



SCIENCE & BUSINESS COMMON CHALLENGES

INTERNATIONAL SCIENTIFIC CONFERENCE

“Artificial intelligence (AI) – key to solve tomorrow's challenges”

16 November 2023, Krakow, Poland

Track:

Overcoming Digital Divide in Europe and Southeast Asia

Work Package 1 – Summary Conference

Frame Programme

9.45-10.00	OPENING SESSION	
10.00-10.30	PLENARY SESSION: Science and Business Synergy: Insights from the Frontline – Part I	
		Coffee break until 10.40
10.40-12.10	ODDEA morning session: WP1 Review / Presentations of Country Digitalization Reviews	
		Coffee break until 12.20
12.20-13.45	ODDEA early afternoon session: Digitalization in Southeast Asia and Europe – comparative studies	
		Lunch until 14.15
14.15-15.00	PLENARY SESSION: Digitalization in global perspective	
		Coffee break until 15.10
15.10-16.30	ODDEA late afternoon session: WP2 Introduction / Digitalization in Asia – selected issues	
		Coffee discussion until 16.45
16.45-18.00	ODDEA evening session: Digitalization in Europe – selected issues / Summary & Closing	
		Coffee discussion & networking
20.00	Dinner	

ORGANIZER: CO-ORGANIZERS
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ODDEA

OVERCOMING DIGITAL DIVIDE
IN EUROPE AND SOUTHEAST ASIA

Track:
Overcoming Digital Divide in Europe and Southeast Asia
Work Package 1 – Summary Conference
Programme

PRESENTATION TIME: **8 MINUTES**

All times in **CET (UTC +01:00)**

Link to **OPENNING and PLENARY sessions** (9.45-10.30 and 14.15-15.00)

Please, connect to **ODDEA sessions** via link send by e-mail from MSTeams / **optional link**

9.15-9.45 Registration

9.45-10.00 OPENNING SESSION [in English, online & onsite: building D14 / room 0.1]

Dr hab. inż. Marek Dudek, prof. AGH – Dean of Faculty of Management of AGH University of Krakow

10.00-10.30 PLENARY SESSION: Science and Business Synergy: Insights from the Frontline – Part I
(Chairs: Joanna Duda, Tomasz Bernat) [in English, online & onsite: building D14 / room 0.1]

Zlinnovation – don't follow anyone, be unique! – Lucas Trcka, CEO, TIC - Innovation Agency of Zlin Region

Coffee break until 10.40

10.40-12.15 ODDEA morning session (Chair: Rafał Kusa) [in English, online & onsite: building D14 / room 2.6]

10.40-11.00 Introduction to ODDEA track / WP1 Review & Deliverables (Rafał Kusa)

11.00-12.15 Presentations of Country Digitalization Reviews

11.00-11.10 Slovakia (EUBA)

11.10-11.20 Malaysia (Arlinah Abd Rashid, UiTM)

11.20-11.30 Hungary (SIU)

11.30-11.40 Thailand (ICO NIDA)

11.40-11.50 Montenegro (UDG/IMTM)

11.50-12.00 Indonesia (Arrie Kurniawardhani, UII)

12.10-12.10 Poland (Tomasz Kusio)

Coffee break until 12.20

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- 12.20-13.45 ODDEA early afternoon session** (Chair: Jerzy Duda) [\[in English, online & onsite: D14/2.6\]](#)
- Digitalization in Southeast Asia and Europe – comparative studies**
- 12.20-12.25** Introduction
- 12.25-12.35** Chin-Hung Chen (ICO-NIDA): *Mitigating the digital divide: Exploring moderation and mediation effects on e-health performance in a comparative study of Europe and South East Asia*
- 12.35-12.40** Sharizan Sharkawi (UiTM): *A review on digital divide – comparison between Malaysia and Montenegro*
- 12.40-12.45** Dragica Žugić (UDG): *Digitalization of Human Capital: A Case Study of Montenegro and Malaysia*
- 12.45-12.55** Mior Harris Mior Harun (UiTM), Rafał Kusa (AGH), Maciej Woźniak (AGH): *Bibliometric analysis on digitalization in SME: a comparison of research between Malaysia and Poland*
- 12.55-13.05** Nataša Kovač (UDG): *A comparative analysis of broadband connectivity in Montenegro, Thailand and Malaysia: Similarities and differences*
- 13.05-13.15** Ivan Piper (UDG): *The state of digitalization in Montenegro and Java: a comparative study*
- 13.15-13.25** Jewel Kumar Roy (SIU), *Building trust and confidence in the use of banking apps: a study on EU and Southeast Asia*
- 13.25-13.35** Xuemei Sun (ICO NIDA): *Strategic index comparison and analysis: Spotlight on Thailand within the context of Europe and Southeast Asia*
- 13.35-13.45** Andrej Pšivara (EUBA): *A comparative review of digitization in V4 countries and Montenegro*

