

Ulysseus R&I Conference 2026

Applied AI in Business and Education:
Research, Innovation, and Responsibility

PROGRAMME

6 October 2026

Haaga-Helia · Pasila Campus
Ratapihantie 13
00520 Helsinki, Finland



Programme at a glance

Time	Activity
09:30 - 10:00	Arrival & Registration
10:00 - 10:15	Opening & Welcome <i>Conference opening, objectives, introduction to the theme</i>
10:15 - 11:00	Keynote <i>Framing the role of AI in business, education, and society incl. Q&A</i>
11:00 - 11:30	Coffee Break & Networking
11:30 - 12:30	Parallel Plenary Sessions: AI Across Sectors <i>Short impulse talks or panel connecting the three themes</i> • Track 1: Applied AI in Business • Track 2: AI in Education • Track 3: Sustainability, Responsibility, and Trust
12:30 - 13:30	Lunch Break
13:30 - 14:45	Technical Sessions: Ulysseus R&I Groups <i>Interactive formats encouraged: case discussions, short presentations, or panels</i> • Track 1: Applied AI in Business • Track 2: AI in Education • Track 3: Sustainability, Responsibility, and Trust
14:45 - 15:15	Coffee Break & Networking
15:15 - 16:15	Poster Session: Young Network <i>Poster session with active discussions covering all three tracks</i>
16:15 - 16:30	Plenary Wrap-Up & Outlook <i>Key insights from sessions, future collaboration opportunities, closing remarks</i>
16:45 - 19:00	Young Researcher Award & Networking Event

Opening & Keynote

09:30 10:00	Arrival & Registration Tapahtumatori (<i>The Event Square</i>), Haaga-Helia
10:00 10:15	Opening & Welcome Auditorio, Haaga-Helia <i>Salla Huttunen</i> , Vice President, RDI and Digitalization
10:15 11:00	Keynote Auditorio, Haaga-Helia <i>Anu Passi-Rauste</i> , CBO at Headai
11:00 11:30	Coffee Break & Networking Tapahtumatori (<i>The Event Square</i>), Haaga-Helia

Connecting European Minds for a Sustainable Future

Parallel Plenary Session

Track 1: Applied AI in Business

11:30 - 12:30 | Haaga-Helia · Pasila Campus

Room 1219		Session Chair
		František Babič (Technical University of Košice)
11:30 - 11:45	Using generative artificial intelligence in renewing and developing their operations in collaboration with their learning network	Olli Kupiainen (Haaga-Helia University of Applied Sciences)
11:45 - 12:00	Code Without an Owner: The IPR Blind Spot in AI-Assisted Software Development	Kari Hiekkanen (Haaga-Helia University of Applied Sciences)
12:00 - 12:15	The Missing Stage: Applied AI and the Late-Career Workforce	Alena Karpova (University Côte d'Azur)

The session continues until 12:30.
Individual contributions are listed above as provided in the timetable.

Parallel Plenary Session

Track 2: AI in Education

11:30 - 12:30 | Haaga-Helia · Pasila Campus

Room 2205		Session Chair Clio Flego (University of Genoa)
11:30 - 11:45	LinguaFutures: Reshaping the Future of Language Education with AI Christine Schmider (Université Côte d'Azur) Kirsi Korkealehto (Haaga-Helia University of Applied Sciences) Laura Santini (University of Genova) Maarit Ohinen-Salvén (Haaga-Helia University of Applied Sciences) Sabina Osmanovic (University of Montenegro) Sandra Christine Vlasta (University of Genova) Vladislava Sergienko (University Côte d'Azur)	
11:45 - 12:00	AI-Powered Tools in EFL Writing Classrooms: Evidence from Moroccan Middle Schools Zakarye Ait Arab (Cadi Ayyad University)	
12:00 - 12:15	The use of AI in the Montenegrin education sector – survey results Maja Bacovic (University of Montenegro)	

The session continues until 12:30.
Individual contributions are listed above as provided in the timetable.

