers and non-academic staff visit Vilnius Kolegija.



VIKO is spread in several campuses all over the city, offering its students good facilities for studies, free time and accommodation. Incoming students are invited to stay at the renovated, well-equipped hostel. After-class activities include indoors and outdoor sports which are available at Sports Club VIKAS; those interested in folk dance and music are welcome to join music band VORUTA, different social and cultural events.

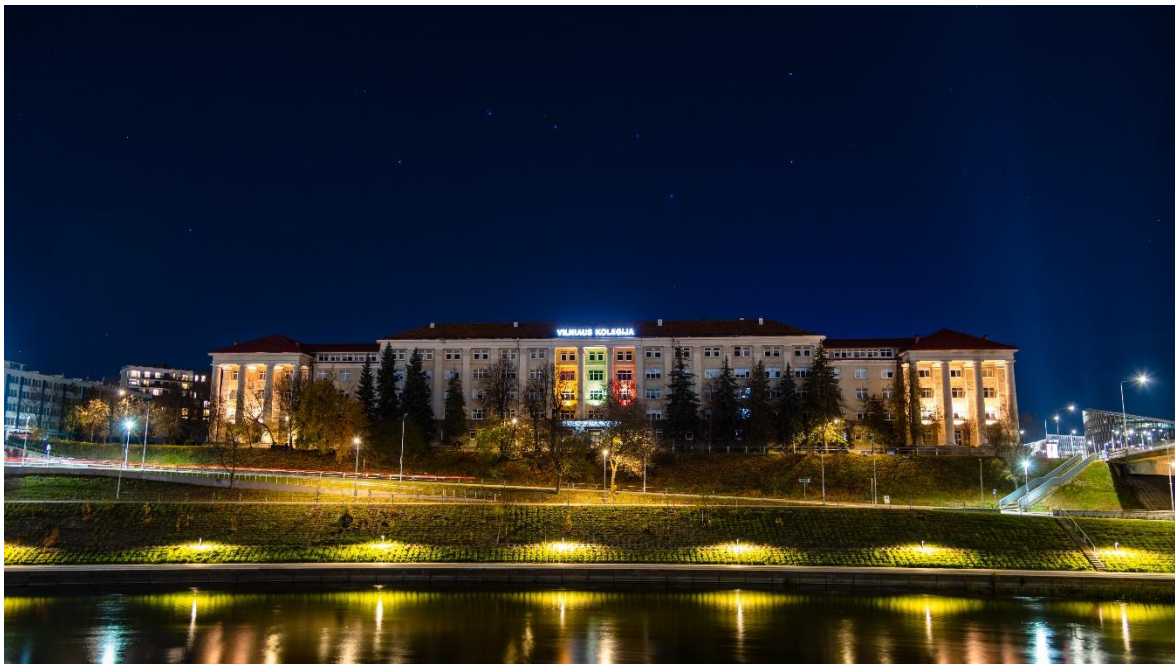
You are welcome to Vilnius kolegija / Higher Education Institution, located in the capital city of Lithuania with the Old Town being UNESCO World Heritage Centre!



Viko

Now VIKO has 10 faculties:

- Faculty of Electronics and Informatics
- Faculty of Economics
- Faculty of Business Management
- Faculty of Healthcare
- Faculty of Agrotechnologies
- Faculty of Pedagogy
- Faculty of Art and Creative Technologies
- Faculty of Civil Engineering
- Faculty of Design
- Faculty of Technics



ABOUT VILNIUS



Vilnius is Lithuania's capital city – a vibrant, compact, green, young and old, which counts its history since Middle Ages. The date when Grand Duke Gediminas invited European merchants to his new capital in 1323 is considered to be the accepted date for founding Vilnius.

Vilnius has always been a multilingual and multicultural city with its rich history, unique architecture, friendly atmosphere and growing number of visitors and international students.

The modern culture of Vilnius fully reflects the diversity of city life offering evenings of classical and jazz music, opera, ballet, modern dance performances and theatre performances in several theatres of Vilnius. There are art galleries and a modern art centre where it is possible to get to know the works of Lithuanian and foreign artists. Vilnius is famous for its old beautiful churches also.

When you are in Vilnius it's a must to visit the Old Town. It is the historical centre of Vilnius and it is one of the largest in Eastern Europe. Valuable historic and cultural heritage is concentrated here. Due to its uniqueness the Old Town of Vilnius was inscribed on the UNESCO World Heritage List in 1994.

The Lithuanian capital is famous for its commercial fairs and exhibitions also.

Vilnius stretches along both banks of the fast flowing Neris River, and is set among hills and pine forests. When staying in Vilnius you have a good chance for relaxing because the city is filled with recreational areas. Greenery prevails in over 40 % of Vilnius' area. There are many restaurants and cafés where you can find a great variety of different foods, from Lithuanian to East European or North American dishes.

We look forward to meeting you in Vilnius!

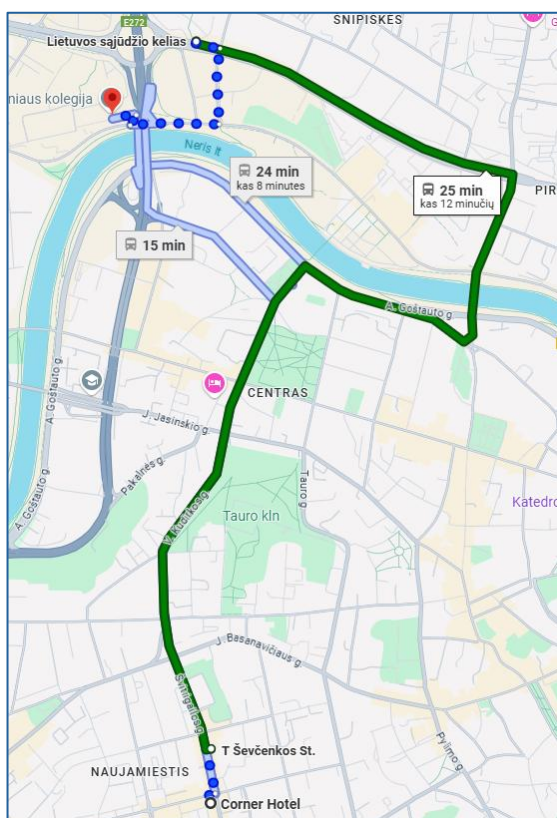
About Vilnius <https://www.youtube.com/watch?v=KdPCxj1Yd2U>

www.vilnius.lt

www.vilnius-tourism.lt

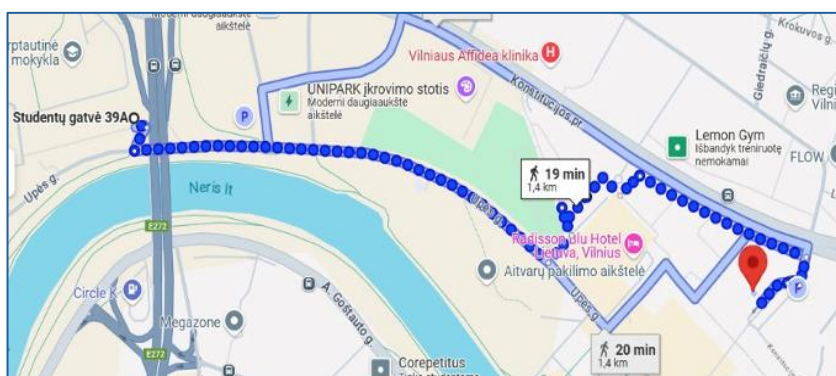
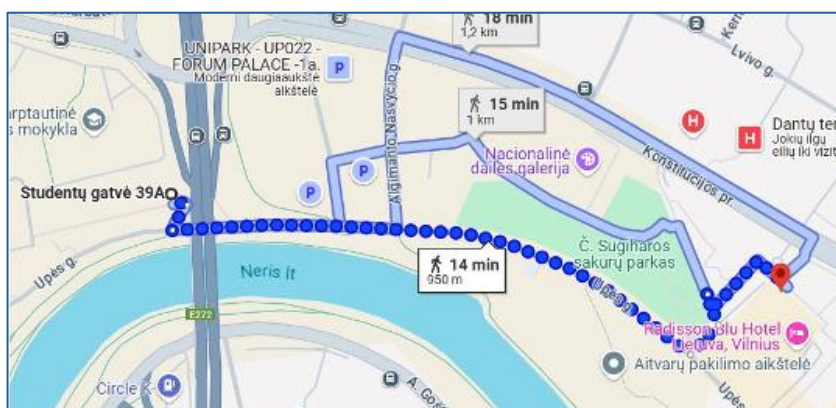
Vik
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HOW TO GET TO STUDENTŲ STR. 39A



