

**Annual Conference Sectorplan SSH-Breed
‘The Influence of Digitalisation on Work, Prosperity and Entrepreneurship’**

Friday, 7 March 2025

Location: Hal4 aan de Maas, Watertorenweg 200, 3063 HA Rotterdam

08:20 – 09:00	Registration								
09:00 – 09:15 Theatre	<p>Welcome and Opening Remarks Koen Swinnen</p> <p><i>Professor of Private Law and Public & Private Interests (Erasmus University Rotterdam)</i> <i>Academic Director Erasmus SSH-Breed Sectorplan</i></p>								
09:15 – 10:15 Theatre	<p>Keynote Address: Here’s the Thing: Critically leveraging human-centric AI within the workplace, by Jason Pridmore</p> <p><i>Associate Professor, Department of Media and Communication (Erasmus University Rotterdam)</i> <i>Co-Director for AI and Educational Technology, Community for Learning Innovation (Erasmus University Rotterdam)</i> <i>Co-Lead AI Strategy group (Erasmus University Rotterdam)</i></p>								
10:15 – 10:30	Coffee Break								
10:30 – 12:30 Theatre	<p>Panel sessions I</p> <p>The Digital Society Governance, Perceptions and Impact of AI Chair: Sonia de Jager Discussant: Ofra Klein</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;">Masuma Shahid <i>Erasmus University Rotterdam</i></td> <td style="width: 50%; padding: 5px;"><i>The Impact of AI, Digitalisation and the AI Act on LGBTQ+ Rights</i></td> </tr> <tr> <td style="padding: 5px;">Valentina Golunova <i>Maastricht University</i></td> <td style="padding: 5px;"><i>Exploring the Role of the AI Act in the Multi-Actor Governance of Political Deepfakes</i></td> </tr> <tr> <td style="padding: 5px;">Jaseff Raziell Yauri Miranda <i>Erasmus University Rotterdam</i></td> <td style="padding: 5px;"><i>Beyond the Brussels Effect? Brazil's Internet Governance Regulations and the Development of AI Policies</i></td> </tr> <tr> <td style="padding: 5px;">João Gonçalves <i>Erasmus University Rotterdam</i></td> <td style="padding: 5px;"><i>Perceptions of Risk of AI Applications by the General Population: A Comparative Study between the Netherlands and South Korea</i></td> </tr> </table>	Masuma Shahid <i>Erasmus University Rotterdam</i>	<i>The Impact of AI, Digitalisation and the AI Act on LGBTQ+ Rights</i>	Valentina Golunova <i>Maastricht University</i>	<i>Exploring the Role of the AI Act in the Multi-Actor Governance of Political Deepfakes</i>	Jaseff Raziell Yauri Miranda <i>Erasmus University Rotterdam</i>	<i>Beyond the Brussels Effect? Brazil's Internet Governance Regulations and the Development of AI Policies</i>	João Gonçalves <i>Erasmus University Rotterdam</i>	<i>Perceptions of Risk of AI Applications by the General Population: A Comparative Study between the Netherlands and South Korea</i>
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<p>13:50 – 15:20</p> <p>Breakout 2</p>	<p><i>Panel Sessions II - continued</i></p> <p>Digitalisation and Platformisation of Work Processes and Products Digital Platforms and Entrepreneurship Chair: Enrique Santamaria Echeverria Discussant: Philipp Cornelius</p> <table border="1"> <tr> <td data-bbox="399 425 766 571"> <p>Anne Heslinga & Ellen Loots Erasmus University Rotterdam</p> </td> <td data-bbox="766 425 1401 571"> <p><i>Digital Platforms, Entrepreneurship, and New Industry Emergence: Barriers to Integration and Support in Local Ecosystems</i></p> </td> </tr> <tr> <td data-bbox="399 571 766 683"> <p>Sake Kruk, Sanneke Kloppenburg, & Fini Lovita Wageningen University</p> </td> <td data-bbox="766 571 1401 683"> <p><i>Digital Platforms Governing Practices: How Data Objects Reconfigure Indonesian Fish Farming</i></p> </td> </tr> <tr> <td data-bbox="399 683 766 784"> <p>Greetje Corporaal Erasmus University Rotterdam</p> </td> <td data-bbox="766 683 1401 784"> <p><i>Power Asymmetries in Digital Platform Ecosystems: How Dependencies impact Partner Organizing for Innovation</i></p> </td> </tr> </table>	<p>Anne Heslinga & Ellen Loots Erasmus University Rotterdam</p>	<p><i>Digital Platforms, Entrepreneurship, and New Industry Emergence: Barriers to Integration and Support in Local Ecosystems</i></p>	<p>Sake Kruk, Sanneke Kloppenburg, & Fini Lovita Wageningen University</p>	<p><i>Digital Platforms Governing Practices: How Data Objects Reconfigure Indonesian Fish Farming</i></p>	<p>Greetje Corporaal Erasmus University Rotterdam</p>	<p><i>Power Asymmetries in Digital Platform Ecosystems: How Dependencies impact Partner Organizing for Innovation</i></p>
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<p>15:20 – 15:35</p>	<p>Coffee break</p>						

