

Artificial Intelligence for Human-Technologies-Economy Sustainable Development

Proceedings of the
MakeLearn, TIIM & PICConf
International Conference

Lublin, Poland
23–25 May 2024



Management,
Knowledge and Learning
International Conference

Technology, Innovation
and Industrial Management
Sustainable Development

MakeLearn 2024: Artificial Intelligence for Human-Technologies-Economy Sustainable Development

Proceedings of the MakeLearn, TIIM & PICConf International Conference
23–25 May 2023, Lublin, Poland & Online

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Maria Curie-Skłodowska University, Poland
Kasetsart University, Thailand
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Pegaso International – MedEA, Malta

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MakeLearn, TIIM & PICong 2024



UMCS
MARIA CURIE-SKŁODOWSKA UNIVERSITY



Mednarodna fakulteta
za družbene in poslovne študije
International School
for Social and Business Studies
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Europe and Africa.

Organizers

Maria Curie-Słodowska University, Poland

is the largest higher education institution in Eastern Poland with 11 faculties in Lublin plus the UMCS branch campus in Puławy, with over 21 000 students and 226 000 graduates. It offers more than 80 programs, taught in Polish and English, and has 250 specializations available to choose from. Along with this, the university offers opportunities to establish cooperation with prospective employees, professional educational counseling, and career guidance. There are also numerous opportunities to improve students' foreign language proficiency, to develop artistically, and participate in sports activities. It has over 1600 international students, 181 international agreements with partners from all over the world, and a wide range of national and international internship placement options.

Kasetsart University, Thailand

devotes itself to the task of accumulating and developing intellectual knowledge. It thrives for the growth in academic wisdom including ethical and moral excellence. In addition, it has a responsibility to play a leading role in keeping their Thai heritage alive and to ensure that it continues to grow to enrich the civilization of the nation. Kasetsart University aims to provide 'Knowledge of the Land' to promote sustainable development in Thailand in order to be internationally recognized.

International School for Social and Business Studies, Slovenia

is a dynamic private higher education institution, founded in 2006, with approximately 500 students. Located in Celje, Slovenia, ISSBS is specialized in the field of business and social studies at bachelors, masters, and Ph.D. levels. One of the strategic directions of ISSBS is also internationalization in research and publishing, as well as embedding social responsibility in its own activities.

Pegaso International – MedEA, Malta

Established in 2015 in Malta, Pegaso International – MedEA is a Lifelong Learning Higher Education Institution providing a wide range of online degree programs from level 6 to level 8 of the European Qualification Framework, accredited by the Malta Further & Higher Education Authority. Pegaso International – MedEA is member of Multiversity Group, a network of universities aiming at providing international students worldwide with a flexible, inclusive and accessible education. Pegaso International – MedEA's great challenge arises from Malta, thanks to its strategic, political and cultural function in the Euro-Mediterranean area, particularly in representing a bridge between Europe and Africa.

Welcome Address

It is a great honour and pleasure to welcome you to the MakeLearn, TIIM & PIconf 2024 International Conference. The conference is an excellent opportunity to contribute to and share the most recent developments in the field of knowledge management with experts from all over the world. The title of the MakeLearn, TIIM & PIconf 2024 is: Artificial Intelligence for Human-Technologies Economy Sustainable Development.

Four partner higher education institutions are co-organising the conference, from which the local co-organizer is Maria Curie-Skłodowska University, Poland. I would like to extend my sincere gratitude to our host university and thank them for their support and dedication, which have been invaluable in bringing this conference to life. Their warm hospitality has created a welcoming and inspiring atmosphere for all participants. The conference deals with topics such as interdisciplinary or innovative solutions in the fields of business, management, education, and technology. This is the third year the conference has been held in a hybrid form – on-site and online.

