



Guest Lecturers and Course Titles at SRH International Week 2024

- [Computer Control Systems](#)
Jeličić, Zoran | University of Novi Sad | Serbia
- [Corporate Crisis Communication – What to Say When it All Goes Wrong](#)
Pole, Kristine | Canterbury Christ Church University | UK
- [Creativity, Problem Solving, and Design Thinking](#)
Gordon, Agnieszka | Canterbury Christ Church University | UK
- [Digital Storytelling – New Inspiration and Tools for Effective Storytelling in Digital World](#)
Autio, Tarja | Haaga-Helia University of Applied Sciences | Finland
Penttilä, Päivi | Haaga-Helia University of Applied Sciences | Finland
- [EU, an ever Closer Union?](#)
Hoeijmaekers, Bart | Utrecht University of Applied Sciences | Netherlands
- [Everything You Always Wanted to Know about Sports \(Management\) but Never Dared to Ask](#)
Breuer, Markus | SRH Universities Campus Heidelberg | Germany
- [Global Business – The Taiwan Semiconductor Manufacturing Company and the Global Chip Wars!](#)
Cahill, Declan | South East Technological University | Ireland
- [Globalize or Global AIs? Skills for Future Citizens](#)
Adrowitzer, Alexander | University of Applied Sciences St. Poelten | Austria
- [How to Make your Business Model Sustainable](#)
Clerkx, Marc | Thomas More | Belgium
- [Intercultural Management: Transform Intercultural Challenges into Professional Opportunities](#)
Cudel, François | University of Lille - IUT | France
Vanmaercke, Anne | Vives University of Applied Sciences | Belgium
- [Schools for the 21st Century – New Creative Environments](#)
Atanacković Jeličić, Jelena | University of Novi Sad | Serbia
- [Special Issues on Financial Management. Case studies](#)
Kyrmizoglou, Pantelis | International Hellenic University | Greece
- [Sustainability in Clothing – Designing Business Models with AI](#)
Kortessalmi, Marilla | Laurea University of Applied Sciences | Finland



- **The Future of Fluid Power Technology**
Pisleaga, Mihaela | Polytechnic University of Timisoara | Romania
- **The Psychology of the Global Citizen – What You Need to Know to Thrive**
Niesluchowski, Pam | The Chicago School of Professional Psychology | USA
- **The Question of Asylum: The Thin Line between Law and Politics**
Vos-van der Linden, Mieke | Utrecht University of Applied Sciences | Netherlands