

**iaelyon INTERNATIONAL WEEK 2025 - 19<sup>th</sup> Edition**  
**January 8-9-10 (Period 1) - January 12-13-14 (Period 2)**

54 international participants, 29 countries represented,  
77 seminars offered, 12 Business fields covered.

**LIST OF SEMINARS**

*Please note that the flags represent the nationality of the participants  
Pour information, les drapeaux représentent la nationalité des intervenants.  
The seminars are taught either **in English or in Spanish as indicated in their title**  
La langue utilisée dans le séminaire est **l'anglais ou l'espagnol comme l'indique l'intitulé de celui-ci.***

**ARTIFICIAL INTELLIGENCE**



**Raul AMIGO** - CESA Colegio de Estudios Superiores de la  
Administración (*Colombia*)  
**AI & Sci-Fi applied to experience design** (Period 2)



**Wei-Lun CHANG** - National Taipei University (*Taiwan*)  
**ICT in management** (Period 2)



**Patricia HARRISON** - Liverpool John Moores University (*UK*)  
**Attracting, selecting and developing talent from an organisational  
and personal perspective in the age of GenAI** (Period1)



**Beverley HONIG** - Monash University (*Australia*)  
**AI, contract management and blockchain** (Period1)



**Mauro RODRIGUEZ-MARIN** - Tecnológico de Monterrey (*Mexico*)  
**Integrating AI into scientific research on SME Management** (Periods  
1&2)



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**Marco VALERI** - Niccoló Cusano University (*Italy*)  
**Tourism innovation in digital era: AI and technological transformation** (Period 2)

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**Walter ZARATE ROMERO** - Universidad Austral (*Argentina*)  
**Shapping the future of project management with AI** (Period 1)  
**Building high performance teams: a systemic approach in the age of AI** (Period 2)

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## CORPORATE SOCIAL RESPONSIBILITY

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**Gabriela BARON** - University of Auckland (*New Zealand*)  
**Design thinking methods for innovation in environmental conservation** (Period 1)  
**Climate change adaptation through sustainable products and services** (Period 2)

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**Ku-Jun LIN** - Tamkang University (*Taiwan*)  
**Carbon reduction strategy and sustainability accounting standards** (Period 2)

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**Ivana MACHONOVA SCHELLONGOVA** - Webster University (*Tchéquie*)  
**Business and human rights - ethical, legal and managerial perspectives** (Period 1)

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**Canan MADRAN** - Aliözgür Öztürk Consulting Co. (*Turkey*)  
**Climate crisis/ planet crisis, governance for urgent climate action** (Period 2)

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**Anita PELLE** - University of Szeged (*Hungary*)  
**Green and digital transition in the EU** (Period 1)

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**Carlos ROMERO - USCANGA** - Tecnológico de Monterrey (*Mexico*)  
**Sustainable development** (Period 2)

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**Eddy SOUFFRANT** - University of North Carolina at Charlotte (*USA*)  
**When corporate and collective responsibility lead to sustainable development** (Period 1)  
**Corporate social responsibility and sustainable development**  
(Period 2)

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## ENTREPRENEURSHIP

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**Bob BASTIAN** - University of Trento (*Italy*)  
**Entrepreneurial Judgment and decision-making** (Period 1)

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**Yit Sean CHONG** - Monash University Malaysia (*Malaysia*)  
**Innovation and entrepreneurial context** (Periods 1&2)

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**Cagla DAYANGAN** - University of Southampton (*UK*)  
**Social Entrepreneurship** (Period 2)

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**Diala KABBARA** - Università degli studi di Pavia (*Italy*)  
**Entrepreneurship** (Period 1)

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**Beverly HONIG** - Monash University (*Australia*)  
**Competition, co-opetition and collaboration as successful business partnership models** (Period 2)

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**Olli KUIVALAINEN** - Lappeenranta-Lahti University of Technology, LUT (*Australia*)  
**Internationalisation of SMEs and International Entrepreneurship**  
(Period 2)

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**Myriam MARTINEZ-FIESTAS** - Universidad de Granada (*Spain*)  
**Workshop de innovación: mentes creativas** (Period 1)

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**Renato PEREIRA** - ISCTE Business School (*Portugal*)  
**Emerging technologies and innovative entrepreneurship** (Period 2)

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**Sophie VEILLEUX** - Université Laval (*Canada*)  
**International Entrepreneurship** (Periods 1&2)

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## FINANCE

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**Rania AZMI** - Alexandrite Decisions and Wharton Executive Boards  
(*Kuwait*)  
**Risk Management from basics to International ERM** (Period 1)

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**Steven CLARK** - University of North Carolina at Charlotte (*USA*)  
**Blockchain, Cryptocurrency, and Decentralized Finance** (Periods 1&2)

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**Bozena FRACZEK** - University of Economics in Katowice (*Poland*)  
**Fundamentals of finance for individuals and business with elements of behavioural finance** (Period 1)

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**Thomas SCHMIDL** - University of Bamberg (*Germany*)  
**The financial impact of sustainability** (Period 2)

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**Ludmila STERBOVA** - Prague University of Economics and Business  
(VSE) (*Czechia*)  
**World trade and investment** (Period 2)

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## HUMAN RESOURCE MANAGEMENT

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**Raul AMIGO** - CESA Colegio de Estudios Superiores de la  
Administración (*Colombia*)  
**Happiness management: " Transforming Success Through Employee  
Well-Being and Innovative Culture"** (Period 2)



**Madeleine PETZER** - Liverpool John Moores University (*UK*)  
**Conflict management and emotional intelligence in contemporary organisations** (Period 1)

