



Pannon Egyetem  
University of Pannonia

# aci

## ECKM 2024

### 25th European Conference on Knowledge Management

5-6 September 2024, University of Pannonia, Veszprém, Hungary

### Mini Track on Conversational AI within Higher Education Institutions

Mini Track Chair: Dr Desireé Cranfield, *Swansea University, UK*



The purpose of this mini track is to showcase research that fosters collaboration, innovation, and knowledge sharing in the field of Conversational AI within Higher Education Institutions (HEIs). The track provides a platform to explore the latest innovations and applications of Conversational AI in the context of higher education, including how this technology is reshaping teaching, learning, and administrative processes. Conversational AI has the potential to make education more accessible and inclusive and we hope to promote discussion and best practice for leveraging AI to

break down barriers and ensure equitable educational opportunities for all students as well as considering how the technology is empowering educators and administrators to perform their roles more effectively. Ethical concerns are also important and contributions reflecting best practice for responsible AI usage will be welcome.

Conversational AI serves as a hub for global collaboration, bringing together experts, educators, and industry leaders to co-create best practices that will shape the future of AI in higher education, and it can inspire Innovation and Networking

Suggested topics include but are not limited to:

- **Innovative Applications:** Share insights into pioneering applications of Conversational AI in HEIs, including virtual assistants, chatbots, and AI-driven tutoring systems.
- **Enhancing Student Experience:** Discuss how Conversational AI can improve student engagement, support, and learning outcomes, fostering a more interactive and personalized educational experience.
- **Inclusivity and Accessibility:** Explore best practices for ensuring that Conversational AI solutions in HEIs are accessible to all students, including those with disabilities or from underrepresented groups.
- **Sustainability and Efficiency:** Examine strategies for utilizing Conversational AI to enhance operational efficiency, reduce administrative burden, and promote financial sustainability in HEIs.
- **Ethical use of Conversational AI:** Explore methods for the ethical use of AI tools within HEI
- **Case Studies and Success Stories:** Present real-world case studies and success stories that highlight the positive impact of Conversational AI adoption in HEIs.
- **Co-creation and Collaboration:** Encourage dialogue on collaborative efforts between academia, industry, and technology providers to co-create best practices and shape the future of Conversational AI in higher education.



**Dr. Desireé Cranfield** is Senior Lecturer/Deputy Programme Director, Postgraduate Business Management programmes within the School of Management, Swansea University. She has a Ph.D. in Knowledge Management from Southampton University and she is a Senior Fellow of the Higher Education Academy, and an assessor for the SFHEA. Her academic experience spans more than 18 years in the UK and South Africa. She has co-authored papers on Knowledge sharing and knowledge management, the impact of Covid-19 on students and staff, as well as cyber security perceptions and practices within HEIs.

She has recently co-authored two book chapters with a focus on Leadership in a digital age and Knowledge sharing in Higher Education.

#### Submission details

In the first instance a 300 word abstract is required, to be received by **13 February 2024**. Please read the guidelines here:

<https://www.academic-conferences.org/conferences/submission-information/>

Submissions must be made using the online submission form at

<http://www.academic-conferences.org/conferences/eckm/eckm-call-for-papers/>

If you have any questions about this track, please email: [d.j.cranfield@swansea.ac.uk](mailto:d.j.cranfield@swansea.ac.uk)

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