

Beyond the Prompt

EXPLORING AI AND LLM IMPACT ON SOCIETY

30th SEP Conference 2024



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Preface

This year's conference differed markedly from previous iterations, both in its organizational framework and in its capacity to address the current, far-reaching impact of AI and LLM technology from multiple perspectives. What is particularly noteworthy about recent developments in AI is that they are increasingly facilitated by non-experts, who have gained access to powerful, complex technological tools through prompt engineering techniques now available to nearly all AI users.

From an organizational standpoint, this year's event was conducted in a distributed manner across time, location, and format. Specifically, the conference took place in late October and early November 2024 at Silesian University in Opava and at the Prague University of Economics and Business. The event offered both onsite and online participation, as well as two language tracks: English for approximately 90 participants—including students and expatriates—in Prague, and Czech for students in Opava.

The conference explored the varied impacts of AI and LLM from technological, philosophical, and sociological perspectives. Within the technology-focused portion, expert lectures provided best practices in prompt engineering, drawing on the speakers' deep insight into the workings of LLM transformer architectures. New topics expanded the traditional ethical scope of the conference by addressing issues in digital marketing and information security.

We devoted special attention to digital marketing because it represents one of the earliest commercial adopters of LLM technology on a large scale. With respect to security—which was given heightened emphasis this year in the context of AI and LLM—our goal was to present perspectives from advanced users and employers on GRC, namely Governance, Risk Management, and Compliance Management of LLMs.

We invite you to explore the abstracts in these proceedings and hope you will gain the same insight and enjoyment from them as this year's conference participants.

Ing. Richard A. Novák, Ph.D.

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LLMs & Prompt Engineering: Transforming SalesTech in B2B

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KEYWORDS:

AI Optimization — B2B SalesTech — Generative AI — Large Language Model — LLM Performance — Prompt Engineering — RAG — Transformer

ABSTRACT:

The growing integration of Large Language Models (LLMs) into business processes has reshaped the landscape of B2B sales. This lecture discusses advanced prompt engineering techniques and their applications in SalesTech, particularly for enhancing generative AI performance in business tasks. It examines the underlying principles of LLMs, such as transformer architectures and their probabilistic capabilities, emphasizing their role as general-purpose tools adaptable for domain-specific applications.

We must begin with an overview of LLM functionalities, such as their ability to internalize extensive knowledge, process contextual inputs, and generate human-like responses. A focus is placed on how size and parameters influence LLM competence, demonstrating their potential in solving complex B2B problems, including generating high-quality marketing content, conducting data-driven product analysis, and streamlining customer interactions.

A detailed exploration of prompt engineering techniques must be provided, highlighting methods like few-shot learning, chain-of-thought prompting, roleplay/persona-based structuring, and iterative refinements. The importance of fine-tuning, reward modeling, and human-centric training is underlined, with practical examples of their impact on LLM performance and reliability. The use of retriever-augmented generation (RAG) techniques for combining external data sources with generative models is demonstrated as a key differentiator in optimizing LLM outputs.

We showcase experiments evaluating LLM performance through quantitative metrics such as perplexity, coherence, and human evaluation methods like BLEU and ROUGE. These evaluations underscore the balance between creativity and relevance achieved through effective parameter optimization, including temperature settings, max tokens, and nucleus sampling. Case studies in B2B scenarios illustrate the transformative role of LLMs in generating actionable insights and increasing efficiency.

We conclude with a forward-looking perspective on LLMs as foundational tools for human-machine collaboration in SalesTech. By leveraging advanced prompting strategies and fine-tuning techniques, LLMs can act as adaptive digital twins for businesses, driving innovation in product offerings and customer engagement. The emphasis on ethics and human-centric approaches ensures sustainable integration into business ecosystems.

User Adoption of Autonomous Vehicles

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KEYWORDS:

Autonomous Vehicles — Technology Adoption Model — Human-AI Interaction — User Trust in Automation — AI-VAM Model Extension

ABSTRACT:

At the 2024 KPMG Data Festival held at the University of Economics in Prague, the Prague Data Ethics Lab presented its latest research collaboration with Škoda Auto, focusing on the adoption of autonomous vehicles (AV) and user perceptions informed by the Technology Adoption Model (TAM). This initiative is part of a broader series of partnerships and grants aimed at fostering innovative AI solutions and engaging students in cutting-edge research.