The conference encourages the sharing of the most recent developments in management, economics, technology, and education. By including experienced and young academics and practitioners from all continents, it also encourages discussion and the exchange of knowledge between academia and businesses (formal sessions and social events) and offers a variety of publishing opportunities. This year's focus is on artificial intelligence, its impact on society and organization, and sustainable development.

We proudly welcome 220 participants, authors and co-authors from 35 countries who will present 137 abstracts and full papers. A very special welcome also to our keynote speaker: Professor Anthony Elliott AM, Distinguished Professor of Sociology at the University of South Australia, Australia. We are also welcoming all speakers, panel chairs and forum guests. Their expertise, diverse perspectives, and engaging discussions are the driving force behind the success of this conference. We also thank all authors and presenters for their contributions. The organizers express their sincere appreciation for the authors' time, effort, and dedication invested in preparing their paper presentations and sharing their work.

We wish you all a successful conference.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers

Maria Curie-Skłodowska University, Poland

Kasetsart University, Thailand

Pegaso International – MedEA, Malta



Conference Boards

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Board of Reviewers

Reviewers are members of the programme board and conference participants. Upon request, reviewers can receive a letter of confirmation for their role at the conference. We thank all reviewers for their contribution to conference quality.

Conference Aims

MakeLearn, TIIM & PICConf Conference encourages the sharing of the most recent developments in management, economics, technology, and education. By including experiences and young academics and practitioners from all continents, it also encourages discussion and the exchange of knowledge between academia and businesses (formal sessions and social events) and offers a variety of publishing opportunities. This year's focus is on artificial intelligence, its impact on society and organization, and sustainable development.



Conference Programme

Thursday, 23 May 2024

- 09.30–11.30 Guided tour of the city of Lublin
- 10.00–13.45 Registration of on-site participants
- 11.30–13.00 Pre-conference programme: Navigating the Digital Age: Media Literacy and Respectful Engagement for Transformative Communication Sessions B1, D1, D2
- 14.00–14.30 Conference opening
- 14.30–15.45 Academic Leadership Forum 'Pros and Cons of Using Artificial Intelligence for Research, Teaching and University Development'
- 15.45–16.00 Invitation to MakeLearn, TIIM & PIConf 2025
- 16.00–16.45 Coffee break & refreshments with official photo session
- 16.45–18.00 Editors' Panel with editors of indexed journals
- 18.00–18.15 Break
- 18.15–19.30 Project Opportunities, Dissemination And International Networking
- 18.15–19.30 Sessions A1, B2, C1
- 20.30–23.59 Dinner and social event

Friday, 24 May 2024

- 9.00–10.15 Academic Writing And Publishing Panel 'Preparing and Publishing Scientific Articles & Building Researcher Profile: Techniques and Principles for Success'
- 10.15–10.30 Break
- 10.30–11.15 Keynote Speaker: Professor Anthony Elliott AM, Bradley Distinguished Professor of Sociology at the University of South Australia, Australia 'The Consequences of the Digital Revolution'
- 11.15–11.45 Coffee break
- 11.45–13.00 Research-Education-Business Forum 'Smart Cities in Europe in Asia'
- 13.00–13.15 Closing of the plenary part of the conference
- 13.15–14.45 Buffet lunch
- 15.30–16.45 Sessions: A2, A3, B3, B4, D3, D4, F1
- 17.00–18.15 Sessions: A4, A5, D5, E1, E2, F2
- 18.30–19.45 Sessions: A6, B5, B6, D6, E3, F4

Saturday, 25 May 2024

- 9.00–16.00 Optional excursion to Kazimierz Dolny

The Consequences of the Digital Revolution

Professor Anthony Elliott AM

Distinguished Professor of Sociology at the University of South Australia, Australia

