

14th SBS International Research Conference – SBS-IRC26

CONFERENCE AGENDA

23.10.2026
Zurich, Switzerland

PANEL A - KEYNOTE | 09:15 – 10:00

Moderator - Dr. Cristina Troiani, *Consultant in Private Equity; Former Group Head of BCM, Axpo Group*

“Intelligence Without Boundaries: How AI Is Reshaping Business, Finance and the Human Role in Decision-Making”

Keynote Speaker - ANDRÉ DAMIANO, *Managing Director & Board Advisor, Lumian Partners*

PANEL B - HUMAN CAPITAL IN THE AGE OF AI | 10:00 – 11:00

Moderator - Dr. Anthony Wong, *Managing Consultant, Gente Consultancy; Associate Researcher, SBS Swiss Business School*

“The Human Edge: Workforce, Skills and Leadership in an AI-Driven World”

Keynote Speakers

- 1 KATHERINA BOXALL**, *Director of Higher Education, Fashion Retail Academy, London*
- 2 SRDJAN DINULOVIC**, *Senior Advisor, Assert International, Serbia*
- 3 DR. MICHAEL PROVITERA**, *Associate Professor, Dept. of Leadership Studies, Barry University, Miami*
- 4 DR. KELLY SALAME**, *Corporate Executive & Independent Consultant*

PANEL C - AI ACROSS SECTORS | 11:00 – 12:00

Moderator - Ms. Lilla Peczely, *Accelerator Director, Founder Institute Switzerland; Lecturer of Marketing, SBS Swiss Business School*

“Beyond the Hype: How AI Is Transforming Finance, Marketing, Accounting and Management”

Keynote Speakers

- 1 SETI HAMZEHLU**, *Personal Branding & LinkedIn Specialist; Communication Consultant & Trainer, Scalezia*
- 2 ZELJKO MIRKOVIC**, *Division Manager at INP Schweiz*
- 3 ANDREA CIOLINI**, *Delivery Executive, SAP, Milan*
- 4 DR. MERCY GARDINER**, *CEO & Co-Founder, DevApps Limited, Ghana*