



The International Interdisciplinary Scientific Conference

"Digital Horizons 2024: Innovation, Ethics, and Dialogue in a Connected World"

The Conference is organized within the implementation of the project
Overcoming Digital Divide in Europe and Southeast Asia (ODDEA)

Project 101086381

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Friday 24th May 2024

Venue: University of Economics in Bratislava, Dolnozemská cesta 1, 852 35, Bratislava, Slovakia

Room: Meeting Rooms 5B26 / Hybrid via MS Teams, 5th floor, building of the Faculty of Economics and Finance

PLENARY SESSION	
Moderator: Dr. Ľubomír Darmo (University of Economics in Bratislava, Slovakia) MS Teams Please connect here: LINK	
9:00 – 9:15	Opening of the Conference, Welcome of the participants. Introduction of the ODDEA project. (prof. Anetta Čaplánová, PhD. – project coordinator; University of Economics in Bratislava, Slovakia)
9:15 – 9:45	Keynote address 1: TBA Dr. Durgesh Tripathi, University School of Mass Communication, Guru Gobind Singh Indraprastha University, New Delhi, India
9:45 – 10:15	Keynote address 2: Influence of Hindi Cinema on Tourism: Mapping Intercultural Dialogue between India and Europe Dr. Sachin Bharti; University School of Mass Communication, Guru Gobind Singh Indraprastha University, New Delhi, India)
10:15 – 10:35	Keynote address 3: Comparison of International Indicators to Identify Digital Divide (<i>Dr. Roland Zsolt Szabó, Széchenyi István University, Hungary</i>)
10:35 – 10:45	Coffee break

SESSION 1: Digitalization and Human Resources Management	
Moderator: Dr. Marisa Laokulrach (ICO NIDA, Thailand), Igor Ognjanović (Institute of Modern Technologies of Montenegro) MS Teams Please connect here: LINK	
Note: Please note that there will be a space for discussion following each presentation	
10:45 – 11:00	AI-Powered Digital Transformation of Government Human Resource Management: A Five-Year Systematic Literature Review from 2019 to 2023 <i>Dr. Xiangyu Bian, National Institute of Development Administration, Thailand</i>





11:00 – 11:15	English Language Education for Future Innovators and Global Economic Shifts: A Comparison of Montenegro and Poland <i>Igor Ognjanović, Sanja Radusinović, Jerzy Duda, Joana Duda, Institute of Modern Technologies of Montenegro, Secondary electrotechnical school „Vaso Aligrudić”, AGH University of Science and Technology, Poland</i>
11:15 – 11:30	Impact of online coaching on sport performance - a comparison review between Hungary and Thailand <i>Adrienn Veisz, Széchenyi István University, Hungary</i>
11:30 – 11:45	The impact of Digitalisation on Migrants Remittances <i>Valdet Hadri, Alpen-Adria-Universität Klagenfurt</i>
11:45 – 12:00	Online and Onside Teaching for Children Education and Development - Fostering Children’s Interest to Learn Through Introduction of Technology in Jakarta <i>Adven Hutajulu, Trisakti University, Jakarta, Indonesia</i>
12:00 – 13:00	Lunch Break

<p>SESSION 2: Digitization from a Macroeconomic Perspective (Macroeconomics of Digitalization)</p> <p>Moderators: Dr. Azlina Hanif (Universiti Teknologi MARA, Malaysia), Mgr. Agnieszka Choczyńska (AGH University, Poland)</p> <p>MS Teams</p> <p>Please connect here: LINK</p> <p>Note: Please note that there will be a space for discussion following each presentation</p>	
13:00 – 13:15	Digital development among top 5 ASEAN countries: Convergence or Divergence? <i>Dr. Azlina Hanif, Universiti Teknologi MARA, Malaysia</i>
13:15 – 13:30	Digital Divide among ASEAN Countries: Evidence from Philippines, Vietnam, Laos, Myanmar and Cambodia <i>Dr. Arlinah Abd Rashid, Universiti Teknologi MARA, Malaysia</i>
13:30 – 13:45	Fintech Industry Development and its Impact on the Transformation of the Banking Structure in Leading Southeast Countries <i>Dr. Jun Jiang, International College of NIDA, Thailand</i>
13:45 – 14:00	Digital Trade in Asia <i>Dr. Qasim Raza Syed, Universiti Sains Malaysia, Penang, Malaysia</i>
14:00 – 14:15	Intersectional Digital Divide in Indonesia





