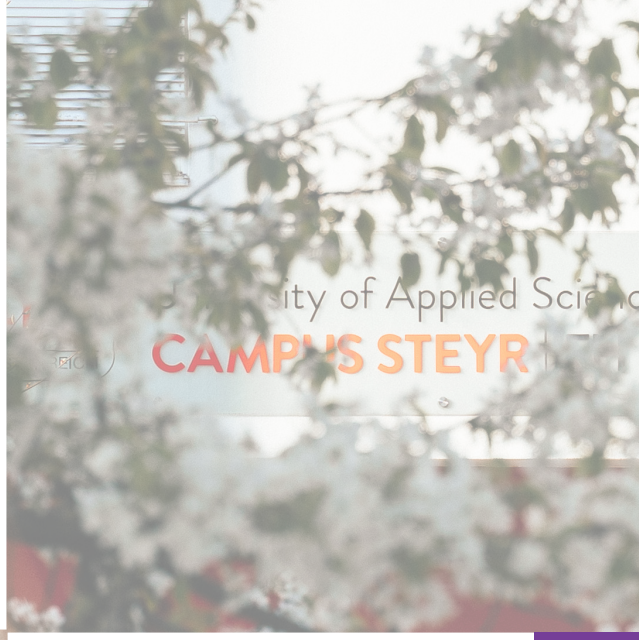
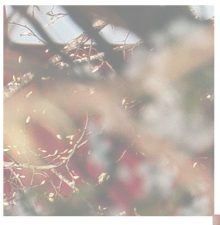
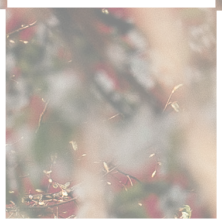
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International Teaching Days 2026

Teaching Participants & Visiting Colleague



Jolien Develtere

Artevelde University of Applied Sciences, Belgium

Jolien is a Business Management lecturer and multidisciplinary entrepreneur with a strong focus on creative innovation and sustainable value creation. As the founder and designer of her own jewelry label, she has built a brand from the ground up, combining craftsmanship, storytelling, and thoughtful business strategy.

She also has experience in management consulting, product development, and operational leadership. In addition, she gained international experience in the fashion industry, further developing her expertise in design, sustainability, and ethical production.

Workshop title From Insight to Impact — Designing Human-Centered Products with an Entrepreneurial Mindset



Pauline Steelandt

Artevelde University of Applied Sciences, Belgium

Pauline is a sales lecturer with a strong background in consumer psychology. After her studies, she worked for major retail companies such as Albert Heijn and Colruyt Group, gaining hands-on experience in sales, customer behaviour, and retail strategy. She also built international experience in London, working in diverse environments.

Today, she coaches entrepreneurial students and supports them in developing their sales skills through practical guidance and real-life examples.

Workshop title Reaching Out in Sales: Cold Calling



Soňa Karkošková

Prague University of Economics and Business, Czechia

Soňa is an expert in data governance, data warehousing and reporting, data products, and data ontologies, combining academic and practical business experience. She is a lecturer and academic guarantor at the Department of Information Technologies at the Prague University of Economics and Business.

Her teaching and research focus on aligning business, data, and IT, helping students and professionals use data-driven approaches to support organizational transformation.

Workshop title Using PowerBI for Business Data Analysis and Decision Making



Maris Gailis

Riga Technical University, Latvia

Maris is an academic researcher specializing in sustainable mobility and managerial decision-making, with a strong focus on behavioral models and quantitative methods. His work uses survey-based research and PLS-SEM to analyze intention–action gaps in areas such as process management, sustainability, and organizational change.

He is particularly interested in applying behavioral theories to generate evidence-based insights that support managerial decision-making.

Workshop title Sustainable Mobility in Practice: Exploring How Decisions Are Made





Erika Lázár

University of Pécs, Hungary

Erika is a marketing researcher, sociologist, and Assistant Professor at the University of Pécs. She teaches marketing research courses at both bachelor's and master's levels.

Her work focuses on innovative research methods such as neuromarketing and digital qualitative approaches. Her research interests include customer experience, consumer emotions, and omnichannel shopping decisions.

