



# CSH Symposium on Generative AI in Research: Exploring New Frontiers

November 7, 2024, HS Ö2, University of Hohenheim

13:30 – 14:00

*Arrival*

14:00

**Keynote Speech by Dr. Wolfgang Hildesheim**  
*Head of Watson, Data Science & Artificial Intelligence, IBM  
Technology & Ecosystem, IBM Deutschland GmbH*

15:00 – 15:20

*Coffee Break*

15:20 – 15:50

**Potential of ChatGPT for digital negotiations**  
*Prof. Dr. Mareike Schoop, Department of Intelligent Information  
Systems*

15:50 – 16:20

**Multi-Agent AI Systems**  
*presented by Dr. Manfred Schoch, Department of Digital  
Management  
joint work with Prof. Dr. Henner Gimpel, D. Fetzer*

16:20 to 16:40

*Coffee Break*

**The Influence of Prompt Strategies on the Quality and  
Consistency of Content Analysis with LLMs**  
*presented by Tobias Schrimpf, AIDAHO Team;  
joint work with Andreas Reich, Dr. Claudia Thoms*

16:40 – 17:30

**Generative AI for Synthetic Image Augmentation**  
*presented by Sourav Modak, Department of AI and Agricultural  
Engineering  
joint work with Jun.-Prof. Dr. Anthony Stein*

17:30 – 18:00

**PET: A Scalable PEdagogical conversational Tutor  
Leveraging Generative AI for Enhanced Self-Learning  
and Research**  
*presented by Prof. Dr. Matthias Wölfel, Karlsruhe University of  
Applied Sciences and University of Hohenheim  
joint work with Andreas Reich*