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**Diane-Gabrielle TREMBLAY** - TÉLUQ - Université du Québec, Montréal (*Canada*)  
**Human resource management and work-life issues: issues and recent development** (Period1)  
**Telework and Hybrid Work: recent developments and challenges** (Period 2)

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## INFORMATION SYSTEMS

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**Vladlena BENSON** - ISACA Europe (Ireland), Aston University (*UK*)  
**Emergent Technologies in Digital Transformation** (Period 2)

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**Wei-Lun CHANG** - National Taipei University (*Taiwan*)  
**ICT in management** (Period 1)

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**Alexander FLAIG** - Linköping University (*Sweden*)  
**Business Analytics with Python** (Period 1)

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**Ieva KOZLOVSKA**- RISEBA University of Business, Arts and Technology (*Latvia*)  
**Agile Product Magement: latest treds and practices & Intelligent Automation** (Period 2)

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## INTERNATIONAL

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**Alejandro ARROYO WELBERS** - Universidad Austral (*Argentina*)  
**Disruptions in the Global Supply Chain: Impacts on International Trade and World Geopolitics** (Period 1)

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**Rania AZMI** - Alexandrite Decisions and Wharton's Executive Advisory Board (*Kuwait*)  
**The bigger Picture of Decision Making in International Realms** (Period 2)



**Daniela BOLZANI** - University of Bologna (*Italy*)  
**Diversity, Equity and Inclusion through a Strategic Perspective** (Period 1)



Emmanuelle LETOURNEAU - Létourneau gouvernance entreprenant (*Canada*)  
**Corporate governance - What a futur manager and executives persons shall know (Canadian, French and EU perspective)** (Periods 1&2)



**Juan NAGEL** - Universidad de Los Andes (*Chile*)  
**Negocios y política en América Latina** (Period 2)



**Oliana SULA** - University "Aleksander Moisiu" Durrës (*Albania*)  
**Doing Business in CEE (Central Eastern Europe)** (Period 2)



**Matthias WALTHER** - Korn Ferry (*Belgium*)  
**The Intercultural Challenge of Expatriates** (Period 1)

## LEADERSHIP



**Giannina CASTRO GAMARRA** - ESAN University (*Peru*)  
**Emprendimiento Femenino y Sostenibilidad en América Latina** (Period 1)  
**Equality and Business Leadership** (Period 2)



**Natalie KOEPPE** - REWE Group (*Germany*) and Toulouse School of Management (*France*)  
**Career Catalyst: Unlock your Talent and Skill** (Period 1)



**Trevor GERHARDT** - Kent Business School, University of Kent (*UK*)  
**Training and development focused on Leadership and execution**  
(Period 2)

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**Barbara SIMPSON** - Strathclyde Business School (*UK*)  
**Leadership for sustainable futures** (Period 1)

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## MANAGEMENT

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**Alejandro ARROYO WELBERS** - Universidad Austral (*Argentina*)  
**Stakeholder Management across the Emerging World: mining; oil & gas; hydropower; renewable energy, and infrastructure projects**  
(Period 2)

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**Helen COLLINS** - Liverpool John Moores University (*UK*)  
**Managing Change in contemporary workplaces: building organizational and employee skills, knowledge and behaviors** (Period 1)

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**Hector DE LA CAMPA ESTRADA** - Universidad Iberoamericana (*Mexico*)  
**Supply Chain Management for Fashion Industry** (Periods 1&2)

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Jorge GUILLEN - Universidad ESAN (*Peru*)  
**Managerial Economics: Opportunities to invest in Emerging Countries**  
(Periods 1&2)

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**Juan NAGEL** - Universidad de Los Andes (*Chile*)  
**International Change Management** (Period 1)

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## MARKETING

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**Ana BROCHADO** - ISCTE Business School (*Portugal*)  
**Consumer Behavior Trends** (Period 2)

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**Ira FACHIRA** - Institute Technology of Bandung (*Indonesia*)  
**Marketing & International Branding** (Periods 1&2)

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**Jorge FLORES** - Tecnologico de Monterrey (*Mexico*)  
**Digital marketing: using AI, Canva, Mailchimp, Google and social media to create campaigns** (Periods 1&2)

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**Birgit HAGEN** - Università degli studi di Pavia (*Italy*)  
**Marketing in a dynamically changing international landscape** (Period 1)

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**Květa OLŠANOVÁ** - Prague University of Economics and Business (VSE) (*Czechia*)  
**Luxury Marketing** (Period 2)

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**Tomas SADILEK** - Prague University of Economics and Business (VSE) (*Czechia*)  
**Innovations and new product development** (Period 1)

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## NEGOTIATION

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**Thomas GUEDJ** - Consultant (*France*)  
**Negotiation/Improvisation: Boosting presence in negotiation with improvisation** (Periods 1&2)

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# STRATEGY

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**Luis CASTIELLA** - University San Andres (*Argentina*)

**Smart sustainable cities: New Opportunities & Challenges for Business** (Period 1)

**Smart business: innovating business models in crisis scenarios** (Period 2)

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**Carlos ROMERO - USCANGA** - Tecnológico de Monterrey (*Mexico*)

**Corporate Strategy** (Period 1)

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**Thilo ROBERT KOEPPE** - University of Bamberg (*Germany*)

**Purpose driven strategy** (Period 2)

## Welcome to our guests representing 29 countries

Albania - Argentina - Australia - Belgium - Canada - Chile - Colombia -  
Czechia - France - Finland - Germany - Hungary - Indonesia - Italy -  
Kuwait - Latvia - Malaysia - Mexico - New Zealand - Peru - Poland -  
Portugal - Sweden - Spain - Switzerland - Taiwan - Turkey - United  
Kingdom - United States of America