

ETHICOMP 2024

Smart Ethics:
the leading role of ethics
in the digital world

University of La Rioja, Logroño, Spain | March 13-15, 2024

CONFERENCE PROGRAMME

Venue (March 13-15, 2024)	Informal Welcome (March 12, 19:00)	Conference Dinner (March 14, 20:00) & Tapas Lunch (March 15, 13:30)	Walking Tour of Logroño (March 15, 18:30)
Edificio Quintiliano Calle la Cigüeña 60, 26006 Logroño, La Rioja https://maps.app.goo.gl/pT9rkNk28m1L9JUv8	Espacio Lagares Calle Ruavieja 20, 26001 Logroño, La Rioja https://maps.app.goo.gl/b2a4W5h2ZiABa5MYA	El Calado Calle Ruavieja 18, 26001 Logroño, La Rioja https://maps.app.goo.gl/B8SnF5p7fvLesZMs5	Logroño Tourism Office Calle Portales 50, 26001 Logroño, La Rioja https://maps.app.goo.gl/emY9xNdA9SFkhEZ58
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Tuesday, March 12, 2024

19:00 – 21:30	Informal welcome to ETHICOMP 2024 Espacio Lagares, Calle Ruavieja 20, 26001 Logroño, La Rioja
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Wednesday, March 13, 2024

08:30 – 09:30	Registration		
09:30 – 10:30	Official opening of ETHICOMP 2024 (Aula Magna)		
10:30 – 12:00	Plenary Session (Aula Magna, Ground Floor) Keynote panel: Are we living in a “smart ethical” society? By Dr. Andrew A. Adams (Meiji University, Japan), Dr. Isabel Álvarez (Autonomous University of Lisbon, Portugal), Dr. Shalini Kesar (Southern Utah University, USA) & Dr. Ryoko Asai (Ruhr-University Bochum, Germany) Chair: Prof. Kiyoshi Murata (Meiji University)		
12:00 – 12:30	Coffee Break		
12:30 – 14:00	SESSION 01 (Sala de Grados, 1st Floor) Chair: Kazuyuki Shimizu Legal and technical considerations for medical data in hybrid database system By Olga Siedlecka-Lamch	SESSION 02 (Aula Posgrado, 1st Floor) Chair: Kai Kimppa Embedding values in AI by design: An integrated framework By Xenia Ziouvelou, Vangelis Karkaletsis & Konstantina Giouvanopoulou	SESSION 03 (Sala Vistas, 1st Floor) Chair: Juan Carlos Yañez Luna Use and abuse of AI – Ethical perspectives in the educational sector By Isabel Alvarez & Nuno Silva
	Enhancing security governance in medical databases: A policy-based approach with hybrid relational-blockchain model By Olga Siedlecka-Lamch & Sabina Szymoniak	Scientific research in the age of LLMs: Moral considerations for publications By Michael Kirkpatrick	Building global awareness and ethical decision-making skills in U.S. business students: Challenging but possible By Martha Wilcoxson
	Ethical threats associated with the application of artificial intelligence: A comprehensive review By Mariusz Kubanek & Sabina Szymoniak	Escaping the benevolent artificial physician: Prioritizing human autonomy in AI-based healthcare By Stacy A. Doore & Jaime Yockey	
14:00 – 16:00	Lunch (Quintiliano Building Restaurant)		
16:00 – 17:30	SESSION 04 (Sala de Grados, 1st Floor) Chair: Orlando Rua Ethics in internet of things: Challenges and opportunities By Sabina Szymoniak & Mariusz Kubanek	SESSION 05 (Aula Posgrado, 1st Floor) Chair: Nuno Silva Deconstructing controversial predictive technologies for children in law enforcement to identify, understand, and address ethical issues By Pinelopi Troullinou, Francesca Trevisan, Xenia Ziouvelou, Lilian Mitrou, Paola Fratantoni, Dimitris Kyriazanos, Sofia Segkouli & Elodie Makhoul	SESSION 06 (Sala Vistas, 1st Floor) Chair: Isabel Álvarez Cybersecurity experiential learning education By Shalini Kesar & Ashley Tyler

	National cybersecurity strategy action plan for cyber resilience: Qualitative data and achievements By William Steingartner & Darko Galinec	Trustworthy and useful tools for mobile phone extraction By Anna-Maria Piskopani, Helena Webb, Liz Dowthwaite, Chris Hargreaves, Nicholas Fitzroy Dale, Quentin Stafford-Fraser, Christos Nikolaou & Derek McAuley	Examining the parallel mediating effect of financial education and corporate ethics and intention to use financial services By Juan Carlos Yañez-Luna & Pedro Isidoro González-Ramírez
	Theoretical framework using AI: Improving services within smart cities By Sabina Szymoniak & Shalini Kesar	The challenge of co-creation: How to connect technologies and communities in an ethical way By Kristina Khutsishvili, Neeltje Pavicic & Machteld Combé	

