

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Thursday, 8 June 2023 at 13:00 CEST** in room **P-201/202**
at the **School of Economics and Business, University of Ljubljana** and via **Zoom**
platform

Author:

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will present the article:

Unlocking the Power of XR and AI for Businesses and Research

One of the technologies that will affect the future of businesses is the use of XR (Extended Reality), which includes both augmented reality, virtual reality, and the more recent Metaverse environment. In the research seminar, we will discuss how those technologies will affect the way consumers relate with brands and what kind of new business models can emerge from them.

The research seminar will also discuss the impact of digital humans as digital assistants. Research examples show how to measure the coolness effect on digital assistants such as ChatGPT. Indeed, generative models such as Large Language Models (LLMs) (e.g. ChatGPT, Bard), image generative models, and audio/video generative models and their implications for businesses are also discussed. Finally, the use of generative models is also discussed in the realm of research, namely the use of generative Bayesian models to create latent topics from the text (Topic Models). In this part of the session, Topic Modeling is shown as a useful tool to create latent topics that help researchers group the literature into research areas for later analysis. Using these techniques can increase the value of a systematic literature review for publishing purposes.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1553>
by Wednesday, 7 June 2023.

Access details will be sent prior to the event to signed up users.

We look forward to seeing you!