The presentation showcased the application of an extended AI-VAM (Value Adoption Model) framework, integrating constructs specific to AI, such as transparency, user trust in automation, compatibility with user autonomy, and the balance

between human and machine agency. By combining psychological, sociological, and technological perspectives, the study explored key factors influencing user decisions to adopt AV technology.

The research methodology included surveys and focus groups, leveraging responses from a diverse cohort of participants, including students from the University of Economics in Prague and an international sample of users. Using advanced statistical tools like Partial Least Squares Structural Equation Modelling (PLS-SEM), the study identified the critical role of transparency and trust in shaping user compatibility with AV systems. The findings indicated a significant improvement in explanatory power ($R^2 = 46.8\%$) compared to the original VAM model, highlighting the pivotal influence of user confidence in AI's ethical and transparent design.

The event also emphasized the broader implications of the research. While autonomous vehicles promise substantial societal benefits, including reduced traffic accidents, improved mobility, and environmental sustainability, challenges such as ethical decision-making, responsibility for accidents, and user autonomy persist. The Prague Data Ethics Lab advocates for continuous exploration of Human-Machine Interaction (HMI) and AI alignment to ensure technology aligns with human values.

By engaging students in the research process, the project reflects a commitment to integrating academic learning with practical application. This collaboration with Škoda Auto not only strengthens academic-industry ties but also underscores the value of multidisciplinary approaches in addressing complex technological and societal issues.

Future work aims to expand the AI-VAM framework across different customer segments and AI technologies, offering deeper insights into how trust, transparency, and autonomy shape technology adoption in the era of intelligent automation.

Using AI: Ethics and Security

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KEYWORDS:

Artificial Intelligence — AI Ethics — AI Security Challenges — Academic AI Training — Generative AI Tools

ABSTRACT:

The rapid integration of artificial intelligence (AI) into various domains necessitates a robust understanding of its ethical and security implications. This course, developed and delivered by Prague Data Ethics Lab for the University of Economics in Prague, empowers academics and researchers with the tools and insights to navigate the complex landscape of AI's ethical and security challenges.

The course begins with a foundational overview of AI ethics, addressing key topics such as the definition and scope of ethical considerations in AI, contemporary dilemmas, and their real-world implications. Participants are introduced to critical issues such as biases, fairness, transparency, accountability, and the risks of over-reliance on AI systems. Through case studies and examples, the course highlights scenarios like biased hiring algorithms and AI-driven surveillance, illustrating the nuanced challenges faced in various sectors.

In parallel, the security component delves into potential threats posed by AI, including cybersecurity risks and the misuse of sensitive data. Participants are equipped with strategies to mitigate AI-generated risks such as hallucinations, data leaks, and manipulation. The course also explores tools and methodologies to ensure secure AI deployment, emphasizing practical applications in academic and professional environments. A significant focus is placed on the regulatory landscape, with an overview of AI-related laws and directives, including the European Union's AI Act and liability directives. These discussions provide participants with a legal framework to assess and implement AI systems responsibly. Additionally, the course underscores the importance of compliance with ethical guidelines, such as respecting privacy, avoiding manipulation, and promoting human-centred AI development.

Participants engage in interactive modules that showcase the practical use of AI tools like ChatGPT, Jasper AI, and Microsoft Copilot while addressing their potential risks. Through hands-on activities, they learn best practices for data security, output verification, and responsible integration of AI tools into their workflows.

The course concludes by envisioning a sustainable AI future, where technological innovation is harmonized with ethical integrity and security. By combining theoretical insights with actionable knowledge, this course aims to foster a generation of academics and professionals equipped to lead in the ethical and secure deployment of AI.

