



# Artificial Intelligence (AI) in Business Communication and Discourse from an Interdisciplinary Perspective: Emerging trends, Concerns and Learning Opportunities.

Conference Convenor: **Stefania D'Avanzo**, Associate Professor English Language, Translation and Linguistics

**13th February 2025**

Department of Economics, Corso Gran Priorato di Malta

10.00-10.30

OPENING ADDRESSES

**Maria Antonia Ciocia**

Head of the Department of Economics

**Stefania D'Avanzo**

Conference convenor

10.30-11.25

ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION

CHAIR: **Girolamo Tessuto**

University of Campania 'Luigi Vanvitelli'

**Cristina Pennarola**

University of Naples 'Federico II'

*When the writing gets tough, Artificial Intelligence gets in. A review of AI-powered business writing for academic and professional purposes*

**Giuseppina Scotto di Carlo**

University of Naples 'L'Orientale'

*Inclusive AI in Higher Education: Exploring Chatbots for English Language Learning*

Discussion

11.25-12.40

ARTIFICIAL INTELLIGENCE IN BRAND COMMUNICATION AND PROMOTIONAL DISCOURSE

CHAIR: **Stefania D'Avanzo**

University of Campania 'Luigi Vanvitelli'

**Alessia Battista**

University of Salerno

*AI-Driven Sarcasm Annotation: Identifying Strategies in Brand Communication on Social Media*

**Walter Giordano**

University of Naples 'Federico II'

*Communication strategies in prescription drug advertising: "ethical sustainability" and the challenge of AI*

**Francesco Meledandri**

University of Bari

*Multimodality at its finest: making the most of image generators in the era of [advartAIzry]*

Discussion

Lunch break (12.40-13.30)

13.30-14.45

ARTIFICIAL INTELLIGENCE IN BUSINESS, LEGAL AND FINANCIAL FIELDS

CHAIR: **Giovanna D'Alfonso**

University of Campania 'Luigi Vanvitelli'

**Diego Matrecano**

University of Campania 'Luigi Vanvitelli'

*AI and entrepreneurial forecasting: Same linguistic issues for new market challenges*

**Paola Grimaldi**

University of Campania 'Luigi Vanvitelli'

*Fashion and AI: generative design software and the protection of human creativity*

**Mario Ossorio**

University of Campania 'Luigi Vanvitelli'

*Artificial Intelligence in Private Equity Investors Decisions*

Discussion and Closing Remarks

The conference can be attended online at the following link:

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_NDY2YTg4MjYtYmUzMC00MDJiLTk4YzItMmJhOTY4ZTY3Y2Jl%40thread.v2/0?context=%7b%22Tid%22%3a%228f547aef-14d7-49ca-a4d4-51a6c5cb92c1%22%2c%22Oid%22%3a%2243fe08b2-2353-42ad-b01c-ae68234ec1%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_NDY2YTg4MjYtYmUzMC00MDJiLTk4YzItMmJhOTY4ZTY3Y2Jl%40thread.v2/0?context=%7b%22Tid%22%3a%228f547aef-14d7-49ca-a4d4-51a6c5cb92c1%22%2c%22Oid%22%3a%2243fe08b2-2353-42ad-b01c-ae68234ec1%22%7d)