

AI-Powered Business Education

An Academic-Industry Dialogue

8:45 am – 9:45 am

Arrival and Registration

9:45 am – 10:00 am

Official Inauguration

Danielle Khalife-Fraiha, PhD, Dean, USEK Business School, Lebanon

Prof. Ghassan Awad, PhD, Chancellor of Abu Dhabi University, UAE

Fr. Talal Hachem, PhD, President of USEK, Lebanon

Keynote Speaker

Kamal Shehade, PhD, Minister of State for Technology Affairs, Lebanon

Master of Ceremonies: Nada Sarkis, PhD, Associate Dean for Graduate Studies, USEK Business School, Lebanon

10:00 am – 11:00 am

Roundtable I: Bridging the Gap: Academia's Role in Meeting Industry AI Demands

Speakers:

Fadi Saikali, Vice President of Sales, EMEA, iSchemaView Inc., USA

Manal Jalloul, PhD, Founder and Director, AI Lab, Lebanon

Mazen Abdallah, Head of Google for Education MENA, UAE

Michael Joseph, Chief Strategy Officer, Epirroi, USA

Moderator: Rima Saad Azar, Director at Sea Sky Services SARL & UKLtd; AI Licensed Trainer for Business Efficiency

11:00 am – 11:15 am

Coffee Break

April 24 | 9:45 am – 1:30 pm | John Paul II Amphitheater



11:15 am – 12:15 pm

Roundtable II: Revolutionizing Business Education with AI – Innovations in Teaching, Learning & Research

Speakers:

Christophe Zoghbi, Founder & CEO at ZAKA, Canada (online)

Hamad Odhabi, Vice Chancellor at Abu Dhabi University, UAE

Johnny Karam, Data & AI Lead – Education Middle East, Microsoft, UAE (online)

Joseph Al Assad, PhD, Dean, School of Engineering, USEK, Lebanon

Rami Youssef, Head of EASTMED, McGraw-Hill, Egypt

Moderator: Madonna Salameh, PhD, Assistant Dean

Dean for Executive Education, USEK Business School, Lebanon

12:15 pm – 12:30 pm

Coffee Break

12:30 pm – 1:00 pm

Closing Session: AI Ethics in Business:

Navigating the Challenges

Speaker:

Yusuf Sidani, PhD, Dean, Suliman S. Olayan School of Business, AUB, Lebanon

Moderator:

Mohammad Makki, PhD, USEK Business School, Lebanon

1:00 pm

Lunch