



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

ORGANIZER: CO-ORGANIZERS  
& PARTNERS:



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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**

<b>9.15-9.45 Registration</b>
<p><b>9.45-10.00 OPENNING SESSION</b> [in English, online &amp; onsite: building D14 / room 0.1]</p> <p>Dr hab. inż. Marek Dudek, prof. AGH – Dean of Faculty of Management of AGH University of Krakow</p>
<p><b>10.00-10.30 PLENARY SESSION: Science and Business Synergy: Insights from the Frontline – Part I</b>          (Chairs: Joanna Duda, Tomasz Bernat) [in English, online &amp; onsite: building D14 / room 0.1]</p> <p><i>Zlinnovation – don't follow anyone, be unique!</i> – Lucas Trcka, CEO, TIC - Innovation Agency of Zlin Region</p>
<b>Coffee break until 10.40</b>
<p><b>10.40-12.15 ODDEA morning session</b> (Chair: Rafał Kusa) [in English, online &amp; onsite: building D14 / room 2.6]</p> <p><b>10.40-11.00 Introduction to ODDEA track / WP1 Review &amp; Deliverables</b> (Rafał Kusa)</p> <p><b>11.00-12.15 Presentations of Country Digitalization Reviews</b></p> <p>11.00-11.10 Slovakia (EUBA)</p> <p>11.10-11.20 Malaysia (Arlinah Abd Rashid, UiTM)</p> <p>11.20-11.30 Hungary (SIU)</p> <p>11.30-11.40 Thailand (ICO NIDA)</p> <p>11.40-11.50 Montenegro (UDG/IMTM)</p> <p>11.50-12.00 Indonesia (Arrie Kurniawardhani, UII)</p> <p>12.10-12.10 Poland (Tomasz Kusio)</p>
<b>Coffee break until 12.20</b>



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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*
- 12.35-12.45** Sharizan Sharkawi (UiTM): *A review on digital divide – comparison between Malaysia and Montenegro*
- 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 Přivara (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** Izzati Muhimmah, Arrie Kurniawardani (UII): *To be specified*

**16.20-16.30** Zoltan Zsegedi, Sevinj Ahmadova (SIU): *To be specified*

**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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