From self-driving cars and military drones to industrial robots and ChatGPT: the digital revolution is transforming all aspects of our lives, from the most intimate aspects of personal relationships to the changing nature of work, employment and unemployment. In this address, acclaimed sociologist Anthony Elliott focuses on emergent complex digital systems – spanning intelligent machines, chatbots, advanced robotics, accelerating automation, big data – and their centrality to new forms of social interaction, organizational life and governance. He argues, provocatively, that today modernity has come to mean smartphones, tablets, cloud computing, big data, automated recommendation systems and predictive analytics. These developments herald the arrival of what he terms ‘algorithmic modernity,’ an altogether new ‘stage’ in the ordering techniques of social control and political regulation. In this automated order of society, human agency is increasingly outsourced to smart machines. We should understand this phenomenon, Elliott argues, in terms of the containment of both uncertainty and complexity, which the digital revolution in social relations poses but ultimately denies answers.

Professor Anthony Elliott AM is Bradley Distinguished Professor of Sociology and Executive Director of the Hawke EU Jean Monnet Centre of Excellence at the University of South Australia, where he is Dean of External Engagement. In June 2023, Professor Elliott was awarded in the King’s Birthday’s Honours a Member of the Order of Australia for significant service to education, social science policy and research. He is a Super-Global Professor of Sociology (Visiting) at Keio University, Japan and a Visiting Professor of Sociology at UCD, Ireland. He is a Fellow of the Academy of the Social Sciences in Australia. In 2018, he was appointed to the Expert Working Group of the Academy of the Council of Learned Academies in Australia to investigate: ‘Deployment of Artificial Intelligence and What It Presents for Australia.’ The project was commissioned by the Chief Scientist of Australia at the request of the Prime Minister’s Commonwealth Science Council, and with support from the Australian Research Council (ARC), the Department of Prime Minister and Cabinet, and the Department of Industry, Innovation and Science. Professor Elliott is the author of many influential books in social theory and modern sociology, including most recently *The Culture of AI*, *Making Sense of AI*, *Algorithmic Intimacy* and *Algorithms of Anxiety*. He is the editor of *The Routledge Social Science Handbook of AI*.



Pros and Cons of Using Artificial Intelligence for Research, Teaching and University Development

Forum Co-Chair: Dr. Zbigniew Pastuszak

Vice-Rector for Development and Business Cooperation, Maria Curie-Skłodowska University, Poland

Forum Co-Chair: Dr. Kongkiti Phusavat

Kasetsart University, Thailand

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- Dr. Yasuo Kadono, Professor and Former Dean, Ritsumeikan University, Japan
- Dr. Thomas Laudal, Professor, University of Stavanger, Norway
- Dr. Dušan Lesjak, Professor, International School for Social and Business Studies, Slovenia
- Dr. Matti Muhos, Director of Kerttu Saalasti Institute, University of Oulu, Finland
- Dr. Celina M. Olszak, Rector, Katowice University of Economics
- Dr. Bordin Rassameethes, Acting Deputy Secretary General Southern Border Provinces Administrative Centre, Thailand
- Dr. Joseph (Yossie) Shevel, President, Galilee International Management Institute, Israel
- Dr. David Vannozi, General Manager both of Università Digitale Pegaso, Italy and Pegaso International – MedEA, Malta

In the last year, we have observed a dynamic increase in applications of large language models, chatbots, and computer algorithms with features associated with artificial intelligence (AI). In general terms, AI is the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.

The immediate goal of the discussion among the Leadership Forum panellists is to formulate arguments for and against the use of modern AI solutions in scientific research, teaching, and university development. Discussion participants will discuss topics related to their personal experiences in this area, the experiences of the organizational units they represent, and which implement AI solutions in various areas of their functioning.

