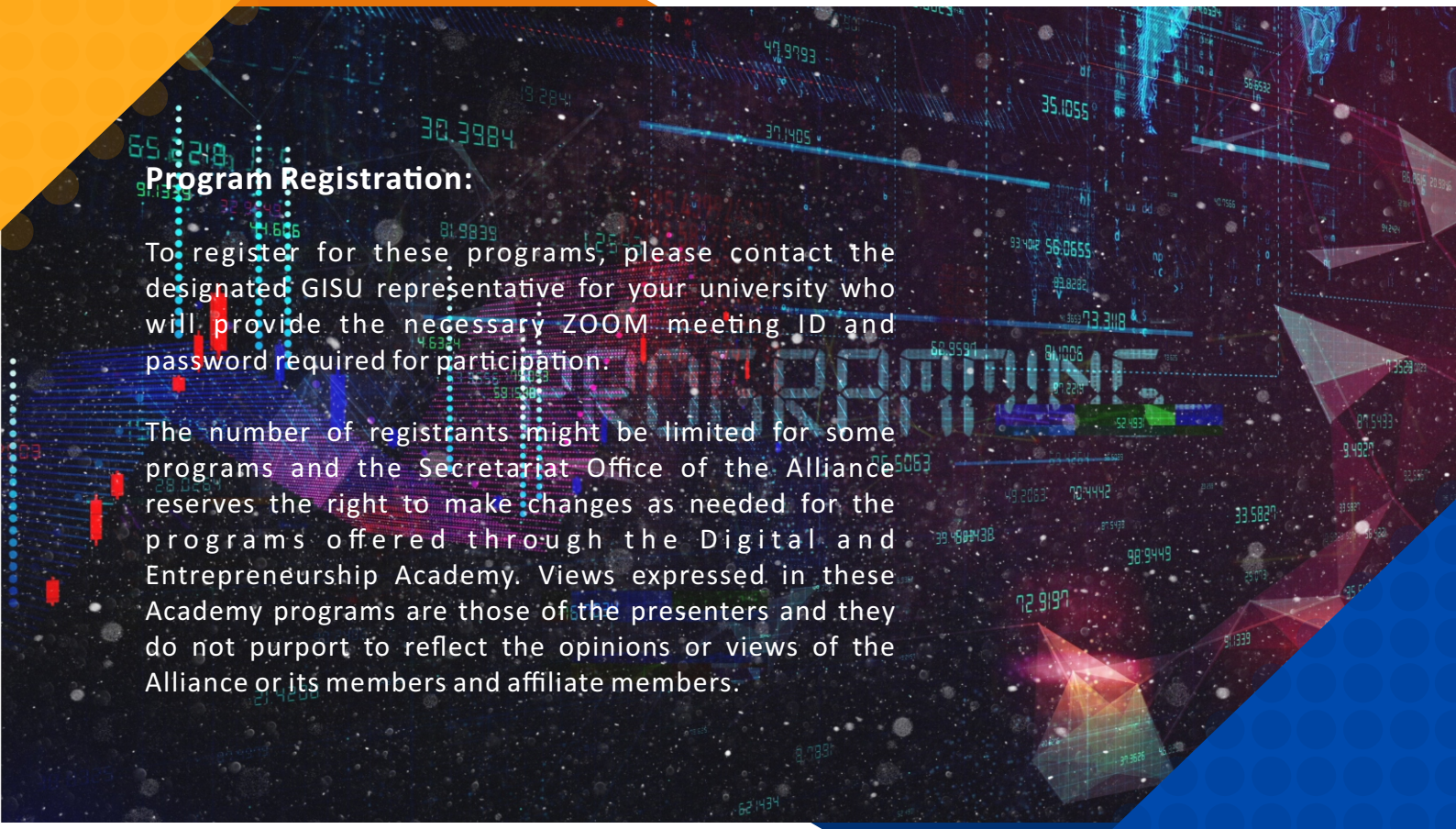
Digital and Entrepreneurship Academy Program

Calendar for 2025



Program Registration:

To register for these programs, please contact the designated GISU representative for your university who will provide the necessary ZOOM meeting ID and password required for participation.

The number of registrants might be limited for some programs and the Secretariat Office of the Alliance reserves the right to make changes as needed for the programs offered through the Digital and Entrepreneurship Academy. Views expressed in these Academy programs are those of the presenters and they do not purport to reflect the opinions or views of the Alliance or its members and affiliate members.

