



# “Artificial Intelligence and Sustainability in Higher Education”

*Cross-Country Perspectives on Teaching and Research*

📅 25 – 26 JUNE 2026

WELCOME

● 15:30 CET (16:30 Romania / 9:30 AM Eastern Canada) to 16:00 CET

## Join the Live Sessions

The conference is held online via Microsoft Teams. Click a session below to register and join.

DAY 1 · SESSION 1  
**25 June 2026**

POLAND · CANADA

👤 Join on Teams

<https://events.teams.microsoft.com/event/d098bda6-fa7b-4f41-b747-78b143a068db@cea1ea3e-60b2-4f75-a6c2-a6022e8f961b>

DAY 2 · SESSION 2  
**26 June 2026**

ROMANIA · CZECH REPUBLIC · SPAIN


👤 Join on Teams

<https://events.teams.microsoft.com/event/44722b0e-a6c8-4e0b-a1a2-11a7094b670a@cea1ea3e-60b2-4f75-a6c2-a6022e8f961b>

📅 Early registration will be appreciated to facilitate the organisation of the event.

Shaping the future of higher education through intelligence and sustainability.

DAY 1 25 June 2026

 Join Day 1 on Teams

● Welcome 15:30 CET (16:30 Romania / 9:30 AM Eastern Canada) to 15:45 CET

15:45 – 16:00



## Welcome Addresses

Dr. David Peón · Dr. Hong Yu · Dr. Mirela Panait

## POLAND



16:00 – 16:20



### “Using AI at the University: From Experimentation to Responsible Transformation”

Speaker: Dr. Andrzej Borowski

16:20 – 16:30



Questions and Discussion

16:30 – 16:50



### “Artificial Intelligence, Historic Urban Landscape and Sustainable Development: Interdisciplinary Perspectives for Higher Education and Research”

Speaker: Dr. Małgorzata Michalska-Nakonieczna, PhD, Associate Professor (WSPA)

16:50 – 17:00



Questions and Discussion

17:00 – 17:20



### “Strategic Stakeholder Management at Practice-Oriented Private Universities in the Era of AI Transformation”

Speaker: Prof. Jacek Lis

17:20 – 17:30



Questions and Discussion

17:30 – 18:00



**BREAK**

## CANADA



18:00 – 18:20



### “AI, Sustainability, and Cross-Cultural Learning: Teaching Responsible Global Business Through Indigenous Enterprise and COIL”

Speaker: Dr. Sui Sui

18:20 – 18:30



Questions and Discussion

18:30 – 18:50



### “Integrating Generative AI in Graduate Health Informatics Education”

Speaker: Dr. Vess Stamenova

18:50 – 19:00



Questions and Discussion

19:00



**END OF THE DAY**


DAY 2 26 June 2026

 Join Day 2 on Teams

● 16:00 CET (17:00 Romania / 10:00 AM Eastern Canada)

## ROMANIA



- 16:00 – 16:20 **6** “Universities at a Crossroads: Metamorphosis in the Era of Digital, Green, and Societal Transitions”  
Speaker: **Dr. Mirela Panait, Dr. Catalin Popescu, Dr. Irina Rădulescu**
- 16:20 – 16:30  Questions and Discussion

## CZECH REPUBLIC



- 16:30 – 16:50 **7** “Sustainable Academic Integrity in the Age of Generative AI: Evidence from Student Research and Institutional Redesign of Thesis Assessment”  
Speaker: **Dr. Tomáš Kincl, Dr. Michal Novák**
- 16:50 – 17:00  Questions and Discussion
- 17:00 – 17:30  **BREAK**

## SPAIN



- 17:30 – 17:50 **8** “Application of AI in the Design and Management of Continuous Assessment Activities in the Field of Accounting and Finance”  
Speaker: **Prof. Jorge Pérez Seijo**
- 17:50 – 18:00  Questions and Discussion
- 18:00 – 18:20 **9** “Teaching Management Accounting in the Age of AI: A Higher Education Perspective”  
Speaker: **Dr. Félix Puime Guillén**
- 18:20 – 18:30  Questions and Discussion
- 18:30 – 18:45  **Closing Remarks**  
**Dr. Tomáš Kincl · Prof. Jacek Lis · Dr. Félix Puime**
- 18:45 – 19:00  **CLOSE OF THE CONFERENCE**



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## Dr. Andrzej Borowski

Professor at WSPA · Dean of the Finance and Accounting programme

[Google Scholar](#)

[Institution profile](#)

Lecturer in the fields of Finance and Accounting, Management, and Administration.

