

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

55 international participants, 29 countries represented,
78 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)



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



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)

CORPORATE SOCIAL RESPONSIBILITY



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)



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



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



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



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



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



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)

ENTREPRENEURSHIP



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



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



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



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



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



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



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



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



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

FINANCE



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



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



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



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



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

HUMAN RESOURCE MANAGEMENT



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)



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)

INFORMATION SYSTEMS



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



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



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



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



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

INTERNATIONAL



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



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 entrepreneur (*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" Durres (*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)



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

MANAGEMENT



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



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



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



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



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

MARKETING



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



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



Jorge FLORES - Tecnologico 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)



Květa OLŠANOVÁ - 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)

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: New Opportunities & Challenges for Business (Period 1)

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



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

Corporate Strategy (Period 1)



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