The Alliance of Guangzhou International Sister-City Universities

The Alliance of Guangzhou International Sister-City Universities (GISU) is pleased to offer 12 two-hour online non-credit professional development programs in 2025 through its Digital and Entrepreneurship Academy. These Academy programs are offered free of charge for the students and faculty of Alliance members and affiliate members, industry representatives, area officials and alumni each Alliance university invites.

These Digital and Entrepreneurship Academy program offerings complement other Alliance initiatives which include Urban Innovation and Entrepreneurship Competitions; Joint Research and Publication projects; Certificate and Micro-Credential programs; International Symposiums; “Five-Year Projects” which include Introducing AI into Various Systems, Developing More Sustainability Programs, Offering Staff, Faculty and Student Exchanges, and Developing More Projects Addressing Global Challenges; Research Institutes and our newest focus on How Our Alliance Can Appropriately Help Establish Business and Industry Ties Among our Cities.

Supported by the Guangzhou Municipality, the mission of GISU is to attract and leverage the academic resources of its members in close collaboration for the sustainable development of our cities. GISU currently represents 27 members and affiliate members, 7 continents, 22 countries, 25 cities with a combined approximate population of almost 60 million, enrollment of 659,000 students and 70,000 faculty and staff.

Digital and Entrepreneurship Academy Program Calendar for 2025

March

Empowering the Modern Workforce: The Role of Human Resources in a Digital World
March 4, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

Techno-preneurship: The Role of Technology in Entrepreneurship
March 18, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

April

Business Analytics in IR 4.0
April 1, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

Integrated Urban Storm Water and Urban Using Green Infrastructures
April 8, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

Accelerating Intelligent Decarbonization Based on Digital Transformation, Circularity and Global Collaboration
April 15, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

What Is Job Analysis and How Does It Affect Human Resources Management?
April 22, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

September

The Main Areas of Cooperation Between Belarus and China in the Field of Communication: History and Present Day
September 16, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

October

From Smart City to Smart Society
October 14, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

November

Vision-Based Robotics: Innovations and Practical Implementations
November 4, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

Cantonese Embroidery Preservation Applied to the Manila Shawl - Scientific Study as Support for Historical Contextualization
November 11, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

Strategics for Implementing Low Carbon Concrete
November 18, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

Artificial Intelligence in the Media Business
November 28, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

PROGRAM DESCRIPTIONS

March 3

Empowering the Modern Workforce: The Role of Human Resources in a Digital World
March 4, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Assistant Professor Dr. Kamelesh D/O Ravesangar, Department of Accountancy and Business from Tunku Abdul Rahman University of Management and Technology (TAR UMT)

Technological advancement is recurrent and fast, and therefore has a significant impact changing the characteristics of employee relations at the workplace thus calling for a change in the human resource (HR) function. This program will discuss the modern role of HR and how it has transformed with the help of technology from an administrative department to the strategic business department.

Digital technologies for the principal part offer a possibility for improving the work of HR while providing an opportunity to make a relevant decision. For example, instead of spending time on administrative work, HR practitioners and professionals reap the benefits of using technology in streamlining the process and highly embracing artificial intelligence in terms of data analytics major on achieving organizational strategic objectives to employee relations and experiences. However, HR is central to maintaining and developing a future skilled workforce. HR can in effect apply the proposed framework by investing in development and upskilling of the employees so that they can effectively work in the new digital environment. This constitutes promotion of lifelong learning and pointing workers to relevant training information. It can also foster effective digital employee engagement as HR embarks on tailoring its digital interfaces to the interests and preferences of its subjects. With the help of social platforms, collaboration tools, and specially designed portals, the HR department can improve communication processes, increase employees' engagement and develop the established community. In short, HR's collaboration with business is crucial for aligning HR initiatives with the company's overall goals. By grasping the strategic objectives and challenges faced by the business, HR can offer proactive solutions that contribute to the organization's success.

