



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

- [Special Issues on Financial Management. Case studies](#)
Kyrnizoglou, 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