IARIA Fellow

Prof. Dr. Sibylle Kunz
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Prof. Dr. Sibylle Kunz is a professor and Head of Study of Media Computer Science at IU International University of Applied Sciences since 2020.

She studied Business Informatics at the Technical University of Darmstadt. Shortly before receiving her diploma, she founded an IT consulting and training company, focusing on digitalization processes and IT-skills in medium-sized companies and programming and developing software solutions. Meanwhile, she was fascinated by the possibilities of the evolving internet world, so she delved deeper into Web Development and Digital Media.

In 2010 she returned to Academia at the University of Applied Sciences in Mainz for 10 years. Between 2016 and 2020 she wrote her doctorate thesis on the usability of digital reading media, becoming the first doctorate thesis in the department of Digital Humanities at the Friedrich Alexander Universität Erlangen-Nürnberg in 2020. She also worked at Cologne Business School (formerly European Management School) in Mainz and at the University of Applied Sciences of Darmstadt, teaching Business Informatics and Media Informatics courses. Here she received a special prize for digitalization in teaching in 2020.

Sibylle is dedicated to life-long learning and teaching. At IU, she mainly works in distance teaching, leading the Media Computer Science study program and developing new study programs like Extended Reality Development & Design. The range of her courses covers Digital Media Formats, Digital Media Production and Digital Publishing, Augmented, Mixed and Virtual Reality, but also Ethical and Societal Challenges in XR. Originally coming from Business Informatics, she also teaches master courses in Process Management and Current Topics in IT-Management. Her courses enable students to learn about technology, production and marketing of digital media in the age of AI as well as organizing and improving business processes.

Since she also loves in-person teaching in lecture halls, she gives some lectures in business mathematics and business administration at IU Campus Mainz. She has been supervising more than 230 theses up to now and currently also works as a second advisor for dissertations at the Friedrich Alexander Universität Erlangen-Nürnberg.

Her research covers digital reading media and reading analytics, XR interaction, ethics in XR and AI, young women in STEM and developing and measuring AI skillsets for young professionals.

She is member of the scientific board of Gutenberg Digital Hub in Mainz, Gesellschaft für Informatik and IT Klub Mainz und Rheinhessen and a reviewer for renowned journals such as Computers in Human Behavior Reports.

Sibylle has been actively contributing to IARIA conferences since 2023 as a steering committee member both for the Advances in Societal Digital Transformation (DIGITAL) and Advances in

Computer-Human Interactions (ACHI). In 2025, she also joined the steering committee of EdAI 2026: The First International Conference on Educational Systems for Digital and AI Literacy.
During the conferences, she has been active as session chair, reviewer, and taken part in numerous panel discussions, either as panelist or moderator.

In collaboration with Prof. Dr. Claudia Hess, Sibylle is organizing the special track "PGAI: Productivity Gains by AI - Myth or Measurable?" for DIGITAL 2025 and 2026, which aims to explore the real-world impacts of AI on productivity, providing a platform for experts to distinguish between theoretical potential, wishful thinking and measurable outcomes.

Publication in IARIA journals and IARIA conference proceedings include:

Kunz S., & Hess, C. (2025). **Artificial Intelligence – Myth or Measurable? A systematic framework to determine AI-induced productivity gains**. In C. Hess & S. Kunz (Eds.): Proceedings of Advances on Societal Digital Transformation (DIGITAL 2025), pp.1-6. July 2025, Venice, Italy.
https://www.thinkmind.org/library/DIGITAL/DIGITAL_2025/digital_2025_1_10_18001.html

Hess, C., Steffen, A., Kunz, S. and Heinisch, C. (2025). **Exploring the Influence of Technology Exposure on Computer Science Self-Concept: A study among young adults in Germany**. In C. Hess & S. Kunz (Eds.): Proceedings of Advances on Societal Digital Transformation (DIGITAL 2025), pp.33-38. July 2025, Venice, Italy. https://www.thinkmind.org/library/DIGITAL/DIGITAL_2025/digital_2025_2_40_10029.html

Kunz, S., & Hess, C. (2023). **Teachers, Reload Your Toolboxes: Using a Task Design Framework and ChatGPT to Generate Motivational Exercises for Female Learners in Computer Science**. In P. Dini (Ed.), *Proceedings of Advances on Societal Digital Transformation (DIGITAL 2023)*. S. 13-18. 25.-29.09.2023, Porto, Portugal. https://www.thinkmind.org/articles/digital_2023_1_30_20017.pdf

Hess, C. & Kunz, S. (2024). **The Project Management Assistant that Never Sleeps - Using Generative Artificial Intelligence to Support Project Management Activities**. In: *International Journal On Advances in Software*, vol. 17(1&2), pp. 44-58, https://www.thinkmind.org/library/Soft/Soft_v17_n12_2024/soft_v17_n12_2024_5.html

Hess, C., & Kunz, S. (2023). **Could ChatGPT be Your New Project Management Assistant? Using AI Chatbots to Support Project Management Tasks**. In P. Dini (Ed.), *Proceedings of Advances on Societal Digital Transformation (DIGITAL 2023)*. S. 1-7. 25.-29.09.2023, Porto, Portugal. https://www.thinkmind.org/articles/digital_2023_1_10_20007.pdf

These publications have received the "Best Paper Award" from IARIA:

Kunz S., & Hess, C. (2025). **Artificial Intelligence – Myth or Measurable? A systematic framework to determine AI-induced productivity gains**. In C. Hess & S. Kunz (Eds.): Proceedings of Advances on Societal Digital Transformation (DIGITAL 2025), pp.1-6. July 2025, Venice, Italy. https://www.thinkmind.org/library/DIGITAL/DIGITAL_2025/digital_2025_1_10_18001.html

Hess, C., & Kunz, S. (2023). **Could ChatGPT be Your New Project Management Assistant? Using AI Chatbots to Support Project Management Tasks**. In P. Dini (Ed.), *Proceedings of Advances on Societal Digital Transformation (DIGITAL 2023)*. S. 1-7. 25.-29.09.2023, Porto, Portugal. https://www.thinkmind.org/articles/digital_2023_1_10_20007.pdf