Thursday, March 14, 2024

08:30 – 9:00	Registration		
9:00 – 10:30	SESSION 07 (Sala de Grados, 1st Floor) Chair: Sabina Szymoniak	SESSION 08 (Aula Posgrado, 1st Floor) Chair: Hiroshi Koga	SESSION 09 (Sala Vistas, 1st Floor) Chair: Ludovica Paseri
	The ethics of cash cows: The trouble with recent changes to university level computing education By Reuben Kirkham	Privacy-related consumer decision-making By Yasunori Fukuta, Kiyoshi Murata & Yohko Orito	The democratization of outer space: On law, ethics, and technology By Ugo Pagallo & Eleonora Bassi
	EU AI Act and its conditions for human flourishing – A virtue ethics perspective By Salla Westerstrand	Is a brain machine interface useful for people with disabilities? Cases of spinal muscular atrophy By Yohko Orito, Tomonori Yamamoto, Hidenobu Sai, Kiyoshi Murata, Yasunori Fukuta, Taichi Isobe & Masashi Hori	Business humanism in the current technological age: an ethical view of AI By Rafael Robina Ramirez & Antonio Fernández Portillo
	The countervailing power of AI DAOs influences value transformation; Bitcoin (POW) vs. Ethereum (POS) By Kazuyuki Shimizu	Human thinking nudged by artificial intelligence By Anders Persson	Bringing ethical values into agile software engineering By Olaf Zimmermann, Stefan Kapferer & Mirko Stocker
10:30 – 11:00	Coffee Break		
11:00 – 12:30	SESSION 10 (Sala de Grados, 1st Floor) Chair: Iordanis Kavathatzopoulos	SESSION 11 (Aula Posgrado, 1st Floor) Chair: Yasunori Fukuta	SESSION 12 (Sala Vistas, 1st Floor) Chair: Yohko Orito
	Techno-healthism: Being patients-in-waiting under the development of medical technologies By Ryoko Asai	(Ref)using AI By Judith Campagne, Katleen Gabriels & Karl Verstrynge	Research ethics frameworks for artificial intelligence: The twofold need for compliance requirements and for an open process of reflection and attention By Anais Resseguier

	Doxing ethics By Juhani Naskali, Minna Rantanen, Maria Rottenkolber & Kai Kimppa	On the current status and issues of programmatic advertising: Prospects for marketing ethics By Hiroshi Koga	Looks like a human, acts like a human, but is it something else? AI as Schein-Dasein By Jani Koskinen, Salla Westerstrand & Juhani Naskali
	A preliminary survey of manufacturing workers about AI in their workplace By Andrew A. Adams & Iraide Unanue Calvo	Highlighting ethical dilemmas in software development: A tool to support ethical training and deliberation By Pak Hei Li & Dharini Balasubramaniam	Addressing the AI responsibility gap with the code of ethics By Don Gotterbarn and Marty J. Wolf
12:30 – 14:00	SESSION 13 (Sala de Grados, 1st Floor) Chair: Ramón Carrasco	SESSION 14 (Aula Posgrado, 1st Floor) Chair: Pablo Gutierrez	SESSION 15 (Sala Vistas, 1st Floor) Chair: Anders Persson
	Explainable artificial intelligence (XAI) and ethical decision-making in business By Gabriel Marín Díaz, José Javier Galán Hernández & José Luis Galdón Salvador	“Dark partners”: Transparency obligations against deception in virtual influencer marketing By Jacopo Ciani	Towards an aimless existence – A dialogue about AI’s potential to radically change the human condition By Mikael Laaksoharju & Iordanis Kavathatzopoulos
	AI explainability, temporality, and civic virtue By Wessel Reijers	Is important the loss of human contact in the acceptance of social robots by retail customers? By Natalia Medrano, Áurea Subero, Cristina Olarte, Jorge Pelegrín & Eva Reinares	The ethical and legal challenges of data altruism for the scientific research sector By Ludovica Paseri
	Artificial Intelligence in science: Shut up and calculate By Ramón Alberto Carrasco, Mario Arias-Oliva, Jesús Serrano-Guerrero & Francisco Chiclan	AR and VR in the spotlight: A systematic literature review of security, privacy, and ethical concerns By Alba García-Milon & M. Claudia Tom Dieck	An analysis on AI ethical aspects from a stakeholder’s perspective By Sofia Segkouli, Maria Tsourma, Pinelopi Troullinou, Paola Fratantoni, Dimitris Kyriazanos, Anastasios Drosou & Dimitrios Tzovaras
14:00 – 16:00	Lunch (Quintiliano Budling Restaurant)		
16:00 – 17:00	SESSION 16 (Sala de Grados, 1st Floor) Chair: Martina Philippi	SESSION 17 (Aula Posgrado, 1st Floor) Chair: Graciela Padilla	SESSION 18 (Sala Vistas, 1st Floor) Chair: Ryoko Asai
	Unpacking the purposes of explainable AI By Suzana Alpsancar, Tobias Matzner & Martina Philippi	Diversity missing in cybersecurity By Shalini Kesar	Users’ perception of privacy boundaries in the digital world: A study from the Arab world By Ala Ali Almahameed, Mario Arias-Oliva, Jorge Pelegrín-Borondo & Mar Souto-Romero
	ChatGPT: Has its potential arrived to enhance the new way of teaching and learning? A case study in aviation studies By Ana María Lara Palma & Rafael Brotóns Cano	Cybersecurity as a good life path for everyone By Aleksandra Pyrkosz & Sabina Szymoniak	Ethical influencers: The right path for digital influencers By Orlando Lima Rua, Rafaela Mesquita & António Oliveira
20:00 – 22:00	Conference Dinner El Calado, Calle Ruavieja 18, 26001 Logroño, La Rioja		

