

Brownbag Seminar Series

Summer Term 2024

10 April – 12 pm (F4090)

Kick-Off

Diginomics Research Group

17 April – 12 pm (F4090)

The Role of Avatars in Digital Mental Health Interventions: Taxonomy Development and Archetypes

Scott Thiebes – Postdoc, Karlsruhe Institute of Technology

24 April – 12 pm (F4090)

Internal Research Session

Diginomics Research Group

08 May – 12 pm (F4090)

Breaking Through the Ad Clutter: The Role of Viewability and Ad Characteristics

Lara Lobschat – Assistant Professor of Marketing and Supply Chain Management, Maastricht University

15 May – 12 pm (A1070)

AI Based Robotics

Frank Kirchner – Managing Director, DFKI GmbH

co-hosted by 

22 May – 12 pm (F4090)

Internal Research Session

Diginomics Research Group

29 May – 12 pm (F4090)

Crafting Sustainable Mobile Experiences: A UI/UX Design Exploration for Knowledge Exchange Using IDEO's Human-Centered Design Process

Petyo Budakov – Professor for Digital Marketing and Customer Experience Management, XU Exponential University of Applied Sciences

05 June – 2 pm (Online via Zoom)

Data Driven Workforce Supply Chains: Responding to AI Induced Changes

Ramayya Krishnan – Professor of Management Science and Information Systems, Carnegie Mellon University

12 June – 12 pm (F4090)

Investigating the Emergence and Consequences of Consumer Skepticism toward Web Seals

Sebastian Lins – Research Assistant, Karlsruhe Institute of Technology

19 June – 12 pm (F4090)

Internal Research Session

Diginomics Research Group

26 June – 12 pm (F4090)

It's Significant! ...Or Not? - Registered Reports: A New Route to Publishing Rigorous Research in Management & OB

Fabiola Gerpott – Professor of Leadership, Otto Beisheim School of Management

03 July – 12 pm (CART Rotunde - 0.67)

Diginomics Summer Conference

Diginomics Research Group

*Internal Research Session = reflection of previous talks as well as presentations and discussions of ongoing Diginomics PhD projects

Everyone is welcome!

Contact:

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