

iaelyon INTERNATIONAL WEEK 2026

20th edition

January 7-8-9 (Period 1) - January 12-13-14 (Period 2)

LIST OF SEMINARS

51 international participants

24 countries represented

70 seminars offered

11 business fields covered



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



CORPORATE SOCIAL RESPONSIBILITY



Chia-Chi SUN – Tamkang University (Taiwan)
Sustainable and digital entrepreneurship & Innovation
(Period 1)
Green Marketing & Sustainable Management (Period 2)



Canan MADRAN - Dokuz Eylül University (Turkey)
Sustainable Business and Climate Crisis Governance
(Period 1)



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



Eddy SOUFFRANT – University of North Carolina at Charlotte (USA)
The Moral Foundations of CSR & The Practice of Sustainable Development (Period 1)
Incorporating CSR and Sustainability into the Fabric of Industries (Period 2)



Carlos ROMERO - USCANGA – Tecnológico de Monterrey (México)
Sustainable Development (Period 2)



Giannina CASTRO GAMARRA – Universidad Esan (Peru)
The Diversity, Equity and Inclusion as Drivers of Competitiveness in International Business (Period 1)
Responsible Management and the SDGs: From Theory to Practice (Period 2)

ENTREPRENEURSHIP



Sophie VEILLEUX – Université Laval (Canada)
Entrepreneurship (Periods 1&2)



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



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



Sean Yit CHONG – Monash University (*Malaysia*)
Leading Innovation for Social Impact (Periods 1&2)



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

FINANCE



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



Clark STEVEN - University of North Carolina at Charlotte (*USA*)
Blockchain, Cryptocurrency, and Decentralized Finance
(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



Sirajul ISLAM - Örebro University (Sweden)
Human Resource Analytics & Strategies (Period 2)



Madeleine PICKLES - Liverpool John Moores University (UK)
Conflict Management and Emotional Intelligence in Contemporary Organisations (Period 2)



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



Diane-Gabrielle TREMBLAY - TÉLUQ - Université du Québec, Montréal (Canada)
Human resource management : New Challenges (Period 1)
Telework and hybrid work : issues and transformations in work (Period 2)

INFORMATION SYSTEMS



Mauro RODRIGUEZ-MARIN – Tecnológico de Monterrey (Mexico)
Integrating Artificial Intelligence (AI) into Scientific Research on SME Management (Periods 1&2)



Vladlena BENSON - ISACA Europe (Ireland), Aston University (UK)
Cyber security governance: protecting the modern digital enterprise (Period 2)



Wei-Lun CHANG – National Taipei University (Taiwan)
Artificial Intelligence in Business and Society (Period 1)
Digital Transformation in Asia (Period 2)



Carmela DONATO – Roma Tre University (*Italie*)
Digital Communication in the AI Era (Period 2)



Alejandro ZUNIGA FONSECA - Rafael Landivar University
(Mexico)
Gamification and AI in Business Design: Creativity for Future Leaders (Periods 1&2)



Alexander FLAIG - Linköping University (Germany)
Data science for business (Period 2)



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

INTERNATIONAL



Helen COLLINS – Liverpool John Moores University (*UK*)
International Organisational Development and Change Management (Period 1)



Juan NAGEL – Universidad de Los Andes (*Chile*)
Negocios y política en América Latina / Business and Politics in Latin America (Period 1)
International Change Management (Period 2)



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



Edwin VERMEULEN – HAN university of applied sciences (*The Netherlands*)
International Management, deep dive: Country Analysis and Selection (Period 2)



Annalena FAJEN – PwC (*Germany*)

Global Synergy: Mastering Multicultural Team Dynamics (Period 1)



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



Yuan Yong TEH – Monash University (*Malaysia*)
Business Ethics for Doing Business in Southeast Asia Social
(Period 1)
Entrepreneurship to save Southeast Asia (Period 2)



Anita PELLE – University of Szeged (*Hungary*)
Doing business in the EU in turbulent times (Period 2)



Rania AZMI – Alexandrite Decisions and Independent
Researcher (*Kuwait*)
International Risk Management – Insights and
Implementation (Period 1)
Making International Decisions in the Age of AI (Period 2)

LEADERSHIP



Barbara SIMPSON – Strathclyde Business School (*UK*)
Leadership for sustainable futures (Period 2)



Trevor GERHARDT - University of Kent Business School &
University of Essex Online Kaplan (*UK*)
Skills for 2030 and beyond (Period 1)



Julija JACQUEMOD - RIESBA (*Latvia*)
Negoation skills and enhacement of emotional intelligence
(Period 1)



Natalie KOEPPE - REWE Group & Toulouse School of Management (Germany)
Career Leadership: Skills to Master Your Career in the Era of AI (Period 1)



Ruth SLATER - Liverpool John Moores University (UK)
Leadership Growth: The strategy of 'self' in global organisations (Period 2)



Judit KONYI - Budapest University of Economics and Business) (Hungary)
Persuasion and rhetoric in business talks (Period 2)

MANAGEMENT



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



Ieva KOZLOVSKA - AS Emergn Latvia (international IT company) (Latvia)
Agile PRODUCT Management: Delivering Value through Innovation in Tech and Business (Periods 1&2)

MARKETING



Ana BROCHADO – ISCTE (Portugal)
Consumer Behavior Trends (Period 1)



Ira FACHIRA - School of Business and Management, Institute
Technology of Bandung (Indonesia)
Marketing & International Branding (Periods 1&2)



Jorge FLORES – Tecnológico de Monterrey (Mexico)
**Stop scrolling! Your digital marketing success relies on short
video and IA marketing tools** (Period 1)
Strategic Sustainability in the Age of Climate Emergency
(Period 2)



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



Nicolas ORTIZ ESAINE – Universidad de Lima (Peru)
CreActiva: Cultural and Creative Innovation (Period 1)
Strategies for intercultural markets: Ethnomarketing (Period
2)



Tomas SADILEK – Prague University of Economics and
Business (VSE) (Czechia)
Innovations and New Product Development (Period 2)

STRATEGY



Luis CASTIELLA – University San Andres (Argentina)
**Smart sustainable cities: How cities can help a world in
trouble and be good business**
(Period 1)
**Smart business: Business model innovation in disruptive
scenarios.** (Period 2)



Carlos ROMERO - USCANGA – Tecnológico de Monterrey
(Mexico)
Corporate Strategy (Period 1)



Thi Nguyet NGUYEN - Thuongmai University (Vietnam)
Circular Economy: Strategy & Innovation in Emerging Markets (Periods 1&2)

Welcome to our guests representing 29 countries

Argentina – Austria – Canada – Chile – Czechia – Egypt –
France – Finland – Germany – Hungary – Indonesia – Italy –
Kuwait – Latvia – Lebanon – Malaysia – Mexico –
Mozambique – the Netherlands – New Zealand – Peru –
Poland – Portugal – Sweden – Taiwan – Turkey – United
Kingdom – United States of America – Vietnam