

iaelyon INTERNATIONAL WEEK 2024 - 18th Edition

January 8-9-10 (Period 1) - January 11-12-13 (Period 2)

51 international participants, 31 countries represented,
73 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.*

ACCOUNTING



LIN Ku-jun – Tamkang University (*Taiwan*)

Sustainability Accounting Standards and its application in industries
(Period 2)

CORPORATE SOCIAL RESPONSIBILITY



Gabriela BARON – University of Auckland (*New Zealand*)

The design for conservation methodology: how to facilitate participatory innovation in environmental conservation (Period 1)

El diseño para la conservación ambiental: como facilitat la innovacion participativa en la conservacion ambiental (Period 2)



Elhadj BENKHELIFA - Staffordshire University (*UK*)

Digital Economy and Emerging Technologies (Period 1)



Canan MADRAN – Aliözgür Öztürk Consulting Co. (*Turkey*)
Climate crisis governance, sustainable business & cities (Periods 1&2)



Anita PELLE – University of Szeged (*Hungary*)
Doing business in Europe in critical times (Periods 1&2)



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



Eddy SOUFFRANT – University of North Carolina at Charlotte (*USA*)
From individual property to corporate responsibility: an exploration of the morality of capitalism (Period 1)

ENTREPRENEURSHIP



DAYANGAN Cagla– Southampton Business School, University of Southampton (*United Kingdom*)
Social Entrepreneurship (Period 2)



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



Myriam MARTINEZ-FIESTAS – Universidad de Granada (*Spain*)
Innovación para los negocios: mentes creativas (Period 2)



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



Oliana SULA – University Aleksandër Moisiu, Durrës (*Albania*)
Leadership and business communication (Period 2)



Alejandro ZUNIGA FONSECA – Universidad Rafael Landivar
(*Guatemala*)

How to create value in a product through LEGO serious play (Periods 1&2)

FINANCE



Elias BOUKRAMI - Regents University London
Trading in Financial Markets (Period 1)



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



Guillen JORGE - ESAN Graduate School of Business (*Peru*)
Managerial economics: opportunities and challenges to invest in emerging countries (Periods 1&2)



Dolly KING - University of North Carolina at Charlotte (*USA*)
Corporate valuation : How much is a company worth? (Period 1)



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

HUMAN RESOURCE MANAGEMENT



Helen COLLINS - Liverpool John Moores University (*UK*)
The great resignation: managing employee expectations and labor shortages through reward systems (Period 1)



Trevor GERDHART - Kent Business School (*UK*)
Reskilling, Upskilling and Learning Organisations: Strategic Workforce Development (Period 1)



Patricia HARRISON - Liverpool John Moores University (*UK*)
Resourcing and talent management in a digital age (Period 1)



Natalie KOEPPE – Toulouse School of Management & Adidas AG
(*France*)
Talent Accelerator - A Skill Building and Career Planning Workshop
(Period 1)



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 models: issues and recent development
(Period 2)

INFORMATION SYSTEMS



ALATHUR Sreejith – Indian Institute of Management Kozhikode (*India*)
Behavioural Data Governance (Periods 1&2)



Vladlena BENSON - ISACA Europe (Ireland), Aston University (United Kingdom)
Digital technologies in digital transformation
(Period 2)



Wei-Lun CHANG – National Taipei University (*Taiwan*)
ICT in management (Period 1)
Artificial intelligence in business (Period 2)



Anitha CHINNASWAMY - Aston Business School (*UK*)
Global cybersecurity: risk management and governance in a interconnected world (Period 1)



Ali EL QUAMMAH - HEM Business School (*Morocco*)
Information Systems and Digital Transformation for Managers (Period 1)



Beverley HONIG - Monash University (*Australie*)
Artificial Intelligence, Contract Management and Blockchain (Period 1)



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

INTERNATIONAL



Luis ARGUERO – Universidad Austral (*Argentina*)
Doing business in Latin America (Period 1)
Instability, change and business opportunities: the case of Latin America (Period 2)



Rania AZMI – Alexandrite Decisions and Wharton’s Executive Advisory Board (*Kuwait*)
Strategic Resilience in Action for international Professionals (Period 2)



Juan NAGEL – Universidad de Los Andes (*Chile*)
Negocios en America Latina: cultura y negocio (Period 1)



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



VERMEULEN Edwin– HAN university of applied sciences (*The Netherlands*)
International marketing management: deep dive in country analysis and selection (Period 1)
International Marketing management: deep dive in Market entry modes (Period 2)

LEADERSHIP



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



Oliana SULA - University “Aleksandër Moisiu”Durrës (*Albania*)
Leadership and business communication (Period 2)

MANAGEMENT



Raul AMIGO – Colegió de Estudios Superiores de Administración (*Colombia*)
Design thinking applied to scenario planning and experience (Period 1)
Happiness management: how to design meaningful employee experiences (Period 2)



Rania AZMI – Alexandrite Decisions and Wharton’s Executive Advisory Board (*Kuwait*)
International Risk Management: from basics to ERM (Period 1)



Charles Baker - Adelphi University (*USA*)
Digital management in accounting to shape the future (Period 1)
International sustainability standards (Period 2)



Annalena FAJEN - PricewaterhouseCoopers GmbH
Wirtschaftsprüfungsgesellschaft (*Germany*)
Managerial economics: Opportunities to invest in emerging countries
(Periods 1&2)



Beverley HONIG - Monash University (*Australie*)
Competition, Co-Opetition and Collaboration as successful business partnership models (Period 2)



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



Renato PEREIRA – ISCTE Business School (*Portugal*)
International business management in the "never normal"
(Period 1)



Madeleine STEVENS - Liverpool John Moores University (*UK*)
Conflict Management and Emotional Intelligence in contemporary organisations (Period 2)

MARKETING



Jelena FILIPOVIC - University of Belgrade (*Serbia*)
Principles of Digital Marketing: Strategies and Execution (Period 2)



FLAIG Alexander - Stockholm Business School (*Sweden*)
Text and Marketing Analytics (Period 2)



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



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



McINTYRE-REID Sonya - KissMarketing (*Australia*)
Business game (Period 2)



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



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



Chia-Chi SUN – Tamkang University (*Taiwan*)
Digital marketing and business analytics (Period 1)
Design thinking and entrepreneurship (Period 2)

NEGOTIATION



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

STRATEGY



Luis CASTIELLA – University San Andres (*Argentina*)

Smart sustainable cities: challenges for business development

(Period 1)

Smart business: innovation in business models for changing scenarios

(Period 2)



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

Corporate Strategy (Period 1)



Clifford WYMBS - Baruch College (*USA*)

Competing in the age of AI with a global, digital mindset (Period 2)

Welcome to our guests representing 31 countries

Albania – Argentina – Australia – Austria – Canada – Czechia – Egypt -
France – Germany – Hungary – India – Italy – Kuwait – Latvia –
Lebanon - Morocco – Mexico – Mozambique – the Netherlands - New
Zealand– Peru – Poland – Portugal – Serbia – Sweden - Spain – Taiwan
– Turkey – United Kingdom – United States of America – Venezuela