The Role of (Generative) Artificial Intelligence in different sectors: Opportunities, Risks, and Ethical Considerations

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KEYWORDS:

Artificial Intelligence – Generative AI – Automation – Ethics – AI Regulation – Sustainability – Personalization – Healthcare – Data Privacy – Digital Transformation

ABSTRACT:

Generative AI stands out for its ability to create original content, ranging from human-like text to photorealistic images. Tools such as ChatGPT, Bard, and DALL-E have redefined creativity and productivity in numerous fields. Marketers leverage generative AI to design personalized campaigns, while designers benefit from AI-generated ideas and visualizations. In manufacturing, AI-driven simulations identify potential production bottlenecks and optimize workflows. However, generative AI's reliance on extensive datasets raises concerns about data quality, bias, and intellectual property rights.

AI's transformative potential becomes clearer when we explore its applications across different sectors. In healthcare,

AI revolutionizes diagnostics by analyzing medical images with precision, accelerating drug discovery, and enabling personalized treatment plans. Wearable devices equipped with AI provide proactive care by monitoring patient health. However, these innovations come with risks, such as the potential for biased or incorrect outcomes due to poor data quality, and the challenge of maintaining patient privacy in a highly digital ecosystem.

Education similarly benefits from AI's ability to personalize learning experiences. Virtual tutors and adaptive feedback systems cater to individual student needs, making education more accessible and engaging. At the same time, reliance on AI could stifle critical thinking and reduce meaningful human interaction in classrooms. Concerns about plagiarism and the authenticity of AI-generated work also underscore the need for careful integration of AI in educational settings.

In the domains of marketing and retail, AI enhances customer engagement through personalized recommendations, targeted advertising, and dynamic pricing strategies. It analyzes customer behavior to optimize campaigns and increase sales. However, this level of personalization raises ethical concerns about data privacy and ownership. For smaller businesses, the fragmented nature of data and limited access to advanced AI tools pose significant barriers.

The finance sector has embraced AI to boost fraud detection, streamline operations, and provide tailored financial services. Chatbots and virtual assistants improve customer interactions, while backend processes become more efficient. Nevertheless, the lack of transparency in AI-generated financial insights and the potential for biased outcomes remain critical challenges, alongside regulatory compliance and data security risks.

In human resources, AI improves recruitment processes, enhances employee engagement, and enables personalized training initiatives. It aids in workforce optimization by analy-

zing team dynamics and resource allocation. However, biases in algorithms can lead to unfair hiring practices, and over-surveillance of employees raises concerns about privacy and trust.

Manufacturing has benefited significantly from AI's ability to optimize production, predict maintenance needs, and improve quality control. Generative AI contributes to innovation in design and workflow optimization. Despite these advantages, high implementation costs, data integration challenges, and the risk of job displacement remain significant issues for the industry.

Finally, sustainability initiatives leverage AI to optimize energy consumption, manage resources efficiently, and promote eco-friendly practices. Predictive analytics reduce waste, and companies like Google have used AI to cut data center energy use. However, the environmental cost of training large AI models and managing e-waste presents a paradox in using AI for sustainable development.

By analyzing these sectors, it becomes evident that while AI offers immense opportunities to enhance efficiency, personalization, and innovation, it also demands careful management to address ethical, societal, and environmental concerns. Understanding and mitigating these sector-specific challenges is crucial to realizing AI's full potential in a way that benefits society as a whole.

As AI becomes increasingly integrated into daily life, it introduces significant ethical and societal challenges. Automation poses a risk to millions of jobs, particularly in industries like manufacturing, administration, and transportation. While AI creates new positions requiring advanced technical skills, the transition may exacerbate economic inequality and disrupt the workforce. Additionally, AI systems often function as opaque „black boxes,“ making it difficult to understand how decisions are made. Biases inherent in training data can lead

to discriminatory practices, especially in hiring, lending, and law enforcement applications.

Regulatory frameworks like the European Union's AI Act aim to address these challenges by ensuring that AI systems are safe, transparent, and ethical. The Act classifies AI applications based on their risk levels, imposing stricter regulations on high-risk systems such as those used in healthcare or public safety. Certain practices, like real-time biometric identification and social scoring, are outright banned. For lower-risk applications, transparency requirements ensure that users are aware when interacting with AI systems. These regulations aim to balance innovation with ethical responsibility, influencing global AI development.