Workshop title Innovative Marketing Research or Ethnographic Research



Petra Putzer

University of Pécs, Hungary

Petra is a lecturer specializing in marketing calculations, marketing finance, and responsible marketing, including CSR and ESG, teaching at undergraduate and graduate levels in both Hungarian and English.

Her research focuses on corporate social responsibility and ESG, and she is a member of the Faculty's ESG research group. She previously served as Head of Marketing at the Centre for Applied Learning and currently leads its Sustainability Centre.

Workshop title Social marketing, CSR and ESG: Differences and Overlaps in Responsibility



Gabriela Koľveková

Prague University of Economics and Business, Czechia

Gabriela works at the Faculty of Business Administration at the Prague University of Economics and Business. Her research focuses on regional development, labor market dynamics, and sustainable innovation processes.

She explores topics such as workforce composition and environmental economics, examining their impact on regional economic performance. She is also actively involved in collaborative research projects.

Workshop title Measuring Circularity: Indicators from the Textile Industry



Dušan Kučera

Prague University of Economics and Business, Czechia

Dušan is a lecturer in management and management ethics at the Prague University of Economics and Business and in international Master's and MBA programs. He holds degrees in theology and an international MBA, and has gained international academic experience in Europe and the USA.

His career spans roles as a pastor, teacher, and manager, including leadership positions in international companies and at Škoda Auto. He is actively involved in ethics committees and serves as Vice-Head of the PRME CEE UN European chapter.

Visiting Colleague



Richard Griffith
Florida Tech, USA

Richard is a Professor at the Florida Institute of Technology and Executive Director of the Institute for Cross Cultural Management. He has over 20 years of experience in talent management and employee experience research and consulting. He has authored more than 100 publications and led major funded research projects, including work for the U.S. Department of Defense.

In addition, he has consulting experience in the private sector, supporting large-scale cultural and customer experience initiatives. His work focuses on cross-cultural management, global teams, and the use of data-driven approaches to understand employee and customer behavior.

Workshop title Doing Business with U.S. Americans



Juhani Kettunen
Laurea University of Applied Sciences, Finland

Juhani is a Senior Lecturer in Economics and Accounting at Laurea University of Applied Sciences with over 20 years of experience, particularly in the Business Management program. He holds a Master's degree in Economics from the Helsinki School of Economics and Business Administration. In addition to teaching, he supervises student theses and supports international collaboration through exchange projects and academic partnerships.

Outside of academia, Juhani enjoys building, reading, learning languages (Swedish and German), and walking with the family dog.

Visiting Colleague



Aaron Gordon
Algoma University, Canada

Aaron is Chair of the Department of Business Administration at Algoma University and an Associate Professor with a BA, BEd, MBA, and PhD in Organization and Management specializing in Project Management. His research focuses on the integration of talent management within project management offices.

He is a PMP® certified professional with publications and conference presentations in project management. He provides executive training and consulting, supporting teams in Canada, the USA, Germany, and the Philippines.

Workshop title Innovative Business Programming to Enhance Job Readiness in Business Students (with Sierra Stefanizzi)



Sierra Stefanizzi
Algoma University, Canada

Sierra is a third-year Bachelor of Business Administration student, specializing in accounting. She works as a Research Assistant in the Department of Business Administration under Dr. Aaron Gordon, contributing to strategic recommendations for improving the BBA program in line with AACSB accreditation standards.

She is also a Staff Accountant at BDO Canada in the Audit and Assurance department, where she prepares working papers, financial statements, and notice-to-reader engagements.

Workshop title Innovative Business Programming to Enhance Job Readiness in Business Students (with Aaron Gordon)



Jaroslav Petrů

Prague University of Economics and Business, Czechia

Jaroslav is a lecturer and researcher at the Prague University of Economics and Business. His expertise includes leadership development, organizational behavior, negotiation, and project management competencies.

He has extensive managerial experience in audit, risk management, and organizational transformation in public and state-owned enterprises. His teaching combines theory with practice, focusing on leadership, decision-making, and responsible governance.

