



HEIC 2024

12th HIGHER EDUCATION INSTITUTIONS CONFERENCE

19 - 20 September 2024,
Dubrovnik, Croatia

Challenge of Learning, Teaching and Innovation –
Artificial Intelligence and Higher Education



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Thursday, September 19

- 08:00 - 09:00** **Registration**
- 09:00 - 09:15** **Opening speech - Mato Njavro, PhD**
- 09:15 - 09:45** ***Searching for Happiness: Myth or Reality? A Professor's Guide to wellbeing***
Keynote Speaker – Micael Dahlen, PhD., Head of Center for Wellbeing, Welfare, and Happiness (Stockholm School of Economics)
- 09:45 - 10:45** ***Panel 1: Introducing AI in HEIs - Ethical and implementation challenges***
Moderator: Ivan David Dogan, MBA
Panelists: Prof. Dr. Michael Jaensch (HTW Berlin), Prof. Dr. Susanne Wilpers (Heilbronn University of Applied Sciences), Adam Wierzbicki, PhD. (Polish-Japanese Academy of Information Technology), Boris Debić, MSc (ZŠEM)
- 10:45 - 11:15** ***European University EUonAIR - New kid on the block***
Keynote Speaker – Prof. Dr. Izabela Grabowska
Full Professor of Social Sciences (Kozminski University)
- 11:15 - 11:30** **AACSB Coffee break**
- 11:30 - 12:00** ***AI in Education***
Keynote Speaker – Prof. Steven Watson, Associate Professor, transdisciplinary studies, Faculty of Education (Cambridge University)
- 12:00 - 13:00** ***Panel 2: What we've learnt so far from the European Alliances***
Moderator: Dubravka Kovačević, PhD.
Panelists: Prof. Dr. Enita Nakaš (University of Sarajevo), Prof. Dr. Izabela Grabowska (Kozminski University), Nick Andersson (Stockholm School of Economics), Prof. Dr. Metka Tekavčič (University of Ljubljana), Prof. Dr. Darko Lazarov (Goce Delčev University Štip)
- 13:00 - 14:00** **Lunch**
- 14:00 - 16:00** **Paper presentations**
- 14:00 Swen Seebach (Universitat Abat Oliba CEU, Spain) - *Imagining the Use of Artificial Intelligence at HEI: A Constructive Approach to the Integration of New Technologies into Teaching, Management, and Research*
- 14:20 Maja Martinović, Ivija Bernatović and Zoran Barac (ZSEM, Croatia) - *Aligning Instructional Design and AI with Future Needs in Higher Education*
- 14:40 Ivan David Dogan (ZSEM, Croatia), Goran Oblaković (LSB, Luxembourg) and Matej Nakić (ZSEM, Croatia) - *GenAI for Operational Efficiency or Value Innovation? Implications for Stakeholders in Academia, Business, and Regulation*
- 15:00 Karmo Kroos (Estonian Business School, Estonia) - *Comparative Study of the Challenges and Opportunities Posed by Big Data and Machine Learning for Social and Managerial Sciences*
- 15:20 Matea Hanžek and Petra Novkovski (ZSEM, Croatia) - *Integrating Generative AI in Marketing Curriculum: The Case of Marketing Management Classroom*
- 15:40 Vitaliy Roud and Marija Ivanković (ZSEM, Croatia) - *The Transformation of Data Literacy Education in Business Schools: An AI-Driven Paradigm Shift*
- 16:00** **Closing of the 1st day of the Conference**
- 19:30** **Dinner**

Friday, September 20

- 09:00 - 09:15** **Registration**
- 09:15 - 09:45** ***Institutions of Higher Education torn between international standards and distinguishing positioning- where do strategies come from?***
Keynote Speaker – Prof. Dr. Thomas Bieger
Former President of the University St. Gallen
- 09:45 - 10:45** ***Panel 3: Strategic Challenge of Higher Education System***
Moderator: Mato Njavro, PhD.
Panelists: Prof. dr. hab. Grzegorz Mazurek (Kozminski University), Assoc. Prof. Dr. Dalius Misiūnas (ISM University of Economics and Management), Marin Njavro (LSB), Prof. Dr. Ralf Dillerup (Heilbronn University of Applied Sciences), Swen Seebach, PhD. (Abat Oliba CEU University)
- 10:45 - 11:00** **AACSB Coffee break**
- 11:00 - 12:00** ***Panel 4: Innovating with AI: The Next Frontier in Science, Research & Education***
Moderator: Andrej Novak, PhD.
Panelists: Dr. Sc. Alimshan Faizulayev (KIMEP University), Prof. Dr. Aleksandra Przegalińska (Kozminski University), Alberto Termine, PhD. (SUPSI)
- 12:00 - 13:00** **Lunch**
- 13:00 - 15:00** **Paper presentation / European University EUonAIR partners' meeting**
- 13:00 Bettina Merlin (Hochschule Heilbronn, Germany) - *Promoting Social and Sustainable Business through Entrepreneurship Education*
- 13:20 Arman Nurkin, Shamshod Qurbonov and Alimshan Faizulayev (KIMEP University, Kazakhstan) - *Stock Prices Reaction to Earnings Announcement: A Case Study on Kazakhstan Stock Exchange*
- 13:40 Matej Ivaniček (ZSEM, Croatia), Andrej Novak (Department of Physics, Faculty of Science, University of Zagreb, Croatia; Department of Mathematics, University of Vienna, Austria), Mirjana Bijelić (Department of Physics, Faculty of Science, University of Zagreb, Croatia), Ivan Zeljković and Šime Manola (Dubrava University Hospital, Croatia) - *Bootstrapping Approach to Teaching Confidence Intervals*
- 14:00 Metka Tekavčič, Barbara Miklič and Sandra Pengler (School of Economics and Business, University of Ljubljana, Slovenia) - *Challenges and Traps of Digitalization in Higher Education: Do We Need Dedigitalization or Rehumanisation?*
- 14:20 Alan Brkičić (Department of Physics, Faculty of Science, University of Zagreb, Croatia), Anamarija Sršen (ZSEM, Croatia) and Andrej Novak (Department of Physics, Faculty of Science, University of Zagreb, Croatia; Department of Mathematics, University of Vienna, Austria) - *Capturing Complex Patterns: Classroom Examples of Traditional Statistics vs Gradient Boosting for Regression and Classification Tasks*
- 15:00** **Closing of the 2nd day of the Conference**
- 18:00** **Dubrovnik City Tour**