Assistant Professor Dr. Kamelesh D/O Ravesangar

Dr. Kamalesh Ravesangar *is an assistant professor with over a decade of experience teaching Certificate, Diploma, Degree, and MBA students from diverse social and cultural backgrounds at private colleges and universities. She is currently employed as an Assistant Professor and Programme Leader at Tunku Abdul Rahman University of Management & Technology in Malaysia. Prior to her academic career, she gained experience in the educational, manufacturing, recruitment, and engineering sectors. She is a Professional Member of the Malaysian Institute of Human Resource Management and holds a PhD and a Master's degree in Organizational Behavior and Human Resource Management. She specializes in human resource management, human resource development and organizational behavior studies. She has authored over 20 articles and book chapters focusing on topics such as net zero, sustainability, AI in HRM, employee well-being, and HR-related perspectives. She serves on the editorial board for the Institute of Industry and Academic Research Incorporated in the Philippines and PiscoMed Publishing in Singapore and is an editor for IGI Global Books. Additionally, she is a peer reviewer for the Asian Journal of Economics, Business and Accounting, and the International Journal of Research and Innovation in Applied Science (IJRIAS). She has received a "Certificate of Excellence in Reviewing" for her article reviews and was honored as the "Outstanding Reviewer of The Year 2013" by the Institute of Industry and Academic Research Incorporated, Philippines.*

March 18

Techno-preneurship: The Role of Technology in Entrepreneurship
March 18, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Assistant Professor Dr. Chee Wei Loon, Department of Accountancy and Business from Tunku Abdul Rahman University of Management and Technology (TAR UMT)

PROGRAM DESCRIPTIONS

Entrepreneurship is an important initiative taken by innovative people and organizations to take their brilliant ideas into business actions. Once a challenging process full of uncertainties, nascent entrepreneurs these days leverage greatly on technology to accelerate their entrepreneurial journeys. The emergence of advanced internet and computing technologies such as AI, IoT and social media makes “techno-preneurship” or tech-based entrepreneurship even more prevalent in the world of entrepreneurship in the past 2 decades. As technology continues to evolve, a foresight of the future state of the role of technology would prove to be vital for new entrepreneurs in the years to come.

Assistant Professor
Dr. Chee Wei Loon

Dr. Chee Wei Loon *obtained his Doctorate degree in Business Administration at University Science Malaysia in 2019. He is currently an Assistant Professor in TAR UMT, Penang branch. His research interests span from green entrepreneurship to employee satisfaction, with particular focus on the SME sector. Dr. Chee is a member of Malaysian Institute of Management (MIM) and a lifetime member of Golden Key Society. He is also a certified trainer of HRD Corp (Human Resource Development Corporation).*

April 1

Business Analytics in IR 4.0
April 1, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Assistant Professor Dr. Ang Sau Loong, Department of Computing and Information Technology from Tunku Abdul Rahman University of Management and Technology (TAR MT)

Business Analytics in IR4.0 applies advanced technologies such as deep learning, AIoT and Big Data to enable a decision maker to make smarter decisions based on the data analysis outcomes. The strong features of Business Analytics include real-time analysis to provide information insight, trend forecast with optimization and fostering innovation and agility. Integrating business analytical methods into industry production, operations, and businesses help enhance customer experiences and gain a competitive edge.

This program explores the role played by business analysts in boosting modern industries while addressing challenges such as data security, skills gaps among the users, and the need for a robust digital infrastructure to support its application for achieving success in IR 4.0.

Assistant Professor
Dr. Ang Sau Loong

Dr. Ang Sau Loong *is an Assistant Professor in the Department of Computing and Information Technology at Tunku Abdul Rahman University of Management and Technology (TARUMT). He was awarded his Ph.D. in Computational Intelligence from Universiti Sains Malaysia (USM) and has over 15 years of experience in teaching and research. Specialising in deep learning, machine learning, big data analytics, and business analytics. Dr. Ang has made some significant contributions to both academia and industry. As one of the HRDF-certified trainers, Dr. Ang conducted several training sessions on deep learning, business analytics, and data visualisation tools such as Tableau and Power BI. His ability to integrate academic knowledge with practical industry projects has proven to be crucial to making an advancement step in IR 4.0 technology. Dr. Ang’s research has been actively publishing journals, covering topics such as AI-based healthcare analytics, automated trading systems, and data classification using Bayesian Networks. With his passion for work, he continues to bridge the gap between research and industry needs while fostering innovation and excellence in computational intelligence.*

April 8

Integrated Urban Storm Water and Urban Using Green Infrastructures
April 8, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Professor Ali Najafinejad, Department of Watershed Management from Gorgan University of Agricultural Sciences and Natural Resources

PROGRAM DESCRIPTIONS

Urban runoff has increased significantly due to urban development in recent years, causing significant damage to urban infrastructure. Climate change in recent years has also exacerbated damage in cities. Changing the approach to urban development from an engineering and gray approach to green approaches that are in step with nature in recent years is of great importance. Green infrastructure reduces the negative effects of urban development and has fewer negative effects on the environment. Developing these methods in cities has a great impact on achieving sustainable development goals.