Editors' Panel

Forum Chair: Dr. Kongkiti Phusavat

Kasetsart University, Thailand (Editor-in-Chief, *International Journal of Innovation and Learning*)

Forum Co-Chair: Dr. Valerij Dermol

International School for Social and Business Studies, Slovenia
(Editor-in-Chief, *International Journal of Management, Knowledge and Learning*)

Panelists

- Dr. Karim Moustaghfir, Al Akhawayn University in Ifrane, Morocco (Guest Editor, *Sustainability* – Special Issue)
- Dr. Matti Muhos, Director of Kerttu Saalasti Institute, University of Oulu, Finland (Editor-in-Chief, *International Journal of Management and Enterprise Development*)
- Dr. Zbigniew Pastuszak, Maria Curie-Skłodowska University, Poland (Editor-in-Chief, *International Journal of Value Chain Management*; Associate Editor, *Expert Systems with Applications*)
- Dr. Givi Tsitskishvili, Batumi State Maritime Academy, Ministry of Economy and Sustainable Development of Georgia (Editor-in-Chief, *Georgian Maritime Scientific Journal*)
- Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia (Editor-in-Chief, *Human Systems Management*, ToKnowPress International Academic Publisher)

SCI/SSCI Journals

- *International Journal of Mobile Communications*

Scopus Journals

- *Electronic Government, An International Journal*
- *International Journal of Management in Education*
- *International Journal of Management and Enterprise Development*
- *Sustainability* (Special Issue: *Sustainable Higher Education; Innovative Teaching and Learning, and Leadership for Creating Impacts on Local Society and Globally*)

Other Indexed Journals

- *International Journal of Knowledge, Management and Learning*
- *Management*
- *Managing Global Transitions*
- *Issues in Information Systems*
- *Annales Universitatis Mariae Curie-Skłodowska, sectio H – Oeconomia*
- *Organization and Management Scientific Quarterly*



Smart Cities in Europe in Asia

Forum Chair: Dr. Agnieszka Sitko-Lutek,
Maria Curie-Skłodowska University, Poland

Panelists

- Piotr Biały, Top Account Sales Director, T-mobile, Poland
- Michał Nowak, Innovation Section Manager/loT/SmartCity
- Tatjana Pecek, Business Development Manager, BEE Deutsche Telekom
- Kongkiti Phushavat, Kasetsart University, Thailand
- Mariusz Sagan, Director of Strategy and Entrepreneurship Department, Lublin City Office, Poland

The panel aims to discuss the best practices of smart cities in Europe and Asia, including examples from Split, Bangkok, and Lublin. Social, cultural, and green aspects will be presented. Business and technical issues will be of interest. The benefits and barriers of Smart Cities implementation will be identified.

Preparing and Publishing Scientific Articles & Building Researcher Profile: Techniques and Principles for Success

Panel Chair: Dr. Dariusz Siemieniako

Koźmiński University in Warsaw and Białystok University of Technology, Poland

Panel Co-Chair: Dr. Aleksandra Kowalska

Maria Curie-Skłodowska University, Poland

In the panel, we aim to provide participants with valuable knowledge and skills related to the process of preparing and publishing scientific articles in prestigious journals. This includes developing critical thinking and analytical skills to evaluate sources and data, synthesizing information into well-supported arguments, and understanding the requirements of scientific journals.

Additionally, we will discuss effective academic writing and structuring, including elements that make up a quality article, clear and coherent paragraph writing, and presenting research findings to a scientific audience. We will also address the challenges of scientific communication and the use of modern technology.



Presentations

Integrated Marketing Communication Strategy: Case of the Brand Čuvaj.si

Jasna Rajer and Tina Vukasović

[Presentation](#)

Techno-Economic Analysis of E-Commerce Business for Tropical Fruit Ice Cream Manufacturing

Nantawut Sriariyawat and Sirang Klankamsorn

[Presentation](#)

Factors Shaping Consumer Purchasing Decisions for Electric Cars

Biljana Dragojević and Tina Vukasović

[Presentation](#)

Investigating the Relationship between Household Behavior and Their Inflation Expectations

Elena Stavrova

[Presentation](#)

The Threat of Ransomware in the Food Supply Chain: A Challenge for Food Defense

Aleksandra Kowalska

[Presentation](#)

The Impact of Technology Intensity on Well-Being

Arik Sadeh, Claudia Florina Radu, and Cristina Feniser

[Presentation](#)

