

Lela Abdushelishvili

Professor | International Black Sea University, Tbilisi,
Georgia | [LinkedIn Profile](#)

Session: Positive Strategic Communication for Global Citizenship

Global citizenship education extends beyond traditional classrooms, addressing vital 21st-century concerns. Students gain cross-cultural communication skills, fostering tolerance and empathy. The curriculum emphasizes practical, task-based learning, allowing students to apply and master concepts. Topics include global communication challenges, professional citizenship through effective organizational communication, and strategies to meet organizational needs and goals. Students also learn about win-win scenarios in competitive environments, strategic communication benefits, positive psychology in business, efficiency enhancement, and competitiveness in the business world. By the session's end, students will communicate confidently in various organizational contexts, tackle communication challenges, develop 21st-century skills, and thrive in institutional settings.



Stefano Bonini

Professor of Banking & Fintech | University of
Bologna, Italy | [LinkedIn Profile](#)

Session: Fintech - the new era of Banking



Massimo Cermelli

Associate Professor Deusto Business School University of
Deusto | Spain | [LinkedIn Profile](#)

Session: Artificial intelligence: does it help us become more responsible and cooperative citizens

Human decision-making is a complex interplay of both rational and irrational factors. While we often aim for rational decision-making by weighing pros and cons, emotions, biases, and external influences can lead to irrational choices. Is artificial intelligence a powerful tool to enhance cooperation in our daily lives? Does AI help us become more responsible and cooperative citizens? Behavioral economics highlights that people's decisions are often influenced by social norms, reciprocity, and a sense of fairness while AI is more neutral. Are you ready to accept the challenge to demonstrate the irrationality of cooperation and responsibility. If you accept the challenge this is your lecture.



Guido Everaert

Lecturer / copywriter / speaker | Karel de Grote Hogeschool,
Belgium| [LinkedIn Profile](#)

Session: Storytelling - getting you message across

In a world, flooded by messages, visual impulses, content, and communication efforts, we will never achieve results by yelling harder than our neighbors, our competitors, or - plain and simple- by those who have a more compelling story to tell. People are looking for purpose and are sensitive to the way they are involved in communication with stakeholders. In work, in society, in everyday communication, top-down communication loses terrain in favor of more dynamic forms of communication. Driven by digital content impulses, storytelling is one of those techniques that gain traction and become very effective. Storytelling develops the storyline of your organization, of your brand and of your people. People love stories and there is no exception as to the 'why' for organisations. They also should be able to communicate in a way that sticks, that compels and that drives to action. What is the purpose of your organization, and how does this collude with the personal aspirations of people and society at large. How to do this, what frameworks are possible and why should you care? Because storytelling makes people care.... All this and a lot more will be handled in a short introduction to storytelling.



Bayu Arie Fianto

Associate Professor | Universitas Airlangga, Indonesia | [LinkedIn Profile](#)

Session: Sustainability and Islamic Social Finance

Indonesia, with its status as the world largest Muslim majority country, grapples with challenges of poverty and socio-economic disparities among its citizens. As the global community rallies around the Sustainable Development Goals (SDGs), achieving 17 goals by 2030, the landscape of Islamic finance in Indonesia offers a distinctive avenue for progress. In nations like Indonesia, where a substantial portion of the populace adheres to Islam, there is a noticeable inclination towards financial instruments that resonate with Islamic principles. Within this context, Islamic social finance mechanisms, namely Zakah, Infaq, and Waqf, emerge as powerful tools that can significantly expedite the achievement of the SDGs. Their potential impact spans across multiple goals, notably #1 No Poverty, #2 Zero Hunger, #6 Clean Water and Sanitation, and even #13 Climate Action. When the capabilities of Islamic social finance are seamlessly integrated with broader commercial financial strategies, the pathway to realizing the SDGs becomes more tangible, laying the foundation for a future that champions equity and sustainability.