Different countries have different experiences in developing green methods and infrastructure. Arid and semi-arid regions have fragile natural conditions, and the use of green methods in these areas is more important. Introducing these methods and transferring experiences in these areas can expand these measures in these areas. Using these methods in urban areas will increase water security.

Green methods and infrastructure will be introduced in this program. Their application and how they are used in urban and non-urban areas will be introduced, and experiences used in arid and semi-arid regions of Iran will be introduced.

Professor Ali Najafinejad

Dr. Ali Najafinejad *is a professor and watershed management specialist with 30 years of teaching and research experience at Gorgan University of Agricultural Sciences and Natural Resources in Iran. He is one of the well-known experts in watershed management and water resources in Iran. He is the author and translator of several scientific books and has supervised more than 50 PhD and MSc students. He has published more than 150 scientific articles in scientific journals and has given lectures at many scientific conferences. He is a member of the editorial board of two specialized scientific journals in Iran.*

April 15

Accelerating Intelligent Decarbonization Based on Digital Transformation, Circularity and Global Collaboration

April 15, 2025 from 3:00 pm to 5:00 pm (Beijing Time)

Professor Olena Trofymenko, Program Leader, Professor Kateryna Boiarynova, Professor Olha Ilyash, Professor Maryna Kravchenko, Associate Professor Kateryna Kopishynska, Associate Professor Iryna Lazarenko and Associate Professor Ivan Pyshnograiev from the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute”

This program is designed to present the main results of a study on the following key issues: notions, peculiarities and the development of intelligent decarbonization; assessment and forecasting of the impact of artificial intelligence and digital technologies on the decarbonization of the economy and energy security, taking into account the statistical data of countries, local needs and global challenges; comparative analysis of the level of decarbonization and artificial intelligence in countries with developed industrial production and determining the factors influencing intelligent decarbonization; circular economy indicators affecting intelligent decarbonization; cross-disciplinary directions and measures of ensuring and accelerating intellectual decarbonization.

Professor
Olena Trofymenko

Professor Olena Trofymenko *holds a Doctor’s degree in Economic Sciences. She is Professor of the Department of Economic Cybernetics at the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". She is the author of more than 150 publications, including monographs, manuals, scientific articles, reports at international and Ukrainian conferences. She was Head of the analytical research "Tasks-accelerators of Ukraine to achieve Sustainable Development Goals 8, 9, 12 and 17" under the research program "Synergy of knowledge, experience and creativity for the future" initiated by the Ministry of Economy of Ukraine. She participated in the preparation of the first Voluntary National*

PROGRAM DESCRIPTIONS

Review of Ukraine's progress in achieving the Sustainable Development Goals. In 2024, she became a Scholar of the Verkhovna Rada of Ukraine for young scientists-doctors of sciences and in 2023 won the nomination "Young teacher-researcher" of 2023 (KPI named after Igor Sikorsky). Her sphere of scientific interests include: circular economy, sustainable development, innovative directions of ensuring energy efficiency, decarbonization of the economy, and policy on the development of energy innovations.

Professor
Kateryna Boiarynova

Professor
Olha Ilyash

Professor
Maryna Kravchenko

Associate Professor
Kateryna Kopishynska

Associate Professor
Iryna Lazarenko

Associate Professor
Ivan Pyshnograiev

April 22

What Is a Job Analysis and How Does It Affect Human Resources Management?
April 22, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Associate Professor Wong Siew Chin, Program Leader, Professor Dr. Amy Yeo Chu May and Dr. Lim Chui Seong from Tunku Abdul Rahman University of Management and Technology (TAR UMT)

Associate Professor
Wong Siew Chin

Professor Dr
Amy Yeo Chu May

Dr Lim Chui Seong

Talent management begins with understanding what jobs need to be filled, and the human traits and competencies employees need to do those jobs effectively. A job analysis is the procedure for determining the duties and skill requirements of the company's positions and the characteristics of the people to hire for them by collecting the following types of information: work activities; human behaviors; machines, tools, equipment, and work aids; performance standards; job context; and human requirements. It is critical for aligning workforce capabilities with organizational goals in a rapidly evolving workplace.