Lunch until 14.15

- 14.15-15.00 PLENARY SESSION: Digitalization in global perspective**
(Chairs: Joanna Sikora-Alicka, Dagna Wleklińska) [\[in English, online & onsite: D14/0.1\]](#)
- 14.15-14.20** Introduction (Joanna Sikora-Alicka, Dagna Wleklińska)
- 14.20-14.30** Mariano Soler-Porta (Universidad De Málaga, Spain): *Digitalization in rural areas in Europe*
- 14.30-14.40** Beatriz Andres (Universitat Politècnica de València, Spain): *The application of artificial intelligence in industry*
- 14.40-14.50** Costel Negricea, Merve Turkiylmaz, Tudor Edu (Romanian American University, Bucharest, Romania): *Intelligent Virtual Assistants – a gender-driven study on perceptions and attitudes about data security and privacy*
- 14.50-15.00** Ramo Sendelj (University of Donja Gorica, Montenegro): *Montenegrin Cybersecurity identification study*

Coffee break until 15.10



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15.10-16.30 ODDEA late afternoon session (Chair: Anna Czapkiewicz) [\[in English, online & onsite: D14/2.6\]](#)

15.10-15.25 WP2 Introduction (Tomasz Kusio, UEK)

15.25-16.30 Digitalization in Asia – selected issues

15.25-15.30 Introduction

15.30-15.40 Siti Fadzillah Binti Abdul Rahman (UiTM): *Assessing digital divide in e-learning: An insight from Malaysian states*

15.40-15.50 Amer Fareed Mohd Shukri (UiTM): *E-wallets payment in Malaysia: A digitalization effort of payment method in Malaysia*

15.50-16.00 Anetta Caplanova, Estera Szakadatova (EUBA): *Decrypting Thailand's Public Sector Digitalization Strategy.*

16.00-16.10 Barbara Huszar (SIU): *Impact of digitalization on the Workplace - a comparison review between Indonesia and Hungary*

16.10-16.20 Arrie Kurniawardhani, Izzati Muhimmah (UII), Roland Z. Szabo (SIU): *SWOT analysis of the digital economy in Indonesia*

16.20-16.30 Majang Palupi, Zoltan Zsegedi, Sevinj Ahmadova (SIU): *Consistency in strategy-consciousness and digitalization of companies value chains (empirical survey of comparing Indonesian and Hungarian enterprises)*

Coffee discussion until 16.45

16.45-18.00 ODDEA evening session (Chair: Rafał Kusa) [\[in English, online & onsite: D14/2.6\]](#)

16.45-17.50 Digitalization in Europe – selected issues

16.45-16.50 Introduction

16.50-17.00 Ľubomír Darmo (EUBA): *The role of FDI in digital readiness of CEE and Balkan countries*

17.00-17.10 Anna Czapkiewicz, Anna Surowiec, Justyna Tora (AGH): *Sentiment study of the digitalization*

17.10-17.20 Tomas Oles (EUBA): *Digitalization, market concentration, and labor dynamics: evidence from CEE countries*

17.20-17.30 Luka Lakovic (UDG): *Evaluation of language models performance; comparison between Montenegrin language and south-east Asian languages*

17.30-17.40 Hussein Mkiyes (EUBA): *The impact of digitalisation on economic growth in Balkan countries "theoretical review"*

17.40-17.50 Adrienn Veisz (SIU): *Digitalization in sports and its association with athletes' performance*

17.50-18.00 Summary & Closing (Rafał Kusa)

Coffee discussion & networking

20.00 Dinner

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