



Guest Lecturers and Course Titles at SRH International Week 2023

- **Communicating Diversity - the Dynamics of Empowerment and Disempowerment on Social Media**
Prinzellner, Yvonne | University of Applied Sciences St. Poelten | Austria
- **Digital Storytelling - New Inspiration and Tools for Effective Storytelling in Digital World**
Autio, Tarja | Haaga-Helia University of Applied Sciences | Finland
Penttilä, Päivi | Haaga-Helia University of Applied Sciences | Finland
- **EU, an ever Closer Union?**
Hoeijmaekers, Bart | Utrecht University of Applied Sciences | Netherlands
- **Generative AI and its Impact on Businesses**
Virtanen, Ville | Haaga-Helia University of Applied Sciences | Finland
- **Global Business Strategy - China BRI Initiative vs Biden Blue Dot Network**
Cahill, Declan | South East Technological University | Ireland
- **Green and Sustainable AI - Challenges for the Future**
Adrowitzer, Alexander | University of Applied Sciences St. Poelten | Austria
- **How to Innovate your Business Model?**
Clerkx, Marc | Thomas More | Belgium
- **Intercultural Management: Transform Intercultural Challenges into Professional Opportunities**
Cudel, François | University of Lille - IUT | France
Vanmaercke, Anne | Vives University of Applied Sciences | Belgium
- **Managing a Company Crisis - What to Say When it All Goes Wrong**
Pole, Kristine | Canterbury Christ Church University | United Kingdom
- **Managing and Disseminating EU Programmes**
Giannakopoulos, Panagiotis | University of West Attica | Greece
- **Neuroscience for Beginners**
Glazewski, Stanislaw | Keele University | United Kingdom
- **Special Issues on Financial Management. Case studies**
Kyrmizoglou, Pantelis | International Hellenic University | Greece
- **Successful Crisis Management: From Drama to Chance**
Matysek-Jędrych, Anna | Poznan University of Economics and Business | Poland
- **Sustainability in Clothing – how to Design a Marketing Project with AI**
Kortessalmi, Marilla | Laurea University of Applied Sciences | Finland
- **Sustainable Energy: Challenges and Opportunities**
Aktas, Murat | TOBB University of Economics & Technology | Turkey
- **Talking Ethics: Business, Marketing, Taxes, States, Wars, and Geopolitics**
Cieslak, Marek | Poznan University of Economics and Business | Poland



- **Thrive and the City – Co-creating, Serious Gaming and a Thriving ‘Green Wave’**
De Groot, Floortje | Utrecht University of Applied Sciences | Netherlands
- **Using Cross-Cultural Psychology to Change Challenges to Chances**
Niesluchowski, Pam | The Chicago School of Professional Psychology | USA