Modern job analysis incorporates technology, such as AI and data analytics, to efficiently gather and process information about roles, ensuring relevance to market trends and emerging skills. This data-driven approach enhances workforce planning, recruitment, and performance management while promoting agility in adapting to changing business needs. A job description is a list of a job's duties, responsibilities, reporting relationships, working conditions, and supervisory responsibilities—one product of a job analysis. A job specification is a list of a job's "human requirements": the requisite education, skills, knowledge, and so on—another product of a job analysis.

Wong Siew Chin, PhD *is an associate professor in Faculty of Accountancy, Finance and Business at Tunku Abdul Rahman University of Management and Technology (TAR UMT), Malaysia. Her research interests are human resource development, career development and organizational development. Currently, her research focuses on early career development among young generation, AI related career advancement among academics in local higher education institutions as well as cryptocurrency adoption behavior. She contributes as a reviewer for several multidisciplinary Q1 and Q2 journals. She has actively engaged in the global academic community, serving as an evaluator and session chair at prestigious international conferences in Japan and Indonesia. Additionally, she is a certified HRD trainer under the Human Resource Development Corporation, Ministry of Human Resources Malaysia.*

September 16

The Main Areas of Cooperation Between Belarus and China in the Field of Communication: History and Present Day
September 16, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Associate Professor Sidorova Svetlana Olegovna, Department of the Philosophy and History from the Belarusian State University of Physical Culturefrom

PROGRAM DESCRIPTIONS

This program will review the main areas of cooperation between Belarus and China in the fields of communications and information technology. Participants will have the opportunity to learn about the historical stages of cooperation between the two countries, including the establishment of diplomatic relations, the first signs of cooperation in telecommunications, and the impact of cultural and technological exchanges on the development of communication between Belarus and China.

Special attention will be paid to analyzing key agreements and arrangements that have contributed to the growth of cooperation in communications.
At the conclusion of the program, prospects for further cooperation within international and regional frameworks, such as the Belt and Road Initiative, will be discussed.

Associate Professor
Sidorova Svetlana Olegovna

Sidorova Svetlana Olegovna, PhD *in History, Associate Professor of the Department of the Philosophy and History of the Belarusian State University of Physical Culture. Field of scientific interests include socio-economic history and history of communication. She is the author of the book "The History of Telecommunications in Belarus" (2023).*

October 14

From Smart City to Smart Society
October 14, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Professor Serhii Voitko, Program Leader, Associate Professor Natalia Skorobohatova and Nadiia Konovalova from the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

Professor Serhii Voitko

Associate Professor
Natalia Skorobohatova

Leading Specialist
Nadiia Konovalova

Since 2011, the concept of Industry 4.0 has been implemented in a significant number of areas of human activity. We have observed the development from "smart" devices that we use daily to regional ecosystems, including Smart Cities, which are created by individual countries. The "smart" economy, which is a product of Industry 4.0, can ensure the productivity of local and national businesses. Society uses the tools of the knowledge economy quite actively - we are already actively using this space of science, technology, and economics. Information and communication technologies are developing in parallel; therefore, their data processing capabilities have led to the transition from Industry 4.0 to Industry 5.0. The development of cyber-physical systems during the Fourth Industrial Revolution subsequently led to the formation of Society 5.0 as an intermediate stage of movement to Industry 5.0. All this awaits us in peacetime in the third decade of the 21st century.

Serhii Voitko, Professor*, Doctor of Economics. Head of the Department of International Economics, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". Head of the Expert Commission on the Commercialization of Intellectual Property Rights. Main research areas: sustainable development, global economy, high-tech enterprises, science-intensive technologies, Industry 4.0, production management, radioelectronics. Head of the scientific group "International scientific and technical cooperation in the conditions of Industry 4.0". Subjects within the teaching career: International Economics, Research Methodology, Business Economics, Economic Theories of Nobel Laureates.*

November 4

Vision-Based Robotics: Innovations and Practical Implementations.
November 4, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Assistant Professor Goh Yeh Huann, Department of Engineering and Technology from Tunku Abdul Rahman University of Management and Technology (TAR UMT)

