



Scoala Națională de Studii Politice și Administrative

## **X Business Systems Laboratory International Symposium**

### ***MASTERING CHALLENGES:***

***Navigating the Waves of Innovation in a Tech-Driven World***



**JANUARY 22-23, 2026**

**National University of Political Studies and Public Administration (SNSPA)**

**Faculty of Management**

**Bvd. Expozitiei, nr. 30 A Sector 1,  
Bucharest - Romania**



**B.S.LAB**  
*Business Systems Laboratory*

## SYMPOSIUM SCOPE

The BSLab Symposium 2026 aims to explore the transformative impact of AI, digital transformation, and emerging technologies on societies, organisations, and markets. Innovation stands at the core of this transformation, driving new business models, reshaping industries, and redefining the way individuals and organizations adapt to an ever-evolving technological landscape.

By bringing together scholars, researchers, and practitioners, the symposium will foster rigorous discussions on how today's challenges can be effectively mastered to promote long-term economic, social, and environmental well-being.

The shift toward digital ecosystems is redefining human behaviour and offering innovative solutions to everyday tasks while simultaneously presenting new challenges. Technology has become the driving force behind transformative change across industries, organisations, and society.

The rapid advancement of artificial intelligence (AI), digital transformation, and automation is accelerating innovation at an unprecedented pace, reshaping economic and social landscapes, and introducing complex challenges for individuals, businesses, and policymakers. The effects of these shifts are multifaceted and interconnected, requiring a systemic and interdisciplinary approach to effectively navigate their implications.

As technology continues to evolve, it is essential to proactively address its broad economic, organizational, and societal impacts while ensuring long-term well-being. In this context, systems thinking has become indispensable for guiding these transformations, enabling a holistic perspective that integrates diverse fields and fosters sustainable innovation.

Emphasising a multidisciplinary perspective, the event will facilitate knowledge exchange across disciplines, such as organizational sciences, systems thinking, management, behavioural sciences, ethics, engineering, and decision-making.

Through collaborative dialogue, the symposium seeks to shape a future in which technological progress drives innovation while ensuring inclusivity, resilience, and sustainability.

The Symposium is designed to create a friendly atmosphere among senior scholars, PhD students, researchers, and business practitioners. While emphasizing a systemic methodology, the symposium remains open to diverse scientific approaches, aiming to facilitate constructive debates and exchanges that pave the way for new avenues in research and practice.

## SYMPOSIUM ORGANISATION BOARD

### Conference Program Chair



***Elena-Mădălina Vătămănescu***

Head of the Management Department  
SNSPA, Romania

### Scientific Director



***Gandolfo Dominici***

Scientific Director B.S.Lab  
University of Palermo,  
Italy

### CONFERENCE TEAM

Adriana Biea; Victor-Emanuel Ciuciuc; Andreea Mitan; Pompei Mititean;  
Mădălina-Elena Stratone: *SNSPA, Romania*

**Conference Team Coordinator:** Elena Dinu, *SNSPA, Romania*

## SYMPOSIUM SCIENTIFIC BOARD

**Gianpaolo Basile** - *President BSLab, Italy*

**Constantin Bratianu** - *Bucharest Academy of Economic Studies, Romania*

**Nicola Capolupo** - *University of Salerno – Italy*

**Dan-Cristian Dabija** -, *Babe-Bolyai University, Romania*

**Ivan De La Vega Hernández** - *Centrum Business School, Peru*

**Enis Elezi** - *University of Westminster Business School, UK*

**Elisa Farinelli** - *University of Cagliari, Italy*

**Ineza Gagnidze** - *Ivane Javakhishvili Tbilisi State University, Georgia*

**Patrizia Gazzola** - *University of Insubria, Italy*

**Gianpaolo Iazzolino** - *University of Calabria, Italy*

**Michael C. Jackson** - *Emeritus, Hull University, UK*

**Louis Klein** - *Secretary General IFSR, Germany*

**Donato Morea** - *University of Cagliari, Italy*

**Mirela Panait** - *Petroleum-Gas University of Ploiesti, Romania*

**Florina Pinzaru** - *SNSPA, Romania*

**May Portuguese Castro**, *Centrum Business School, Peru*

**Mauro Romanelli**, *Parthenope University of Naples, Italy*

**Mario Tani** - *Federico II University Naples- Italy*

**Zuzana Viglerova** - *Tomas Bata University in Zlin, Czech Republic*

**Maurice Yolles** - *Liverpool John Moores University, UK*

# GENERAL PROGRAM

THURSDAY, JANUARY 22<sup>nd</sup>, 2026

❖ 12,00 -13,30 - REGISTRATION OF PARTICIPANTS

and

❖ WELCOME LIGHT LUNCH

## FIRST PLENARY SESSION

➤ 13,30 - 14,00:

