

Conference program of I3E 2026 (September 15-17, 2026)

(Conference venue: Paitia meeting room, Nokia Arena, Tampere)

Day 1 (September 15, 2026)

Time	Activities	Venue
08:30–	Registration	Paitia Meeting room
09:00–9:15	Opening Ceremony Welcome remarks: Conference chair Prof. Hongxiu Li & Prof. Marko Seppänen (Dean of the Faculty of Management and Business at Tampere University) & Prof. Ilias Pappas (IFIP WG 6.11 chair)	
9:15–10:15	Keynote speech: Beyond Adoption: What AI and Robots Reveal About People, Trust, and Agency Prof. Virpi Tuunainen, Aalto University, Finland	
10:15-10:45	Coffee break	
10:45–12:05	Session 1: Immersive Technologies and the Metaverse (Session Chair: Prof. Savvas Papagiannidis) - When Immersion Obscures Ethics: An Empirical Study of End User Perceptions of Data Practices in Metaverse Marketing — Muhammad Irfan Khalid - Beyond Immersion: How Location-Based Virtual Reality Affordances Enable User Engagement with Jingchu Culture — Ting Long, Yihong Zhan, and Chenglong Li - Making the Metaverse Viable: Vendor Framings and the Conditional Realisation of Sustainable Value — Iordanis Lainidis - Location-Based Entertainment Research: A Review and Future Directions — Chenglong Li, Zeyu Wu, Ting Long, and Wen Yang	
12:05–13:30	Lunch (Maltti Taproom restaurant, First floor, Nokia Arena)	
13:30–14:50	Session 2 — AI Governance, Trust, and Ethics (Session Chair: Associate Prof. Shang Gao) - Algorithmic Trust vs Institutional Trust in Automated Insurance Decisions: An Empirical Study of AI Governance and User Responses — George Maramba and Hanlie Smuts - Interorganizational AI Governance in Academic and Grey Literature — Fuad Khan and Matti Mäntymäki - Governance by Negotiation: How Organizations Translate AI Ethics into Practice — Teemu Birkstedt, Matti Minkkinen, and Matti Mäntymäki - Developing LLM-Specific Usability Heuristics: Revealing Critical Gaps in Ethical Design and Safety Protections — Md. Muntasir Shofiq, Farisha Hussain, Rabbi Mushad, Nasreen Azad, and Muhammad Nazrul Islam	Paitia Meeting room
14:50–15:20	Coffee Break	
15:20–16:40	Session 3 — Public Services, e-Society, and Digital Inclusion (Session Chair: Prof. Nora Nahr) - Digital Transformation in Retail and Its Effects on Society: An Analysis of the Acceptance, Adoption, and Diffusion of Self-Service Technologies — Zenaldo Rodrigues, Luiz Pinheiro, Carla Marcolin, Rodrigo Maia Marinello, and Ricardo Matheus - Areas of Growth for Adaptive iControl: Insights from a Longitudinal Case Study — Maria Haasnoot, Marijn Janssen, and Nitesh Bharosa - Compulsion Rather Than Capability: E-Government Readiness and the Digital Inclusion Gap in Marginalised South African Communities — Rouxan Fouche and Wynand Nel - Organizational Climate for Service Robot Integration — Dhyana Paramita, Amy Van Looy, and Peter Vlerick	
19:00–21:00	Welcome Reception Venue: Old City Hall (address: Keskustori 10) (1.2 kilometers walk distance from Nokia Arena)	

Day 2 (September 16, 2026)