PROGRAM DESCRIPTIONS

This program explores the advancements and practical applications of vision-based robotics, focusing on how these technologies are revolutionizing automation and manufacturing. Vision-guided systems enable robotic arms to perform complex tasks like peg-in-hole mating with precision and efficiency, addressing challenges in scalability and labor intensity across various industries, including automotive and locomotive assembly. By combining Computer Vision, Artificial Intelligence, and motion planning, these systems enhance the capabilities of robots in tasks traditionally performed by humans, improving productivity and reducing costs. Key topics include recognizing and analyzing target objects, planning collision-free trajectories, and adapting robotic movements based on real-time feedback.

Discussion highlights the integration of cutting-edge methodologies to achieve seamless automation while maintaining high-quality standards. This transformative approach to robotics underscores its potential to meet the demands of modern manufacturing, paving the way for more efficient, scalable, and intelligent operations.

Assistant Professor
Goh Yeh Huann

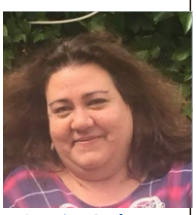
Yeh Huann Goh, Assistant Professor, *received his B.Eng, M.Eng.Sc and PhD in electrical engineering from the University of Malaya in 2004, 2007 and 2014 respectively. He joined the Faculty of Engineering and Technology at Tunku Abdul Rahman University of Management and Technology, Setapak as an assistant professor in 2015. His research areas include feature extraction for speech signal processing, derivation of new bidirectional Kalman filter and its application in speech signal processing, data prognostics and diagnostics for the industrial SMT machine, and robotic assembly system. His work is well-documented in journal publications and conference proceedings. On professional qualifications, Goh is a registered Professional Engineer (PEng) in the Electrical Engineering discipline and ASEAN Chartered Professional Engineer (ACPE) in Electrical discipline with the Board of Engineers Malaysia (BEM). Goh is also an active member in The Institution of Engineers, Malaysia (MIEM).*

November 11

Cantonese Embroidery Preservation Applied to the Manila Shawl - Scientific Study as Support for Historical Contextualization
November 11, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Associate Professor Sofía Vicente Palomino, Departamento de Conservación y Restauración de Bienes Culturales of the Faculty of Fine Arts from Universitat Politècnica de València

The general objective of this program is to highlight the Manila Shawl as an object that carries an embroidery technique of incalculable material and immaterial value, such as Canton Embroidery. Understanding what the Shawl has meant from all aspects, both artistic and as a historical document, will enhance its understanding and revaluation both at the origin of its production and throughout its entire journey, highlighting the need for it to be treated and preserved appropriately.

Specific objectives include recognition as an intercultural work is proposed through the following: Study the adaptation of canton embroidery applied to the shawl; Determine materials and techniques, selecting a number of works whose context is appropriate; Establish a correlation between modifications, the evolution of materials, format, iconology and technique and compare the results through documentation obtained at the origin of production, thus solving unknowns or doubts about chronology that currently exist; and finally, make an assessment of the specific problems of these pieces.



Associate Professor
Sofía Vicente Palomino

Sofía Vicente Palomino, *Doctor in Fine Arts from the Universitat Politècnica de València. She is an associate professor at the same University in the Departamento de Conservación y Restauración de Bienes Culturales of the Faculty of Fine Arts and a research member of the Instituto Universitario de Restauración del Patrimonio (IRP-UPV). As a teacher she works in Conservation and Restoration of Textiles and her subjects are focused on this area of heritage*

PROGRAM DESCRIPTIONS

both in the Degree in Conservation and Restoration of Cultural Assets and in the Official Master's Degree in Conservation and Restoration of Cultural Assets. She has supervised many final degree, master's and doctoral theses. She has also participated in and directed several research projects focused on the study of ancient fabrics, the characterization and identification of materials, the effects of mordants and dyes and their behavior and aging, as well as the characterization and analysis of materials used in conservation. and tissue restoration.