15:35 – 17:05 Theatre	Panel sessions III	
	The Digital Society	
	Digital Adoption in Education, Entrepreneurship and Healthcare	
	Chair: Ofra Klein	Discussant: Julie Hoppenbrouwers
	Kateryna Holubinka <i>Open University</i>	<i>From Experimentation to Integration: Holistic Exploration of VR/AR Adoption in Higher Education</i>
	Fatimi Fatima Ez-zahrae & Khadija Angade <i>Université Ibn Zohr</i>	<i>The Determinants of Digitalisation Adoption in Social Entrepreneurship. A Conceptual Model Proposal</i>
	Vaitiare Mulderij-Jansen <i>Utrecht University</i>	<i>Unfolding the Processes between User Needs and Health and Welfare Technology in Socio-Technical Transition of Health and Care Services. Utrecht Case Study</i>
15:35 – 17:05 Maaslounge	Digitalisation, New Ways of Working and the New Employee	
	Technology and Society	
	Chair: Dainis Zegners	Discussant: Ferry Koster
		Deyu Li <i>Utrecht University</i>
	Nicholas Vrousalis <i>Erasmus University Rotterdam</i>	<i>Is 'Technofeudalism' a Useful Concept?</i>
	Jason Pridmore, Andy Sanchez, Verona Bak & Chantal Ho <i>Erasmus University Rotterdam</i>	<i>Human-Machine Communication and Employee Well-Being: Opportunities and Challenges</i>
15:35 – 17:05 Breakout 1	Data and Cyber Harms at Work	
	Work, Entrepreneurship and Data Protection	
	Chair: Yeqing Zhou	Discussant: Enrique Santamaria Echeverria
		Shuping Song <i>Erasmus University Rotterdam</i>
	Oludayo John Bamgbose <i>Ajayi Crowther University</i>	<i>Legal and Institutional Frameworks for the Protection of Data in Africa: a Case Study of Kenya</i>
	Larisa Munteanu <i>Erasmus University Rotterdam</i>	<i>The "GDPR Defence" at Work Seen through the Lens of Data Protection Rights and Trade Unions' Dynamics</i>

<p>15:35 – 17:05</p> <p>Breakout 2</p>	<p><i>Panel Sessions II - continued</i></p> <p>Cross-Cutting Panel Book Launch: ‘Digital Governance. Confronting the Challenges Posed by Artificial Intelligence’ (Springer, 2024) Chair: Kostina Prifti Discussant: Julia Krämer</p> <table border="1" data-bbox="411 504 1385 878"> <tr> <td data-bbox="411 504 778 631"> Eugerta Muçi Erasmus University Rotterdam </td> <td data-bbox="778 504 1385 631"> <i>Open Banking in the EU: A Consumer Dystopia or Utopia?</i> </td> </tr> <tr> <td data-bbox="411 631 778 734"> Lucas Costa dos Anjos SciencesPo </td> <td data-bbox="778 631 1385 734"> <i>Rethinking Algorithmic Explainability Through the Lenses of Intellectual Property and Competition</i> </td> </tr> <tr> <td data-bbox="411 734 778 806"> Jan van Staalduinen Leiden University </td> <td data-bbox="778 734 1385 806"> <i>European Product Liability for AI-based Clinical Decision Support Systems</i> </td> </tr> <tr> <td data-bbox="411 806 778 878"> Sem Nouws TU Delft </td> <td data-bbox="778 806 1385 878"> <i>The Rule of Law for Artificial Intelligence in Public Administration: A System Safety Perspective</i> </td> </tr> </table>	Eugerta Muçi Erasmus University Rotterdam	<i>Open Banking in the EU: A Consumer Dystopia or Utopia?</i>	Lucas Costa dos Anjos SciencesPo	<i>Rethinking Algorithmic Explainability Through the Lenses of Intellectual Property and Competition</i>	Jan van Staalduinen Leiden University	<i>European Product Liability for AI-based Clinical Decision Support Systems</i>	Sem Nouws TU Delft	<i>The Rule of Law for Artificial Intelligence in Public Administration: A System Safety Perspective</i>
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	<p>Drinks</p>								