

## MONDAY 8.2.2021

Track 1

Track 2

### Official Opening 10:00 - 10:30 (UTC+2)

Intelligence Beyond Logic, *Asta Raami, PhD / M.A. (digital media) | B.A. (design) | B.Ed.*  
10:30 - 12:00 (UTC+2)

Break 12:00 - 12:30 (UTC+2)

The robots are coming but not in the way you think... Saving mobile and ubiquitous users from a de-humanising future, *Prof. Matt Jones, Director of the Morgan Advanced Studies Institute, Swansea University*  
12:30 - 14:00 (UTC+2)

Break 14:00 - 14:30 (UTC+2)

Artificial Intelligence and Machine Learning: current challenges, *João Vilaça, Professor(IPCA), Director (ZAI), Co-founder (Surgical3D)*  
14:30 - 15:30 (UTC+2)

How to utilise your Emotional Intelligence skills when you need them most, *Helinä Mellanen, MBA, Entrepreneur, Emotional Intelligence Skills for Life*  
15:30 - 16:30 (UTC+2)

Coffee room discussion for faculty members: Sharing best practices and innovations in online teaching and turning the international pandemic crisis into opportunity  
16:30 - 17:00 (UTC+2)

Coffee room discussion for faculty members: Uni's social media presence- how do Universities utilize their social media presence in marketing their studies  
15:00 - 15:30 (UTC+2)

The benefits and risks of emotional artificial intelligence for society, *Dardan Hajrizaj, MSc, IBC-M, Mitrovica*  
15:45 - 16:15 (UTC+2)

- Keynote: open for everyone
- Guest lecture: open for everyone
- Coffee room discussions for faculty members from HAMK and partner universities
- Multidisciplinary student project for students from HAMK and partner universities
- "Design Expedition" project / RUN-EU for all HAMK students (application ends on 26 January 2021)
- Freezing Research Seminar: open for everyone

## TUESDAY 9.2.2021

Track 1

Track 2

Welcome 09:50 - 10:00 (UTC+2)

COGX AVATARS™. Conversational Commerce, *Dr. Tanja Paltzer, Ph.D. in Anglistik & Kulturwissenschaften from the University of Potsdam, CEO and Co-owner of Munich headquartered AI Bots As A Service*  
10:00 - 11:30 (UTC+2)

Humanising Technology: How creativity rules technology while technology defines a new norm for creativity, *Jamshid Alamuti, the founder and CEO of House of Creative Entrepreneurship and Neural Jam*  
11:30 - 13:00 (UTC+2)

Break exercise, *Jari Virtanen, Coordinator of Sports Services, HAMK*, 13:00 - 13:15 (UTC+2)  
Break 13:00 - 13:45 (UTC+2)

Image Analytics, *Janne Flink, Accenture Oy*  
13:45 - 14:45 (UTC+2)

Coffee room discussion for faculty members: How to promote the progress of studies and the commitment of students and avoid drop-outs  
13:45-14:15 (UTC+2)

Coffee room discussion for faculty members: How to increase critical thinking in the studies?  
14:15 - 14:45 (UTC+2)

Multidisciplinary Student Project:  
The Freezing Business Challenge  
  
Teaming up,  
*Sarah Keeler, Niederrhein University of Applied Sciences & HAMK host*  
14:45 - 17:00 (UTC+2)

Introduction to the Marketing 5.0 - does chatbot really like us, *Katarzyna Sanak-Kosmowska, Assistant Professor, Cracow University of Economics*  
14:45-15:30 (UTC+2)

Emotional Intelligence in Modern Business Development, *Dr. Alexandar Djikic, Lecturer, IBC-M, Mitrovica*  
15:30-16:15 (UTC+2)

## WEDNESDAY 10.2.2021

Track 1

Track 2

Track 3

Multidisciplinary Student Project:  
The Freezing Business Challenge  
  
Working with the challenge  
09:00 - 17:00 (UTC+2)

Multidisciplinary student project "Design Expedition" /RUN-EU  
  
 REGIONAL UNIVERSITY NETWORK EU

Freezing Research Seminar  
15:00 - 18:00 (UTC+2)

## THURSDAY 11.2.2021

Track 1

Track 2

Multidisciplinary Student Project:  
The Freezing Business Challenge  
10:00-18:00 (UTC+2)

Multidisciplinary student project "Design Expedition" /RUN-EU  
  
 REGIONAL UNIVERSITY NETWORK EU

## FRIDAY 12.2.2021

Track 1

Track 2

Multidisciplinary Student Project:  
The Freezing Business Challenge  
09:00-13:00 (UTC+2)

Multidisciplinary student project "Design Expedition" /RUN-EU  
  
 REGIONAL UNIVERSITY NETWORK EU