Monika Foster

Professor, Head of Department, Marketing, Operations
and Systems, Northumbria University, UK | [Profile](#)

Session 1: Globalisation in turbulent times: Harnessing Disruptive Innovation

Responding to disruption and to innovation are the necessary ingredients of any aspiring company, especially in the post-pandemic world. Well before the pandemic, globalisation of trade, politics and education has been experiencing a time of disruption. Now, accelerated by the pandemic, businesses are challenged to ensure they harness disruptive innovation as a force for positive change and prepare such solutions as digital elements, risk assessment and the right workforce skillset to stay ahead of the 4th industrial revolution. The session will examine the latest developments in globalisation, global risks and the impact of disruption, whilst arguing that it could be embraced as an opportunity, as can be seen from examples of positive disruptors. It will then move to consider how localisation as a balancing act to counter the potential of global risks. We will conclude by considering ways forward for globalisation and how the audience can engage positively in disruptive innovation.



Monika Foster

Professor, Head of Department, Marketing, Operations
and Systems, Northumbria University, UK | [Profile](#)

Session 2: Women in Leadership - pathways to diversity in management and leadership in a global workplace

In 'Through the Labyrinth', sociologists Alice Eagly and Linda Carli apply the ancient female image of the labyrinth to describe the multiple obstacles women face on the path to leadership. It is not a straight path, with gendered division of labour and societal norms still heavily biased against women leaders. On the other hand, women have made a lot of progress in having their voice heard and being able to lead. As the concept of leadership changes, does women leadership matter and what are the barriers still faced by women? In this interactive session, I use my story to illustrate resilience and breaking the bias as strategies to develop own leadership and have a sustained impact as a professional and an individual. This session will share advice how to promote women leadership and how to make it less of a labyrinth and more of a linear leadership path for women and men.



Ioseb Gabelaia

Associate Professor | Study Programme Director Riseba
University of Applied Sciences | Latvia | [LinkedIn profile](#)



Session: Design Thinking for Sustainability

Today, leaders focus on streamlining processes for sustainable adaptation. Design Thinking transforms value creation in organizations amid uncertainty. This session introduces:

- 1. Developing and conveying ideas using the Double Diamond Model.*
- 2. Design thinking as a creative problem-solving approach with an environmental and social focus.*
- 3. Recognizing the Triple Bottom Line Approach in Design Thinking and Sustainability.*
- 4. Managing the entire product and service lifecycle for meaningful, sustainable change.*

Design thinkers should address:

- 1. Does the project meet future human needs?*
- 2. Is it focused on human and environmental well-being?*
- 3. How can designers contribute to a more sustainable world?*

Karel Hlaváček

Vice-dean Foreign Affairs | Faculty of Economics, Vysoká škola báňská | Technical University of Ostrava, Czech Republic | [Profile](#)

*Session: Do we know each other? Running International project in multicultural Teams.
(Workshop together with colleague Ales Lokaj)*



Dušan Kučera

Prague University of Economics & Business | [LinkedIn profile](#)

Session: Ethical challenges of digitalization and AI

Future managers and leaders will face new challenges to prepare themselves for the coming decades. The consequences of the globalization with all the pros and cons, and the Russia war against Ukraine remind us that business is part of global society and social relations. Therefore we talk about Global Citizenship.

Future tasks concern a combination of economic stagnation with international instability and climate change, pollution of our planet, overpopulation, the irreversible risks of new technologies, social transformation, and artificial intelligence. However, this requires new ways of thinking, comprehensive knowledge and responsible management decision-making by international and domestic corporations. The seminar aims to broaden our horizons and strengthen our sense of reliable preparation for successfully managing future challenges.

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Kristina Limarenko

Senior Lecturer | NarXoz University Almaty Kazakhstan |

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Session: Leadership and Cultural Change - how leadership and management can facilitate effective working within diverse settings in modern organizations

In today's organizations, managers face the challenge of fostering productive interactions among people of diverse backgrounds. The workplace has evolved into a hub where individuals from varied ethnicities, races, and cultures collaborate towards common organizational goals (Guillaume et al., 2017). Leveraging this diversity effectively sparks creativity, innovation, and organizational learning, enhancing performance. Conversely, misinterpreting diversity can harm productivity, values, and workplace relationships, ultimately undermining the organization (Kannan et al., 2016).

