ABSRC LJUBLJANA 2026
CONFERENCE PROCEEDINGS

Advances in Business-Related Scientific Research Conference – Abstracts

Advances in Business-Related Scientific Research Conference – Papers

ABSRC LJUBLJANA 2026

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Conference Research Abstracts List

ABSRC 2026 LJUBLJANA ABSTRACTS

KEYNOTE SPEAKER

Marko Potokar

Marko Potokar is a lecturer in the field of computer science and informatics. He is the author of numerous publications focusing on privacy, information technology, and operations research. Among his professional roles, he previously served as a state supervisor for personal data protection at the Information Commissioner of the Republic of Slovenia. In 2016, he received the "Corporate Security Manager of the Year" award from the Institute for Corporate Security Studies (ICS Ljubljana) for his innovative contributions to the development and implementation of security. In 2022, he was named "Security Engineer of the Year" in the field of information security, awarded by Palsit at the INFOSEK conference. Most recently, in 2025, he was honoured as the "Best Teacher" for the undergraduate Information and Cyber Security program at GEA College.

Abstract

Guilty Before The Crime? Artificial Intelligence, Predictive Policing, And The Limits Of Trust

When algorithms anticipate behavior, who protects fairness, privacy, and human judgment?

By 2025, artificial intelligence has become a central driver of decision-making in business, education, and public administration. Algorithms no longer merely support human decisions but increasingly shape them. This keynote address will briefly outline the most influential applications of artificial intelligence in contemporary society, highlighting key trends that define the current stage of AI development.

The core of the lecture will focus on one of the most sensitive and controversial applications of AI: predictive policing. The presentation will examine how AI-based predictive tools are used in law enforcement, comparing their effectiveness, reliability, and real-world impact. Special attention will be paid to issues of privacy, algorithmic bias, transparency, and the risk of incorrect or unjustified decisions. The

keynote will ultimately question whether risk prediction can gradually undermine the presumption of innocence and where the limits of trust in algorithmic systems should be drawn in democratic societies.

Key Words

Artificial intelligence (AI); predictive policing; limits of trust.

THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE DEVELOPMENT OF EDUCATION AND COMPETENCIES OF EMPLOYEES IN MODERN COMPANIES

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Abstract

This paper explores how Artificial Intelligence (AI) supports employee training and skill development in modern businesses. It begins by defining AI's social and technical aspects and examining its link to learning within organisations and employee skill enhancement amid digital transformation. For the practical section, we conducted qualitative research through semi-structured interviews, which were analysed to identify common themes. Our findings show that companies primarily use AI to perform tasks such as sourcing information, explaining concepts, and completing work. AI has not yet become a fundamental part of their overall training strategies. While AI assists with routine tasks, its role in fostering advanced or strategic growth remains limited. This reveals a gap between AI's potential and its actual use in firms. The paper highlights that AI's success in employee training depends on factors such as organisational culture, employees' digital skills, and ethical considerations.

Key Words

Artificial intelligence; employee training; competence development; digital competences; human resource management.

FACTORS OF THE USE OF ARTIFICIAL INTELLIGENCE IN WOMEN'S ENTREPRENEURSHIP IN DIGITAL ENTREPRENEURIAL ECOSYSTEMS

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Abstract

The use of artificial intelligence (AI) is increasingly recognised as a driver of digital transformation, yet its role in female entrepreneurship remains insufficiently examined. This study investigates the effects of internal organisational factors and external cooperation on the intensity of AI use in companies led or co-created by women, and considers the implications for entrepreneurial empowerment. The research adopts a quantitative, cross-sectional design. Data were collected through a survey of female entrepreneurs in SMEs and start-ups and analysed using correlation and regression analysis. The findings indicate that organisational competencies, strategic orientation, and investments in AI constitute the principal drivers of intensive AI use. Although external cooperation exhibits a positive association, its effect is weaker and less robust when internal organisational factors are taken into account. Overall, the results suggest that AI adoption is shaped primarily by internal organisational readiness, whereas external actors serve a complementary rather than decisive role.

Key Words

Digital transformation; artificial intelligence (AI); competencies; women entrepreneurs; SMEs.