Students from the Corner Hotel are arriving at Studentų St. 39A by public transport – bus number 3G from the „T. Ševčenkos“ bus stop. They should get off at the „Lietuvos sąjūdžio kelias“ bus stop and walk to the building at Studentų 39A.

The entrance is in the central part of the building, on the river side



Academics from both the **Radisson BLU Hotel** and **Hotel Best Western Vilnius** can either walk or take public transport – bus number 3G. They should get off at the “Lietuvos sąjūdžio kelias” stop and walk to the building at Studentų 39A.

The entrance is in the central part of the building, on the river side.

WIFI INFORMATION

WIFI is available at the university via **eduroam**

User name – **vkguest1**

Password – **EUROWEEK2025**





Monday, April 28th

7:00 – 19:00	Estimated arrival time for participants	
19:00 – 22:00	Meet & Greet Dinner and drinks for students at the Corner Hotel (BIP – Intro meeting)	T. Ševčenkos str. 16
19:00 – 22:00	Meet & Greet buffet dinner and drinks for academics at Radisson Blu Hotel Lietuva	Konstitucijos av. 20

Tuesday, April 29th

Please arrive at least 15-20 min before the Opening Ceremony to find your way and for signature of GDPR documents

9:00 – 10:30	Opening Ceremony (BIP opening ceremony)	Main Hall, 3 rd floor Studentų str. 39A
10:30 – 11:30	Poster Pitch Preparation (BIP – Sharing best practices in an international team)	Group rooms*
11:30 – 12:00 12:00 – 12:30 12:20 – 13:00	Lunch (Group 1 – at 11:30 / Group 2 – at 12:00 / Group 3 – at 12:20)	Canteen, 1 st floor
10:30 – 16:00	Teachers are available in room 504	Room 504, 5 th floor
13:00 – 16:00	Poster Pitch Preparation (BIP – Group work: case study)	Group rooms
14:00 – 15:00	Consultation with Erasmus coordinator (if needed)	Room 526, 5 th floor
15:00 – 15:30	Coffee break	Lobby 5 th Floor
16:00 – 17:30	Poster Pitch presentation (BIP – Presentation of the group work task)	Main Hall, 3 rd floor
17:30 – 18:00	Prepare for Global Village	Canteen, 1 st floor
18:00 – 20:30	Baking a cake – national heritage Šakotis	Studentų str. 39A courtyard
18:30 – 20:30	Global Village	Canteen, 1 st floor

Wednesday, April 30th

9:00 – 18:00	Project Presentation Preparations (2×45 min slots per project in rehearsal rooms 505, 510, 521) (BIP – Preparing project and project presentations in working groups)	Group rooms*
9:00 – 18:00	Teachers are available in room 504	Room 504, 5 th floor
9:00 – 10:30	Executive Board Meeting (only for board member)	Room 502, 5 th floor
10:00 – 11:00	Consultation with Erasmus coordinator (if needed)	Room 526, 5 th floor
10:30 – 11:00	Coffee break	Lobby 5 th Floor
11:00 – 12:00	Jury Briefing (for all Academics)	Main Hall, 3 rd floor

11:30 – 12:00 12:00 – 12:30 12:20 – 13:00	Lunch (Group 1 – at 11:30 / Group 2 – at 12:00 / Group 3 – at 12:20)	Canteen, 1 st floor
13:00 – 17:00	Didactic Forum for Academics 2025 "Rethinking University Teaching and Learning in the new era of Artificial Intelligence"	Main Hall, 3 rd floor
19:00	Deadline to submit your presentation	
19:30 – 22:00	Concert by the VIKO Song and Dance Ensemble "Voruta" Social programme, dinner	TWINSBET arena, Ozo str. 14, Vilnius

Thursday, May 1th

Please arrive at least 15–20 min before the start of the first presentation to make sure you do not miss it!

9:00 – 9:10	Jury opening remarks – Project Presentation Guidelines (Track1 – room 505 / Track2 – room 521 / Track3 – room 510)	Room 505, 521, 510
9:10 – 10:20	Presentation 1 (BIP Project Presentation) (Track1 – room 505 / Track2 – room 521 / Track3 – room 510)	Room 505, 521, 510
10:30 – 11:40	Presentation 2 (BIP Project Presentation) (Track1 – room 505 / Track2 – room 521 / Track3 – room 510)	Room 505, 521, 510
11:30 – 12:00 12:00 – 12:30 12:20 – 13:00	Lunch (Group 1 – at 11:30 / Group 2 – at 12:00 / Group 3 – at 12:20)	Canteen, 1 st floor
13:10 – 14:20	Presentation 3 (BIP Project Presentation) (Track1 – room 505 / Track2 – room 521 / Track3 – room 510)	Room 505, 521, 510
14:30 – 15:40	Presentation 4 (BIP Project Presentation) (Track1 – room 505 / Track2 – room 521 / Track3 – room 510)	Room 505, 521, 510
15:40 – 16:00	Coffee break	Lobby 5 th Floor
16:00 – 17:10	Presentation 5 (BIP Project Presentation) (Track1 – room 505 / Track2 – room 521 / Track3 – room 510)	Room 505, 521, 510
17:10 – 18:00	Final jury deliberations (only for jury members) (Track1 – room 505 / Track2 – room 521 / Track3 – room 510)	Room 505, 521, 510
18:30 – 23:00	Social programme, dinner at the Automuseum (Museum tour)	Darius ir Girėno str. 2, Vilnius

Friday, May 2th

Students have free morning

10:00 – 11:30	Teachers' First Impressions Meeting (all Academics)	Room 505, 5 th floor
11:30 – 12:00 12:00 – 12:30 12:20 – 13:00	Lunch (Group 1 – at 11:30 / Group 2 – at 12:00 / Group 3 – at 12:20)	Canteen, 1 st floor
13:30 – 15:00	Guided Tour of the City for students (BIP Cultural programme for students)	Cathedral Square, Bell Tower
13:00 – 14:30	Guided Tour of the City for teachers	Studentų str. 39A courtyard
<i>Please arrive at the latest 17:45</i>		Rodūnios road 10A
18:00 – 01:00	Closing ceremony & dinner at the Vilnius Airport Conference Centre (BIP Closing ceremony and dinner at the Vilnius Airport Conference Centre)	Rodūnios road 10A

