

# **Ulysseus R&I Conference 2026: Applied AI in Business and Education: Research, Innovation, and Responsibility**

**Tuesday 6 October 2026 - Tuesday 6 October 2026**

**Haaga Helia**

## **Scientific Programme**

09:30-10:00 | **Arrival & Registration**

10:00 – 10:15 | **Opening & Welcome**

*Conference opening, objectives, introduction to the theme*

10:15 – 11:00 | **Keynote**

*Framing the role of AI in business, education, and society incl. Q&A*

11:00-11:30 | **Coffee Break & Networking**

11:30 – 12:30 | **Parallel Plenary Sessions: AI Across Sectors**

*(Short impulse talks or panel connecting the three themes)*

- Parallel Session 1: Applied AI in Business
- Parallel Session 2: AI in Education
- Parallel Session 3: Sustainability, Responsibility, and Trust

12:30 – 13:30 | **Lunch Break**

13:30 – 14:45 | **Technical Session: Ulysseus R&I Groups**

*(Interactive formats encouraged: case discussions, short presentations, or panels)*

14:45 – 15:15 | **Coffee Break & Networking**

15:15 – 16:15 | **Poster Session: Young Network**

*(Poster session with active discussions covering all three tracks)*

16:15 – 16:30 | **Plenary Wrap-Up & Outlook**

*Key insights from sessions, future collaboration opportunities, closing remarks*

## Track 1: Applied Artificial Intelligence in Business

Artificial intelligence is rapidly transforming business models, value chains, and decision-making processes across industries. This session explores practical applications of AI in business contexts, focusing on real-world use cases, innovation processes, and the organisational transformations required for successful adoption.

Contributions may address topics such as:

- AI-driven product and service innovation,
- Data-enabled business models,
- Process automation,
- Human-AI collaboration.
- Change management strategies.

The session also welcomes perspectives on barriers to implementation, skills requirements,

governance structures, and the role of leadership in AI transformation. The aim is to foster dialogue between researchers, practitioners, and policymakers on how organisations can responsibly leverage AI for competitiveness, resilience, and sustainable growth.

## **Track 2: Artificial Intelligence in Education**

AI technologies are reshaping teaching, learning, and assessment in higher education. This session focuses on how AI can be integrated into educational practice, both as a subject of learning and as a tool that supports teaching and institutional development.

We invite contributions on:

- AI-supported pedagogies,
- Generative AI in the classroom,
- Learning analytics for student success,
- New assessment formats in the age of AI,
- Strategies for academic integrity.

The session also highlights faculty development, digital competencies, and institutional policies needed to navigate AI-driven change in education.

By bringing together educators, researchers, and educational developers, the session aims to explore how AI can enhance learning experiences while preserving critical thinking, creativity, and ethical awareness.

## **Track 3: Sustainability, Responsibility, and Trust**

As AI systems become embedded in societal infrastructures, questions of responsibility, fairness, and trust are increasingly urgent. This session examines the ethical, social, and sustainability dimensions of AI deployment.

Topics include:

- Algorithmic bias and discrimination,
- Transparency and explainability,
- Accountability frameworks,
- Environmental impacts of AI,
- Regulatory developments,
- Public trust.

Contributions may also address participatory approaches, inclusive design, and the role of universities in shaping responsible AI innovation. The session seeks to advance interdisciplinary perspectives on how AI can be developed and governed in ways that align with democratic values, social justice, and long-term sustainability.