Entrepreneur's Resilience Development in 1-to-1 Resilience Coaching

Santeri Halonen

[Presentation](#)

The Application of the Knowledge of Systemic Psychodynamics in Management in Primary Schools

Mojca Lubanjšek Pehant

[Presentation](#)

The Role of the School Management in Creating a Positive Climate in the School

Luljeta Shala and Arafat Shabani

[Presentation](#)

Sustainability Reporting: Summary Analysis of Sustainability Reports of Slovenian Public Interest Organisations

Mojca Gornjak and Darinka Kamenšek

[Presentation](#)

Factors Influencing Teachers' Job Satisfaction: The Case of Kosovo

Ismet Potera

[Presentation](#)

Principals' Performance Evaluation: An Analysis of Evaluation Practice in Public Schools in Kosovo

Selim Mehmeti and Luljeta Shala

[Presentation](#)

The Utilization of Social Media Tools to Contribute to New Service Development in Business-to-Business Market

Kuo-Nan Hsieh

[Presentation](#)

Evolving Technologies and Smart Shipping Affecting Future Maritime Industry Workforce

Anastasia Kiritzi, Vasilis Adamantidis, and Theodosios Stamatellos

[Presentation](#)

Leveraging Artificial Intelligence for Real-Time Evaluation of Brand-Generated Content in Social Media: Dynamic Sentiment Analysis

Ioseb Gabelaia

[Presentation](#)

Exploring the Intersection of Artificial Intelligence, Organizational Behaviour, and Communication Dynamics in Contemporary Work

Ioseb Gabelaia, Ramunė Bagočiūnaitė, and Viktorija Navickienė

[Presentation](#)

Climate Claims in Test: Examination of the Climate Communication of Swiss Companies

Claude Meier, Bruno Wüest, Ronja Wirz, and Roland Krell

[Presentation](#)

Evolving Dynamics of Libraries in a Technologically Driven Era

Anyanitha Distanont and Orapan Khongmalai

[Presentation](#)



Artificial Intelligence and ChatGPT in Language Education: Improving EFL Classroom Assistance and Changing Assessment Methods

Ioseb Gabelaia, Tamari Dolidze, and Natia Vasadze

[↪ Presentation](#)

Entrepreneurial Orientation in Micro-Sized Enterprises

Kai Hänninen, Osmo Kauppila, and Matti Muhos

[↪ Presentation](#)

Improving Ethical Engineering Practice

Felix Tetteh

[↪ Presentation](#)

Technological Transformations, Law and New Digital Culture: Block Chain, Distributed Systems and Smart Contracts; Internet Service Provider Contracts in the Age of Artificial Intelligence

Gino Fontana

[↪ Presentation](#)

Civil Liability for Algorithmic Data Processing: The Codicic Protection and Regulatory Limits in Italy

Gino Fontana

[↪ Presentation](#)

National Productivity Enhancement in Asean Developing Countries

Nichanach Katemukda

[↪ Presentation](#)

Digitalization of Organizations: Literature Review

Blerta Abazi Chaushi, Teuta Veseli-Kurtishi, and Agron Chaushi

[↪ Presentation](#)

An Empirical Study on the Attitude Towards Live Commerce by Adopting the Technology Acceptance Model (TAM)

Sumet Jirakasemwat

[↪ Presentation](#)

Analysis of the Competitive Balance in the Main European Football Championships

Agostino Sorbara

[↪ Presentation](#)

Mapping HRM Horizons: Navigating Competency Distances and Employer Preferences

Krisztina Kiglics, Eszter Bogdány, and Nóra Obermayer

[Presentation](#)

The Integration of Knowledge Management and Design Thinking for Improving Problem Solving Skills: A Case Study of a Service Agency

Somchai Numprasertchai and Haruthai Numprasertchai

[Presentation](#)

Development of AI-Based Tools to Identify Leadership Styles in Terms of Lexicon, Managerial Behaviour and Personal Image