The future of AI hinges on addressing its limitations while unlocking its potential for societal benefit. Research should prioritize improving transparency, reducing biases, and establishing robust ethical guidelines for AI use. Collaboration among governments, industries, and academia is crucial to developing inclusive AI solutions that respect privacy, promote fairness, and enhance sustainability. Additionally, AI systems must be designed to align with human values, ensuring equitable and responsible innovation across various sectors.

Ethics and Security of Generative Artificial Intelligence

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KEYWORDS:

Artificial Intelligence – Generative AI – Ethics – Data Privacy – Bias – Transparency – Automation – AI Regulation – AI Act – Accountability – Explainability – Workforce Impact – Ethical Guidelines – AI Liability – Directive – Responsible AI – AI Risks

ABSTRACT:

Generative AI leverages vast amounts of data to produce meaningful content autonomously, a capability that has revolutionized content creation, from drafting articles to designing visuals and generating audio. It can enhance productivity, automate repetitive tasks, and personalize experiences on an individual level. For example, it helps marketers create targeted campaigns and educators to offer customized learning materials. However, generative AI also has significant implications for how we interact with technology, how our data is used, and how our behaviors are influenced.

One of the primary benefits of AI is its capacity for automation and efficiency. AI systems can handle repetitive and labor-intensive tasks, thereby allowing humans to focus on creative or strategic work. For example, in business settings, AI is used to generate reports, analyze large datasets, and enhance decision-making. The ability to process and analyze complex data with speed and accuracy makes AI particularly useful in fields like healthcare and finance, where insights derived from data are critical. Moreover, AI's personalization capabilities allow organizations to tailor services to individual preferences, creating unique user experiences that enhance satisfaction and engagement.

However, alongside these benefits, there are significant risks associated with AI, especially generative AI. One of the key concerns is bias. AI systems learn from the data they are trained on, and if this data reflects societal biases, the AI will likely perpetuate or even amplify them. This has been observed in cases where AI hiring tools favored specific demographic groups due to biased training data, or when AI image generation tools reinforced gender stereotypes. Addressing such biases is crucial to ensure fair and ethical AI systems that serve everyone equitably.

Another major risk involves privacy and the ethical use of data. AI systems, particularly generative models, rely heavily on data collection, often including sensitive personal information. The use of such data raises concerns about user consent, data security, and potential misuse. AI-powered surveillance tools, for example, could lead to a normalization of constant monitoring, affecting individual autonomy and privacy. It is essential for organizations using AI to prioritize data protection, ensuring that collected data is used ethically and that individuals' privacy is respected.

The explainability of AI systems is also a significant challenge. Many AI models, especially complex ones like deep learning networks, operate as „black boxes,“ making their decision-

making processes opaque even to their developers. This lack of transparency makes it difficult for users to trust AI outputs, particularly in high-stakes areas like healthcare, finance, and law, where understanding how a decision was made is critical. Enhancing the explainability of AI systems is an ongoing area of research, focusing on developing methods to make AI decisions more interpretable and understandable to humans.

The impact on employment is another societal concern associated with AI adoption. While AI can enhance productivity, it can also displace workers whose tasks can be automated. This displacement particularly affects jobs involving repetitive or predictable tasks, such as manufacturing or administrative roles. Although AI also creates new opportunities, such as jobs related to AI development and oversight, the transition requires a workforce skilled in digital and AI-related competencies. Addressing this shift requires investment in education and retraining programs to help workers adapt to changing job market demands.

AI subtly yet profoundly reshapes human habits and interactions, altering the way people engage with technology and each other. Overreliance on AI can weaken essential human cognitive skills, reduce autonomy, and hinder problem-solving abilities, as individuals become increasingly dependent on automated systems. Moreover, the widespread adoption of AI-driven data collection risks normalizing surveillance, making constant monitoring an accepted aspect of daily life.

AI also introduces the concept of hyperreality, where the line between reality and simulation becomes blurred. This can reshape perceptions of authenticity, making it harder to distinguish between genuine experiences and AI-generated ones. Furthermore, AI's ability to generate outputs that emphasize symbolic significance over practical functionality can lead to an „excess of meaning,“ distorting societal values and priorities.

