



# Research Group **Diginomics**

Digitalization - Economy - Society

## **Brownbag Seminar Series**

Summer Term 2023

21 April – 12 pm (F4090)

### **Where are These Futures of Which We Speak?**

*Dirk Hovorka - Professor of Systems and Design – The University of Sydney*

28 April – 12 pm (F4090)

### **Trick or Treat? The Stock Market Impact of Fake Reviews**

*Thomas Scholdra - IFH-Endowed Assistant Professor of Marketing and Retailing - University of Cologne*

co-hosted by  **markstones**  
INSTITUTE OF MARKETING, BRANDING  
& TECHNOLOGY

10 May – 12 pm (F4090)

### **Internal Research Session\***

*Diginomics Research Group*

17 May – 12 pm (F4090)

### **“It is just a machine – why should it be unfair?” Expectations regarding algorithmic fairness in personnel selection**

*Markus Langer – Professor of Psychology - Philipps-University Marburg*

24 May – 12 pm (F4090)

### **Industry 5.0: Benefits, Challenges and Customer Communication**

*Matthias Klumpp – Deputy Professor of Logistics - University of Bremen*

31 May – 12 pm (F4090)

### **Internal Research Session\***

*Diginomics Research Group*

7 June – 12 pm (**Online**)

**tba**

*Lauri Wessel – Professor of Information Management and Digital Transformation - European University Viadrina Frankfurt (Oder)*

14 June – 12 pm (F4090)

### **Internal Research Session\***

*Diginomics Research Group*

21 June – 12 pm (F4090)

### **The mind and the machine: The interplay between AI algorithms and workers’ social cognition**

*Roman Briker - Assistant Professor in Organizational Behavior & HRM – Maastricht University*

28 June – 12 pm (F4090)

**tba**

*Shuai Yuan – Assistant Professor in People Analytics – University of Amsterdam*

5 July – 12 pm (F4090)

### **Internal Research Session\***

*Diginomics Research Group*

12 July – 12 pm (F4090)

### **Revisiting SEA Effectiveness: Evidence from Remarketing Lists for Search Ads (RLSA)**

*Alexander Bleier – Associate Professor of Marketing - Frankfurt School of Finance & Management*

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\*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](http://www.uni-bremen.de/graduiertengruppe-diginomics) | [diginomics@uni-bremen.de](mailto:diginomics@uni-bremen.de)



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