INTERNATIONAL DOCTORAL SUMMER SCHOOL
SOUTH ITALY 2024

UNIVERSITÀ DEGLI STUDI DI SALERNO

DIPARTIMENTO DI SCIENZE AZIENDALI MANAGEMENT & INNOVATION SYSTEMS

Our International Doctoral Summer School, scheduled for June 10-14, comprises five days of activities hosted at the UNISA & Mec Paestum Hotel in Paestum, Capaccio, Salerno – Campania, Italy. The program will focus on the latest advancements in Artificial Intelligence, Big Data, Business and Management, offering an interdisciplinary approach. Renowned experts will deliver lectures covering both methodological and applied related aspects. It provides a stimulating environment for PhD students. They will also have the opportunity to share their research projects in a concise "elevator pitch".

LECTURES

Roberto Tagliaferri, University of Salerno, Italy
Introduction to AI: Methodological and Historical Overview

Bice Della Piana, University of Salerno, Italy
Understanding the meshing of AI and Strategic Management

Alfredo Jiménez, Kedge Business School, France
The interplay of Management and Computer Science: Fostering Synergies through Interdisciplinary Collaboration in Academic Research

Soulla Louca, University of Nicosia, Cyprus
Build & use Metaverse in the context of Computer Science and Management

Barbara Guardabascio, University of Perugia, Italy
Big Data & Econometrics: Application to Finance

Linda D. Hollebeck, Sunway University, Malaysia
Stakeholder Engagement with Digital Technologies: A focus on Ethics and Value Creation

Mario Cannataro, Università degli Studi di Catanzaro "Magna Graecia", Italy
Sentiment analysis and text mining in healthcare and medicine

Spyros Makridakis, University of Nicosia; *Maria Michailidis,* Mediterranean Institute of Management, Cyprus
AI application in Business

Carlos Lopez-Molina, Universidad Publica de Navarra, Spain
Artificial Intelligence and the Myth of Sisyphus
Neurovision, exploring the last frontier of Artificial Intelligence

Angelo Ciaramella, Università degli Studi di Napoli Parthenope, Italy
Decision Making by eXplanable Artificial Intelligence
eXplanable Artificial Intelligence in Computer Vision

COURSE COORDINATORS

Roberto Tagliaferri, ISS-2024 South Italy Director
Bice Della Piana, ISS-2024 South Italy Scientific Committee Chair

REGISTRATION & FEE INFO

No Fee is required to take part in all course sessions.
Accomodation and travel are covered by participants.

To participate in the ISS-South Italy-2024, all attendants must:
1. register for the course (by 3rd April) scanning the QRcode
2. book accommodation at Paestum hotels* (by 22nd April).

Once accommodation has been booked at Paestum hotels*, the participant will upload the file proving the registration (including the Booking Number) on the ISS-South Italy 2024 Google Drive indicated by the organizing committee.

For more info and registration opportunities, please contact the course coordinators:
robtag@unisa.it
bdellapiana@unisa.it

*Mec Paestum Hotel, Paestum Inn Beach Resort, Cerere Hotel, based on their availability

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PROGRAM

DAY 0 - 10/06/24 AULA DEL CONSIGLIO

14:30 - 15:00 Welcome Coffee
15:00 - 17:00 PhD Students Peer to Peer Workshop

DAY 1 - 11/06/24 AULA DE ROSA

09:30 - 12:00 PhD Students Peer to Peer Workshop
12:00 - 13:15 Unisa Tour
13:30 - 14:30 Light Lunch
15:00 - 15:30 Institutional Welcome
15:30 - 16:30 Introducing AI: methodological & historical overview
Roberto Tagliaferri
16:30 - 17:00 Understanding the meshing of AI & Strategic Management
Bice Della Piana

DAY 2 - 12/06/24 HOTEL MEC PAESTUM

08:00 - 09:00 Breakfast
09:15 - 11:15 The interplay of Management and Computer Science: Fostering Synergies through Interdisciplinary in Academic Research
Alfredo Jiménez
11:15 - 13:00 Build & Use Metaverse in the Context of Computer Science and Management
Soulla Louca
13:15 - 14:15 Lunch
14:30 - 16:15 BigData & Econometrics: Application to Finance
Barbara Guardabascio
16:30 - 18:15 Sentiment analysis & text mining in healthcare & medicine *Mario Cannataro*
19:15 - 20:15 Concert
20:30 Dinner

DAY 3 - 13/06/24 HOTEL MEC PAESTUM

08:00 - 09:00 Breakfast
09:15 - 11:00 Decision Making by eXplanable Artificial Intelligence
Angelo Ciaramella
Stakeholder Engagement with Digital technologies: a focus on Etches and Value Creation
Linda D. Hollebeck
11:15 - 13:00 eXplanable Artificial Intelligence in Computer Vision
Angelo Ciaramella
Stakeholder Engagement with Digital technologies: a focus on Etches and Value Creation
Linda D. Hollebeck
13:15 - 14:15 Lunch
14:30 - 19:00 Visit to "Grotte di Pertosa" & Museo Speleo
20:30 Dinner

DAY 4 - 14/06/24 HOTEL MEC PAESTUM

08:00 - 09:00 Breakfast
09:15 - 11:00 Artificial Intelligence and the Myth of Sisyphus
Carlos Lopez-Molina
AI application in Business
Spyros Makridakis
Maria Michailidis
11:15 - 13:00 Neurovision, exploring the last frontier of Artificial Intelligence
Carlos Lopez-Molina
AI application in Business
Spyros Makridakis
Maria Michailidis
13:15 - 14:15 Lunch
14:30 - 16:00 PhD Elevator Pitch
16:00 - 16.30 Concluding Remarks

HOW TO GET THE CAMPUS

https://web.unisa.it/en/campus-life/campus/how-to-get-the-campus

Following the inaugural meeting (11/06), complimentary transportation to Paestum will be provided. Additionally, complimentary transport to Naples airport will be available on the morning of Saturday.