Parallel Plenary Session

Track 2: AI in Education

11:30 - 12:30 | Haaga-Helia · Pasila Campus

Room 2201		Session Chair
		Miriam Šebová (Technical University of Košice)
11:30 - 11:45	AI Transforming Software Development: Implications and Solutions for Higher Education	Ari Alamäki (Haaga-Helia University of Applied Sciences)
11:45 - 12:00	AI Literacy Profiles and Human–Machine Interaction Needs among Sports Science Undergraduates	Salvador Angosto Sanchez (University of Seville)
12:00 - 12:15	Knowledge Creation in AI-Mediated Online Education	Päivi Aarreniemi-Jokipelto (Haaga-Helia University of Applied Sciences)
12:15 - 12:30	Artificial Intelligence in Higher Education: Ethical tensions between learning support and academic integrity	Aleksandra Vuković (University of Montenegro)

Parallel Plenary Session

Track 3: Sustainability, Responsibility, and Trust

11:30 - 12:30 | Haaga-Helia · Pasila Campus

Room 6202

Session Chair

Julia Wiethüchter (MCI | The Entrepreneurial School)

11:30 - 11:45

Droplet Water Droplet as a Tool - when "soft" droplet hits hard

Sergej Hloch (Technical University of Kosice)

11:45 - 12:00

Designing for Trustworthiness: An Action Design Research Study on AI Knowledge Retrieval System Redesign in a Small Cultural Institution

Lauri Lumme (Haaga-Helia University of Applied Sciences)

12:00 - 12:15

Will AI help to save our world?

Tillmann Buttschardt (University of Münster)

The session continues until 12:30.

Individual contributions are listed above as provided in the timetable.

Parallel Plenary Session

Track 3: Sustainability, Responsibility, and Trust

11:30 - 12:30 | Haaga-Helia · Pasila Campus

Room 6204		Session Chair
		Fynn M. Schmidt (University of Münster)
11:30 - 11:45	Powering AI in Coal-Dependent Grids: The Asymmetric Environmental and Economic Cost of Data-Centre Demand in Central and Eastern Europe	Magdalena Zajackowska (Kraków University of Economics)
11:45- 12:00	Digital Stakeholders in the Ecosystem of University Social Responsibility	Wioleta Gałat (Kraków University of Economics)
12:00 - 12:15	AI as a creative force: shifting from a tool to becoming a model	Adrien Christ (Université Côte d'Azur) Anthony Hussenot (Université Côte d'Azur) Baptiste Rege (Université Côte d'Azur) Julia Waldegger (MCI The Entrepreneurial School) Olli Kupiainen (Haaga-Helia University of Applied Sciences)

The session continues until 12:30.
Individual contributions are listed above as provided in the timetable.

Technical Sessions

Track 1: Applied AI in Business

12:30
13:30

Lunch Break
Tapahtumatori (The Event Square), Haaga-Helia

13:30 - 14:45 | Haaga-Helia · Pasila Campus

Room 1219		Session Chair
		František Babič (Technically University of Košice)
13:30 - 13:45	Geometric machine learning for business network analytics Vladimir Jacimovic (University of Montenegro)	
13:45 - 14:00	Artificial intelligence tool to optimize the electromagnetic characterization process of materials for electromagnetic shielding Vivaldo Muñoz-González (National Autonomous University of Mexico)	
14:00 - 14:15	AI Adoption in Banking: Insights on Customers' Trust, Perceived Risks and Acceptance Stephan Schlögl (MCI The Entrepreneurial School)	

The session continues until 14:45.
Individual contributions are listed above as provided in the timetable.

Technical Sessions

Track 2: AI in Education

13:30 - 14:45 | Haaga-Helia · Pasila Campus

Room 2205		Session Chair
Namrata Sethi (Haaga-Helia University of Applied Sciences)		
13:30 - 13:45	Comparing language educators' AI use across Ulysseus European University Christine Schmider (Université Côte d'azur) Kirsi Korkealehto (Haaga-Helia University of Applied Sciences) Maarit Ohinen-Salván (Haaga-Helia University of Applied Sciences)	
13:45 - 14:00	FUTURABILITIES: needed to admit that EVERYTHING is NATURE Daniela Pastoors (University of Münster) Antje Bierwisch (MCI The Entrepreneurial School) Julia Wiethüchter (University of Münster)	
14:00- 14:15	Bridging the Gap Between Importance and Performance in AI Literacy Among Future PreService Teachers Salvador Angosto Sanchez (University of Seville)	
14:15 - 14:30	Human–AI Interaction in Art and Creative Education Manuela Raisová (Technical University of Košice) Richard Kitta (Technical University of Košice)	

The session continues until 14:45.
Individual contributions are listed above as provided in the timetable.