In addition to these challenges, AI has the potential to manipulate user behavior, influencing decisions and actions in subtle ways. This manipulation can weaken personal relationships and contribute to social atomization, as interactions mediated by AI systems lose depth and authenticity. Over time, the pervasive influence of AI on human connections may diminish the richness of genuine interpersonal relationships, fundamentally altering the fabric of society.

Ethical guidelines and regulatory efforts are being established to ensure the safe and responsible deployment of AI. The European Union's AI Act is one of the first comprehensive regulatory frameworks aiming to classify AI systems based on risk levels—ranging from unacceptable to minimal risk—and impose corresponding obligations. The Act intends to mitigate risks by regulating AI applications, especially those posing high risks to fundamental rights, such as real-time biometric identification. Complementing this is the AI Liability Directive, which is expected to provide clearer pathways for individuals seeking compensation for harm caused by AI systems. Together, these regulatory measures are intended to foster consumer trust and promote responsible innovation.

To ensure ethical AI use, organizations must adhere to several best practices. First, data privacy must be prioritized by anonymizing sensitive information and minimizing data collection to what is strictly necessary. Secondly, outputs generated by AI should be verified against reliable sources, particularly when AI is used for decision-making or generating information that affects people's lives. Transparency is also key—AI-generated content should be clearly labeled, and users should be informed when they are interacting with an AI system. Additionally, regular monitoring and auditing of AI systems are necessary to detect biases, ensure compliance with ethical guidelines, and maintain accountability.

Prompt Engineering Masterclass: Text, Image and Video Generation

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KEYWORDS:

Artificial Intelligence — Generative Artificial Intelligence —
Text — Audio — Video

ABSTRACT:

During the workshop, we will engage in practical activities using tools for generating text, images, and videos. The primary goal is to create a simple marketing video step by step utilizing these tools. Simultaneously, we will identify the strengths and weaknesses of each tool and perform a comparative analysis.

To generate textual content, scripts, ideas, and outlines, we will use ChatGPT tools. For image generation, which serves as background material for the subsequent video presentation, we will explore DALL-E, MidJourney, and Adobe Firefly. To create the video, we will be introduced to Fliki and Synthesia. Fliki is used to generate short, focused video clips based on text-based inputs. Synthesia, on the other hand, facilitates the creation of interactive video presentations using avatars as presenters. Its generative potential lies in its ability to create

entire presentations from text inputs while allowing avatars to be personalized and their movements modelled to appear as natural and convincing as possible.

The integration of these elements results in a video presentation that is well-suited for various applications, including promotional activities, internal communication, training, and other educational purposes.

Prompt Engineering Workshop: Video Generation

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Video – Prompt Engineering

ABSTRACT:

This workshop will focus on leveraging advanced tools to generate professional-quality videos, supported by text and image creation. The primary objective is to walk participants through the process of crafting a marketing video, with a strong focus on video production techniques and tools.

We will begin by using ChatGPT to develop foundational elements, such as scripts, outlines, and creative ideas. To enhance the visual aspects of the video, tools like DALL-E, MidJourney, and Adobe Firefly will be utilized to generate images that serve as the visual backdrop for the video content.

The core of the workshop, however, will emphasize video creation through Fliki and Synthesia. Fliki allows users to produce concise and targeted video segments directly from text-based prompts. Synthesia, in contrast, offers a powerful platform for developing interactive video presentations, complete with customizable avatar presenters. Synthesia's standout feature is its ability to generate entire presentations from textual in-

puts, combined with the capacity to train avatars to perform realistic gestures and movements, resulting in engaging and credible video content.

By integrating these tools, participants will create versatile video presentations suitable for various contexts, including marketing, corporate communication, and educational training. This workshop will provide practical insights into the possibilities of modern video generation technologies, enabling participants to explore their full creative potential.

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AI and Society: Myths and Facts

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Artificial intelligence – Generative AI – Autonomy – Job Displacement – Society – Augmentation – Limitations – Ethics

ABSTRACT:

This talk examines prevailing myths and misconceptions about artificial intelligence (AI) and their implications for society. By addressing claims such as AI's purported autonomy, infallibility, and capacity to displace human roles, the discussion demystifies the capabilities and limitations of AI systems. These technologies, while powerful in specific applications, are grounded in data-driven pattern recognition, lacking true creativity, ethical agency, or deductive reasoning.

