# 6th International Conference on Finance, Economics, Management and IT Business (FEMIB 2024)

Angers, France 28-29 April 2024

**Editors:** 

Mitra Arami Patricia Baudier Victor Chang

ISBN: 979-8-3313-1088-2

Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2024) by SCITEPRESS – Science and Technology Publications, Lda. All rights reserved.

Printed with permission by Curran Associates, Inc. (2025)

For permission requests, please contact SCITEPRESS – Science and Technology Publications, Lda. at the address below.

SCITEPRESS – Science and Technology Publications, Lda. Avenida de S. Francisco Xavier, Lote 7 Cv. C, 2900-616 Setúbal, Portugal

Phone: +351 265 520 185 Fax: +351 265520 186

info@scitepress.org

## Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA Phone: 845-758-0400 Fax: 845-758-2633 Email: curran@proceedings.com Web: www.proceedings.com

## **CONTENTS**

## **INVITED SPEAKERS**

KEYNOTE SPEAKERS	
In a World of Digital Transformation, Is AI Turning Us Into Superheroes? <i>Matthieu Deboeuf Rouchon</i>	5
AI Engineering: A Necessary Condition to Deploy Trustworthy AI in Industry Juliette Mattioli	7
PAPERS	
FULL PAPERS	
What Do Customers Demand? Inclusive and Sustainable Entrepreneurial Marketing <i>João M. S. Carvalho</i>	13
Applications of Artificial Intelligence in Sustainability Assessment and Risk Management in European Banking Dominic Strube, Christian Daase and Jennifer Schietzel-Kalkbrenner	25
Safeguarding Downside Risk in Portfolio Insurance: Navigating Swiss Stock Market Regimes with Options, Trading Signals, and Financial Products Sylvestre Blanc, Emmanuel Fragnière, Francesc Naya and Nils Tuchschmid	33
Internal Audit: Friend or Foe of Innovation in an Organization: Case of Czech Banking Sector <i>Vladimír Petrík</i>	42
The Recruiting Process as an Attractiveness Factor: How Do Companies Manage to Position Themselves Competitively as Employers? Jennifer Schietzel-Kalkbrenner, Niklas Petelkau, Dominic Strube and Christian Daase	54
Developing a Framework for City Brand-Image Promotion via Social Media Communication Shuying You, Kyriakos Christofi, Elena Tsappi and George Papageorgiou	60
Leveraging Multimodal Large Language Models and Natural Language Processing Techniques for Comprehensive ESG Risk Score Prediction <i>Abhiram Nandiraju and Siddha Kanthi</i>	69
ChatGPT in Higher Education: A Risk Management Approach to Academic Integrity, Critical Thinking, and Workforce Readiness <i>Victor Chang, Yasmin Ansari and Mitra Arami</i>	79

## SHORT PAPERS

Applying Text Analytics Methodology to Analyze Project Reports Irina Arhipova, Liga Paura, Nikolajs Bumanis, Gatis Vitols, Vladimirs Salajevs, Aldis Erglis, Gundars Berzins and Evija Ansonska	89
Stock Market Forecasting Using Machine Learning Models Through Volatility-Driven Trading Strategies Ivan Letteri	96
The Impacts of Environmental Context on Technology Adoption and Their Invariance Analysis in Chinese Supply Chains Zengwen Yan and Kaining Ge	104
Modeling Organizational Culture, Transformational Leadership, Motivation, Job Satisfaction: Muhammadiyah Aisyiyah College's Nursing Lecturer <i>Miciko and Dewi Nusraningrum</i>	112
Generative AI Risk Management in Digital Economy Victor Chang, Leigh Draper and Simin Yu	120
Research on Incentive Mechanism of Enterprise Personnel's Self-Determined Salary Lingyu Ji	128
AUTHOR INDEX	135