Friday, March 15, 2024			
08:30 – 09:00	Registration		
09:00 – 10:30	SESSION 19 (Sala de Grados, 1st Floor) Chair: Shalini Kesar	SESSION 20 (Aula Posgrado, 1st Floor) Chair: Jesús García de Madariaga	SESSION 21 (Sala Vistas, 1st Floor) Chair: Alba Gacía-Millón
	Informing women: Overcoming online challenges in political campaigns By Jonattan Rodríguez	Sustainable success: Unraveling the relationship between CSR initiatives, happiness, and purchase intention in fashion retailers across channels By Pablo Gutiérrez-Rodríguez, Pedro Cuesta-Valiño, Estela Nuñez-Barriopedro & Blanca García-Henche	Human-centred artificial intelligence, disruption, and explainability By Philip Nickel
	Ethics of feminist resistance and possibilities of utopia in film: An analysis of the TV series extrapolations (2023) By Asunción Bernárdez-Rodal, Ignacio Moreno-Segarra & Graciela Padilla-Castillo	Empowering marketing academics as interdisciplinary knowledge integrators in the fourth industrial revolution By Jesús García-Madariaga & Carlos Lamela-Orcasitas	Ethics unveiled: Illuminating the path of AI integration in higher education By Jorge Pelegrín-Borondo, Cristina Olarte-Pascual, Luis Blanco-Pascual & Alba García-Milon
	Women communicators in TikTok. Keys from the traceability of the information with a gender perspective By Graciela Padilla-Castillo, Asunción Bernárdez-Rodal, Ignacio Moreno-Segarra & Jonattan Rodríguez-Hernández	Privacy after Dobbs: How the shifting U.S. landscape affects the broader debate By Michael Kirkpatrick	On the ethics of misapplying a code of ethics By Marty J. Wolf & Catherine Flick
10:30 – 11:00	Coffee Break		
11:00 – 12:30	Plenary session (Aula Magna, Ground Floor) Keynote address: Reimagining digital ethics through the creative arts By Prof. Simon Rogerson (De Montfort University) Chair: Dr. Mario Arias-Oliva (Complutense University of Madrid)		
12:30 – 13:00	Plenary Session (Aula Magna, Gourd Floor) Closing remarks		
14:00 – 17:00	Lunch (Spanish Tapas) El Calado, Calle Ruavieja 18, 26001 Logroño, La Rioja		
18:30 – 19:45	Walking tour of Logroño Logroño Tourism Office, Calle Portales 50, 26001 Logroño, La Rioja		

During the conference days, you can visit the **“Smart Living Ethics exhibition”** created by Simon Rogerson in collaboration with the Telefonica–Universitat Rovira i Virgili–Universitat de Barcelona Chair on Smart Cities. The exhibition explores the reach of smart technology and its social and ethical impacts on individuals, communities and the world at large. This novel exhibition comprises four towers covering living environments, real world examples, ethical hotspots and good practice. Tower sides usually have three interrelated exhibits. The aim is to make the exhibition accessible to everyone by using a variety of presentations including, poems, pictures, quotations and diagrams.