Saturday, May 3th

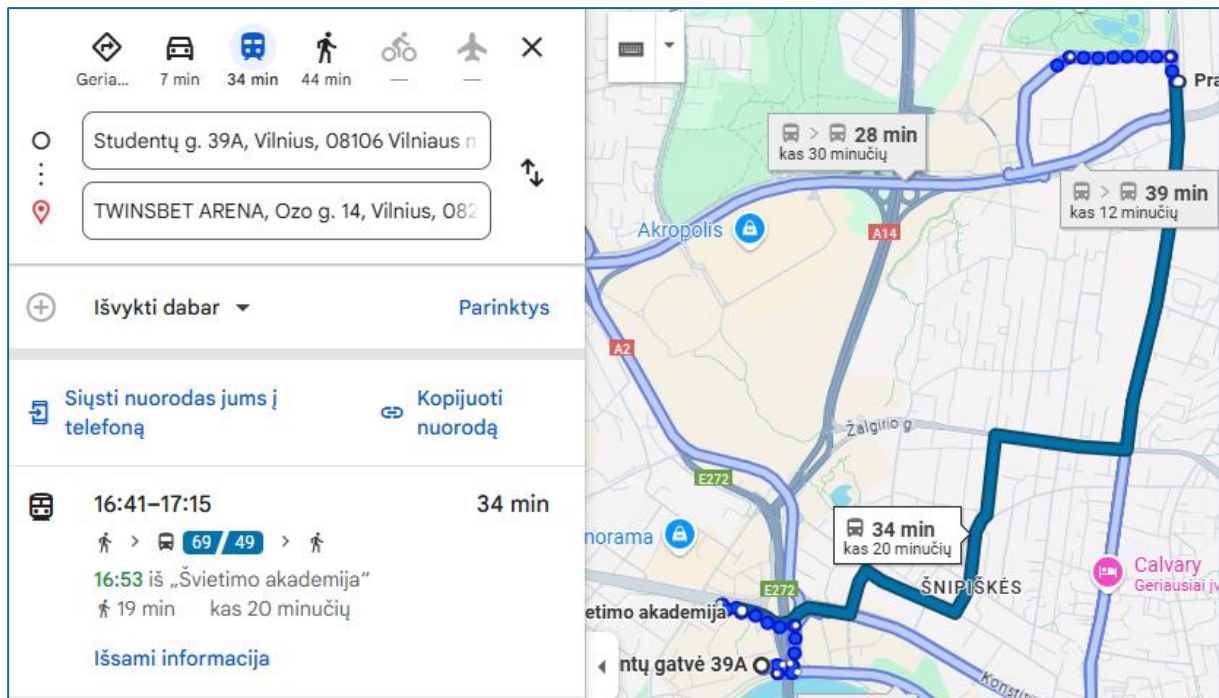
Departure,

Viso gero!

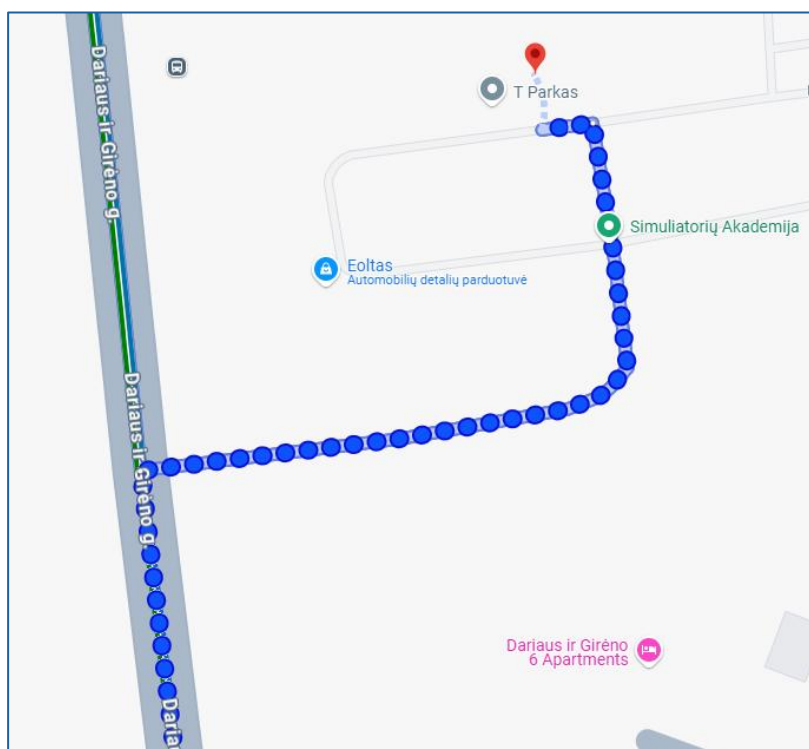
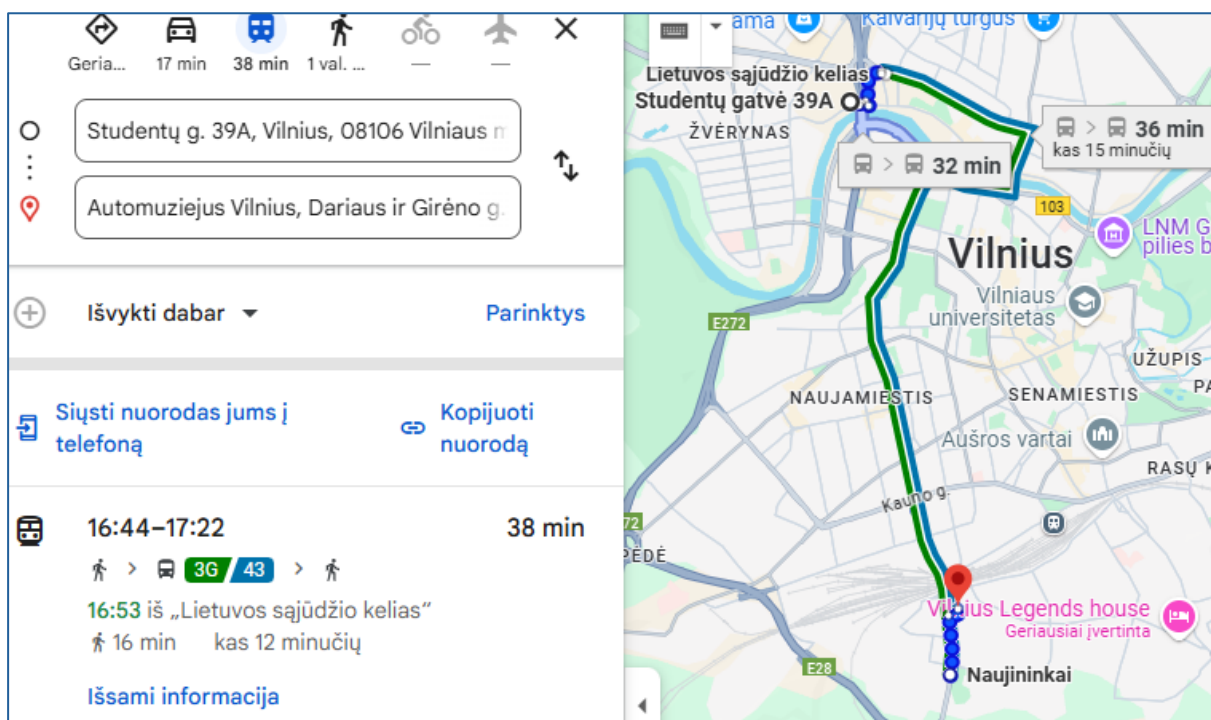
Good Bye, Adjö, Hejdå, Hyvästi, Au revoir, Αντίο Σας, Adéu, Ardieu, Tot ziens, Ha det, Do widzenia, Adeus, Adiós, Ahoj, Auf Wiedersehen

HOW TO GET TO THE SOCIAL EVENINGS

Wednesday, April 30th, Concert by the VIKO Song and Dance Ensemble "Voruta", **TWINSBET** arena, Ozo str. 14, Vilnius – walk to the “Švietimo akademija” bus stop and take bus number **69** or **49** to the “Pramogų arena” stop. From there, walk to the TWINSBET arena. **Enter** through the **PREMIUM LOUNGE** entrance (see the picture)



Thursday, May 1th, Automuseum (Museum tour), Darius ir Girėno str. 2, Vilnius – walk to the “Lietuvos sąjūdžio kelias” bus stop and take bus number **3G** or **43** to the “Naujininkai” stop. From there, walk to the Automuziejus. Go up the overpass to the rooftop of the building, where you will find the entrance to the museum. After entering through the main entrance, the museum will be on your left.