*Welcome address:*

- **Florina Pinzaru**, Dean of the Faculty of Management, SNSPA.
- **Gandolfo Dominici**, Scientific Director, BSLab.

➤ 14,00 - 15,30:

*Keynote speeches:*

- ***Critical Systems Thinking for a Tech-Driven World*** by **Michael C. Jackson, OBE**. Emeritus Professor of Management Systems, former Dean of Hull University Business School (UK).
- ***Don't jump to solution! Why AI innovation is overrated and continuous improvement is key*** by **Louis Klein**, Secretary General, International Federation for Systems Research, Germany.
- ***Systems Research and Behavioral Science: past , present and future*** by **Gandolfo Dominici** and **Michael C. Jackson**.

## COFFEE BREAK

➤ 15,30 - 16,00: COFFEE BREAK

## PANEL SESSIONS

➤ 16,00 - 18,30: PANEL SESSIONS

20,00 Social dinner (for those registered)

## FRIDAY, JANUARY 23<sup>rd</sup>, 2025

### PANEL SESSIONS

- 9,30 - 10,30: PANEL SESSIONS

### COFFEE BREAK

- 10,30- 11,00: COFFEE BREAK

### PANEL SESSIONS

- 11,00 - 13,00: PANEL SESSIONS

### LUNCH

- 13,00 - 14,00: LUNCH

### SECOND PLENARY SESSION

- 14,00 - 15,00:  
*Keynote speeches:*
  - *Complex systems, simple truths: why leadership matters in the AI era!* by **Florina Pinzaru**, Dean of the Faculty of Management, SNSPA, Romania.
  - *Challenging Complexity: Interdisciplinary Dialogues on Digital Transformation* by **Maurice Yolles**, Professor Emeritus of Management Systems, Liverpool John Moores University (UK).

### COFFEE BREAK

- 15,00 - 15,30: COFFEE BREAK

### PANEL SESSIONS

- 16,00 - 18,30: PANEL SESSIONS

### GENERAL ASSEMBLY AND FAREWELL

- 18,30 - 19,30



**PANEL SESSIONS PROGRAM**  
**THURSDAY, JANUARY 22<sup>nd</sup>**  
*16,00-18,30*

**NEW PARADIGMS FOR KNOWLEDGE MANAGEMENT:  
CHALLENGES FOR INTEGRATING HUMAN WITH ARTIFICIAL  
KNOWLEDGE**

**PANEL 1 OF 3**

Chair: *Constantin Bratianu*

Room 1- 16,00 - 18,30 pm

**Mapping the Intersection of Artificial Intelligence, Knowledge Creation, and Co-creation: Bibliometric Insights from 2015-2025.** *Ioan-Loreni Jerdea*, SNSPA, Romania.

**Knowledge accessibility in the Artificial Intelligence Age.** *Claudiu Coman, Ecaterina Coman, Vlad Bătrănu-Pințea and Ioana Matei*. Transilvania University of Braşov, Romania.

**Measuring Technological Resilience through Interval-Based Composite Indicators.** *Carlo Drago, Valentina Giglio Moro, Katarzyna Lewkowicz-Grzegorzczak, Aneta Kargol-Wasiluk and Angelo Leogrande*. University Niccolò Cusano Rome, Italy; Bialystock University, Poland; LUM University “Giuseppe Degennaro”, Italy.

**Hybrid Knowledge Sharing: A New Dimension in Knowledge Management Theory.** *Ruxandra Bejinaru*, “Stefan cel Mare” University of Suceava, Romania.

**From digital tools to human competencies: How Artificial Intelligence shapes emotional intelligence and knowledge management.** *Ioana Marin, Adriana Grigorescu and Radu Marin*, SNSPA, Romania.