PROMPT ENGINEERING TRAJECTORIES AND PROMPT OPTIMIZATION IN LARGE LANGUAGE MODELS

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Abstract

The focus of our research lies in the analysis of interaction trajectories entailed in prompt engineering techniques. We seek to compare prompt engineering techniques by examining the common paths and trajectories they involve. Based on this analysis, which rallies around text-based modalities, we propose a taxonomy of the underlying trajectories and interaction patterns. We base our research on key features of large language models (LLMs), recent advancements in LLM technology, their adaptability, and parameters such as LLM temperature. Further, we suggest distinctions between personalization, configuration, and system- and customer-level customization, as well as clarify the difference between automation and the autonomy of the agentic LLM systems. Finally, we present various technologies for prompt optimization and analyze the use of prompt engineering techniques by PromptMaker, one of the specialized prompt optimization LLM tools particularly useful for technical experts. The analysis reveals several practical patterns in the application of prompt engineering techniques.

Key Words

Natural language processing; prompt engineering techniques; large language models; artificial intelligence; prompt optimization technology.

THE USE OF ARTIFICIAL INTELLIGENCE BY ENTREPRENEURSHIP STUDENTS IN LEARNING CORE CONCEPTS OF PROJECT MANAGEMENT

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Abstract

This study examines how students enrolled in a Project Management course within an undergraduate Entrepreneurship program use AI tools to support coursework and learning processes, and how they perceive their role for developing project-related competencies. Based on survey data from 50 students, ChatGPT emerged as the most frequently reported tool. Students predominantly relied on general-purpose LLMs rather than specialized AI project-management tools, using them for linguistic and stylistic revision, structuring elements of project documentation (e.g., defining scope/WBS and scheduling), supporting risk-related tasks, and clarifying theoretical concepts. Reported benefits include time savings and improved clarity, structure, and terminology in submitted work, as well as support for understanding key concepts. Open-ended responses suggest that some students often experience AI as tutoring-like support for addressing conceptual gaps and as a resource for idea generation during early project phases. At the same time, students emphasized key challenges, notably the risk of inaccurate outputs and the production of overly generic content. A further barrier concerns limited competence in effective prompt and context design and in critically validating AI-generated results. Overall, the findings suggest that higher education should embed generative AI within curricula through pedagogical practices that foreground critical evaluation, source verification, and AI literacy, while also broadening students' awareness and use of specialized AI project-management tools - positioning AI as a scaffold for learning and professional reasoning rather than as an output-oriented tool.

Key Words

Artificial intelligence; student perceptions; project management; entrepreneurship; AI-supported learning.

COMPARISON OF PROMPT ENGINEERING TECHNIQUES ACROSS WELL AND ILL STRUCTURED PROBLEM-SOLVING CASES

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Abstract

This study examines how prompting techniques influence the outputs by a large language model (LLM) when applied to two distinctive problem-solving cases. Building on a taxonomy of prompt engineering techniques, our study investigates combinations of zero-shot, few-shot, chain-of-thought, ensembling, criticism, and decomposition techniques. It provides an in-depth exploration of the techniques, on the one hand, for the programming case as a typical, well-structured problem-solving case and, on the other, for the business decision case as a typical, ill-structured problem-solving case. Findings suggest that prompting techniques primarily affect how reasoning unfolds. The experimentation with the format and style of output also supported the notion that clarity and presentation are important for addressing the operational bottleneck. For programming tasks, carefully specified zero-shot prompts often suffice, while few-shot, decomposition, and ensembling become valuable when robustness and reproducibility are important. For business cases, reasoning-intensive and reflective strategies enhance depth, perspective diversity, and implementation relevance.

Key Words

Natural language processing; prompt engineering techniques; large language models; artificial intelligence; well and ill-structured problem-solving tasks.