Hence, this presentation explores how leadership and management can enhance performance in diverse settings, enabling diverse teams and global organizations to achieve shared visions. It includes critical analysis of topics like change management, relationships in diverse workplaces, cultural identity, and emotional intelligence.



Ales Lokaj

Vice-dean for development | Senior lecturer | Faculty of
Economics, Vysoká škola báňská | Technical University of
Ostrava, Czech Republic | [LinkedIn profile](#)

*Session: Do we know each other? Running International project in multicultural Teams.
(Workshop together with colleague Karel Hlaváček)*



Luca Morini

Assistant Professor | Coventry University, UK | [Profile](#)

Session: Build Your Own World Game: A Playful Introduction To Global Systems Thinking

Have you ever played Monopoly, Risk, SimCity or Civilisation? Games are fun, but they also embody big ideas about how the economy, a city, or even the whole world works. In this workshop, we will explore how you can use basic principles of game design to explore and engage with the big themes and challenges of the 21st Century, such as globalisation and ecological crises. You will be working in small groups to create your own paper-based, Do-It-Yourself 'World Game', through which to imagine a possible solution for those challenges. Join us and play at the world!



Helen Rogers

International Business Professor | Nuremberg University of Applied Sciences, Germany | [LinkedIn profile](#)

Session: Engaging with the community using mycelium, food waste and enthusiasm!

Community is important and engaging with the community around us is an integral part of our teaching approach at the TH Nürnberg. In this session I will tell you about my ongoing collaboration with a sustainable packaging startup in Bavaria, Germany called Fungarium. As the name implies, Fungarium uses fungi or more accurately mycelium as their main material to make the packaging. The key advantage is that mycelium is completely compostable, meaning once the packaging has been used, it can be composted with almost zero waste. A much better choice than Styrofoam packaging as I am sure you will agree! I will discuss how we work together and how exactly the start up engages with community members of all ages, across a range of projects. We will also reflect on how sustainability is at the heart of everything they do. Who knows - by the end of my presentation you may like to get involved with Fungarium and our community too if you decide to spend your exchange semester with us in Nürnberg.



Boleslaw Rok

Sustainability management professor | Kozminski University

| [LinkedIn profile](#)

*Session: Drivers for a Just Transition in
Business*



Francisco Romera

Senior lecturer | University of Portsmouth, UK | [LinkedIn profile](#)

Session: Understanding your own wellbeing as a measure for your professional development

Becoming a global citizen requires responsibility and commitment. As members of a global society, you need to act and prepare to develop a successful career, but this cannot be done without theoretical and professional training. However, to achieve this professional preparation you need to consider your mental health.

In this session we will talk about wellbeing and how to understand and manage your own wellbeing. Using two frameworks, you will be able to assess your own wellbeing and organise a plan to maintain the strengths of your wellbeing and improve the points where you are not so strong at the moment. These frameworks can be used at any time in your life, so they can be effective and simple tools to help you maintain your mental health.

Finally, we will see how maintaining your wellbeing will enrich you as a person, but also help you to stay happy and active professionally.



Kateřina Smutná

Assistant professor | Vysoká škola báňská | Technical University
of Ostrava, Czech Republic

Session: Education towards global citizenship

My presentation is divided into several parts, each addressing interconnected issues. Initially, I describe my university, VŠB - Technical University of Ostrava, highlighting its prestigious position in merging technical, economic, natural sciences, and artistic disciplines, offering modern programs tackling current challenges. The subsequent section delves into the concept of global citizenship, emphasizing the importance of understanding multiculturalism and its relevance in a complex, interconnected world. Following this, I explore the role of universities in fostering global citizenship, emphasizing the need to equip individuals with essential knowledge, skills, and values to engage with global issues critically. Moving forward, I discuss internationalization in Czech universities, emphasizing the significance of language and intercultural competences for fostering international engagement. Comprehensive internationalization seeks to enhance strategic international collaboration, emphasizing quality and financial support. Lastly, I provide examples of how global citizenship awareness manifests in projects within the Czech Republic, shedding light on its national implications.



Patrick Vanvinckenroye

Head Language & Communication Centre ICHEC Brussels
Management School | [LinkedIn profile](#)

Session: How to be successful as a manager when working in or with people abroad (practical case of Belgium)

