



ODDEA
OVERCOMING DIGITAL DIVIDE
IN EUROPE AND SOUTHEAST ASIA



The International Interdisciplinary Scientific Conference

“Bridging the Digital Divide: Digital Innovation and Inclusion Across Borders“

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

Project 101086381

Call: HORIZON-MSCA-2021-SE-01-1



FINAL PROGRAM

Friday 22nd November 2024

Venue: online, MS TEAMS

PLENARY SESSION I	
Moderator: Dr. Ľubomír Darmo (University of Economics in Bratislava, Slovakia) MS Teams Please connect here: LINK	
9:00 – 9:15	Opening of the Conference, Introduction of the ODDEA project. <i>prof. Anetta Čaplánová, PhD. – project coordinator; University of Economics in Bratislava, Slovakia</i>
9:15 – 9:30	Setting the Scene. Digital Divide in the Context of the Event. <i>Dr. Azlina Hanif - Universiti Teknologi MARA, Malaysia</i>
9:30 – 10:00	Keynote address 1: Undecided: Artificial Intelligence in the UK Higher Education <i>prof. Ibrahim Sirkeci, International Business School, Manchester, United Kingdom</i>
10:00 – 10:15	Discussion
10:15 – 10:30	Coffee Break

PLENARY SESSION II	
Moderator: Dr. Ľubomír Darmo (University of Economics in Bratislava, Slovakia) MS Teams Please connect here: LINK	
13:00 – 13:30	Keynote address 2: Analysis of data on the current state of the digital economy – The results of Work Package 2 of the ODDEA Project <i>Dr. Tomasz Kusio - Cracow University of Economics, Poland</i>
13:30 – 13:45	Discussion

SESSION 1 - Human Capital and Digital Skills Development	
Moderator: Nataša Kovač (University of Donja Gorica, Montenegro), Dragica Žugić (University of Donja Gorica, Montenegro) MS Teams Please connect here: LINK	
10:30 – 10:45	Exploration into the Needs of Aging Workforce for Building Digital Skills and Using the Digital Tools <i>Anetta Čaplánová (University of Economics in Bratislava, Slovakia), Ľubomír Darmo (University of Economics in Bratislava, Slovakia)</i>
10:45 – 11:00	Assessing Student Sustainable Learning Engagement in Mobile Learning through Social Cognitive Theory and Social Learning Theory <i>Anetta Čaplánová (University of Economics in Bratislava, Slovakia), Nutch Pongsawat (National Institute of Development Administration, The International College of NIDA, Thailand)</i>

11:00 – 11:15	<p>Towards the Development of a Human Capital Index: Structure, Methodology, and Comparative Insights with the Human Development Index</p> <p><i>Nataša Kovač (University of Donja Gorica, Montenegro), Dragica Žugić (University of Donja Gorica, Montenegro), DThomas Hatta Fudholi (Universitas Islam Indonesia, Indonesia), Arlinah Abd Rashid (Universiti Teknologi MARA, Malaysia), Majang Palupi (Universitas Islam Indonesia, Indonesia)</i></p>
11:15 – 11:30	<p>A Comparative Analysis of Human Capital and Human Development Metrics</p> <p><i>Nataša Kovač (University of Donja Gorica, Montenegro), Dragica Žugić (University of Donja Gorica, Montenegro), Sharkawi Sharizan (Universiti Teknologi MARA, Malaysia)</i></p>
11:30– 11:45	<p>Leading the digital (r)evolution: The case of Finland, Denmark, and Singapore</p> <p>Roland Zsolt Szabó (Széchenyi István University, Hungary), Liliána Tóth (Széchenyi István University, Hungary)</p>
11:45 – 12:00	<p>Incorporating Social Media to Cope with Educational Inequalities in Southeast Asia: A Five-Year Systematic Literature Review from 2019 to 2023</p> <p><i>Srisongruk Prohmvitak (National Institute of Development Administration International College, Thailand), Roland Zsolt Szabó (Széchenyi István University, Hungary)</i></p>
12:00 – 12:15	<p>Modern Technologies in Communications and Investment in Human Resources</p> <p>Dragana Trifunovic, Goran Lalic, Srdjan Zikic (The Faculty of Social Sciences in Belgrade, Serbia)</p>
12:15 – 13:00	Lunch Break