Asta Savanevicienė and Monika Gudelevičiūtė

[Presentation](#)

Barriers of SME Engagement in Mission-Oriented Innovation

Julian Strömqvist, Matti Muhos, Martti Saarela, Peetu Virkkala, and Per Hilletoft

[Presentation](#)

STEM Education, Artificial Intelligence, and Ethical Challenges

Nicoleta Mirea, Marta Palade, and Alin Gaureanu

[Presentation](#)

Artificial Intelligence in Software Development: A Study Case on Data Structures and Algorithms

Marta Palade and Anca Draghici

[Presentation](#)

Developing the Competencies of Medical Students versus the Challenges of Coordinated and Personalized Medicine

Iwona Mendryk and Katarzyna Barłóg

[Presentation](#)

Virtual Collaborative Learning: Examination of E-Tutors' Interaction with Student Groups and the Achievement of Their Intended Outcomes

Celina Berthold, Sophie Cool, and Mattis Altmann

[Presentation](#)

The Factors Influencing Purchase Intention during Livestream Shopping

Preedee Ruckwatin

[Presentation](#)

Generation Z (GENZ) Growth Management Priorities: Perspectives from the Icelandic Digital Startups

Matti Muhos, Martti Saarela, and Runólfur Smári Steinþórsson

[↪ Presentation](#)

Analysis of the Readiness of Companies in the International Logistics Industry to Develop Business Online in the Digital Revolution

Elisaveta Panasiuk

[↪ Presentation](#)

AI in Improving the Quality of Health Services: Performance of Poland in Comparison With EU to Enhance Remote Healthcare Services

Faran Latif

[↪ Presentation](#)

Considerations on a Research Model of the Diffusion of Food Delivery Innovation Before and After the Covid-19 Pandemic in ASEAN Countries

Yasuo Kadono

[↪ Presentation](#)

Familiarity, Use, and Perception of AI-Powered Tools in Higher Education

Anna Nikoulina and Anna Caroni

[↪ Presentation](#)

Integrating Non-Human Factors Into Business Processes: A Model Simulation and Its Implications for Management

Roman Batko, Alicja Góralczyk-Putowska, and Ida Knapik

[↪ Presentation](#)

Israel, Palestina & ChatGPT

José María Hernández Bartolomé

[↪ Presentation](#)

Investigating Quality Challenges in Chicken-Based Pet Food Production: A Case Study in Thailand

Jarane Monchan and Pornthipa Ongkunaruk

[↪ Presentation](#)

Rage-Applying Phenomenon Across Different Generations: Implications of Employees Feeling Undervalued

Kristina Peunik and Gregor Jagodič

[↪ Presentation](#)

Perspectives of Artificial Intelligence Implementation in Occupational Safety and Health Training with Flexible Learner-Focused

Alin Gaureanu, Gabriela Strauti, Nicoleta-Paula Neag-Popescu, Gratian Golosie, and Ilie Taucean

[Presentation](#)

Impact of AI on Organisational Culture

Rui Caldeira, Miguel Varela, Vlad-Valentin Virjan, and Daniela Virjan

[Presentation](#)

Mobile Apps in Reducing Food Waste

Agnieszka Agnieszka Werenowska, Agata Balińska, and Ewa Jaska

[Presentation](#)

Artificial Intelligence and the Risk of Work Automation in the Future

Aneta Karasek

[Presentation](#)

Examining the Effect of Knowledge Management Practices on Organizational Performance in the Construction Industry in Ethiopia

Denbeshu Jabo and Kris Law

[Presentation](#)

Competence Matrix for Trainers for Digital, Inclusive Learning

Stephanie Reiner and Alexander Krauss

[Presentation](#)

Technical Resources as Enablers for the Digital Transformation

Stephanie Reiner

[Presentation](#)

The Use of Information Systems in the Evaluation of Academic Teachers: The Case of Usos Eva at MCSU

