



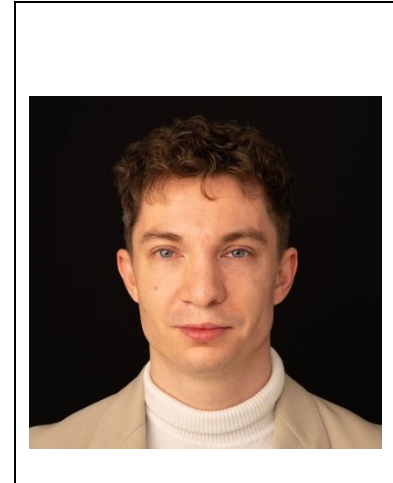
MANAGEMENT
IN ECONOMY 4.0



FACULTY OF MANAGEMENT
University of Białystok



Biography



Michał Moneta

Name and surname

SWPS University

University/company/unit
represented

I'm a researcher and consultant specializing in decision quality in the age of AI, Assistant Professor at SWPS University, and business trainer. I develop the field of Digital Cognition, combining behavioral economics, artificial intelligence, and marketing expertise to help organizations design cognitively safe ways of working with technology, reduce cognitive offloading, and understand customer journeys shaped by AI.

Scientific and non-scientific
interests

N/A

Memberships (optional with
information on which years)

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1. Moneta, Michał (2025). *Błędy Poznawcze w Content Marketingu*. Wydawnictwo Uniwersytetu Łódzkiego. <https://doi.org/10.18778/8331-705-2>.
 2. Moneta, Michał (2026). *Confirmation Bias in LLM Conversations: Model Differences and Implications for Organizational Decision Support*. Available at SSRN: <https://ssrn.com/abstract=6944698>
 3. Moneta, M. (2020). *Content marketing, customer journey i in*. W: R. Kozielski (red.), *Przyszłość marketingu. Koncepcje, metody, technologie. Teoria i zastosowanie*. Uniwersytet Łódzki.

Selected publications (2-3
most important)



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leadership and vision

A sentence about Economy 4.0 and/or the conference:

I approach Economy 4.0 through the lens of human–AI collaboration – by focusing on how intelligent systems, such as LLMs, influence strategic reasoning and decision quality in organizations.

* By uploading your photo, you consent to its use on the conference website, social media and during the presentation.