**Integrating Human and Artificial Knowledge in Recruitment: Managing Cognitive Bias as a Strategic Knowledge Governance Challenge in Austrian Financial Organizations.** *Andreea Bunica*, SNSPA, Romania.

**The New Paradigm of Artificial Knowledge and Its Impact on Knowledge Management Systems.** *Constantin Bratianu*, UNESCO Department for Business Administration, Bucharest University of Economic Studies, Romania.

## **UNDERSTANDING AI'S INFLUENCE ON CONSUMER BEHAVIOR IN A TECH-DRIVEN WORLD**

Chair: *Dan Cristian Dabija*

Room 2 - 16,00 - 18,30 pm.

**Evaluating the Impact of Reminders from Social Media Systems with Artificial Intelligence on Consumer Behavior of Outpatient Appointment Attendance Among Diabetes Patients Using Continuous Glucose Monitors.** *Joshua Fogel, Sadaf Hossain, Bishal Tiwari and David S. Rosenthal.* Brooklyn College of the City University of New York, USA; Nassau University Medical Center, NY, USA.

**The Effect of AI-Generated Content on Customer Knowledge Management and Customer Satisfaction.** *Andreea Bianca Camara,* SNSPA, Romania.

**Exploring the Nexus of AI tool usage and green orientation on purchase intention through an analytical review of the Hospitality industry in Eastern Europe.** *Charles Randy Afful,* Tomas Bata University, Czech Republic.

**The Digital Divide: Analyzing the Tension Between AI Personalization Effectiveness and Consumer Autonomy.** *Serghei Moscalenco, Mich Diana Alexandra and Dan-Cristian Dabija,* Babes-Bolyai University Cluj-Napoca, Romania.

**From Innovation to Illusion: How Technology-Mediated Scarcity Cues Create Collective Illusions and Redefine Consumer Choice.** *Erisa Mançellari, Enis Elezi and Gentjan Çera.* University of Tirana, Albania; University of Westminster, UK; Agricultural University of Tirana, Albania.

**Latent Risks Associated with the Use of Generative AI in Marketing Research and Business Decision-Making.** *Rareş Mocanu, Andreea Mitan and Flavia Anghel,* SNSPA, Romania.

**Leveraging AI for Relationship Marketing in Banking.** *Andreia Gabriela Andrei, Corina Pelau and Dragos Florentin Mariciuc.* Alexandru Ioan Cuza University of Iasi and Bucharest University of Economic Studies, Romania.

**CORPORATE SOCIAL RESPONSIBILITY AND ETHICS:  
TECHNOLOGICAL FRONTIERS FOR INNOVATION**

Chair: *Patrizia Gazzola*

**PANEL 1 OF 2**

Room 3 - 16,00 - 18,00 pm.

**The role of sustainability in Fashion Luxury: a multiple case study approach.** *Patrizia Gazzola, Niccolò Bianchi Cavalieri and Daniele Grechi*, University of Insubria, Italy.

**Understanding the Sustainable Impact of AI Personalization in Tourism: A Systematic Review Supported by Bibliometric Analysis.** *Hamcerencu Maria, Nicolescu Luminita and Barbu Alexandra*, Bucharest University of Economic Studies, Romania.

**Zooming in B2B managerial strategies in business internationalization in the digital transformation paradigm.** *Adriana-Elena Biea and Victoria Palăr*, National University of Political Studies and Public Administration, Romania.

**Sustainable Management Strategies in a Tech-Driven World: A Qualitative Inquiry into Romanian Managers' Perceptions.** *Victor-Emanuel Ciuciuc and Roxana-Maria Staneiu*, University of Bucharest, Romania; SNSPA, Romania.

**From Complexity to Clarity: Rethinking ESG Assessment in the Age of AI and VSME.** *Simone Copes and Alessandro Panno*, University of Insubria, Italy.

**Innovation and Sustainability as Drivers of Organizational Performance in the Romanian IT Industry.** *Adela Mustatea*, SNSPA, Romania.

**WORLDS IN MOTION**  
**SOCIOTECHNICAL CHANGE AND POSSIBLE**  
**FUTURES**

Chair: *Ivan De La Vega*

Room 4 - 16,00 - 18,00 pm

**Dynamic Capabilities, Innovability and Institutional Trust: A New Framework for Central Banks in an innovative era.** *Alicia de la Torre and Ivan de la Vega*, CENTRUM Católica Graduate Business School and Pontifical Catholic University of Peru, Peru.