THE STRATEGIC CORPORATE INVESTMENT CYCLE: EVIDENCE FROM SLOVENIA

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Abstract

In this article, the author investigates the role of strategic corporate investments, positioning them as the primary mechanism through which firms create shareholder value and enhance owner wealth. The study focuses on their influence on corporate growth, company valuation, productivity, and overall business performance. Its central objective is to present and empirically validate three research hypotheses related to these relationships.The theoretical contribution of the article lies in the formulation of a conceptual framework, termed the strategic corporate investment cycle. The model is inherently circular: it originates with strategic corporate investments and ultimately returns to them. Strategic investments stimulate corporate expansion; when investment decisions are rational and effectively implemented, companies optimize asset utilization, increase revenues, contain operating costs, and mitigate risks. Under such conditions, strategic corporate investments generate profit. Retained earnings, if not distributed, strengthen equity capital, thereby raising company value and augmenting shareholder wealth. At the same time, accumulated profits provide an endogenous source of financing for subsequent strategic investments – thus completing the cycle. Building on an extensive review of the relevant literature, the author explicates the constructs embedded within this conceptual model and positions them within the broader discourse on corporate finance and strategic management. The empirical analysis constitutes the core of the study. Using a combination of primary data from a representative survey of large and medium-sized Slovenian companies and secondary data spanning the period 2000–2017, the author applies rigorous statistical methods to test the proposed hypotheses. The results provide robust empirical support, leading to the full confirmation of all three hypotheses.The article concludes that strategic corporate investment decisions represent fundamental financial choices with enduring consequences. When accompanied by effective risk management, they not only secure sustainable long-term growth but also foster a continuous cycle of reinvestment, particularly in innovation. Within this dynamic, technological and managerial knowledge function as the spiritus agens that propels the perpetuation of the strategic corporate investment cycle.

Key Words

Strategic corporate investments; company growth, innovations; company value; retained earnings; financial performance indicators.

IDENTIFYING OPTIMAL WORD COMBINATIONS FOR TRUST: A CONJOINT ANALYSIS

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Abstract

This study investigates how consumers perceive the concept of trust through specific adjective–noun word combinations. While previous research has examined trust as a general construct, little is known about the specific linguistic expressions that consumers relate most closely with it. Using choice-based conjoint (CBC) analysis with a sample of 250 Slovenian respondents, we tested 49 systematically designed combinations of seven adjectives and seven nouns, selected from lexical databases and semantic models of trust. Dependable fairness (zanesljiva poštenost) was the most preferred combination (54.78%), with significant differences between the extremes of both adjective and noun preferences.

Our study integrates insights from corpus linguistics, psycholinguistics, and consumer behavior to offer a novel methodological approach to measuring trust perceptions in marketing communication. Using hierarchical Bayes estimation, we analyzed individual-level preferences and conducted simulation scenarios demonstrating how subtle lexical substitutions lead to statistically detectable differences in choice probabilities across word combinations.We argue that language plays a significant role in the formation of trust and propose that future research should further examine ways to strengthen consumer trust, particularly in culturally and linguistically specific contexts..

Key Words

Consumer trust; conjoint analysis; adjectives, nouns; combinations.

PROJECT FICA: PRELIMINARIY EVALUATION OF PROJECT RESULTS

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Abstract

Friendly informal immersive cloud alternative (FII;)CA) – discover, play, socialize is a KA220-HED - cooperation partnerships in higher education - project, financed through the Erasmus+ program. The project, led by AP University of Applied Sciences and Arts, is implemented by a consortium of five European higher education institutions (HEI) and two non-profit European associations (involved in education).

The main objective of the project is to increase knowledge of social virtual reality (SVR) and to encourage its use as a medium for communication and cooperation between and within organizations. The expected outcomes are the production of a digital ecosystem incorporating ready-to-use immersive spaces for the development of social activities, a virtual gallery exhibiting links to various immersive spaces, but also guidelines for the creation of SVR environments. It will also allow for the development of new courses that will use SVR for innovative learning and teaching practices.

The core task will be achieved applying an active learning methodology, with the organization of 3 learning, teaching and training activities (LTTA). Each LTTA involves 40 students and a minimum of 10 academics from the participating partners. Students work in diverse, multidisciplinary and multicultural teams, supervised by the academic staff involved.

Additionally, a methodology for the evaluation of the LTTA is also implemented, with a set of different tools. One of these tools is the questionnaire to be used to measure the potential increase in the student's soft skill (KYSS: Kick Start Your Soft Skills). Additionally, an evaluation of the mobility is also made through a set of focus group conducted with the participating students in the last day of each mobility. Evaluation by the staff is performed in a transnational meeting that occurs shortly after the LTTA takes place.

With already developed LTTA 1 and LTTA 2 and LTTA 3 planned to be implemented in March 2026 this conference paper intends to evaluate the results achieved from the perspective of students and academics, assess progress between individual LTTAs and provide some key recommendations regarding the possibilities and benefits of using social virtual reality tool for higher education institutions, companies and other organizations.