<p>SESSION 2 - Artificial Intelligence and Emerging Technologies</p> <p>Moderator: Surowiec Anna (AGH University of Krakow, Poland), Iryna Bashynska (AGH University of Krakow, Poland)</p> <p>MS Teams</p> <p>Please connect here: LINK</p>	
10:30 – 10:45	<p>The Role of Artificial Intelligence in The Architectural Design Process</p> <p><i>Faiz Hamdi Suprahman (Universitas Islam Indonesia, Indonesia)</i></p>
10:45 – 11:00	<p>Bridging the digital divide: the impact of generative artificial intelligence on income inequality</p> <p><i>Marinko Skare (Juraj Dobrila University of Pula, Faculty of economics and tourism “Dr. Mijo Mirkovic”, Croatia)</i></p>
11:00 – 11:15	<p>AI-driven approaches to bridging the digital divide and advancing smart circular enterprises</p> <p><i>Iryna Bashynska (AGH University of Krakow, Poland), Ivana Ognjanovic (University of Donja Gorica, Montenegro), Joanna Duda (AGH University of Krakow, Poland), Rafał Kusa (AGH University of Krakow, Poland), Iurii Ganushchak (AGH University of Krakow, Poland)</i></p>

11:15 – 11:30	Assessing AI Literacy and Readiness in Thailand’s Workforce: Challenges and Opportunities for Digital Transformation <i>Vachirawit Kaewsawad (National Institute of Development Administration, International College, Thailand)</i>
11:30– 11:45	Perception of risks associated with digital transformation: Evidence from Poland and Southeast Asia <i>Surowiec Anna (AGH University of Krakow, Poland)</i>
11:45 – 12:00	The Potential of Digitalization and Social Media in Emerging Countries: Study in Indonesia and Montenegro <i>Ratna Roostika (Universitas Islam Indonesia, Indonesia), Ivana Ognjanovic (University of Donja Gorica, Montenegro)</i>
12:00 – 13:00	Lunch Break

SESSION 3 - Digital Divide and Inclusion Moderator: Andrej Přivara (University of Economics in Bratislava, Slovakia), Ahmad Luthfi (Universitas Islam Indonesia, Indonesia) MS Teams Please connect here: LINK	
13:45 – 14:00	Income Disparities Among Small-Scale Enterprises: The Digital Divide In Indonesia <i>Rokhedi Priyo Santoso (Universitas Islam Indonesia, Indonesia)</i>
14:00 – 14:15	Digital Financial Inclusion in Indonesia <i>Andrej Přivara (University of Economics in Bratislava, Slovakia)</i>
14:15 – 14:30	Overcoming the Digital Divide <i>Roland Zsolt Szabó (Széchenyi István University, Hungary)</i>
14:30 – 14:45	I am the curator of my own past: How The Young Malaysian Users Make Sense of Their Behaviour on Social Media Sites <i>Krúdy Tamás (Széchenyi István University, Hungary), Peck-Leong Tan (Universiti Teknologi MARA, Malaysia)</i>
14:45 – 15:00	Bridging the Digital Divide through Cybersecurity in Indonesia and Montenegro: From Awareness to Action <i>Ahmad Luthfi (Universitas Islam Indonesia, Indonesia), Ramo Šendelj (University of Donja Gorica, Montenegro), Dragica Žugić (University of Donja Gorica, Montenegro)</i>
15:00 – 15:15	The Digital Divide: Unequal Access to the Internet <i>Leo P. DANA (Dalhousie University, Canada)</i>
15:15 – 15:30	Coffee Break