Friday, May 2th, Closing ceremony & dinner at the **Vilnius Airport Conference Centre**, **Rodūnios kelias (roud) 10A** – Take the **3G** bus to the final stop, “Oro uostas” (Airport), and after getting off, walk to the left toward a separate building



PROJECTS LIST & PRESENTATION SCHEDULE

TRACK 1

PRESENTATION ROOM 505

Poster pitch presentation starts on Tuesday in Main Hall (3rd floor) at 16:00

Presentations should be submitted on Wednesday at 19:00

Final presentations on Thursday from 09:00 to 17:10

Project #	Project name	Partners
EWK25CZ01	Leaner, greener, faster: The Digital Shift: AI-Driven Internal Logistics for a Greener, More Efficient Future	Brno University of Technology (CZ) Université de Lille (FR) FH Joanneum University of Applied Sciences (AT)
EWK25GR01	The impact of artificial intelligence on insurance science	Democritus University of Thrace (Kavala) (GR) South-Eastern Finland University of Applied Sciences (FI) Vilniaus kolegija Higher Education Institution (LT)
EWK25ES01	AI in Education: Empowering or Deceiving?	University of Girona (ES) Molloy University (US) Hanze University of AS (NL)
EWK25PT02	The dark side of AI	Polytechnic Institute of Coimbra (PT) Université de Lille (FR) University of Ibague (CO)
EWK25DE02	AI Agents as a Solution to Workforce Challenges in SMEs: Potentials and Risks	TH Brandenburg, University of Applied Sciences (DE) ECAM Brussels Engineering School (BE) University of Economics in Katowice (PL)

Each group has their own group room for practical work, presentation preparation, and discussions (Tuesday 10:30 – 17:30, Wednesday 9:00 – 19:00, Thursday 9:00 – 17:20)

Project #	Group room	Rehearsal time in room 505	Presentation time in room 505 on Thursday	Voters
EWK25CZ01	401	09:00 – 09:45 13:10 – 13.55	09:10 – 10:20	6
EWK25GR01	402	09:50 – 10:35 14:00 – 14.45	10:30 – 11:40	5
EWK25ES01	403	10:40 – 11:25 14:50 – 15:35	13:10 – 14:20	6
EWK25PT02	404	11:30 – 12:15 15:40 – 16:25	14:30 – 15:40	5
EWK25DE02	405	12:20 – 13:05 16:30 – 17:15	16:00 – 17:10	5

In the table, you also find a schedule for when your group can make a rehearsal in the presentation room. Rehearsals are on Wednesday between 09.00 - 18.00

Jury members

Role	Name	Eligible votes
Chairperson	Toon Larsson (SE)	all
Jury member	Agnees Peters (BE)	14-9-8-10
Jury member	Gratiela Georgiana Noja (RO)	all
Jury member	Liga Peseniece (LV)	all
Jury member	Nijolė Zinkevičienė (LT)	14-8-10-12
Jury member	João José Joaquim (PT)	14-9-8-12

PROJECTS LIST & PRESENTATION SCHEDULE

TRACK 2

PRESENTATION ROOM 521

Poster pitch presentation starts on Tuesday in Main Hall (3rd floor) at 16:00

Presentations should be submitted on Wednesday at 19:00

Final presentations on Thursday from 09:00 to 17:10

Project #	Project name	Partners
EWK25CO01	Generative Graphic Design: AI in Branding and Visual Marketing	University of South-Eastern Norway (NO) University of Ibague (CO) Hanze University of AS (NL)
EWK25PL01	Designing strategy and business models hand in hand with AI	University of Economics in Katowice (PL) Université de Lille (FR) FH Joanneum University of Applied Sciences (AT)
EWK25PT01	Gamified AI-Powered Tutors: A New Way to Learn in the 21st Century	Polytechnic Institute of Coimbra (PT) ECAM Brussels Engineering School (BE) Brno University of Technology (CZ)
EWK25LV01	Employees' Green Training Using AI Solutions to Achieve Company Environmental Goals	BA School of Business and Finance (LV) University of Girona (ES) Democritus University of Thrace (Kavala) (GR)
EWK25LT01	Technological Innovation and Firm Performance: AI-Driven Inferences on Investment Practices and Business Models	Vilniaus kolegija Higher Education Institution (LT) FH Joanneum University of Applied Sciences (AT) West University of Timisoara (RO)

Each group has their own group room for practical work, presentation preparation, and discussions (Tuesday 10:30 – 17:30, Wednesday 9:00 – 19:00, Thursday 9:00 – 17:20)

Project #	Group room	Rehearsal time in room 521	Presentation time in room 521 on Thursday	Voters
EWK25CO01	408	09:00 – 09:45 13:10 – 13.55	09:10 – 10:20	5
EWK25PL01	411	09:50 – 10:35 14:00 – 14.45	10:30 – 11:40	6
EWK25PT01	413	10:40 – 11:25 14:50 – 15:35	13:10 – 14:20	5
EWK25LV01	415	11:30 – 12:15 15:40 – 16:25	14:30 – 15:40	5
EWK25LT01	416	12:20 – 13:05 16:30 – 17:15	16:00 – 17:10	6

In the table, you also find a schedule for when your group can make a rehearsal in the presentation room. Rehearsals are on Wednesday between 09.00 - 18.00

Jury members

Role	Name	Eligible votes
Chairperson	Dimitrios Maditinos (GR)	5-15-6-4
Jury member	David Schüller (CZ)	5-15-3-4
Jury member	Robert Braun (DE)	all
Jury member	Pia Kaari (FI)	all
Jury member	Meryl Rosenblatt (US)	all
Jury member	Christian Persson (NO)	15-6-3-4

PROJECTS LIST & PRESENTATION SCHEDULE

TRACK 3

PRESENTATION ROOM 510

Poster pitch presentation starts on Tuesday in Main Hall (3rd floor) at 16:00

Presentations should be submitted on Wednesday at 19:00

Final presentations on Thursday from 09:00 to 17:10

Project #	Project name	Partners
EWK25PT03	Prescription Checker	Polytechnic Institute of Coimbra (PT) ECAM Brussels Engineering School (BE) BA School of Business and Finance (LV)
EWK25BE01	AI-Powered Smart Cane: Addressing Mobility Challenges Through Innovation	HE2B - Haute École Bruxelles-Brabant (BE) Mälardalen University (SE) University of Economics in Katowice (PL)
EWK25DE01	Assessing AI Adoption in Workforce Training: Perspectives from Companies and Employees in Czechia, Germany, and Greece	TH Brandenburg, University of Applied Sciences (DE) Democritus University of Thrace (Kavala) (GR) Brno University of Technology (CZ)
EWK25US01	Exploring University Student's Awareness and Perceptions of TikTok's AI-Driven Privacy and Cybersecurity Risks	Molloy University (US) Université de Lille (FR) South-Eastern Finland University of Applied Sciences (FI)
EWK25ES02	Application of Artificial Intelligence in Sustainable Entrepreneurship: Opportunities and Challenges	University of Girona (ES) Vilniaus kolegija Higher Education Institution (LT) University of South-Eastern Norway (NO)