	<i>Mgr. Agnieszka Choczyńska, AGH University, Poland</i>
14:15 – 14:30	Global digitalization: analysis of selected indices with a focus on Poland and Thailand <i>Justyna Tora, AGH University, Poland</i>
14:30 – 14:45	Analysis of the digital divide in developing countries <i>Assoc. Prof. Ani Galstyan, Economic Research Centre LTD, UK</i>
14:45 – 15:00	How CBDCs are Shaping Foreign Trust in the EU: Exploring Acceptance Trends <i>Hussein Mkiyes, Jewel Kumar Roy, University of Economics in Bratislava, Slovakia, Széchenyi István University, Hungary)</i>
15:00– 15:15	Coffee Break

<p>SESSION 3: Digitalization in Entrepreneurship Moderator: prof. Barbara Siuta-Tokarska (Krakow University of Economics, Poland), Dr. Masduki Masduki (Universitas Islam Indonesia, Indonesia) MS Teams Please connect here: LINK Note: Please note that there will be a space for discussion following each presentation</p>	
15:15 – 15:30	Digital transformation of small and medium-sized enterprises in V4 countries. <i>prof. Barbara Siuta-Tokarska, Dr. Katarzyna Żmija, Krakow University of Economics, Poland</i>
15:30– 15:45	Artificial intelligence in the digital transformation of enterprises <i>Dr. Jerzy Duda, Dr. Joanna Duda, AGH University, Poland</i>
15:45 – 16:00	Innovating Inclusivity: How Digital Startups are Shaping Digital Equity in Southeast Asia <i>Beni Suranto, Universitas Islam Indonesia, Indonesia</i>
16:00– 16:15	News Media Transformation in Southeast Asia: Finding New Business Models in the Digital Media Landscape <i>Dr. Masduki Masduki, Universitas Islam Indonesia, Indonesia</i>
16:15– 16:45	Technology Transfer Centers as Support Instruments for SMEs— Comparative Analysis of Poland and Malaysia <i>Dr. Maciej Woźniak, AGH University, Poland</i>
16:45– 17:00	Coffee Break





SESSION 4: The Impact of Digitalization on Public Governance Moderator: Assoc. Prof. Dr. Aweewan Pamyagometh (ICO NIDA, Thailand), Kholid Haryono (Universitas Islam Indonesia, Indonesia) MS Teams Please connect here: LINK Note: Please note that there will be a space for discussion following each presentation	
17:00 – 17:15	Unlocking Efficiency: Assessing the Impact of Prompt Pay on Government Operations and Financial Transactions in Thailand <i>Assoc. Prof. Dr. Aweewan Pamyagometh, Dr. Marisa Laokulrach, Prof. Anetta Čaplánová, PhD., International College of NIDA, Thailand, University of Economics in Bratislava, Slovakia</i>
17:15– 17:30	Are they really “Prompt (พร้อม - ready)” to continue? The Mystery of Continuous Usage Intention through Perceived Trust Among People in Bangkok <i>Panisa Arthachinda, prof. Anetta Čaplánová, PhD., Dr. Lubomír Darmo, International College of NIDA, Thailand, University of Economics in Bratislava</i>
17:30– 17:45	Applying Multi-Attribute Decision Making to Assist Decision-making Groups in Selecting Digital Health Implementation Strategies <i>Dr. Setya Winarno, Dr. Sri Kusumadewi, Universitas Islam Indonesia, Indonesia</i>
17:45 – 18:00	Institutional Theory: Trajectory of eGovernment Initiatives in Indonesia <i>Kholid Haryono, Universitas Islam Indonesia, Indonesia</i>
18:00 – 18:15	Navigating the Maze: Understanding the Implications of Artificial Intelligence and Robot Taxation on Socio-Economic Dynamics <i>Sevinj Ahmadova, Széchenyi István University, Hungary</i>
18:15 – 18:30	Closing remarks and the way forward

