

Biography



Zora Mária Frešová

Name and surname

Comenius University – Faculty of Management, Department of Management

University/company/unit
represented

My interests span a diverse array of scientific and non-scientific fields. In the scientific realm, I am deeply engaged with Industry 4.0, Society 5.0 economics, ethics, and digital tools, focusing on the latest advancements and their applications. On the non-scientific side, I have a passion for books and literature, exploring societal dynamics, and understanding the intricacies of policy-making. This blend of interests allows me to appreciate both the analytical and creative aspects of the world, fostering a well-rounded perspective in my professional and personal endeavors.

Scientific and non-scientific
interests

Non member

Memberships (optional with
information on which years)

I'm first year PhD. Student and I wish to make this my first publication

Selected publications (2-3
most important)

A sentence about Economy 4.0 and/or the conference:

At the Economy 4.0 conference, I will present my opinion mining-based research on digital transformation, emphasizing the role of AI as a pivotal tool. My work particularly focuses on Society 5.0, exploring how AI-driven digitalization can enhance societal well-being and economic innovation.

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