**Safeguarding Human Rights with efficacy and leveraging Artificial Intelligence: a quandary?** *Claudia Pretto*. Independent scholar, Italy.

**Techno-nationalism and the Strategic Role of Critical Minerals in Modern Trade War.** *Nino Papachashvili*, Sulkhani-Saba Orbeliani University, Georgia.

**Different views of international scientific mobility and collaboration. The case of three peripheral countries in the Southern Cone: Argentina, Chile and Uruguay.** *José Miguel Zegarra and Ivan de la Vega.*, CENTRUM Católica Graduate Business School and Pontifical Catholic University of Peru, Peru.

**Big and Small Technoscientific Worlds: Mapping Global Inequalities in Knowledge Systems.** *Ivan de la Vega and José Miguel Zegarra*. CENTRUM Católica Graduate Business School and Pontifical Catholic University of Peru, Peru.



**PANEL SESSIONS PROGRAM**

**FRIDAY, JANUARY 23<sup>rd</sup>**

**MORNING**

**9,30- 10.30**

**NEW PARADIGMS FOR KNOWLEDGE MANAGEMENT:  
CHALLENGES FOR INTEGRATING HUMAN WITH  
ARTIFICIAL KNOWLEDGE**

**PANEL 2 OF 3**

Chair: *Constantin Bratianu*

Room 1- 09,30- 10,30 am

**From digital tools to human competencies: How Artificial Intelligence shapes emotional intelligence and knowledge management.** *Ioana Marin, Adriana Grigorescu and Radu Marin*, National University of Political Studies and Public Administration, Romania.

**Reframing Entrepreneurial Innovation and Growth through Neumanagement and Knowledge Management in the Age of Artificial Intelligence.** *Alina-Mirela Teacu Parincu*, The Institute for Business Administration in Bucharest (ASEBUSS), Romania.

**How Do Knowledge Vulnerabilities Evolve into Knowledge Risks?.** *Andrei Ștefan Neșțian, Alexandra Luciana Guță and Silviu Mihail Tiță*, Alexandru Ioan Cuza University of Iași, Romania.

**DIGITALIZATION IN SUSTAINABLE FINANCE  
ESG AND PERFORMANCE RELATIONSHIP**

Chairs: *Gianpaolo Iazzolino, Donato Morea, Elisa Farinelli*

Room 2- 09,30 - 10,30

**The impact of ESG performance on financial performance and M&A of listed SMEs and B Corps.** *Stefano Amelio, Patrizia Gazzola, Danile Grechi and Luca Ruggiero.* University of Insubria, Italy.

**ESG Performance and Relational Capital: The Impact on knowledge-intensive organizations.** *Fabio Nappo, Giuseppe Russo, Federico Schimperia, Alberto Manzari and Sara Gigli,* University of Cassino and Southern Lazio and Link Campus University, Italy.

**ESG, Financial Performance and Digitalization: An empirical analysis of European firms.** *Giovanni Baldissarro, Gianpaolo Iazzolino, Donato Morea, Elisa Farinelli and Ludovica Adduci,* University of Calabria; University of Cagliari and Barci Engineering S.p.A., Italy.

**CORPORATE SOCIAL RESPONSIBILITY AND ETHICS:  
TECHNOLOGICAL FRONTIERS FOR INNOVATION**

Chair: *Patrizia Gazzola*

**PANEL 2 OF 2**

Room 3- 9,30- 10,30 am

**Conceptual Framework for Digital-Driven Servitization in the Fashion Industry Domain.** *Iuliia Iliashenko, Roberta Pezzetti and Patrizia Gazzola*, University of Insubria, Italy.

**Technological Transformation and Societal Response: A Consensus Community Detection Bibliometric Exploration.** *Carlo Drago, Gentian Hoxhalli, Valentina Giglio Moro and Angelo Leogrande*, University Niccolò Cusano Rome, Italy; Luarasi University, Albania; LUM University “Giuseppe Degennaro”, Italy

**Sustainable Food Choices: an analysis based on the role of Carbon Footprint and Willingness to pay in the Italian Context.** *Patrizia Gazzola, Vincenza Vota and Daniele Grechi*. University of Insubria, Italy.