Each group has their own group room for practical work, presentation preparation, and discussions (Tuesday 10:30 – 17:30, Wednesday 9:00 – 19:00, Thursday 9:00 – 17:20)

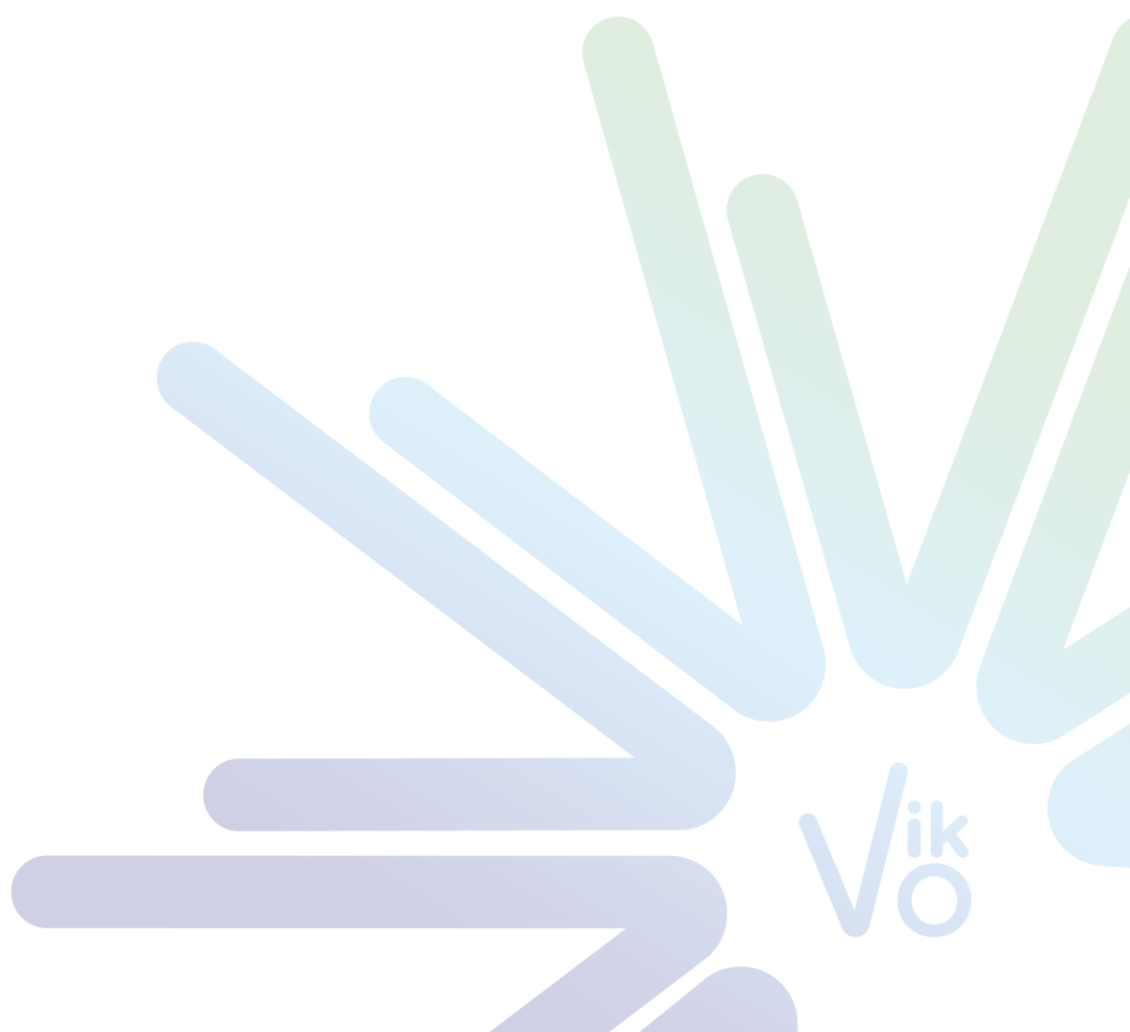
Project #	Group room	Rehearsal time in room 510	Presentation time in room 510 on Thursday	Voters
EWK25PT03	419	09:00 – 09:45 13:10 – 13.55	09:10 – 10:20	6
EWK25BE01	420	09:50 – 10:35 14:00 – 14.45	10:30 – 11:40	5
EWK25DE01	421	10:40 – 11:25 14:50 – 15:35	13:10 – 14:20	6
EWK25US01	509	11:30 – 12:15 15:40 – 16:25	14:30 – 15:40	5
EWK25ES02	503	12:20 – 13:05 16:30 – 17:15	16:00 – 17:10	5

In the table, you also find a schedule for when your group can make a rehearsal in the presentation room. Rehearsals are on Wednesday between 09.00 - 18.00

Jury members

Role	Name	Eligible votes
Chairperson	Cesar Augusto Diaz (CO)	all
Jury member	Lena Leitenbauer (AT)	all
Jury member	Cosmin Gruescu (FR)	11-1-7-13
Jury member	Myriam Jansen (NL)	all
Jury member	Magdalena Dominiczewska (PL)	11-7-2-13
Jury member	Gemma Renart Vicens (ES)	11-1-7-2

ABSTRACTS



ABSTRACTS

Leaner, greener, faster: The Digital Shift: AI-Driven Internal Logistics for a Greener, More Efficient Future

EWK25CZ01

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ABSTRACT

The purpose of the study is to discover opportunities, concrete examples and possible problems of AI application to engineering, including decision-making. There is a possibility to optimize processes in fields of sustainability, time and finances. All mentioned fields can be improved with no need of any external input. It could be enough to use data received from business operations and load them to the AI model. The case study involves using general AI models - such as ChatGPT- with data from a digital factory model and a list of possible modifications to optimize processes. The AI-driven solutions will be applied, and their effectiveness will be compared to the traditional methods of process optimization. To ensure a holistic evaluation, this technical analysis is completed by a SWOT analysis and literature review. With this instrument we add a business-oriented perspective, and we examine the respective strengths and weaknesses.

We expect that the efficiency of AI application will be at least approximate to traditional methods, considering the simplicity of use, the time spent and the improved performance of the factory model. Our research suggests that AI is a great tool for factories in decision making and finding economical and sustainable solutions for a factory to work with an optimal performance. However, while AI can do these operations, it is still a field that is in development, and it still needs a rather significant human contribution. Its information is still frail and can be unreliable. Moreover, the solutions it proposes can be inadequate for a factory because of its values and principles. The research examines contributions of artificial intelligence and digital twins to optimize production flows in a simulated environment. It emphasizes possible findings, outlines challenges of these technologies and delivers valuable insights for future research projects and practical use cases.

Keywords: artificial intelligence, manufacturing, lean management, process optimization, digital twin, sustainability

Track 1 – 09:30 – 10:20 in room 521

Project EWK25CZ01

Academics: Zdeňka Videcká (CZ), Marta Jordan (AT),
Lena Leitenbauer (AT), Ion Cosmin Gruescu (FR), David Sueur (FR)

ABSTRACTS

The impact of artificial intelligence on insurance science

EWK25GR01

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ABSTRACT

This study examines the impact of Artificial Intelligence (AI) on insurance science and the factors influencing its adoption using the Technology-Organization-Environment (TOE) framework. With rapid technological advancements such as AI, Machine Learning (ML), blockchain, big data analytics, and the Internet of Things (IoT), the insurance industry is undergoing a profound transformation. These innovations enhance risk assessment, improve underwriting accuracy, streamline claims processing, and strengthen fraud detection while offering personalized customer experiences. Despite these advantages, AI adoption poses significant challenges, including cybersecurity risks, regulatory compliance, ethical concerns, and the financial burden of technological investments.