Technical Sessions

Track 3: Sustainability, Responsibility, and Trust

13:30 - 14:45 | Haaga-Helia · Pasila Campus

Room 2201		Session Chair
		Tillmann Buttschardt (University of Münster)
13:30 - 13:45	From Barriers to Support: Cross-Country Evidence on Inclusive Student Entrepreneurship in the WE FEW Research Lab	
	Katarína Valentová (Technical University of Košice) Dana Paľová (Technical University of Košice)	
13:45 - 14:00	Trustworthy Conversational AI for Mental Healthcare: Trust Calibration and Accountability	
	Lili Aunimo (Haaga-Helia University of Applied Sciences)	
14:00 - 14:15	The Future of Meaningful Work: Manifesto and Research Agenda	
	Johanna Vuori (Haaga-Helia University of Applied Sciences)	
14:15 - 14:30	Governing AI in Social Work: Trust, Responsibility and the Case for AI Social Work Specialists	
	Tekla Hornakova (Technical University of Košice)	

The session continues until 14:45.
Individual contributions are listed above as provided in the timetable.

Poster Session: Young Network

15:15 - 16:15 | Haaga-Helia · Pasila Campus

Tapahtumatori
(The Event Square)

Session Chair
Miroslav Janák (Technical University of Košice)

Simulation-Based AI Support for Responsible Decision-Making in Manufacturing Systems

Maksym Karakai (Technical University of Košice)

AI-Assisted Point Cloud Completion for Low-Cost Digitisation of Industrial Assets

Martin Chovanec (Technical University of Košice)

Circular Economy and Reverse Engineering Education for the Green Transition (CircleREdu)

Kaisa Tsupari (Haaga-Helia University of Applied Sciences)

Lili Aunimo (Haaga-Helia University of Applied Sciences)

Interdisciplinary Sustainability Sciences: Research at the Nexus from Sustainability and Digital Technologies

Fynn M. Schmidt (University of Münster)

GAIK Toolkit: A Reusable Open Resource for European Generative AI Research, Innovation and Education

Dmitry Kudryavtsev (Haaga-Helia University of Applied Sciences)

Umair Ali Khan (Haaga-Helia University of Applied Sciences)

How does generative AI impact cybersecurity risks for service business SMEs? A research agenda

Aarni Tuomi (Haaga-Helia University of Applied Sciences)

Break, Wrap-Up & Networking Event

14:45

Coffee Break & Networking

15:15

Tapahtumatori (*The Event Square*), Haaga-Helia

16:15

Plenary Wrap-Up & Outlook

16:30

Haaga-Helia · Pasila Campus

Venue change

Please proceed to RestoCamp for the Award Ceremony & Networking Event

16:45

Young Researcher Award & Networking Event

19:00

RestoCamp · Mall of Tripla

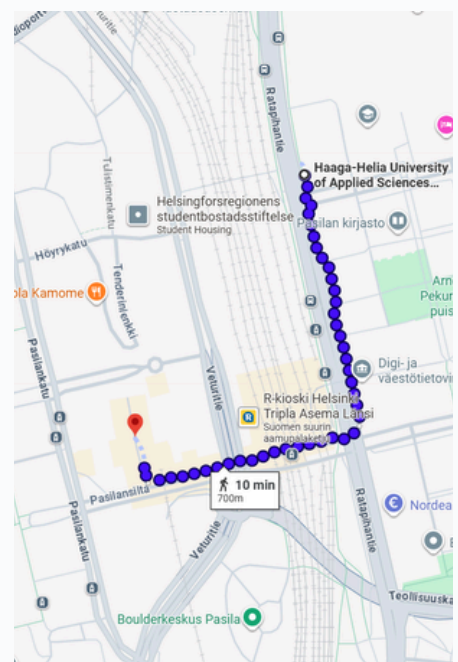
RestoCamp · Mall of Tripla

(approx. 10 min walk)

Fredikanterassi 1

00520 Helsinki, Finland

People.
Knowledge.
A Better Tomorrow.



More Information



Conference page: <https://ulysseus.eu/events/ulysseus-ri-conference-2026/>

Contact: conference@ulysseus.eu



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