Time	Activities	Venue
09:00–	Registration	Paitia Meeting room
09:00–10:20	Session 4 — Work, Collaboration, and the Human–AI Workplace (Session Chair: Dr. Yuanyuan Lai) - Tensions in Joint Projects: Examining an Innovative Digital Service Development — <i>Markus Takamaa and Samuli Pekkola</i> - Human or AI Collaborator? An Experimental Comparison of Human and Machine Translators — <i>Nora Nahr and Konstantin Hopf</i> - From System to Teammate: Human-Centered AI in the Industrial Internet of Things — <i>Maximilian Nebel</i> - Technostress Responses in AI-Augmented Work: Emotional Exhaustion, Performance, and AI-Related Impostorism — <i>Marieke Fiala and Christian Maier</i>	
10:20-10:45	Coffee break	
10:45–11:45	Keynote speech: On the Evolution of Electronic Market Prof. Rainer Alt, Leipzig University, Germany	
11: 45-12:45	Panel: Human-AI collaboration (Moderator: Prof. Henri Pirkkalainen) Panelists: Prof. Dina Koutsikouri, University of Gothenburg, Sweden Prof. Matti Mäntymäki, University of Turku, Finland Prof. Ilias Pappas, Norwegian University of Science and Technology, Norway Prof. Anna Sigríður Islind, Reykjavik University, Iceland	
12:45–13:45	Lunch (Maltti Taproom restaurant, First floor, Nokia Arena)	
13:45–15:05	Session 5 — AI Value and Capabilities in Organizations (Session Chair: Assistant Prof. Matti Minkkinen) - The Role of DevOps and Decision-Making in Advancing Software Delivery Capabilities — <i>Nasreen Azad, Jussi Kasurinen, and Sami Hyrynsalmi</i> - Using Generative AI in Knowledge Acquisition within South African Insurance SMEs — <i>Stevens Phaphadi Mamorobela</i> - Translating Strategic AI Use into Business Value in Organizations: A Qualitative Study — <i>Jie Yang and Marko Seppänen</i> - A Capability Maturity Model for Trustworthy Generative AI in the Public Sector — <i>Gideon Mekonnen Jonathan, Shengnan Han and Erik Perjons</i>	Paitia Meeting room
15:05–15:30	Coffee Break	
15:30–16:50	Session 6 — Human–AI Interaction, Agents, and Companions (Session Chair: Dr. Jenny Elo) - An Explanatory Study of University Students' Satisfaction with AI-Based Counseling Agents — <i>Chenglong Li, Weihan Zhang, and Rong Huang</i> - Unpacking the Effects of Discrete Emotions on User Satisfaction with AI Companions — <i>Rong Huang and Tapio Vepsäläinen</i> - Human-AI Interactions in Digital Customer Service: Exploring the Role of Interaction Modalities — <i>Khadija Ahmed, Yuanyuan Lai, Alexander Reppel, Krisanee Meechao, and Mark Lycett</i> - Emotional Design of AI Avatar and AI-Enabled Knowledge Service Assistant Use Experience — <i>Yang Bai, Xiaoqi Qin, Yuhan Li, and Rong Huang</i>	
19:00–21:30	Conference dinner Venue: Restaurant Näsinneula (Särkänniemenraitti 3, Tampere) Transportation by bus will be arranged. The bus will depart from the Courtyard by Marriott Hotel (Yliopistonkatu 57) at 18:30. The return bus will depart from the Restaurant Näsinneula at 21:30 and return to the Courtyard by Marriott Hotel at about 22:00.	

Day 3 (September 17, 2026)

Time	Activities	Venue
09:00–10:20	• Session 7 — Data-Driven Methods and Explainable AI (Session Chair: Prof. Marie Hattingh) • Predictive Dropout Research Through a Data-Based Value-Creation Taxonomy: Patterns and Blind Spots — <i>Matti Vaarma</i> • AI Explanations through the IT Artifact Views — <i>Dorthea Mathilde Kristin Vatn and Patrick Mikalef</i> • A Trustworthy LLM-Assisted Qualitative Content Analysis Method — <i>Nard Janssens, Marijn Janssen, and Nitesh Bharosa</i> • Thematic Analysis in the Age of LLMs: Human–Machine Differences and the Role of Context — <i>Sanaz Nabavian, Elham Rostami, Shang Gao, Fredrik Karlsson, and Khando Khando</i>	Paitia Meeting room
10:20-10:45	Coffee break	
10:45–12:05	Session 8 — Digital Services for Sustainability and Well-Being (Session Chair: Assistant Prof. Markus Makkonen) • From Data to Decision: How Data Features of Digital Product Passport Influence Consumers’ Intention to Use Digital Product Passport for Circular Consumption — <i>Maneesha Dias and Gehan Wishwajith Premathilake</i> • Understanding the Persuasive System Design Model Features: The Case of Duolingo — <i>Courtney Hart, Marie Hattingh, and Danie Smit</i> • Adopting Smart Grid Services Under Uncertainty: A Mixed-Method Study of Privacy Calculus in Household Decision-Making — <i>Gauri Shankar, Prabhat Kumar, and Najmul Islam</i> • User Perceptions of Behavior Change Support Systems for Physical Activity and Weight Management: A Scoping Review — <i>Sharon Nabwire, Renata Savian Colvero de Oliveira, and Harri Oinas-Kukkonen</i>	
12:05–12:30	Ending session	
12:30-13:30	Lunch (Maltti Taproom restaurant, First floor, Nokia Arena)	