

Brownbag Seminar Series

Winter Term 2025 / 2026

15 October – 12 pm (F4090)

Kick-Off

Diginomics Research Group

22 October – 12 pm (F4090)

AI Transformation (Management) in the Public Sector

Björn Niehaves – Professor of Information Systems, University of Bremen

29 October – 12 pm (F4090)

Internal Research Session*

Diginomics Research Group

05 November – 12 pm (F4090)

Using LLMs as Sentiment Analyzers to Predict Review Helpfulness: A Multistudy Approach to Open the Black Box

Nicolas Zacharias – Professor of General Management and Marketing, Friedrich Schiller University Jena

12 November – 12 pm (F4090)

Social Media Influencers as Mediators of Political Information? Findings from Two Studies Using Automated Tracking

Cornelius Puschmann – Professor of Communication and Media Studies, University of Bremen

19 November – 12 pm (F4090)

Internal Research Session*

Diginomics Research Group

26 November – 12 pm (F4090)

One Size Fits None: When Diverse Entrepreneurial Journeys Meet Digital Tech

Sylvia Hubner-Benz – Professor of International Management, Paderborn University

03 December – 12 pm (F4090)



Tuning into the Hateverse:

The Dynamics between Conspiracy Theories, Hate Speech, and Offensive Language Usage

Raoul Kübler – Professor of Marketing, ESSEC Business School Paris

10 December – Time and Place TBA

Diginomics Winter Workshop

Diginomics Research Group

07 January – 12 pm (F4090)

Internal Research Session*

Diginomics Research Group

14 January – 12 pm (F4090)

Validity in LLM-based Analyses in IS Research

Milad Mirbabaie – Professor and Chair of Information Systems, Otto-Friedrich-University Bamberg

21 January – 12 pm (F4090)

Speaking Ideas into Being: The Interactional Emergence of Novelty in AI Startups

Jochen Koch – Chair of Management and Organization, European University Viadrina

28 January – 12 pm (F4090)

DATAx: Studierende fit machen für KI

Bennet Etsiwah – Project Coordinator DATAx, Leuphana University of Lüneburg

*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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