

Brownbag Seminar Series

Summer Term 2025

16 April – 12 pm (F4090)

Kick-Off

Diginomics Research Group

23 April – 12 pm (F4090)

Using Large Language Models for Financial Advice

Maximilian Meiler – PhD Student at the Chair of Business Administration, TU Dresden

30 April – 12 pm (F4090)

Internal Research Session*

Diginomics Research Group

07. May – 12 pm (F4090)



When Persuasion Attempts Backfire:

Effective Communication with Vulnerable People

Sascha Alavi – Professor of Marketing and Innovation, Carl von Ossietzky University of Oldenburg

14 May – 12 pm (Zoom)

Trustworthy AI? On the Ethics of Artificial Intelligence (ONLINE)

Judith Simon – Professor for Ethics in Information Technologies, University of Hamburg

21 May – 12 pm (F4090)

Deception, Persuasion, Manipulation – How AI-Generated Images Reshape Political Communication

Stephanie Geise – Professor of Communication and Media Studies, esp. Digital Communication, University of Bremen

28 May – 12 pm (F4090)

Internal Research Session*

Diginomics Research Group

04 June – 12 pm (F4090)

Social Influence on Idea Development in Online Communities

Alexander Kock – Head of Department Technology and Innovation Management, TU Darmstadt

11 June – 12 pm (F4090)

Beyond Coding: An External Enablement Perspective on Low-Code Entrepreneurship

Simon Hensellek – Juniorprofessor for Entrepreneurship and Digitalization, TU Dortmund

18 June – 12 pm (F4090)



Influencer Topic Variety and Consumer Engagement

Jan Klostermann – Post-Doctoral Researcher at the Chair in Marketing Science and Analytics, University of Cologne

25 June (Bremen Chamber of Commerce (IHK))

Diginomics Summer Conference

02 July – 12 pm (F4090)



Beyond Self-Reported: The Contribution of Neuroscience to Managerial Practice

Marco Mandolfo – Assistant Professor in Strategy and Marketing, TU Mailand

09 July – 12 pm (F4090)

Internal Research Session*

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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