**FINANCIAL MARKETS, BUSINESS MODELS  
AND PUBLIC POLICIES  
IMPLICATIONS OF TWIN TRANSITION**

Chair: *Mirela Panait*

**PANEL 1 OF 2**

Room 4- 9,30- 10,30 am

**Production and Use of Biofuels and their Impact on The Environment and Agriculture.** *Mirela Panait, Ștefan Virgil Iacob, Cătălin Voica and Adrian Neacșa*, Petroleum-Gas University of Ploiești; Institute of National Economy, Romanian Academy, Romania.

**Digital Novelties of Crypto Ecosystem: The Present and Future of Stablecoins.** *Eka Sepashvili*. Ivane Javakhishvili Tbilisi State University, Georgia-

**Restructuring Imperatives of Georgia's Financial Organizations in the Tech-Driven Era.** *Marine Tavartkiladze*. Sulkhan-Saba Orbeliani University, Georgia.

## **ORGANIZATIONAL CHALLENGES IN A TECH-DRIVEN WORLD**

Chairs: *Nicola Capolupo and Zuzana Virglerova*

### **PANEL 1 OF 2**

Room 5- 9,30- 10,30 am

**Beyond algorithms: Organizational Culture and Trust in the Digital Era.**  
*Emilia Romeo and Ciro Clemente De Falco*, University of Salerno and University of Naples “Federico II”, Italy.

**Mediating Roles of Organizational Learning and Innovation Propensity between Environmental Scanning and Employee Innovation Engagement.** *Carla Linares-Barbero and Iván De La Vega*, CENTRUM Católica Graduate Business School and Pontifical Catholic University of Peru, Peru.

**From Readiness to Relevance: How Firms Frame the Importance of AI.**  
*Zuzana Virglerova, Alessandra Micozzi, Maria Palazzo and Claudia Covucci*. Tomas Bata University in Zlín, Czech Republic and Universitas Mercatorum, Italy.

**PANEL SESSIONS PROGRAM**

**FRIDAY, JANUARY 23<sup>rd</sup>**

**MORNING**

**11,00- 13.00**

**NEW PARADIGMS FOR KNOWLEDGE MANAGEMENT:  
CHALLENGES FOR INTEGRATING HUMAN WITH  
ARTIFICIAL KNOWLEDGE  
PANEL 2 OF 3**

Chair: *Constantin Bratianu*

Room 1- 11,00 am- 13,00 pm

**Framing Consumer Archetypes through Customer Knowledge Management lens.** *Alexandru Capatina and Oana Daniela Modrogeanu Lupoaie*, Dunarea de Jos University of Galati, Romania.

**The impact of Professional Social Networks for Knowledge Dynamics and Managerial Competitiveness in Pre-University Educational Institutions: A Bibliometric Perspective.** *Petrică-Dumitru Becheș and Pompei Mititean*, SNSPA, Romania.

**From Absorption to Innovation: A Qualitative Analysis of Internal Knowledge as a Mediator of External Knowledge.** *José Luis Román-Vásquez and Iván De La Vega*, Escuela Politécnica Nacional, Quito-Ecuador and CENTRUM Católica Graduate Business School and Pontifical Catholic University of Peru, Peru.

**The New Model of Syncretic Leadership and Its Influence on Knowledge Management Systems.** *Dan Paiuc*, SNSPA, Romania.

**Green Intellectual Capital as a Driver of Innovation and Competitive Advantage in Romania's BPO Sector.** *Andreea-Laura Oprea*, SNSPA, Romania.

**Can artificial intelligence solve the dispersed knowledge problem in managerial decision-making processes?** *Laura-Ștefania Bogdan, Elena-Mădălina Vătămănescu and Elena Dinu*, SNSPA, Romania.

## **SYSTEMS THINKING FOR A TECH-DRIVEN WORLD**

Chair: *Michael C. Jackson*

**&**

## **BEHAVIORAL INSIGHTS FOR A DIGITAL SOCIETY**

Chair: *Maurice Yolles*

Room 2- 11,00 – 13,00

**A Systemic Model for Integrating Automated Security Testing into Secure Software Development.** *Mehran Koushkebaghi*. Cranfield University, UK.

