

An international seminar Green and digital transition in the EU

17th of January 2024

Poznań University of Economics and Business
(Poland), room 236 A

PROGRAMME:

10.00-10.10 Opening of the seminar

Prof. Ida Musiałkowska, Coordinator of the JMCoE "Resilient and transforming Europe" project, PUEB

Prof. Maciej Żukowski, Rector of the PUEB

Prof. Ewa Mińska-Struzik, Director of the Institute of International Business and Economics, PUEB

10.10-11.30 I session

Chair of the session: **Prof. Krzysztof Walczak**, PUEB

	Name of the speaker	Affiliation	Title of the speech
10.10-10.30	Prof. Wojciech Cellary	WSB Merito University, Poznań	Digital transformation with AI. A challenge for education
10.30-10.50	Dr. Eng. Jakub Jasiczak	Polish Association of University Knowledge Transfer Companies	Deep ESG and the green revolution - do companies want it and can academia help?
10.50-11.30	Discussion		

11.30-11.45 Coffee break

11.45-13.00 II session

Chair of the session: **Dr. Dorota Czyżewska-Misztal**, PUEB

	Name of the speaker	Affiliation	Title of the speech
11.45-12.05	Dr. Ilias Iakovidis	European Commission, Adviser (DG CONNECT)	Is digital transformation solution or pollution for green transition?
12.05-12.20	Discussion - first round		
12.20-12.40	Prof. Małgorzata Dziembała	University of Economics in Katowice, Academic Sounding Board of the Cohesion for Transitions (C4T) Community of Practice	Sustainability transitions from the perspective of the EU cohesion policy and regions
12.40-13.00	Discussion - second round		
13.00-13.15	Closing remarks		

as part of the Jean Monnet Centre of Excellence (JMCoE)
"Resilient and transforming Europe" (TRANSFORM EU) activity.