Doctor of Social Sciences in the discipline of Management and Quality Sciences; graduate of the Master of Business Administration programme at the John Paul II Catholic University of Lublin; graduate of Finance and Banking at the SGH Warsaw School of Economics and of Economics at the John Paul II Catholic University of Lublin; and graduate of doctoral studies at Maria Curie-Skłodowska University in Lublin. He completed postgraduate studies in human resource management and business trainer education at the University College of Enterprise and Administration.

Professionally, he is associated with local government administration in Lublin, where he holds the position of Director of the Department of Transport. He is the author of numerous scientific publications in both Polish and international publishing houses, and a speaker at many scientific conferences. He is an expert in the Common Assessment Framework (CAF) self-assessment method used in public administration.

He has been sharing his knowledge with students since 2009. He teaches undergraduate, graduate, and postgraduate courses, including human resource management, organisational culture, financial management — including public finance — economics, and diploma seminars in Administration and Management. He has lectured at numerous foreign universities as part of the Erasmus scholarship programme.

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## Dr. Małgorzata Michalska-Nakoneczna

Art historian · PhD in Architecture and Urban Planning · Vice-Rector for General Affairs, WSPA

[Google Scholar](#)

[Institution profile](#)

Academic lecturer and education manager. She combines research and teaching with the management of academic projects and the development of interdisciplinary study programmes.

She is Vice-Rector for General Affairs at the University College of Enterprise and Administration in Lublin and founder and Dean of the Interior Design programme. She is actively involved in cultural and heritage institutions, including the Association of Art Historians, the Regional Council for the Protection of Monuments, and the Zamoyski Museum in Kozłówka.

Her research focuses on historic urban landscapes, cultural heritage protection and interpretation, and the role of heritage as a driver of sustainable social and economic development. She is particularly interested in the economic potential of heritage, cultural tourism, creative industries, local identity, and the use of artificial intelligence in heritage research, communication and management.

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## Prof. Jacek Lis

Chancellor of the University College of Enterprise and Administration in Lublin (WSPA)

[Google Scholar](#)

[Institution profile](#)

Jacek Lis is a higher education manager specializing in strategic development, EU-funded projects, and cooperation between academia and business. He holds a Master's degree in International Relations, postgraduate qualifications in Management and Marketing, a Prince2 Foundation certificate in project management, and an Executive MBA diploma. Since 2010, he has been actively involved in acquiring, implementing, and managing projects financed by European Union funds.

Since joining WSPA in 2019, he has held several managerial positions, including Head of External Projects and Coordinator for External Projects, before becoming Chancellor in 2022. Under his leadership, the university has significantly expanded its educational offer, modernized its infrastructure, and strengthened cooperation with the business sector through partnerships with over 50 companies and specialized laboratories in cybersecurity, data analytics, game development, and artificial intelligence.

He is also the co-creator of EUROPE DIRECT Lublin WySPA, part of the European Commission's information network, and an initiator of regional and international educational initiatives. His professional interests focus on innovation in higher education, stakeholder management, and the development of entrepreneurial universities.

🚩 CANADA



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## Dr. Sui Sui

Professor & Chair, Department of Global Management Studies, Ted Rogers School of Management, Toronto Metropolitan University · Director, INSPIRE

[Google Scholar](#)

[Institution profile](#)

Her research and teaching focus on international business, sustainability, responsible management, diverse entrepreneurship, and cross-cultural collaboration. Her recent work explores how immigrant-, women-, and Indigenous-owned businesses leverage sustainability, social responsibility, and global networks to strengthen resilience and pursue international opportunities.

In her teaching, she integrates real-world business projects, COIL-based international collaboration, and case-based learning to help students develop analytical, intercultural, and practice-oriented skills. Dr. Sui looks forward to participating in the workshop and engaging with colleagues across partner institutions.