Workshop title Leading under Pressure: Practical Decision-Making in Organizations



Kateryna Shymanska

Prague University of Economics and Business, Czechia

Kateryna is a university lecturer at the Faculty of International Relations at the Prague University of Economics and Business and a researcher specializing in international trade and trade policy.

Her work focuses on how trade regulations influence business decisions in global markets, particularly in international sourcing and market entry. In teaching, she uses data-driven cases and interactive methods to develop students' analytical and decision-making skills.

Workshop title Trade Policy Analysis for Business Decision-Making



Dagmar Sieglova

Škoda Auto University, Czechia

Dagmar is an assistant professor and Head of the Department of Languages and Intercultural Competences at Škoda Auto University in Czechia. She studied intercultural communication and diversity management at the University of Pennsylvania.

She has taught across all educational levels in Czechia and Europe. Her expertise includes sociolinguistics, second language acquisition, language teaching methodology, and intercultural communication.

Workshop title Critical Incidents in Higher Education and Business Practices







Jyoti Nair

N.L.Dalmia Institute of Management Studies and Research, India

Jyoti is a teacher at N.L. Dalmia Institute of Management Studies and Research in India with a passion for teaching Finance and Accounting. She has 18 years of experience teaching postgraduate management programs and focuses on simplifying financial concepts for students.

She is a Chartered Accountant with a PhD in Finance. She teaches Financial Accounting, Financial Statement Analysis, and Corporate Finance, and also leads the Assurance of Learning activities at her institute.

Workshop title Reading Financial Statements like a Detective - Unearthing Corporate Scandals



Satish Ailawadi

Sanskrithi School of Business, India

Satish is a Graduate Chemical Engineer from the Indian Institute of Technology Roorkee with an MBA in Marketing and Operations and a PhD. He has over 25 years of corporate experience in sales, product management, and international trade in major national and multinational companies. In addition, he has more than 25 years of academic experience as a professor and director at leading business schools in India.

He currently serves as Professor Emeritus and focuses on cultural issues in business, cross-cultural management, and international business.

Workshop title Cross-Cultural Management



Kave Habib Edin

Mid Sweden University, Sweden

Kave is a senior lecturer at Mid Sweden University with a PhD in Business Administration and a background in Engineering. He teaches marketing, entrepreneurship, finance, and organisation.

His research focuses on entrepreneurship, marketing, and finance, with a special interest in algorithmic personalisation, consumer identity, and philosophy of technology. He also publishes on SME financing and bank profitability in international academic journals.

Workshop title Algorithmic Personalized Marketing



Jörg Kroschel

Zittau Görlitz University of Applied Sciences, Germany

Jörg is a professor of accounting and taxes at Zittau/Görlitz University of Applied Sciences and a certified tax consultant. He specializes in corporate and international taxation.

In addition to his teaching, he coordinates international relations within his faculty, particularly for the double degree program European Business.

Workshop title International Tax Avoidance Strategies and Tax Evasion

Beverly Gordon
Algoma University, Canada

Beverly is an instructor in the Department of Business at Algoma University in Sault Ste. Marie, Canada, where she has taught since 2021. She holds a PhD in Business Management with a specialization in Project Management, along with an MBA and degrees in Pharmacy and Biology. Her research focuses on the intersection of artificial intelligence, ethics, and project management.

Before entering academia, she worked for 19 years as a licensed clinical pharmacist and pharmacy owner in Ontario. She also has extensive non-profit board governance experience, supporting her interdisciplinary approach to teaching and research.

Workshop title Project Managers' Perspectives on AI, Ethics and CSR Alignment in Project Governance



Kristijan Krkač
Zagreb School of Economics and Management, Croatia

Kristijan is a professor at the Zagreb School of Economics and Management (ZSEM) in Croatia and has been teaching there since 2003. He previously worked at the University of Zagreb and has also been a guest professor at several international institutions in France, Latvia, and Italy.

His research focuses on corporate social responsibility and the philosophy of Ludwig Wittgenstein. He has an extensive publication record, including books, textbooks, and over 180 academic works, and is actively involved in international editorial and academic communities.