Łukasz Wiechetek, Ewelina Berlińska, Marek Mędrek, Jarosław Banaś, Katarzyna Budzyńska, Magdalena Panasiuk-Kwiatek, and Zbigniew Pastuszak

[Presentation](#)

Students' Habits, Preferences and User Experience of Online Shopping and Their Rights as Consumers

Anita Papić, Ana Jurasović, and Katarina Knol Radoja

[Presentation](#)



Diagnosis of the Competence Gap of Graduates as a Response to Stakeholders' Expectations

towards the Educational Process

Monika Jakubiak and Radosław Mącik

[➤ Presentation](#)

Civil Liability and Precautionary Principle

Daniele D'Aiuto

[➤ Presentation](#)

Perceptions and Perspectives: Understanding Teachers' Attitudes towards AI in Education

Simona Bezjak

[➤ Presentation](#)

SME Environmental Practices: Towards a New Typology Integrating Managers' Environmental Concern

Anthony Vandersteene and Christiane Bughin

[➤ Presentation](#)

How do You Choose the Right Digital Twin Software Provider? An Artificial Intelligence Approach

Lutz Sommer

[➤ Presentation](#)

Corporate Reputation and Crisis Communication: Learning from the Pandemic

Janne Harkonen, Kalle Nuortimo, and Kristijan Breznik

[➤ Presentation](#)

Financing Strategies for Health and Life Science Pre-Incubator and Incubator

Heikki Ailinpieti, Martti Saarela, Peetu Virkkala, and Matti Muhos

[➤ Presentation](#)

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Project Opportunities, Dissemination and International Networking

Forum Chair: Dr. Radosław Maćik, Maria Curie-Skłodowska University, Poland

Forum Co-Chair: Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia

Panelists

- Dr. Michele Corleto, Università Digitale Pegaso, Italy
- Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia
- Dr. Anca Draghici, Politehnica University Timisoara, Romania
- Dr. Valentina Ndou, University of Salento, Italy
- Dr. Živilė Stankevičiūtė, Kaunas University of Technology, Lithuania
- Dr. Moti Zwilling, Ariel University, Israel

Among others, the following projects will be showcased and explored:

- The **RespectNET** project aims to improve media literacy among university faculty and students and promote courteous academic and public discourse. It aims to build polite communication rules and integrate best practices in education, tackling negative online interactions and cyberbullying.
- The **RE-CREW** project helps small European companies improve recruitment. It helps these companies recruit, educate, and develop top personnel with new, research-based solutions. The project targets small firms' recruiting and hiring issues, notably during the pandemic and digital transformations, to boost their competitiveness and growth.
- The Erasmus+ project **EDU4PlastiCircular** develops green plastics skills and knowledge in circular and neutral economies. Innovative training methods and tools for higher education professors, students, and managers promote sustainability. The project creates an e-learning platform, digital libraries, and open training materials for at least 200 students.
- **DigiFunCollab** develops digital self-learning social entrepreneurship courses for university students and staff. Social entrepreneurship education strives to increase universities' civic engagement and regional participation. The project comprises national best practices studies, curriculum development, mentorship, and social entrepreneurship projects.
- The **COWEB** project intends to improve the capacity of Western Balkan Higher Education Institutions for worldwide virtual collaborative learning. This innovative educational method focuses on building virtual/blended learning environments and course content, promoting 21st-century skills and cross-border collaboration among students and academic staff, and responding to the digitalization needs outlined during COVID-19.
- The **iHiLead** project aims to improve leadership and management quality at

Indonesian institutions. It introduces Indonesia's first Learning Management Development Network (LMDN) and Programme (LMDP), which responds to contemporary trends in higher education. The project offers a framework for colleges to build and improve leadership skills.

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 **COWEB**
Virtual Collaborative Learning in WB HEIs

 digifun Collab

iHiLead
Indonesian Higher Education Leadership

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