Through real-world examples, such as AI in autonomous vehicles, creative industries, and automated manufacturing, the presentation illustrates how AI complements human roles rather than fully replacing them. Furthermore, it critically evaluates the societal risks posed by biased datasets, outdated or limited data inputs, and the phenomenon of 'AI hallucination,' where systems generate inaccurate outputs.

Additionally, the presentation explores the role of AI in augmenting human efforts rather than causing stagnation. It highlights how AI systems can handle repetitive and data

-driven tasks, freeing humans to focus on strategic, creative, and interpersonal roles. Contrary to fears of obsolescence, AI often supplements rather than supplants human contributions, although its high costs and contextual limitations ensure it cannot replace human effort universally.

The discussion concludes with a reflection on the broader societal and ethical implications of AI, emphasizing that its effectiveness and impact depend on the intentions and oversight of those who deploy it. As with any tool, AI serves as a 'good servant but a bad master,' underscoring the need for critical understanding and responsible utilization in shaping its role in our lives.

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Advanced Integration of LLMs and Automation in B2B SalesTech: Challenges and Prospects

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KEYWORDS:

Large Language Models (LLMs) – Generative AI – Automation – Chatbot Development – Workflow Optimization – B2B SalesTech

ABSTRACT:

The convergence of Large Language Models (LLMs) and automation frameworks represents a transformative frontier in B2B SalesTech. Lecture presented explores the integration of generative AI capabilities with automated workflows to enhance sales processes, improve customer interaction, and optimize operational efficiency. Drawing insights from recent workshops and case studies, we detail methodologies for building customized chatbots using tools such as GPT, along with alternative platforms like Zapier and BotPress. We emphasize the strategic role of prompt engineering and fine-tuning in ensuring high-quality outputs that address specific business needs.

The study highlights the dual role of LLMs and automation: while LLMs deliver advanced natural language processing for contextual understanding and response generation, automa-

tion tools like Zapier and Power Automate streamline repetitive tasks. Despite their potential, these technologies often fail to cover more than 60–70% of the quality requirements for complex use cases without domain-specific expertise and customization.

We present a comprehensive evaluation of the strengths and limitations of integrating LLMs with automation frameworks, demonstrating how use-case-driven design and expert-driven refinement mitigate content overload and enhance scalability. The findings stress the necessity of continuous feedback loops, iterative prompt testing, and API-based integrations to create robust, scalable workflows for B2B applications.

By situating this analysis within the broader discourse on AI-driven innovation, our lecture outlines actionable strategies for leveraging LLMs and automation to foster more efficient, adaptive, and human-centric SalesTech ecosystems. Future research will focus on extending these methodologies across diverse sectors to explore broader applications of AI-driven automation.

Ethical Challenges and Trends in the Integration of AI in Digital Marketing

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KEYWORDS:

Artificial Intelligence – Digital Marketing – ChatGPT – Ethical Challenges – Trends

ABSTRACT:

This thesis investigates the transformative potential and ethical dilemmas of incorporating generative artificial intelligence (AI) into digital marketing, focusing on tools like ChatGPT. Written by a Prague Data Ethics Lab member, the work extends the lab's ongoing efforts to align technological innovation with ethical accountability, particularly in the context of digital transformation.

The research addresses two primary questions: how AI can replace human input in tasks such as website creation, SEO optimization, and campaign design, and the ethical challenges associated with this integration. The theoretical framework explores trends such as personalization, automation, and predictive analytics, alongside issues of transparency, data privacy, and the impact of AI on creativity and professional integrity.

In the practical segment, the thesis tests these concepts through a case study of a real-world project, dpdigital.cz. This

project demonstrates ChatGPT's utility in automating content generation, optimizing campaign workflows, and enhancing efficiency while underscoring the limitations of AI in strategic and creative tasks. The study reinforces that while AI acts as a powerful assistant, critical marketing decisions and nuanced creativity remain distinctly human domains.

