

Welcome to the revamped Diginomics newsletter!

December 2024



Dear Diginomics Community,

We are thrilled to introduce the newly revamped Diginomics newsletter, designed to bring you more exciting and engaging content. As we progress through the remaining WiSe 24/25 and beyond the newsletter will keep you informed regarding the graduate group's ongoing work.

In this and upcoming editions you can expect:

- **Interviews with visiting brownbag scholars:** through informal chats with our guests we learn what sparked their initial interest in their field of research, their take on any emerging trends within their domain along with insights regarding their career trajectory and advice for younger scholars.
- **Conference and workshop reports:** here our researchers provide their key takeaways from any conferences, workshops and other events they have participated in.
- **Brownbag summaries:** as before, we summarise the thought-provoking discussions and presentations from our regular brownbag sessions and elaborate on their relevance to our own research.
- **Publication updates:** here our researchers discuss their latest publications and how these contribute to their field of research.

We hope you enjoy the new format and find the content both informative and inspiring.

Looking forward to an exciting and productive winter semester!

Best regards,

Christopher Johnson, Tim-Christoph Engelhardt and the rest of the Diginomics team.



Interview with Stefan Mayer

The Assistant Professor of Marketing Analytics at the University of Tübingen provides career insights for aspiring scholars during his visit to the Diginomics group on the 13th November 2024. Read the full transcript below.

[Read more](#)

**Workshop and conference reports:
what is *Corporate Digital
Responsibility* and why is it relevant
to the Diginomics group?**



Photos: Jan-Philipp Burmann / City-Press GmbH

As part of their ongoing research, two Diginomics members represented the group at the Corporate Digital Responsibility (CDR) Conference 2024 - Fairness in the Age of Artificial Intelligence in Berlin, Germany. Here's what they have to say about their experience.

[Read more](#)

Brownbag summaries



Tobias Röth

Supporting AI-Based Innovations – Journey of a Qualitative Study

[Read more](#)



Sana Hassan

Feedback quality on idea crowdsourcing platforms.

[Read more](#)



Stefan Mayer

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

[Read more](#)

Latest VHB-ranked publications



Christ, A. S., Mueller, B., & Lobschat, L. (2024). Corporate Digital Responsibility (CDR): Achieving Synthesized Coherence with C (S) R Learnings on Corporate Governance. *ICIS 2024 Proceedings*. 6.



Imam, S. H., Metz, C. A., Hornuf, L., & Drechsler, R. (2024). Determining the Effect of Feedback Quality on User Engagement on Online Idea Crowdsourcing Platforms Using an AI Model. *Proceedings of the ACM on Human-Computer Interaction*, 8(CSCW2), 1-26.



Imam, S. H., Metz, C. A., & Drechsler, R. How Can Generative AI Curate the User Creativity on an Idea Crowdsourcing Platform?. In *ACM CHI* (Vol. 24).



Johnson, C. (2024). Engaging Future Ethical Risk: A Mechanisms-Based Approach To Speculative Foresight Within The Context Of Corporate Digital Responsibility. *ECIS 2024 Proceedings*. 6.



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