Program of the International Scientific Conference on Economic and Social Development

"Global Challenges: Artificial Intelligence and Sustainability**"**

128th esd Conference

ESD CONFERENCE – Porto 2025

27 – 28 June, 2025

Venue: ISLA – Polytechnic Institute of Management and Technology (ISLA Gaia),
located at Rua Diogo de Macedo, nº192, 400-107 Vila Nova de Gaia, Portugal

Friday, June 27th 2025
08:30 **Registration of Delegates**
09:00 **Opening Ceremony**

WELCOME SPEECH

***Domagoj Cingula**, esd Conference Organizing Committee President, Croatia*
***Candida Duarte Manuel**, Universidade Lusofona, Centro Universitário do Porto, Portugal*
***Firmino Oliveira da Silva**, ISLA, Gaia, Portual*

09:30 – 11:00   Plenary Session I

1. Keynote Speech I - **THE DARK SIDE OF ARTIFICIAL INTELLIGENCE**
Susana Paixao

2. AI-GENERATED INFLUENCERS AND THE MATCH-UP HYPOTHESIS: EXPLORING THE IMPACT ON CONSUMER ATTITUDES AND PURCHASE INTENTIONS
Mohammad Obeidat

3. INNOVATION WITHOUT RESISTANCE? A CRITICAL EXAMINATION OF APPLYING INNOVATION RESISTANCE THEORY TO THE CASE OF GENERATIVE AI CHATGPT
Tea Mijac, Mario Jadric, Maja Cukusic

4. ARTIFICIAL INTELLIGENCE AND FINTECH IN MOROCCO: COMPARATIVE INSIGHTS AND EMERGING CHALLENGES IN THE MENA REGION
El Haddadi Mariam, Lahjouji Hamida

11:00 – 11:30   Coffee Break

11:30 – 13:00   Plenary Session II

5. Keynote Speech II - **ARTIFICIAL INTELLIGENCE AND ROBOTICS: CATALYSTS FOR ECONOMIC AND SOCIAL TRANSFORMATION**
Luís Paulo Reis

6. EXPLORING USER BEHAVIOR IN TIKTOK USAGE FOR EDUCATIONAL PURPOSES
Laura Jovanovic, Erik Ruzic

7. INTEGRATED RESOURCE MANAGEMENT FOR CROSS-BORDER THERMAL TOURISM: THE CASE OF GALICIA AND NORTHERN PORTUGAL
Emese Panyik

8. SOCIAL MEDIA, PRIVACY AND DEMOCRACY: NEW HUMAN RIGHTS IN THE AGE OF ARTIFICIAL INTELLIGENCE
Antonio Tavares, Joao Tavares

13:00 – 14:00 Lunch	
14:00 – 15:30 Plenary Session III	

9. Keynote Speech III - **THE ECONOMIC IMPACT ON SOCIAL DEVELOPMENT AND DEMOCRACY**
Francisca Guedes de Oliveira

10. AI-POWERED CROWDSOURCING FOR INCLUSIVE PUBLIC TRANSPORT ACCESSIBILITY IN PORTUGAL
Kirill Tatarnikov, Firmino Oliveira da Silva

11. A.I. AND THE RULE OF LAW: OPPORTUNITIES AND RISKS IN THE DIGITAL AGE
Maria do Rosario Anjos, Maria Joao Mimoso

12. FOOD HERITAGE AND TERRITORIAL IDENTITY: EDUCATION AS A DRIVER FOR CULTURAL TOURISM
Ricardo Jorge Fernandes Lançao, Marta Teixeira Quintas

15:30 – 15:45 Short Break	
15:45 – 17:30 Plenary Session IV	

13. CHALLENGES AND SOLUTIONS FOR TIMETABLE MANAGEMENT IN HIGHER EDUCATION: A CASE STUDY IN SOUTHERN ANGOLA
Armando Antonio, Jose Joaquim Moreira

14. NAVIGATING COMPLEXITY: DESIGNING ACCESSIBLE INTERFACES FOR ALL USERS
Monica Santos, Firmino Oliveira da Silva

15. SMART SUPPORT: THE ROLE OF AI TOOLS IN PROACTIVE MENTAL HEALTH CARE
Miguel Moreira, Firmino Oliveira da Silva

16. STRATEGIC CONTENT PLANNING THROUGH DATA ANALYTICS: A CASE STUDY OF AN ONLINE ENGLISH SCHOOL
Nada Bejaoui, Firmino Oliveira da Silva

17. REDEFINING ASSISTANCE: DIGNIFIED CHOICE, SYMBOLIC CONSUMPTION, AND COMMUNITY EMPOWERMENT
Helena Isabel Marques Goncalves

18. API-DRIVEN AGGREGATION OF ACADEMIC PRODUCTION: THE ISLA GAIA SCIENTIFIC PORTAL CASE STUDY
Firmino Oliveira da Silva, Helena Isabel Marques Goncalves

19. INNOVATION AND COMPETITIVENESS IN HOSPITALITY PROJECTS: THE CASE OF YOTEL PORTO
Beatriz Oliveira, Joao Martins Roque, Melisa Caires, Eduardo Manuel de Almeida Leite, Humberto Nuno Rito Ribeiro, Sandra Raquel Pinto Alves, Ricardo Correia, Amelia Ferreira da Silva