Ethical considerations are central to the analysis, emphasizing transparency in AI use, the protection of user and client data, and the need for informed consent when integrating AI into workflows. The thesis also identifies emerging risks, such as algorithmic bias, the erosion of human agency, and the potential loss of jobs in creative fields.

By combining academic inquiry with practical experimentation, the thesis contributes to the broader discussion on responsible AI deployment. It highlights the need for continuous dialogue between technologists, ethicists, and marketers to ensure that AI adoption enhances human potential while maintaining ethical integrity.

This work aligns with the Prague Data Ethics Lab's commitment to equipping stakeholders with the knowledge to navigate the intersection of technology, ethics, and society, advocating for AI applications that respect privacy, promote fairness, and enhance human creativity.

Closing word

As we conclude the 2024 SEP Conference, it is an opportune moment to reflect on the wide range of ideas, discussions, and exchanges that have taken place over the course of this event. The diversity of perspectives, and contributions underscores the importance of bringing together, researchers, and practitioners to address the complex challenges and opportunities posed by emerging technologies, particularly artificial intelligence (AI).

This year's conference has been marked by a commitment to fostering meaningful dialogue on some of the most critical questions of our time. Central to this discussion has been the ethical and societal implications of technological advancements. The presentations and papers included in these proceedings illustrate the efforts to balance innovation with responsibility, ensuring that the benefits of technology are equitably distributed and aligned with societal values.

The paper on “Ethical Challenges and Trends in the Integration of AI in Digital Marketing” provided an exploration of how businesses can harness AI to engage consumers while upholding ethical standards. By emphasizing transparency, fairness, and respect for user privacy, this work set the stage for broader discussions about accountability in the digital age. Similarly, “User Adoption of Autonomous Vehicles” shed light on the multifaceted considerations involved in implementing transformative technologies. From psychological factors to infrastructural challenges, this research highlighted the interconnected nature of technological adoption.

Several contributions delved deeply into issues of security and trust—cornerstones of any successful technological integration. Papers such as “Using AI: Ethics and Security” and “Secure Use of Advanced Technologies” explored frameworks

for ensuring the safe deployment of AI systems, particularly in critical applications. These discussions resonate across industries, reminding us that the pursuit of innovation must always be tempered by vigilance against potential risks.

The broader societal implications of AI were another focal point of the conference. Contributions such as “AI and Society” and “LLMs & Prompt Engineering: Transforming SalesTech in B2B” underscored the transformative potential of these technologies while cautioning against unintended consequences. These papers encouraged us to consider questions of inclusivity, fairness, and sustainability, ensuring that technological progress does not come at the expense of marginalized communities or ecological health.

A standout feature of the conference was the emphasis on practical applications and hands-on learning. Workshops, as documented in “Prompt Engineering Masterclass 2024” and “SEP24 and Days AI in Opava: Prompt Engineering Workshop”, offered participants the chance to engage directly with the technologies discussed, translating theoretical insights into real-world understanding. These interactive sessions not only enhanced the participants’ knowledge but also fostered collaboration, networking, and the exchange of innovative ideas.

As we look ahead, the themes explored during this conference will undoubtedly remain central to the ongoing evolution of technology and society. The discussions initiated here serve as a foundation for future research, policy development, and cross-disciplinary collaboration. The questions raised—about ethics, security, adoption, and societal impact—are not just academic; they are also practical, shaping the way we navigate an increasingly complex and interconnected world.

The success of this conference is a testament to the collective effort of everyone involved. On behalf of the organizing committee, I would like to extend my thanks to the authors, whose contributions form the backbone of these proceedings. Your research and insights have been invaluable in shaping

the direction of this conference. To the attendees, who brought curiosity, critical thinking, and energy to every discussion, your participation has been instrumental in creating a dynamic and inspiring event.

We also extend our gratitude to our sponsors and partners, whose support has made this conference possible. Your commitment to fostering dialogue and innovation is greatly appreciated.

As we close this chapter, we hope that the connections made and ideas exchanged will inspire new collaborations and initiatives.

We look forward to welcoming you to the 2025 SEP Conference and continuing this important journey together.

Thank you for being part of the 2024 SEP Conference, and we hope to see you next year.

Mgr. Ing. Tomáš Sigmund, Ph.D.



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