Key Words

Social virtual reality; active learning; soft skills; digital skills.

HUMAN-AI CO-PROGRAMMING IN NEUROMETRIC DATA ANALYSIS: A CASE STUDY WITH CHATGPT AND PYTHON

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Abstract

This paper presents a case study of human–AI co-programming in developing a Python system for neurometric data analysis in Neuromarketing. Leveraging ChatGPT as a generative AI assistant, we designed and implemented a pipeline for processing measurements collected with the Unicorn Hybrid Black EEG device and the Blondy Check neurometric system.

The study illustrates how large language models can support tasks such as code generation, data preprocessing, feature extraction, and iterative debugging. Beyond technical outcomes, it reflects on the collaborative workflow between human expertise and AI assistance, highlighting benefits, limitations, and implications for AI-supported scientific programming. Additionally, this work aims to encourage students and early-stage researchers to engage with advanced analytical and programming methods that are often perceived as complex or intimidating.
Findings suggest that generative AI can lower entry barriers while maintaining the critical role of domain knowledge and human oversight.

Key Words

Human–AI programming; neuromarketing; EEG analysis; generative AI; Python pipeline.

THE DISCREPANCY BETWEEN SUSTAINABLE ATTITUDES OF WOMEN AND FOLLOWING ECO-INFLUENCERS

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Abstract

Environmental sustainability is an important area of consumer behaviour research, and social media is influencing the communication of pro-environmental norms and attitudes. This paper examines the relationship between women's environmental attitudes and behaviour and their following of eco-influencers on social networking sites, focusing on generational differences. The study is based on primary quantitative research conducted among 213 women in the Slovak Republic. The findings indicate no statistically significant differences in environmental activity across generations. However, significant generational differences were identified in the frequency with which women follow eco-influencers: women from Generations Z and Y follow them more frequently than those from Generation X. Moreover, no statistically significant relationship was found between the intensity with which women follow eco-influencers and their actual environmental activities. The results suggest that eco-influencers predominantly reach an already environmentally engaged audience, while AI-supported content creation could enhance engagement and broaden the dissemination of environmental messages.

Key Words

Eco-influencers; social media; sustainable attitudes of women; R system.

SENTIMENT ANALYSIS OF USER POSTS ON INSTAGRAM

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Abstract

Instagram is one of the most popular social media platforms based on visual content, while also representing a significant source of textual data through post captions. Despite their wide availability and frequent use, captions remain relatively underexplored in the context of emotion and attitude analysis. This paper presents a software system that automatically collects captions from publicly available Instagram profiles and performs sentiment analysis to classify the emotional tone of the content. The analysis employs TextBlob, VADER, and AFINN tools, which enable sentiment categorization into positive, negative, or neutral classes. Based on the classification of individual posts, the system also enables the assessment of the dominant sentiment of an entire user profile. The results indicate a high level of agreement among the applied tools, confirming the reliability of the selected methodology. The proposed approach provides valuable insights into user perception and engagement, making it particularly relevant for business-oriented applications such as digital marketing, brand monitoring, customer experience analysis, and data-driven optimization of communication strategies on social media platforms.

Key Words

Sentiment analysis; Instagram; social media analytics; digital marketing; artificial intelligence.

ACCOUNTING FOR SOCIAL ANXIETY IN THE ONLINE IT SECURITY AND DIGITAL FORENSICS EDUCATIONAL DOMAIN

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Abstract

Who could have foreseen the speed at which technology and social media have transformed our lives in just a few decades? We find ourselves in a world where the bright lights of screens provide a layer between us and the way we work, learn, and form bonds with other people—or, perhaps more importantly, lose the ability to form bonds.

Through questionnaires based on the Liebowitz Social Anxiety Scale, a perhaps unexpected pattern is revealed. Only one-fourth of all respondents show no signs of probable social anxiety. That means that three out of four students show different degrees of social challenges. And what is perhaps even more unexpected is that the issues are slightly increased among the campus students compared to the online students.

Behind the statistics and screens, you will find human beings trying to master the digital future while fearing yet longing for real human interactions.

Key Words

Social anxiety; IT security; digital forensics; education.