This research focuses on three dimensions of the TOE framework: technological, organizational, and environmental factors. Technological factors include the perceived benefits of AI, its compatibility with existing systems, and the complexity of implementation. Organizational factors assess the role of top management support, financial readiness, technological competence, company size, and the organization's ability to adapt to new technologies. Environmental factors explore the influence of regulatory frameworks, market competition, technological advancements, and economic conditions, all of which can either facilitate or hinder AI adoption.

A quantitative research methodology is applied, using a structured questionnaire to gather data from employees in various insurance departments—including insurance agents, underwriters, claims adjusters, risk analysts, IT professionals, and managers—across small, medium, and large insurance companies in Lithuania, Greece, and Finland. A stratified random sampling method ensures diverse representation across company sizes and roles. The questionnaire evaluates participants' perceptions of AI's technological advantages, organizational readiness, external pressures, and behavioral intentions toward adopting AI in their daily operations.

The findings provide comprehensive insights into the key drivers and barriers shaping AI adoption in the insurance industry. This research contributes to understanding how technological, organizational, and environmental factors interact to influence AI implementation and offers practical implications for insurers seeking to leverage AI for operational efficiency, improved customer service, and competitive advantage while addressing regulatory and ethical challenges. Additionally, the study enriches the broader discourse on digital transformation by highlighting how AI is redefining traditional processes and strategic decision-making in the insurance landscape.

Track 1 – 10:30 – 11:40 in room 521

Project EWK25GR01

Academics: Stavros Valsamidis (GR), Sari Toijonen-Kunnari (FI),
Erika Kubilienė (LT), Rima Bagavičienė (LT)

ABSTRACTS

AI in Education: Empowering or Deceiving?

EWK25ES01

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ABSTRACT

As students' lives today are increasingly influenced by artificial intelligence (AI) tools, particularly in academic settings, there is growing concern about how AI impacts their learning processes, critical thinking, and academic integrity. Popular discussions suggest that students may become overly reliant on AI for information retrieval, problem-solving, and content generation, potentially affecting their ability to develop independent analytical skills. AI's accessibility and efficiency raise questions about how it shapes students' engagement with learning and decision-making.

This project aims to explore the effects of AI usage on students' learning behaviors, examining its benefits and limitations. This study will assess claims regarding AI's role in enhancing or misleading students by investigating relationships between AI use and productive learning habits. Survey research will be conducted in three countries; Spain, the Netherlands, and the USA, where university students will report their patterns of AI usage, their perceptions of its reliability, and their learning behaviors when engaging with AI-generated content. The results will provide insights into how students navigate AI's capabilities and shortcomings, offering an empirical basis for discussions on curriculum design, digital literacy, and responsible AI use in education.

Updated research on this topic can help students develop effective learning behaviors that balance AI's advantages while mitigating its potential drawbacks. This fosters critical thinking with academic integrity and allows for multinational comparisons.

Keywords: AI (artificial intelligence), Education, Beneficial, Limitations, Empowering,

Track 1 – 13:10 – 14:20 in room 521

Project EWK25ES01

Academics: Joan Solé Pla (ES), Meryl Rosenblatt (US), Harma Schut (NL)

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ABSTRACTS

The dark side of AI

EWK25PT02

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ABSTRACT

The use of Artificial Intelligence (AI) ranges from a simple query to predictive models and task automation, becoming an essential tool for the development of simple or complex tasks, saving time, costs and avoiding errors characteristic of human labor. However, the growing dependence on data centers has raised great concern about their environmental impact, therefore, within the framework of sustainability, it is imperative to ask whether all these benefits are accompanied by an environmental and ecological burden that put at risk the planet's future. This is where the following question arises; "How does energy consumption, carbon emissions, water usage, and waste generation associated with the training and operation of artificial intelligence models influence climate change, and what sustainable strategies can be implemented to mitigate its impacts?". Although AI offers significant benefits, its adverse effects, particularly its role in aggravating climate change, often outweigh its positive contributions.

This research attempts to respond to the problem formulated through a case study in three universities; the Coimbra Health School in Portugal, the University of Lille in France and the University of Ibagué in Colombia; in addition to secondary sources based on the exploration of scientific articles and existing studies on AI. The findings of the research process are the identification of the dark side of AI that could affect future generations, the level of awareness of users, it also proposes a model to reduce the environmental impact of AI and strategies to achieve greater sustainability in data center operations.

Keywords: Sustainability, energy consumption, carbon emissions, water usage, waste generation, climate change.

Track 1 – 14:30 – 15:40 in room 521

Project EWK25PT02

Academics: Susana Paixão (PT), Ion Cosmin Gruescu (FR), Cesar Diaz (CO)

ABSTRACTS

AI Agents as a Solution to Workforce Challenges in SMEs: Potentials and Risks

EWK25DE02

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ABSTRACT

This paper explores the potential of AI Agents in addressing and navigating the challenges that Small and Medium-sized Enterprises face in the current economic environment. Among those challenges is the shortage of skilled labour, which, according to Eurobarometer, is identified as a serious issue by micro, small and medium-sized companies. As automation and AI advance, AI agents are emerging as a viable solution to skilled labour shortage and other challenges that SMEs face.

This study employs a mixed-methods research approach, incorporating both primary and secondary data. The secondary research involved a comprehensive review of literature, whereas the primary research involved collecting quantitative data. The questionnaires were conducted among the employees, managers and owners of SMEs to understand how companies of that particular size could leverage AI Agents in their day-to-day operations, analyze the potential benefits and risks of implementing it and assess the actual perception and concerns regarding these systems. AI Agents can help SMEs reduce operational costs, enhance productivity, and address the skilled labour shortage by automating repetitive tasks and optimizing workforce allocation while enabling companies to stay competitive in an evolving economic landscape. This research aims to provide valuable insights into the feasibility, applicability and value of AI Agents for SMEs, as well as present potential solutions to the challenges that SMEs may face during and after their adoption.

Keywords: AI, AI Agents, AI automation, SMEs, Skilled Labor Shortage

Track 1 – 16:30 – 17:10 in room 521

Project EWK25DE02

Academics: Theresa Schulz (DE), Philippe Melotte (BE),
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ABSTRACTS

Generative Graphic Design: AI in Branding and Visual Marketing

EWK25CO01

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ABSTRACT

How is Artificial Intelligence (AI) transforming graphic design, and what are the opportunities, challenges and perceptions surrounding AI-generated versus human created designs? This study examines the impact of AI on graphic design, focusing on the opportunities and challenges it presents in marketing and branding. The research explores how AI enhances efficiency, creativity, and accessibility in design, while addressing concerns and findings related to labor displacement, copyright issues, and potential threats to human creativity. The methodology combines both qualitative interviews with designers and design teachers, and surveys targeted towards design students and consumers to gather diverse perspectives on the use of AI in graphic design.

The study also analyzed people's views of AI-driven design and investigates people's ability to distinguish between human-created and AI-generated content, assessing differences in creativity and relevance. Insights are gathered from academic papers, articles, and guidance generated by AI to further enrich the study approach. Findings indicate that AI enhances design processes by automating repetitive tasks and offering rapid ideation, but there are concerns about loss of originality and human skill. Ethical issues related to plagiarism and data protection are also explored. The conclusions and recommendations of the research highlight the evolving role of AI in the design process, providing a balanced perspective on its advantages and challenges. This research contributes valuable insights to the ongoing conversation about the integration of AI in graphic design and helps guide future discussions about its potential to transform the graphic design field.

Keywords: Artificial Intelligence, Opportunities, Concerns, Visual marketing, Efficiency, Ethics.

