SCHOOL OF MANAGEMENT
iaelyon | UNIVERSITÉ LYON 3 JEAN MOULIN

iaelyon INTERNATIONAL WEEK 2027
21st edition

January 6-7-8 (Period 1) - January 11-12-13 (Period 2)

LIST OF SEMINARS

55 international participants
26 countries represented
90 seminars offered
13 business fields covered



International Week 21st EDITION

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 son intitulé***.

ACCOUNTING



Ku-Jun LIN - Tamkang University *(Taiwan)*
Carbon Accounting, Carbon Markets, and IFRS Accounting Treatment (Period 1)
Social Return on Investment (SROI): Measuring and Managing Social Impact (Period 2)

ARTIFICIAL INTELLIGENCE



Wei-Lun CHANG - National Taipei University *(Taiwan)*
Artificial Intelligence and Sustainability in Business(Period 1)
AI Transformation for Business in Asia (Period 2)



Carmela DONATO - LUISS *(Italy)*
Digital Communication in the AI Era (Period 2)



Ieva KOZLOVSKA - AS Emergn Latvia *((Latvia)*
From Problem to Prototype: Design Thinking & AI Across Cultures (Period 1)
Beyond Agile: AI-Augmented Management for Modern Teams and Products (Period 2)

CORPORATE SOCIAL RESPONSIBILITY



Shahad ALSHEHRI - Umm Al-Qura University *(Saudi Arabia)*
Sustainable Performance (Socially Responsible Practices) (Periods 1 and 2)



Luis CASTIELLA - Universidad de San Andres *(Argentina)*
Smart and sustainable cities (Period 1)
Adaptive Business Models: Strategy and Innovation in AI-Driven Markets (Period 2)

 

Caleb KWONG - University of Essex *(UK)*
Developing a Sustainability Action and Business Plan (Period 1)
Social Enterprise in Action: Developing Empowerment through Business and Collective Action (Period 2)



Eddy SOUFFRANT - University of North Carolina at Charlotte *(USA)*
Spirituality/Ethics/Sustainable Development as Principles for Corporate Social Responsibility (Period 1)
Sustainability and Affective Morality: What Role for Corporations? (Period 2)



Chia-Chi SUN - Tamkang University *(Taiwan)*
Green Marketing and Sustainable Strategy: Creating Value with Impact (Period 2)

ENTREPRENEURSHIP



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



Jorge GUILLEN - ESAN *(Peru)*
The Economic Ecosystem of the Entrepreneur in Emerging Markets (Periods 1&2)



Diala KABBARA - Università degli studi di Pavia *(Italy)*
Entrepreneurship an Opportunities; developing ideas into actions (Period 1)

 

Renato PEREIRA - ISCTE Business School *(Portugal)*
Emerging technologies and innovative entrepreneurship (Period 1)



Chia-Chi SUN - Tamkang University *(Taiwan)*
Sustainable Digital Entrepreneurship: Create, Innovate, Impact (Period 1)



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

FINANCE



Rania AZMI - Alexandrite Decisions and Independent Researcher *(Egypt)*
Risk Management Worldwide: The 3 & 4 Lines of Defense (Period 1)
Navigating International Decisions in the Age of AI, Deepfakes & Augmented Intelligence (Period 2)



Bozena FRACZEK - University of Economics in Katowice *(Poland)*
Fundamentals of finance for individuals and business with elements of behavioural finance (Periods 1&2)



Dolly KING - University of North Carolina at Charlotte *(USA)*
Value Architects: Strategic Valuation and Corporate Decision-Making (Period 1)

HUMAN RESOURCE MANAGEMENT



Mahsa ABEDINI - LUISS *(Italy)*
Employee wellbeing and sustainable career (Periods 1&2)



Helen COLLINS - Liverpool John Moores University *(UK)*
Contemporary change management and organisational development in international contexts (Period 1)



Patricia HARRISON - Liverpool John Moores University *(UK)*
The role of Gen AI in Attracting, Selecting, and Retaining Talent (Period 1)



Sirajul ISLAM - Örebro University & Alfaisal University *(Sweden)*
Human Resource Analytics & Strategies (Period 1)



Natalie KOEPPE - REWE Group & Toulouse School of Management *(Germany)*
Beyond AI: How to Build a Career That Machines Can't Replace (Period 1)



Juan NAGEL - Universidad de Los Andes *(Chile)*
International Change Management (Period 2)



Laura Jane PACKHEISER - TU Dortmund University *(Germany)*
Learning to Manage: An Interactive Business Simulation Seminar (Period 1)



Madeleine PICKLES - Liverpool John Moores University *(UK)*
Conflict Management and Emotional Intelligence in Contemporary Organisations (Period 1)



Annick VAN ROSSEM - KU Leuven *(Belgium)*
Ethical Decision-Making (Period 1)



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

INFORMATION SYSTEMS



Vladlena BENSON - Aston University *(UK)*
Emergent Technologies in Digital Transformation (Period 1)
Cyber Resilience and Crisis Management: Leading Organisations Through a Breach (Period 2)



Shang GAO - Örebro University *(Sweden)*
Foundations and Ethical Challenges in Cybersecurity (Period 2)

