

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	
9:15–10:15	Keynote speech: 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: Pro. Savvas Papagiannidis) - 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 - When Immersion Obscures Ethics: An Empirical Study of End User Perceptions of Data Practices in Metaverse Marketing — Muhammad Irfan Khalid - 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, 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 - A Capability Maturity Model for Trustworthy Generative AI in the Public Sector — Gideon Mekonnen Jonathan, Shengnan Han and Erik Perjons	
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: Prof. Rainer Alt (Leipzig University, Germany)	
11: 45-12:45	Panel: Human-AI collaboration	
12:45–13:45	Lunch (Maltti Taproom, First floor, Nokia Arena)	
13:45–15:05	Session 5 — AI Value and Capabilities in Organizations (Session Chair: Assist 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> - Organizational Climate for Service Robot Integration — <i>Dhyana Paramita, Amy Van Looy, and Peter Vlerick</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, Weihang 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, Yuhang Li, and Rong Huang</i>	
19:00–21:00	Conference dinner Venue: Restaurant Näsinneula (Särkänniemenraitti 3, Tampere)	

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, First floor, Nokia Arena)	