**Innovation Appreciation Model: IAM Concept and Methodology.** *Ulrich Schmitt*, Stellenbosch Business School, South Africa.

**Innovation Appreciation Model Case: Digital KM Platform and Community.** *Ulrich Schmitt*, Stellenbosch Business School, South Africa.

**Do innovative communication devices harm work-related outcomes? Some empirical evidence.** *Gianfranco Walsh, Christopher Funke and Caroline Rothert-Schnell*. Leibniz University of Hannover, Germany and Aoyama Gakuin University, Japan.

**Systems thinking for cognitive and emotional engagement in a Tech-Driven Society.** *Francesco Caputo, Armando Papa and Cristina Cervino*, University of Naples "Federico II" and University of Salerno, Italy.

**Crime driven by AI-based recommendation algorithms regarding the proliferation of self-destructive content: suicide, self-mutilation, eating disorders.** *Maria Gabriela Zoană-Crăciunescu*, National University of Science and Technology Politehnica Bucharest, Romania.

## CONSUMER ENGAGEMENT STRATEGIES FOR INNOVATIVE PRODUCTS

Chair: *Mario Tani*

Room 3- 11,00- 13,00

**Gender-based differences in online travel review behavior and preferences.** *Uroš Godnov, Maja Mesko and Tjaša Redek*, University of Primorska, University of Maribor and University of Ljubljana, Slovenia.

**From Consumer Behavior to Stakeholder Loyalty: Marketing Communications in the Non-Profit Sector.** *Leonardo-Mihai Mărincean*, UBB - FSEGA, Romania.

**Between inspiration and advertising: the relationship between influencer discourse and consumer perception.** *Andreea-Mihaela Ciomag*, Babes-Bolyai University Cluj-Napoca, Romania.

**Consumer Behaviour and Perceptions Toward Sustainable Fashion: A Marketing Perspective.** *Sabo Evelyn-Maria*, Babes-Bolyai University Cluj-Napoca, Romania.

**Marketing traditional Oaş clothing in Negrești-Oaş: between cultural identity and adaptation to the modern market.** *Mich Diana Alexandra and Serghei Moscalenco*, Babes-Bolyai University Cluj-Napoca, Romania.

**Between silence and crowds: digitalization and tourism development in Italian Internal areas.** *Simone Luongo, Fabiana Sepe, Giovanna Del Gaudio, Mario Tani, and Gianpaolo Basile*, University of Naples “Federico II” and Universitas Mercatorum, Italy.

**FINANCIAL MARKETS, BUSINESS MODELS  
AND PUBLIC POLICIES  
IMPLICATIONS OF TWIN TRANSITION**

Chair: *Mirela Panait*

**PANEL 2 OF 2**

Room 4- 11,00 - 13,00

**Teaching Methods Used in Financial Education.** *Liviu-Gelu Draghici, Marilena Drăghici and Isabelle-Margareta Oprea*, Romanian Academy, School of Advanced Studies of the Romanian Academy, Romania.

**Coal phase-out in Romania: risks, trade-offs, and pathways forward.** *Răzvan Ionescu*, Romanian Academy, School of Advanced Studies of the Romanian Academy, Romania.

**The Artificial Intelligence Revolution in Finance: Systemic Transformation, Inclusion and Governance Imperatives.** *Marian Cătălin Voica, Mirela Panait, Irina Rădulescu and Alina Brezoi*. Petroleum-Gas University from Ploiești, Romania.

**AI-Enabled Circular Business Models in the Context of the Twin Transition: Implications for Financial Markets and Public Policy.** *Jianu Daniel Mureșan, Andreea Maria Șopea-Iordache, Mircea Constantin Duica, Mirela Panait, Irina Gabriela Rădulescu, Alina Gabriela Brezoi and Ștefan Virgil Iacob*. Petroleum-Gas University from Ploiești and University of Târgoviște, Romania.

## **ORGANIZATIONAL CHALLENGES IN A TECH-DRIVEN WORLD**

Chairs: *Nicola Capolupo and Zuzana Virglerova*

### **PANEL 2 OF 2**

Room 5- 11,00- 13,00

**A Comprehensive Review of Studies Connecting Workforce Development and Business Success.** *Bogdan Besnea*, SNSPA, Romania.

