



Visegrad Fund, Project: 22410207, Innovation of the education process towards implementing AI tools

## **MINUTES from the team workshop and Conference in Pilsen**

**November 20 - 22, 2024, Czech Republic, Pilsen**

November 20<sup>th</sup>, 2024 – Informal evening meeting of projects participants, at restaurant in Pilsen (cooperation and exchange of information on higher education in the V4 countries)

November 21<sup>st</sup>, 2024 – Workshop, Faculty of Economics, UWB, Pilsen

9:00-12:00 Team workshop at University of West Bohemia in Pilsen

- Quantitative research (AI and students), pilot process, Lukasz Tomczyk and team
  - Tasks and schedule, team work
- Qualitative research, scenario for focus group research, Ludvík Eger and team
  - Tasks and schedule, team work
- AI implementation at UWB, experience, examples from teaching and learning process, Lucie Rohlíková, discussion
- Examples of implementation of specific AI applications at faculty, information about activities with students, Ludvík Eger, + tasks for meeting in Brno in 3/2025
- Discussion about planned activities in Brno (March 12-14, 2025)

Conference, Business Trends 2024, <https://www.tvp.zcu.cz/indexen.php> (12:30-21:00)

### **Section: Applications of AI in organizational settings and in higher education**

(Secese conference and social center – Pilsner Urquell Brewery)

Program: see appendix A

November 22<sup>th</sup>, 2024 – Conference and internal meeting in hotel Trend, Pilsen

- some members of the team participated at the conference (9:00-12:00)
- Lukasz Tomczyk and Ludvík Eger, coordination meeting, New Media Pedagogy - NMP24, online conference in Krakow

Tasks for national teams:

- to continue to support teachers in the application of AI in the educational process,

- to continue to implement AI tools in the educational process, to support students in their active use,
- to send documents an invoice regarding to travel cost.

Team members who have not sent full version of the paper in the form of an article yet, send it to editor - deadline 15<sup>th</sup> December.

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Documentation of this key activity of the project.

Lukasz Tomczyk starts presentation at the workshop in Pilsen.

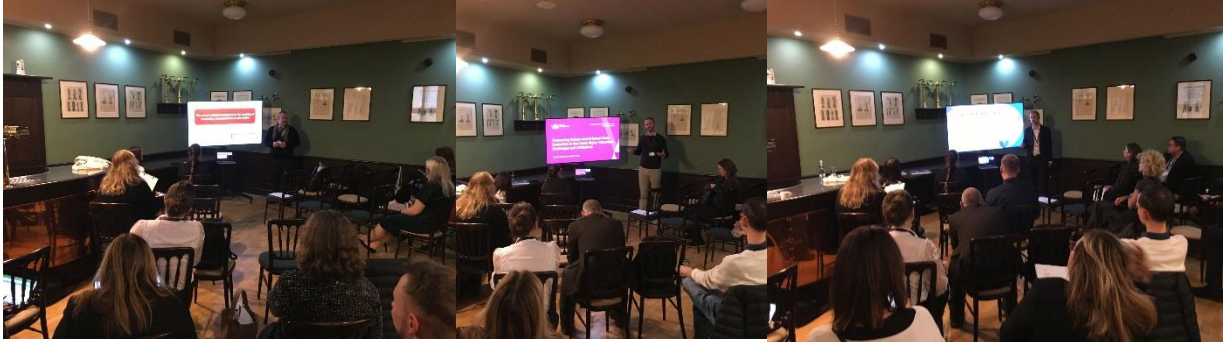


Team workshop



Conference







## Trendy v podnikání 2024

Plzeň, čtvrtek 21. 11. 2024

Konferenční a společenské centrum SECESE – Plzeňský Prazdroj

Detailní harmonogram konference

### SÁL ŠKOLY ČEPOVÁNÍ / DRAFT BEER WORKSHOP LOUNGE

Aplikace AI v organizační praxi a ve vysokoškolském vzdělávání  
Applications of AI in organizational settings and in higher education  
*doc. PaedDr. Dana Egerová, Ph.D., doc. PhDr. Lucie Rohlíková, Ph.D.*

- 13:30 *Lukasz Tomczyk*  
MAPPING DIGITAL COMPETENCE IN THE USE OF AI  
*283 Josef Daněk, Jan Pospíšil*
- 13:45 HOW GENERATIVE AI AUTONOMOUS AGENTS SHAPE THE CURRENT BUSINESS TRENDS AND SMART LEARNING  
*Ladislava Knihová*  
AI-POWERED IMMERSIVE LEARNING: TRANSFORMING TERTIARY EDUCATION  
*Radek Turčáni*
- 14:15 THE USE OF AI IN THE TEACHING OF MARKETING COMMUNICATION AT UNIVERSITIES  
*291 Tomáš Kincl, Daria Gunina, Michal Novák, Jan Pospíšil*
- 14:30 COMPARING HUMAN AND AI-BASED ESSAY EVALUATION IN THE CZECH HIGHER EDUCATION: CHALLENGES AND LIMITATIONS  
*231 Matěj Havlas, Veronika Novotná*
- 14:45 APPLICATION OF AI IN ORGANIZATIONAL PRACTICE AND HIGHER EDUCATION
- 15:00–15:30 Coffee break (30 min)**
- 15:30 *Dan Svoboda*  
THE TRUTH ABOUT AI: DEVELOPMENT AND COST
- 15:45 *Monika Kristl Volfová*  
THE USE OF VIRTUAL REALITY IN CORPORATE TRAINING
- 16:00 *Radmila Velnerová*  
OPEN REGIONAL DATA AND THE USE OF AI
- 16:15 *David Micheliní*  
APPLICATION OF ARTIFICIAL INTELLIGENCE IN FINANCIAL CONSULTING  
*300 Eva Jelínková, Marta Nosková, Jiří Pešík*
- 16:30 THE POTENTIAL OF EXTENDED REALITY IN HIGHER EDUCATION FROM THE PERSPECTIVE OF DIGITAL NATIVES  
*Drahošlav Lančarič, Radovan Savov, Petra Mikulcová, Kristína Medeková*
- 16:45 INNOVATION OF THE EDUCATION PROCESS TOWARDS IMPLEMENTING AI TOOLS - A PILOT STUDY AT THE SLOVAK UNIVERSITY OF AGRICULTURE IN NITRA, SLOVAKIA  
*257 Ludvík Eger*
- 17:00 QUESTIONNAIRE DESIGN USING GENERATIVE AI: A CASE STUDY FROM MARKETING

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