President's speech
Conference: AI Powered Business Education:
An Academic Industry Dialogue
Thursday April 24, 2025

Good morning everyone,

It is my great pleasure to welcome you to this important conference, co-organized by USEK and Abu Dhabi University. We are especially proud of this collaboration, which reflects a shared conviction that artificial intelligence is not merely a technological trend, but a profound transformation — one that is already reshaping our institutions, economies, and ways of thinking.

At USEK, we believe that the role of a university is not only to respond to change, but to help shape it. This is especially true in the context of AI, which challenges us to rethink how we prepare our students, how we generate knowledge, and how we serve society. In this light, our mission as a Catholic university becomes even more relevant — to form leaders who are not only skilled, but guided by purpose, ethics, and a deep sense of social responsibility.

This conference is a direct expression of that mission. It brings together diverse voices — from academia, industry, and policy — to reflect on how we can bridge gaps between disciplines, sectors, and nations in order to build a more intelligent, inclusive, and resilient future. And in that spirit, we are especially grateful to our colleagues at Abu Dhabi University for embracing this vision and co-creating this platform for dialogue and shared action.

President – Holy Spirit University of Kaslik
president@usek.edu.lb | T +961 9 600 000 | P.O. Box 446 | Jounieh | Lebanon
usek.edu.lb

In Lebanon and across the region, universities face significant constraints — from economic uncertainty to limited infrastructure. But they also hold unique strengths: vibrant youth, committed faculty, and a growing recognition that the future of education must be agile, collaborative, and digitally fluent. At USEK, we are proud of the many initiatives led by our business school and other faculties to introduce AI concepts across programs, support innovation in pedagogy, and promote interdisciplinary research.

As we open this conference, let us remember that AI is not just about algorithms and automation. It is about how we reimagine the relationship between humans and technology, and how we ensure that progress serves the common good. This is a challenge that calls for wisdom, humility, and partnership — all values that define our academic community.

Thank you to all our speakers, guests, and partners for being part of this important conversation. Your presence reinforces our belief that, together, we can shape a more thoughtful and impactful integration of AI into the academic and professional landscapes of tomorrow.

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