November 18

Strategics for Implementing Low Carbon Concrete
November 18, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Distinguished Professor Vivian W. Y. Tam, School of Engineering, Design and Built Environment from Western Sydney University

Mixed construction and demolition waste presents one of the major challenges for recyclers to separate them for high-quality recycled material. Brick is the second most widely used construction material after concrete (Amidi & Wang, 2015). Masonry waste is largely composed of broken brick, which may be contaminated with mortar, rendering and plaster. This creates difficulties in sorting and cleaning brick waste before recycling, which results in a relatively low recycling rate. Most countries, including Australia, do not currently allow the use of mixed construction and demolition waste for concrete production if the proportion of brick waste is more than 85% due to its poor performance under the current limited technologies. Researchers around the world have been trying to find ways to recycle brick waste. A Japanese practice is to burn demolished bricks into slime burnt ash, while in Hong Kong, bricks are commonly crushed to form filling materials and hardcore. Crushing brick waste as powder for cement replacement has been used, but its replacement ratio is currently limited to 20% because of its low compressive strength and typically limited to low-grade applications (Bui, Satomi, & Takahashi, 2018).

Distinguished Professor Vivian W. Y. Tam

Distinguished Professor Vivian W. Y. Tam *is the Fellow of the Australian Academy of Technological Sciences and Engineering and a world-leading researcher in the field of construction engineering and management. Her findings have found applications and impact for tackling climate-change issues for green buildings and recycled concrete. She is currently the Director of Centre for Infrastructure Engineering, Associate Dean (Research and HDR), Associate Dean (International) and Discipline Leader (Construction Management) at School of Engineering, Design and Built Environment, Western Sydney University, Australia. She has served as the College of Expert, Australian Research Council, Australian Government in 2018-2021 and currently holds this position again from 2025 onward. She is currently the Editor-in-Chief of International Journal of Construction Management and Senior Editor of Construction and Building Materials. She has published over 330 referred journal articles of which 7 are highly-cited. Her work has been recognised by peers nationally and internationally, which has been exemplified by nine Australian Research Council projects and over 33,000 citations with a h-index of 95. Vivian is also named as 100,000 Top-Scientists (Top 2% Scientists) in the World for since 2017. Vivian is also nominated as a Runner Up, Scopus Researcher of the Year Award 2019, Excellence in Research Impacting a Sustainable Future, Scopus, and her team has won the Gold Award, 2021 Urban Innovation and Entrepreneurship Competition, Guangzhou International Sister-City Universities (GISU), from this project development.*

November 28

Artificial intelligence in the Media Business
November 28, 2025 from 3:00 pm to 5:00 pm (Beijing Time)
Associate Professor Lina Shenderivska, Program Leader, Associate Professor Lina Artemenko, Associate Professor Radmila Segol, Associate Professor Olha Guk, Associate Professor Maksym Marki, Associate Professor Olha Markina and Associate Professor Yevhenii Batrak from the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

PROGRAM DESCRIPTIONS

This program is designed to present the main results of a study on the following key issues: state of use of artificial intelligence in the media; application of artificial intelligence in the media in the context of copyright; advantages and prospects of using artificial intelligence in media business; the impact of artificial intelligence on the transformation of business models in the media; information security of the country and the world: risks and threats of artificial intelligence; directions for reducing risks, and threats to information security in the context of the development of neural networks.

Associate Professor
Lina Shenderivska

Lina Shenderivska, PhD *in Economics, Associate Professor, Department of Management of Enterprises, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute''. She has previously served as Deputy Director and Coordinator of academic mobility of the Publishing and Printing Institute for International Affairs and as Coordinator of the Polytechnic Publishing House under the Ukrainian Book project of the State Committee for Television and Radio Broadcasting of Ukraine. She is an expert in developing business plans, business consulting, a co-organizer of the project Business Marathon of a Successful Manager, Department of Management of Enterprises. She is a member of project teams for the development of educational and professional programs "Management and Business Administration", bachelor's and master's degrees. She teaches courses in modern business models in media, business analysis, business statistics, business forecasting, marketing of startup projects, managerial decision making, iinvesting in nnovative activity.*

Associate Professor
Lina Artemenko

Associate Professor
Radmila Segol

Associate Professor
Olha Guk

Associate Professor
Maksym Markin

Associate Professor
Olha Markina

Associate Professor
Yevhenii Batrak

Program Registration:

To register for these programs, please contact the designated GISU member representative for your university who will provide the necessary ZOOM meeting ID and password required for participation.

"Greater Engagement and Greater Heights"

An Ideal Model of International Collaboration Among Universities Serving their Communities

Alliance of
Guangzhou International Sister-City Universities
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