

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Thursday, 5 December 2024, at 14:00 CET** in room **P-119**
at the School of Economics and Business, University of Ljubljana

Djordje Djurica (Vienna University of Economics and Business)

will present the article:

**Cognitively Effective Process Mining Visualizations Using
Conceptual Modelling Insights**

Abstract:

This talk will cover recent research on the effective presentation of ontological overlap in multiple conceptual models, focusing on enhancing cognitive integration processes for users. By employing colour highlighting as a perceptual cue, the research demonstrates improvements in model comprehension and problem-solving by facilitating the identification of key overlaps between models. Additionally, the talk will explore how these findings can be applied to process mining visualizations. Leveraging principles from conceptual modelling, particularly the Physics of Notations, process mining visualizations can be designed to be more cognitively effective, improving the performance of process analysts and enhancing decision-making through better presentation of overlapping information.

We look forward to seeing you.