SESSION 4 - Digital Governance and Policy Moderator: Roland Zsolt Szabó (Széchenyi István University, Hungary), Anna Czapkiewicz (AGH University of Krakow, Poland) MS Teams Please connect here: LINK	
13:45 – 14:00	The Influence of Institutions and Governance on Digitalization: Evidence From ASEAN Countries <i>Ruhaini Muda (Universiti Teknologi MARA, Malaysia), Anetta Čaplánová (University of Economics in Bratislava), Azlina Hanif (Universiti Teknologi MARA, Malaysia)</i>
14:00 – 14:15	Regional Disparities in AI Awareness: The case of UK <i>Roland Zsolt Szabó (Széchenyi István University, Hungary), Sevinj Ahmadova (Széchenyi István University, Hungary)</i>
14:15 – 14:30	Sentiment towards Digitalization in Indonesia <i>Anna Czapkiewicz (AGH University of Krakow, Poland), Majang Palupi (Universitas Islam Indonesia, Indonesia)</i>
14:30 – 14:45	Endogenous Growth and the Influence of Information and Communication Technology on Poland's Economic Trajectory <i>J.S. Keshminder (Universiti Teknologi MARA, Malaysia), Maciej Woźniak (AGH University of Krakow, Poland), Rafal Kusa (AGH University of Krakow, Poland), Abdul Rahim Ridzuan (Universiti Teknologi MARA, Malaysia), Naila Erum (Universiti Teknologi MARA, Malaysia)</i>
14:45 – 15:00	A Fine-Scale Longue Durée Investigation on Regional Inequalities in the Kingdom of Hungary through Digitalized Media (1330–1910) <i>Zsolt Horbulák (University of Economics in Bratislava, Slovakia), Gábor Demeter (Institute of History, Hungary)</i>
15:00 – 15:15	Evaluating the Current State of Digital Era Governance Application in Local Government Units in the Małopolska Region <i>Angelika Wodecka-Hyjek (Krakow University of Economics, Poland), Rafal Kusa (AGH University of Krakow, Poland), Tomasz Kafel (Krakow University of Economics, Poland)</i>
15:15 – 15:30	Coffee Break

SESSION 5 - Digitalization in Economic Development and Macroeconomics Moderator: Vesarach Aumeboonsuke (International College, National Institute of Development Administration, Thailand), Wahida Ahmad (Universiti Teknologi MARA, Malaysia) MS Teams Please connect here: LINK	
15:30 -15:45	Digital Convergence and Divergence in EU and ASEAN Economies <i>Vesarach Aumeboonsuke (International College, National Institute of Development Administration, Thailand)</i>
15:45 – 16:00	The Assessment of the State of Digital Economy in Selected EU Countries

	<i>Katarzyna Żmija (Krakow University of Economics, Poland), Wahida Ahmad (Universiti Teknologi MARA, Malaysia), Wojciech Szymła (Krakow University of Economics, Poland), Marcin Suder (Krakow University of Economics, Poland)</i>
16:00 – 16:15	Comparison Analysis of Tourism Industry and Digital Economy in the Regions of Indonesia <i>Ferenc Darabos (Széchenyi István University, Hungary), Ágnes Horváth (Széchenyi István University, Hungary), Raden Rorro Ratna Roostica (Universitas Islam Indonesia, Indonesia)</i>
16:15 – 16:30	Acceptance Trends of Central Bank Digital Currencies (CBDCs) in the European Union: A Bibliometric Analysis <i>Hussein Mkiyes (University of Economics in Bratislava, Slovakia), Anetta Čaplánová (University of Economics in Bratislava, Slovakia)</i>
16:30	End of the Conference

SESSION 6 - Digital Transformation in Business and Industry Moderator: Iwan Awaluddin Yusuf (Universitas Islam Indonesia, Indonesia), Róbert Mészáros (University of Economics in Bratislava, Slovakia) MS Teams Please connect here: LINK	
15:30 -15:45	Identifying driving forces and barriers in implementation of Industry 4.0: the case of SME in Slovakia <i>Róbert Mészáros (University of Economics in Bratislava, Slovakia), Roland Zsolt Szabó (Széchenyi István University, Hungary)</i>
15:45 – 16:00	How Does Digitalization Impact Traditional Business Practices and Values in Migrant Family Owned Enterprises (Working paper) <i>Valdet Hadri (Alpen-Adria Universität Klagenfurt, Austria), Andrej Přívara (University of Economics in Bratislava, Slovakia)</i>
16:00 – 16:15	Digital Transformation in ASEAN: Evaluating Socio-Economic Impacts and Digitalization Across Southeast Asia <i>Iwan Awaluddin Yusuf (Universitas Islam Indonesia, Indonesia), Barbara Siuta-Tokarska (Krakow University of Economics, Poland), Malgorzata Kowalik (Krakow University of Economics, Poland)</i>
16:15 – 16:30	Online presence of community-based tourism development villages in Central Java, Indonesia <i>Ágnes Horváth (Széchenyi István University, Hungary), Ferenc Darabos (Széchenyi István University, Hungary), Raden Rorro Ratna Roostica (Universitas Islam Indonesia, Indonesia), Majang Palupi (Universitas Islam Indonesia, Indonesia)</i>
16:30	End of the Conference