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## Dr. Vess Stamenova

Assistant Professor, IT Management Department, Ted Rogers School of Management, Toronto Metropolitan University · Adjunct Scientist, Women's College Hospital

[Google Scholar](#)

[Institution profile](#)

She holds a BSc in Psychology and Neuroscience and a PhD in Neuroscience and Rehabilitation Sciences. Following her postdoctoral work in neuroscience, she transitioned to health services research with a focus on clinical informatics.

Her research examines how technology is used in the healthcare system, with a focus on clinical informatics, telemedicine, and a broad range of virtual care modalities — including video, phone, messaging, remote patient monitoring, and patient self-management apps. Current research areas include telemedicine and immigration/refugees, AI-enabled clinical decision support systems, AI message drafting for clinical communication, patient-to-provider messaging, and virtual care delivery and its impact on the quintuple aim.

Dr. Stamenova currently teaches undergraduate Business Information Systems and graduate-level Health Informatics in the Master's in Health Administration program, and has supervised undergraduate and graduate students completing their MHA capstone projects in healthcare organizations.

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## Dr. Hong Yu

Professor, Ted Rogers School of Retail Management, Toronto Metropolitan University

[Google Scholar](#)

[Institution profile](#)

Professor in the Ted Rogers School of Retail Management, where she teaches across the Fashion, Retail Management, MBA and Master of Science in Management programmes. Since 2005 she has also held visiting professorships at universities throughout the Greater China region. Her research centres on consumer well-being and inclusive retail experiences, sustainable, ethical and circular fashion consumption, and digital retail transformation.

Her work appears in leading journals in retailing and consumer research, among them the Journal of Retailing and Consumer Services, the Journal of Travel Research, Tourism Management, and the International Journal of Retail & Distribution Management. She also led the creation of a widely used open e-textbook on pop-up retail strategies, which has reached more than 50,000 readers across over 190 countries since 2020.

She has supervised or served on the committees of more than 70 master's and doctoral students, and her work has been recognised with a Best Paper Award in Europe, a Highly Commended Award in the Asia-Pacific region, an Education Technology Award in the United States, and the university's YSGS Outstanding Contribution to Graduate Education Award in 2019. Before entering academia she worked as a consumer scientist at Maytag Appliances in the United States and has consulted for retail and fashion firms on visual merchandising, branding and international expansion. She holds a PhD from Iowa State University.



## Dr. Mirela Panait

Professor & PhD advisor, Faculty of Economic Sciences, Petroleum-Gas University of Ploiești · Researcher, Institute of National Economy

[Google Scholar](#)

[Institution profile](#)

Member of the Doctoral School of the Romanian Academy. Her academic work integrates teaching, research, and international collaboration, with expertise in interdisciplinary approaches to economic and sustainability challenges.

Her research focuses on energy transition, international finance, sustainable development, and the green transformation of economies. She has authored seven books and more than 100 scientific papers published in leading international journals, including Energy Policy, Land Use Policy, Utilities Policy, Energies, and Resources Policy.

She is actively involved in international research consortia and comparative cross-country studies, and has extensive editorial experience as editor, associate editor, guest editor, and reviewer for journals published by Springer, Elsevier, Emerald, Wiley, and IGI Global.



## Dr. Catalin Popescu

Professor of Management, Petroleum-Gas University of Ploiești (UPG), Romania

[Google Scholar](#)

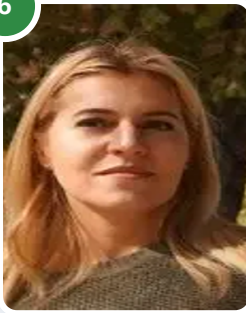
[Institution profile](#)

His research and consulting interests include project management, strategic management, quantitative methods for business and management, operations management, human resource management, statistical analysis, energy management and sustainable development. He has 33 years of experience in higher education and, since 2016, is a PhD advisor in the Engineering and Management domain.

Dr. Popescu has published over 250 articles (more than 100 WOS and SCOPUS indexed), 9 books and 17 book chapters. He participated in 52 international conferences in more than 27 countries and was involved in more than 35 scientific research grants and international projects, serving on the Scientific Committees of more than 50 international conferences and six times as plenary speaker.

He is editor-in-chief of two scientific journals — the Journal of Innovation and Business Best Practices (Stamford Publishing, USA) and Economic Insights – Trends and Challenges (Romania) — and a member of seven other editorial boards. He is a member of the National Register of Experts for the certification of research and development activity.