**Intelligent cities driving green innovation.** *Mauro Romanelli*, University of Naples, “Parthenope”, Italy.

**AI-Augmented Hiring: Ethical Implications and Competency Shifts in HR Decision-Making.** *Mădălina-Elena Stratone and Mihaela Rusu*. SNSPA, Romania.

**Public Organizations as Complex Adaptive Systems. Lessons from Co-Designing AI Virtual Assistants with Public Employees.** *Nicola Capolupo*. San Raffaele Roma University, Italy.

**PANEL SESSIONS PROGRAM**  
**FRIDAY, JANUARY 23<sup>rd</sup>**  
**AFTERNOON**

# THE CHALLENGES OF EDUCATION IN THE AGE OF AI AND DIGITAL TRANSFORMATION

Chair: *Ineza Gagnidze*

Room 1- 16,00- 18,30 pm

**The Future of Employment: Forecasts and Assumptions.** *Ineza Gagnidze.* Ivane Javakhishvili Tbilisi State University, Georgia.

**Integration of artificial intelligence in educational settings and the main challenges.** *Natalia Kharadze and Dea Pirtskhalaishvili.* Ivane Javakhishvili Tbilisi State University, Georgia.

**Educational Challenges in Georgia: From the Soviet Era to the Present.** *Lia Charekishvili.* European University, Tbilisi, Georgia.

**Digital Innovative Education Ecosystems: The Challenge of Education in the age of AI and digital transformation.** *Ramona Lacurezeanu and Adriana Tiron-Tudor.* FSEGA, UBB, Romania.

**Systemic inquisition in habilitation processes into full professorship.** *Teodora Ivanusa.* University of Maribor, Slovenia.

**Structured Integration of Generative AI: Implications for Teaching Practice and Policy in Higher Education.** *Mariné Aghekyan and Marie Botkin.* California State University, Long Beach, USA.

**Universities and Beyond: Education Technologies in the Co-evolution of Industry 4.0 and Industry 5.0.** *Nino Papachashvili; Tamta Mikaberidze and Marine Tavartkiladze.* Sulkhani-Saba Orbeliani University, Georgia.

## **SHAPING LEARNING AND WORK SKILLS FOR A TECH DRIVEN WORLD**

Chair: *May Potuguez Castro*

Room 2- 16,00- 18,00 pm

**Generative AI in Business Education: Toward a Scalable Model for Transformative Learning.** *May Portuguez-Castro*, CENTRUM Católica Graduate Business School, Perú.

**Entrepreneurship Innovation in IT: Motivation and Challenges.** *Nathalie Lachapelle*, TELUQ University, University of Quebec, Canada.

**Shaping Future-Ready Entrepreneurs: Resilience and Digital Competencies in Times of Disruption (The Case Study from Georgia's Business Marathon Initiative).** *Tamta Mikaberidze*, Sulkhan-Saba Orbeliani University, Georgia.

**The role of AI in fostering innovation behavior of employees in different workplace contexts.** *Diana-Maria Cismaru and Ionut Munteanu*, SNSPA, Romania.

**An Exploratory Study of AI-Driven Workflow Automation: Leadership Strategies and Employee Dynamics.** *Aarthi Velusamy and Enis Elezi*, University of Westminster, UK.

## POSTER SESSION

*DISPLAYED ALL DAY*

**Cryptocurrency Implementation and Regulation Policy in Developed and Developing Countries.** *Irina Gogorishvili.* Ivane Javakhishvili Tbilisi State University, Georgia.

**Managing the effectiveness of zero-cycle impact assessment of construction projects: ground vibration monitoring and modern technologies.** *Ineza Gagnidze, Rusudan Seturidze and Levani Sichinava.* Ivane Javakhishvili Tbilisi State University, Georgia.

**The impact of artificial intelligence on human resource management and the main challenges.** *Dea Pirtskhalaishvili, Davit Dugladze and Tatia Qajaia.* Ivane Javakhishvili Tbilisi State University, Georgian State Teaching University of Physical Education and Sport and Sokhumi State University, Georgia.

## SPONSORS



# BUSINESS PARTNER

---



Fondo paritetico interprofessionale per la formazione continua

---

# MEDIA PARTNERS