INTERNATIONAL



Ksenia KOSHELEVA - Hanken School of Economics *(Finland)*
Art Market in a dynamically changing international landscape: a systemic perspective (Period 2)



Luisa PARRAGUEZ - Tecnológico de Monterrey *(Mexico)*
Latin American Risk Management and Conflict Resolution in the Age of Trump (Periods 1&2)

LEADERSHIP



Trevor GERHARDT - University of Kent Business School
Skills for 2030 and beyond (Period 1)
The unconscious, teams, self-awareness and behavior analysis (Period 2)



Krishnan THOZHUVANOOR NARAYANAN - Indian Institute of Management Kozhikode *(India)*
Developing Leadership Talent in Complex and Cross-Cultural Contexts: A Capability-Based Approach (Periods 1&2)

MARKETING



Raul AMIGO - CESA Colegio de Estudios Superiores de Administración *(Colombia)*
The UNFORGETTABLE DESIGN LAB: Creating Brands, Experiences & Stories in the AI Era: How to design Brands, digital products, experiences & stories in the AI era (Period 1)
THE HAPPINESS ADVANTAGE: Designing Workplaces People Love (and Perform In) From employee satisfaction to meaningful work experiences (Period 2)



Ricardo Godinho BILRO - ISCTE Business School *(Portugal)*
Innovation and Creativity in Marketing (Period 1)
Digital Transformation Strategies (Period 2)



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



Athinodoros CHRONIS - California State University *(USA)*
The Social Construction of Tourism Servicescapes (Period 1)
Politics & Ideology in Tourism (Period 2)



Cagla DAYANGAN - University of Southampton *(UK)*
Building Brands in the Digital Age: Customer Experience, Engagement, and Strategy (Period 1)



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



Jorge FLORES - Tecnologico de Monterrey *(Mexico)*
Marketing 2030: Leading the transition from digital reach to powerful impact (Period 1)
The Regenerative Marketer: Sustainable strategies in the era of Planet Boundaries (Period 2)



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



Juan NAGEL - Universidad de Los Andes *(Chile)*
Negocios y política en América Latina (Period 1)



Martin PICO ESTRADA - Universidad Austral *(Argentina)*
Responsible AI and Transformative Marketing in Global Markets: Strategy, Trust, Ethics and Change Management (Periods 1&2)



Tomas SADILEK - Prague University of Economics and Business (VSE) *(Czechia)*
Consumer insights (Period 1)
Innovations and New Product Development (Period 2)



Nikita SHUVATOV - Prague University of Economics and Business (VSE) *(Czechia)*
Luxury Marketing (Periods 1&2)



Artak VARDANYAN - HAN-ISB University of Applied Sciences *(The Netherlands)*
Archetypes, Authenticity, and Consumer Connection: Developing Successful Brands in the Age of AI (Period 1)
Sustainability and Emotional Value: Gen Z's Engagement on Social Media (Period 2)



Edwin VERMEULEN - HAN University of Applied Sciences *(The Netherlands)*
International Management, deep dive: Country Analysis and Selection (Period 1)

NEGOTIATION



Judit KONYI – freelance *(Hungary)*
Persuasion and Rhetoric in Business Presentations and Pitches (Period 1)
Negotiation Concepts, Simulations, Negotiations in Movie Scenes (Period 2)

STRATEGY



Giannina CASTRO GAMARRA - Universidad Esan *(Peru)*
Leading Organizational Performance in the Age of AI (Period 1)
From ESG to Strategy: Operationalizing Sustainability (Period 2)



Thilo KOEPPE - Otto-Friedrich-University of Bamberg *(Germany)*
Purpose-Driven Strategy: Turning Values into Profit (Period 2)



Myriam MARTINEZ FIESTAS - University of Granada *(Spain)*
Workshop de innovación: mentes creativas (Period 2)



Walter Anibal ZARATE - Universidad Austral *(Argentina)*
Strategic Antifragility: The Competitive Advantage of Uncertainty (Period 1)
Structural Agility: When to Decentralize Decision Rights for Competitive Advantage (Period 2)

SUPPLY CHAIN



Alejandro ARROYO - Universidad Austral *(Argentina)*
International Supply Chain Management and geopolitics (Period 1)
International Project Management Accross emerging markets (Period 2)



Hector DE LA CAMPA ESTRADA - Universidad Iberoamericana *(Mexico)*
Supply Chain Management applied to the Fashion Industry (Period 1)
Strenghtening Value Chains (Period 2)



Ilia MASLOV - University of Namur *(Belgium)*
Introduction to (Business) Process Modelling via BPMN 2.1 (Period 2)



Oliana SULA - Aleksander Moisiu University Durres *(Albania)*
International supply chain strategy: performance, disruption and crisis management (Periods 1&2)



Bess WONG - University of Fredericton *(Canada)*
Sustainable Procurement (Period 1)
International Management (Period 2)

Welcome to our guests representing 26 countries

Albania - Argentina - Belgium - Canada - Chile - Colombia - Czechia - Egypt - Finland - Germany - Hungary - India - Indonesia - Italy - Latvia - Mexico - Peru - Poland - Portugal - Saudi Arabia - Spain - Sweden - Taiwan - The Netherlands - United Kingdom - USA