Track 2 – 09:10 – 10:20 in room 505

Project EWK25CO01

Academics: Cesar Diaz (CO), Myriam Jansen (NL), Kaja-Lena Isaksen (NO)

ABSTRACTS

Designing strategy and business models hand in hand with AI

EWK25PL01

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ABSTRACT

Artificial intelligence (AI) is revolutionizing how businesses operate, yet many companies struggle to align AI with their strategies and business models in a structured way. This study dives into this challenge, blending theory with real-world insights to explore how AI can be effectively integrated into strategic decision-making. To achieve this, we conducted a narrative literature review to establish a conceptual foundation, identifying existing research on AI's role in strategic management and business model innovation. Building on these insights, we employed a mixed-method approach consisting of semi-structured qualitative interviews with industry professionals and quantitative data collection through an online survey. To obtain valuable key information from the interviews, the purposive sampling method was used. Respondents were chosen for their extensive experience and knowledge, ensuring that data was collected in alignment with the study objectives. This method allowed for gathering first hand insights along with other information that is typically challenging to obtain.

Our findings reveal a diverse landscape of AI adoption in business strategy, with some organizations actively exploring AI's potential while others remain hesitant due to structural, technological, and ethical challenges. This study explores where businesses stand today with AI and how ready business owners are to implement it in their strategies. Additionally, this paper examines the key risks companies encounter when integrating AI into their business strategies, methods for mitigating these risks, and approaches to reducing uncertainty. From the business owner's perspective, the future of AI adoption holds promising potential, with many anticipating significant benefits in efficiency, innovation, and competitive advantage, though concerns about data privacy, and the evolving regulatory landscape remain. This study highlights the need for further research on AI's role in strategic decision-making. Future studies should explore long-term impacts, risk mitigation strategies, and frameworks to help organizations navigate AI adoption in an increasingly complex business landscape.

Keywords: Artificial Intelligence (AI), Business Strategy, Business Model Innovation, Strategic Decision-Making, AI-Driven Transformation, sustainability

Track 2 – 10:30 – 11:40 in room 505

Project EWK25PL01

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ABSTRACTS

Gamified AI-Powered Tutors: A New Way to Learn in the 21st Century

EWK25PT01

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ABSTRACT

Artificial intelligence (AI) is changing many industries, including education, by offering new learning opportunities for both students and teachers. This study explores the potential of AI-powered tutors integrated with gamification to improve learning experiences, student motivation, and provide personalized education. Traditional teaching methods often struggle to keep students engaged, while AI-driven systems can create adaptive learning pathways tailored to each individual needs and provide real-time feedback. By incorporating game-like elements such as rewards, challenges, and progress tracking, AI tutors can make learning more interactive and enjoyable. At the same time, they support teachers by offering valuable insights into student progress, helping them provide more concrete guidance.

To understand the impact of gamified AI tutors, we conducted a study combining qualitative and quantitative research. Surveys and interviews with students and teachers across the Czech Republic, Portugal, and Belgium provide insights into how AI-powered tutors could improve the education system, what concerns exist regarding their implementation, and how gamification affects engagement. The findings suggest that AI-powered tutors can personalize education, improve learning efficiency, and reduce the administrative workload for teachers. However, challenges such as data privacy, over-reliance on AI, and ensuring human interaction must be carefully considered.

By analyzing the benefits and risks, this research contributes to discussions on how AI and gamification can shape the future of education. Our findings aim to assist educators, policymakers, and developers in designing smarter, more engaging educational tools that effectively support both students and teachers.

Keywords: gamification, AI-powered education, personalized learning, student engagement, teacher support

Track 2 – 13:10 – 14:20 in room 505

Project EWK25PT01

Academics: Raquel Cardoso (PT), Philippe Melotte (BE), Lenka Širáňová (CZ)

ABSTRACTS

Employees' Green Training Using AI Solutions to Achieve Company Environmental Goals

EWK25LV01

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ABSTRACT

The aim of this research is to investigate the role of artificial intelligence (AI) in enhancing corporate green training programs to support environmental sustainability. In today's rapidly evolving business landscape, companies face increasing pressure to adopt sustainable practices and meet environmental goals. Green training for employees has emerged as a critical tool in achieving these objectives, providing employees with the knowledge and skills to make environmentally conscious decisions, implement green initiatives, and optimize energy usage. AI technologies, such as machine learning algorithms, data analytics, and personalized learning platforms, offer innovative solutions to tailor training content, track employee progress, and optimize training outcomes. By harnessing AI, companies can scale their green training efforts more effectively and engage employees in interactive learning experiences. This research employs a quantitative survey methodology to assess employees' perceptions, engagement levels, and concerns regarding AI-based green training. The survey respondents comprise professionals from various industries in Latvia, Greece, and Spain. The survey examines trust in AI-driven training, its perceived effectiveness compared to traditional methods, and potential barriers to adoption, including privacy concerns and usability challenges. By analyzing these factors, this research seeks to provide insights into best practices for integrating AI into corporate sustainability training. The study employs both descriptive and inferential statistical methods to summarize the data and assess significant relationships and differences among variables. This study contributes to the field by providing empirical evidence on the intersection of AI and corporate sustainability training. The findings can be used to inform corporate decision-makers and policymakers on best practices for optimizing AI-driven green training initiatives. By effectively integrating AI, companies can strengthen their environmental training efforts, align with sustainability goals, and contribute to broader global sustainability initiatives.

Keywords: Artificial Intelligence, Green Training, Corporate Sustainability, AI-powered training, Sustainable Business Practices

Track 2 – 14:30 – 15:40 in room 505

Project EWK25LV01

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ABSTRACTS

Technological Innovation and Firm Performance: AI-Driven Inferences on Investment Practices and Business Models

EWK25LT01

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ABSTRACT

In this digital era, decision-making and innovation are deeply interconnected. Beyond financial modeling, AI is transforming workplace processes. The increasing complexity of industrial equipment investment decisions needs advanced decision-support mechanisms. This study aims to examine how artificial intelligence (AI) enhances investment strategies and firm performance. Using a dual-method approach, it integrates literature analysis and empirical modeling. Firstly, patterns in digitalization and technological innovation across European countries are analyzed through Gaussian graphical models and structural equation modeling, in relation to company performance. Secondly, case studies explore AI applications in asset replacement, supplier evaluation, and investment optimization based on ROI and operational efficiency in different firms. To assess its role in organizational efficiency, this study includes a survey examining AI adoption in firms. We therefore explore AI's influence on data analysis, business model development, impact on workflows and customer interactions. Insights from different organizational levels will help evaluate AI's perceived effectiveness in optimizing operations. Findings reveal that AI improves investment decision-making by enhancing cost-benefit analysis, mitigating risks, and increasing financial predictability. AI-driven models help firms detect inefficiencies, forecast main tenance costs, and assess financial risks. This study concludes that AI-powered decision-support solutions offer firms a competitive advantage by facilitating data-driven strategies and reducing uncertainty. By integrating AI analytics with corporate strategy, businesses can strengthen long-term planning and resource allocation. The study contributes by identifying key AI-driven factors that improve financial decision-making and operational resilience. The research advances knowledge on digital transformation, providing practical insights for firms considering AI adoption in financial decision-making.

Keywords: AI, investment, decision-making, analytics, strategy, optimization

Track 2 – 16:00 – 17:10 in room 505

Project EWK25LT01

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ABSTRACTS

Prescription Checker

EWK25PT03

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ABSTRACT

According to the World Health Organization, medication errors are one of the major causes of preventable harm in healthcare, with an estimated one in 20 patients being affected. Medication errors can occur during prescribing, dispensing, administering, or monitoring of therapeutic practices, but around 50 per cent of preventable incidents are associated with just prescribing. These errors compromise patient safety and drive-up healthcare costs, resulting in an estimated waste of 39 billion euros a year worldwide.