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## Dr. Irina Gabriel Rădulescu

Dean, Faculty of Economic Sciences, Petroleum-Gas University of Ploiești, Romania

[Google Scholar](#)

[Institution profile](#)

Coordinator of the Master's programme Strategies in International Business, with extensive experience in curriculum design, programme development and joint academic initiatives. She actively contributes to the strategic development of higher education programmes aligned with labour-market needs and internationalisation objectives.

She is a cluster manager and Executive Board member of EDIH Wallachia eHub, where she supports digital transformation, innovation and productivity of SMEs and public organisations. She has served as Project Manager for the Erasmus+ project CONOCO and for the European project PilotInnCities (Interreg Danube Transnational Programme).

Her background combines Erasmus+ and European project management, stakeholder engagement and partnership building with strong expertise in marketing, international business and innovation ecosystems. She is also actively involved in quality assurance processes and institutional development in higher education.

## CZECH REPUBLIC



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## Dr. Tomáš Kincl

Associate Professor & Vice-Dean for Research and Doctoral Studies, Faculty of Management, Prague University of Economics and Business, Czech Republic

[Google Scholar](#)

[Institution profile](#)

His academic work focuses on marketing strategy, online marketing, social media communication, consumer behavior, and sentiment analysis. He has developed an extensive research profile connecting marketing with emerging digital technologies.

His recent studies examine artificial intelligence in education and business, technology adoption, sustainable consumer practices, and customer experience analytics. He is particularly recognized for his work in automated sentiment analysis and cross-cultural online marketing, having published on social media addiction, website quality, consumer satisfaction, online advertising, and multilingual sentiment analysis.

Beyond teaching and research, he contributes to academic governance and international scholarly networks, serving on scientific boards, PhD program committees, and accreditation panels in Central Europe, and as a reviewer for leading journals in marketing, information systems, and consumer research.

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## Dr. Michal Novák

Assistant Professor, Faculty of Management, Prague University of Economics and Business, Czech Republic

[Google Scholar](#)

[Institution profile](#)

He founded and leads the university's Marketing Laboratory, specializing in experimental and quantitative consumer research. His academic interests include consumer psychology, visual attention, eye-tracking, sentiment analysis, and digital marketing evaluation, examining how consumers interact with digital media and how technology shapes decision-making.

A major focus of his recent work is the comparison between human and AI-generated evaluations in higher education and marketing contexts. He combines behavioral data analysis with experimental methodologies to study communication effectiveness and consumer responses.

Novák has co-authored publications on multilingual sentiment analysis, online marketing, advertising effectiveness, and AI-assisted marketing analytics. Together with Tomáš Kincl, he has contributed to research on cross-cultural digital communication and artificial intelligence applications in marketing and education.

SPAIN



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## Prof. Jorge Pérez Seijo

Associate Professor (Adjunct), Business Department, Faculty of Business and Economics, University of A Coruña

[Google Scholar](#)

[Institution profile](#)

He holds a Degree in Economics and Business Administration and an MBA, and is a PhD candidate in the Joint Doctoral Program in Business Administration and Management of the Universities of A Coruña, Santiago, and Vigo.

He has 5 years of university teaching experience in business management, accounting, finance, and corporate administration, training students in both undergraduate and postgraduate programs, combining rigorous academic knowledge with extensive professional experience.

In addition to his academic career, he is a practitioner in the finance industry, currently serving as an independent finance advisor with more than 25 years' experience as managing director for several Spanish and multinational financial institutions. His expertise covers asset management, corporate governance, restructuring operations, and corporate finance.



## Dr. Félix Puime Guillén

Associate Professor, Business Department, Faculty of Business and Economics, University of A Coruña

[Google Scholar](#)

[Institution profile](#)

He holds a Degree in Economics and Business Administration and a PhD in Business Administration and Management. He has more than 20 years of university teaching experience in business management, accounting, finance, and corporate administration, training students in both undergraduate and postgraduate programs.

Throughout his academic career, he has combined rigorous academic knowledge with extensive professional experience, bringing a practical and international perspective to the classroom.

In addition to his academic career, he is an entrepreneur, having successfully launched three industrial projects that together have created more than 500 jobs. He has extensive international executive experience, having served for 25 years as Chief Financial Officer (CFO) of Spanish and multinational companies operating across four continents and in more than 80 countries.