Workshop title Measuring Circularity: Indicators from the Textile Industry



Luboš Smrčka
Prague University of Economics and Business, Czechia

Luboš graduated from the University of Agriculture in Prague and worked at the Institute of Experimental Botany of the Czechoslovak Academy of Sciences before starting his own business. He is a tax advisor, court expert in business valuation, and insolvency administrator.

For more than 20 years, he has been working at the Department of Strategy at the Prague University of Economics and Business as a lecturer and researcher. His work focuses on personal and family finances, insolvency law, and turnaround management. He is also the author of several books.

Workshop title Turnaround Management – Strategies for Business Recovery and Growth



Svetlana Tatuskar
University of Mumbai, India

Svetlana is the Director of Kohinoor Management School in Mumbai, India, with over 25 years of experience in research, teaching, and training. She holds a PhD in Banking and has published more than 95 research papers. She is also an Extraordinary Professor at North-West University in South Africa and a recognized PhD supervisor at the University of Mumbai.

Her work spans academia, consulting, and financial training, with a strong focus on education, skill development, and financial literacy.

Workshop title Financial Wellbeing - Retiring Young





Anastasiia Mostova

State University of Information and Communication Technologies, Ukraine

Anastasiia is an Associate Professor in Marketing and Digital Business with over 15 years of international teaching and research experience. Her work focuses on digital transformation, AI-driven marketing strategy, performance measurement, and data-based managerial decision-making.

She also collaborates with EU-based companies in the marketing and digital services sector, supporting strategic planning and marketing effectiveness analysis.

Workshop title AI-Enhanced Digital Marketing Strategy: From Business Objectives to Measurable Results



Charlotte Bruun

University College of Northern Denmark, Denmark

Charlotte is a lecturer and researcher at University College of Northern Denmark with a PhD in Economics. Her work focuses on sustainable business models and business transformation, with an emphasis on the interaction between business models and their external environment.

Her background includes research in economic theory, agent-based modelling, and macroeconomics. Her current interests center on sustainability and business model innovation.

Workshop title Designing Sustainable Business Models – Game-Based Approach (with Jan Kyhnau)



Jan Kyhnau

University College of Northern Denmark, Denmark

Jan Kyhnau teaches and conducts research in sustainable business models, innovation, and business transformation at UCN Business & Technology. He has a background in marketing and entrepreneurship.

His work focuses on how business models are designed, communicated, and transformed in practice. He also uses innovative, game-based, and experiential teaching approaches to support applied learning and critical reflection.

Workshop title Designing Sustainable Business Models – Game-Based Approach (with Charlotte Bruun)





Kevin Dewolde

University of the Fraser Valley, Canada

Kevin is a CPA, CGA with over 20 years of professional experience in accounting across public practice and manufacturing industries. He has been teaching at the UFV School of Business since 2006 and joined full-time in 2010.

His work emphasizes the importance of understanding financial data and cost behavior for effective decision-making. He holds an MBA from the Katholieke Universiteit Leuven in Belgium.

Visiting Colleague



Mark Breedveld

University of the Fraser Valley, Canada

Mark is an Associate Professor teaching professional sales, business-to-business marketing, and marketing strategy. His classes emphasize experiential learning and strong connections between students and employers.

His motto is “How can I help you?”, reflecting his student-centered approach. He is also a member of the Institute of Sales Professionals.

Visiting Colleague



Ladislava Davidova

College of Polytechnics Jihlav, Czechia

Ladislava is a lecturer in macroeconomics with professional experience in both the business and public sectors. Her work focuses on research and data analysis, particularly in municipal finance and project effectiveness.

She has a strong interest in public administration, including housing policy, municipal property management, and the efficient use of public financial resources.

Visiting Colleague



Umme Habiba Hossain

Technische Universität Darmstadt, Germany

Umme Habiba is a research scientist with a background in chemistry and materials science. She has taught physics to undergraduate students at the Australian National University and the Technology of Nanoobjects to master’s students at TU Darmstadt.

Her work bridges fundamental science and advanced materials research, reflecting a strong commitment to interdisciplinary collaboration, innovative teaching, and international academic exchange.

Visiting Colleague