Prescription errors include incorrect dosages, potentially harmful drug interactions, pharmaceutical dosage forms unsuitable for the patient, as well as omissions in treatment. These prescription errors become an even greater risk when associated with elderly or hospitalised patients, most of whom are polymedicated.

Due to the aforementioned problem, this project envisions the creation of an Artificial Intelligence (AI), "PrescriptionChecker", which, based on supervised machine learning algorithms, databases with information on drug interactions, clinical contraindications and a pre-trained natural language model specialised in medical texts, will be able to analyse medical prescriptions, detect potential prescription errors and provide therapeutic alternatives before the prescription is validated.

Implementing "PrescriptionChecker" in medical prescription software will increase patient safety by reducing errors that could pose a risk to their health. It will also make it possible to optimize the time spent by healthcare professionals by automating prescription checking, as well as reducing therapy expenses since preventing prescription errors is directly related to reducing hospitalisations, treatment of complications and drug waste.

In conclusion, prescribing errors pose a major risk to patient safety and healthcare costs. Integrating PrescriptionChecker into healthcare systems aims to increase efficiency and support medical decisions, benefiting both professionals and patients.

Keywords: Prescription Errors, Medication errors, Drug interactions, Artificial Intelligence, Healthcare Safety, Clinical Decision Support

Track 3 – 09:10 – 10:20 in room 510

Project EWK25PT03

Academics: João José Joaquim (PT),

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ABSTRACTS

AI-Powered Smart Cane: Addressing Mobility Challenges Through Innovation

EWK25BE01

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ABSTRACT

The primary objective of this project is to recognize and address the needs of people facing mobility challenges. In order to achieve this, an AI-powered smart cane with innovative features has been designed and developed, aimed to enhance their overall quality of life and make everyday activities safer. Moreover, the prototype could be further improved in the future and adapted to specifically meet the needs of visually impaired individuals, integrating advanced functionalities tailored to their navigation and safety requirements. The research is built upon a set of semi-structured interviews and a market analysis, both of which provide valuable insights into consumer needs, preferences, and potential challenges. In order to gather diverse perspectives on mobility challenges and ensure that the smart cane meets the needs of users in different environments, the interviews were conducted in Poland, Belgium and Sweden. As technology and Artificial Intelligence (AI) continuously advances, it is expected that it will play a significant role in improving the lives of people with mobility challenges. However, despite the potential benefits, some may still be skeptical due to concerns about reliability or ease of use. In order to overcome these doubts, the design should be user-friendly and ergonomic, ensuring that the technology is both accessible and comfortable for daily use. Furthermore, real-world testing is essential not only to build trust among users, but also to demonstrate the advantages of AI-powered assistive technology in various environments and situations. Through combining technological innovation with potential users' feedback from a range of cultural contexts, this study provides valuable guidelines for creating usable, intuitive, and trustworthy mobility devices. In addition, it highlights how AI and smart technologies may be meaningfully integrated into assistive devices, helping to shape future directions in the field of human-centered AI and accessible technology.

Keywords: mobility challenges, accessibility, Artificial Intelligence (AI), smart cane, assistive technology

Track 3 – 10:30 – 11:40 in room 510

Project EWK25BE01

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ABSTRACTS

Assessing AI Adoption in Workforce Training: Perspectives from Companies and Employees in Czechia, Germany, and Greece

EWK25DE01

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ABSTRACT

As artificial intelligence (AI) becomes increasingly integrated into workplace functions, its application in employee training is gaining attention. This study aims to assess the effectiveness, challenges, and adoption of AI-powered training compared to traditional methods in large organizations. Specifically, it examines employee perceptions of AI in training and HR managers' perspectives on its implementation. A mixed-methods approach was employed, combining a structured employee questionnaire and interviews with HR managers. The survey explored employees' experiences with existing training programs, openness to AI-driven learning tools, perceived benefits and concerns, and preferred improvements. Meanwhile, HR managers provided insights into corporate training strategies, barriers to AI adoption, and investment considerations.

Preliminary findings indicate that employees appreciate the potential of AI-powered training for personalization, flexibility, and efficiency. However, concerns persist regarding human interaction, data privacy, and adaptability. HR managers, while recognizing AI's benefits, cite challenges such as implementation, workforce readiness, and alignment with company goals. A comparative analysis of employee and managerial perspectives highlights potential gaps in expectations and adoption strategies. The study's implications suggest that organizations should adopt a hybrid training approach, integrating AI with human-led instruction to balance efficiency and engagement. Future recommendations include enhancing AI adaptability, ensuring ethical AI usage, and fostering a culture of continuous learning. This research contributes to ongoing discussions on workforce development and digital transformation by identifying key factors influencing AI-driven training adoption.

Keywords: AI-powered training, HR management, Training effectiveness, Workforce skill development, AI adoption in organizations

Track 3 – 13:10 – 14:20 in room 510

Project EWK25DE01

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ABSTRACTS

Exploring University Student's Awareness and Perceptions of TikTok's AI-Driven Privacy and Cybersecurity Risks

EWK25US01

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ABSTRACT

Launched in 2016, TikTok has experienced rapid global growth, becoming one of the most popular social media platforms, particularly among 18-24 year olds. TikTok uses AI algorithms and chatbots to collect, store and analyze data to produce a unique user experience related to personalized content, content moderation, targeted advertising and trend predictions. The overall goal is to encourage user engagement and influence behavior. The objective of this study is to determine levels of awareness of TikTok's practices among university students and to assess their attitudes towards TikTok as a social media platform. It is also important to gauge their understanding of the cybersecurity risks that accompany the use of the artificial intelligence that is embedded in the application's algorithms. This study utilizes online surveys to interview university students in three countries: France, Finland and the US. The results of this study will both update and build on the existing knowledge on this topic and provide a multi-country perspective of students' understanding of the use of privacy and security settings on TikTok, and the personal risks involved. The findings will also help determine whether more information should be provided by TikTok or universities to help educate students and the academic community about the policies, privacy concerns and possible security risks that face users of this popular and influential social media platform.

Keywords: TikTok, cybersecurity, algorithms, privacy, artificial intelligence

Track 3 – 14:30 – 15:40 in room 510

Project EWK25US01

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ABSTRACTS

Application of Artificial Intelligence in Sustainable Entrepreneurship: Opportunities and Challenges

EWK25ES02

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ABSTRACT

Artificial intelligence has recently become an important tool for venture development. However the use of AI is viewed as delivering both positive and negative consequences. Therefore, this research project aims to explore the application of Artificial Intelligence (AI) in fostering sustainable entrepreneurship venturing, which aims to identify the challenges and opportunities affecting integration of AI into venturing practices.

The report applies a qualitative research approach in the form of interviews with venture entrepreneurs of various sizes and specific firms located in Scandinavia Europe and Balticum. The analysis for this work is building on relevant themes extracted from the empirical data assisted by artificial intelligence innovative tools.

Our research seeks to empirically test whether AI offers significant opportunities for sustainable venture practices through optimization of resource use, enhancing decision-making, and facilitating innovations. We also explore how AI supports ethical business practices, helping ventures align with long-term sustainability goals. Additionally we investigate potential downsides which could prove that AI carries additional implementation costs, data privacy concerns, and increased energy use. Entrepreneurs can experience declining creativity and may need to develop personal competencies for effective AI implementation into business practice. To further enable efficient use of AI for sustainable venturing, policy makers and business supportive organisations could make a contribution in terms of providing professional AI education in a more inclusive and accessible manner.

Keywords: Sustainability, Entrepreneurship, AI, Sustainable entrepreneurship, qualitative research

Track 3 – 16:00 – 17:10 in room 510

Project EWK25ES02

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