

Brownbag Seminar Series

Winter Term 2024 / 2025

16 October – 12 pm (F4090)

Kick-Off

Diginomics Research Group

23 October – 12 pm (F4090)

Supporting AI-Based Innovations – Journey of a Qualitative Study

Tobias Röth – Professor of Business Administration, in particular Technology and Innovation, University of Bremen

30 October – 12 pm (F4090)

Short and Synthetically Distort: Investor Reactions to Deepfake Financial News

Marc Eulerich – Professor for Internal Auditing, University of Duisburg-Essen

06 November – 12 pm (F4090)

Internal Research Session*

Diginomics Research Group

13 November – 12 pm (F4090)

The True Face of Trustworthiness: Does Perceived Facial Trustworthiness Predict Trustworthy Behavior?

Stefan Mayer – Assistant Professor of Marketing Analytics, University of Tübingen



20 November – 12 pm (F4090)

Fake News & True News Judgement: The Persuasive Effect of Discursive Evidence in Judging Veracity

Abayomi Baiyere – Associate Professor at the Department of Digitalization, Copenhagen Business School

27 November – 12 pm (F4090)

Internal Research Session*

Diginomics Research Group

04 December – Time and Place TBD

Diginomics Winter Workshop

11 December – 12 pm (F4090)

Researching Consumer-AI Interactions with Large Language Models (LLMs)

Felix Eggert – Professor at the Department of Marketing, Copenhagen Business School



18 December – 12 pm (F4090)

Internal Research Session*

Diginomics Research Group

08 January – 12 pm (F4090)

The Relevance of the Chief Information Officer for Technology- and Market-based Digital Innovation

David Bendig – Head of Institute for Entrepreneurship, University of Münster

15 January – 12 pm (F4090)

The Impact of Matching Seller Descriptions and Customer Reviews on Sales in Online Marketplaces

Hannes Datta – Associate Professor, Tilburg University



22 January – 12 pm (F4090)

Digital Innovation in the Public Sector: A Resourcing Perspective on How the Public Sector Collaborates with the Private Sector

Nils Urbach – Professor of Information Systems and Digital Business, Frankfurt University of Applied Sciences

29 January – 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:

www.uni-bremen.de/graduiertengruppe-diginomics | diginomics@uni-bremen.de



Universität
Bremen