Akademia WSB
WSB University

XII International Scientific Conference

Innovations, Entrepreneurship, and Leadership in the Digital Age. Theory and Practice



18-19 NOVEMBER 2026

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This conference is funded by the Polish state budget through the Minister of Science and Higher Education under the "Wektory Nauki" programme.

18 November 2026 - Wednesday

08:30 - 09:00 REGISTRATION

09:00 - 09:30



Opening Keynote
Prof. Katarzyna Szczepańska-Woszczyna
WSB University

"Authentic Leadership and Digital Transformation of Enterprises"

09:30 - 10:30 KEYNOTE SPEAKERS SESSION: **LEADERSHIP IN DIGITAL AGE**



Prof. Dominik Kanbach
HHL Leipzig Graduate School of Management

"Beyond the GenAI hype: Where AI Creates New Business, and What Universities Can Do"



Maurice Steinhoff, PhD
HHL Leipzig Graduate School of Management

"AI as your Co-Founder"

10:30 - 10:45 COFFEE BREAK

10:45 - 12:45 **BUSINESSES FACING TRANSFORMATION: INNOVATION, LEADERSHIP AND DECISION-MAKING UNDER UNCERTAINTY**
EXPERT PANEL DISCUSSION IN MEMORY OF PROFESSOR MARIUSZ BRATNICKI



MODERATOR
Prof. Marcin Lis
WSB University



Prof. Rafał Żelazny
Katowice Special Economic Zone



Mariusz Michałek
PGE Energia Ciepła S.A.



Grzegorz Kinelski, PhD
ENEA S.A.



Marek Zychla
Silesian Employers' Association Lewiatan, Brembo Poland



Aneta Tomczyk-Konat
Maspex Group



Małgorzata Skorek
Maspex Group



Janusz Dramski
Chamber of Commerce and Industry in Katowice

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12:45 - 13:30 LUNCH BREAK

13:30 - 14:30 KEYNOTE SPEAKERS SESSION: **RESEARCH THAT DRIVES INNOVATION**



Wojciech Muras, PhD Eng.
Netology

"AI in control: Four Dimensions of Technological Sovereignty"



Prof. Joanna Kurowska-Pysz
WSB University, Technology Transfer Center

"Innovation Transfer from Research to Business"



Dariusz Michalak, PhD Eng., MBA
KOMAG Institute of Mining Technology, Laboratory of Modelling Methods and Ergonomics

"From Research Institute to Innovation Partner: Responding to Changing Market Needs"

14:30 - 15:00 DAY 1 SUMMARY AND CLOSING REMARKS

POSTER SESSION AVAILABLE THROUGHOUT BOTH DAYS OF THE CONFERENCE

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19 November 2026 - Thursday

08:30 - 09:00 REGISTRATION

09:00 - 09:30



Opening Keynote
Prof. Łukasz Sułkowski
WSB University

"Artificial Intelligence in the Innovation Ecosystem"

09:30 - 11:15 CHINA PANEL — THE DIGITAL WORLD OF INNOVATION: INSIGHTS AND INSPIRATION FROM CHINA



MODERATOR

Roman Lafond
RMND, Beijing

"Seven days in Beijing — what WSB University's study visit revealed about China's innovation system"



Prof. Ma Xiujun
Peking University

"City-scale Distributed AI on a Shared World Model: An Agent-Network Platform for Urban Governance"



Shi Wei
Baidu, Inc.

"Baidu's AI Industry Development Centre Model and Industrial AI Deployment"



Lu Yuan
Lenovo Group Ltd.

"Building & Deploying Local AI Agents: Practical Cases in Industrial Scenarios"

11:15 - 11:30 COFFEE BREAK

11:30 - 12:45 EXPERT PANEL DISCUSSION: **INNOVATION IN BUSINESS PRACTICE**



MODERATOR
Prof. Łukasz Sułkowski
WSB University



Jakub Stęchły, PhD
Veolia Polska



Małgorzata Łącka
TDi Sustainability



Anna Sosnowik
AE Elemental

12:45 - 13:30 LUNCH BREAK

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13:30 - 15:45 THEMATIC SESSIONS

Session 1: Future Skills

Session 2: Digitalization and Artificial Intelligence

Session 3: Entrepreneurship, Innovation and Change Management

15:45 - 16:00 DAY 2 SUMMARY AND CLOSING REMARKS

POSTER SESSION AVAILABLE THROUGHOUT BOTH DAYS OF THE CONFERENCE

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