ISTW'25 – Keynote speakers

Prof. Aleksandra Kuzior

Aleksandra Kuzior is a habilitated doctor and Professor at the Silesian University of Technology, honoured with multiple *Doctor Honoris Causa* titles. Her scientific interests include sustainable development, business ethics, Smart Cities, safety management, artificial intelligence, and cognitive technologies.

At the Faculty of Organization and Management of the Silesian University of Technology, she serves as Dean and Head of the Department of Applied Social Sciences.

She is also President of the Silesian Centre of Business Ethics and Sustainable Development, Vice-President of the Polish Association for Technology Assessment, and a project evaluation expert for the Scientific Grant Agency of the Ministry of Education, Science, Research and Sport and the Slovak Academy of Sciences (VEGA), as well as for the National Research Foundation of Ukraine.

She has managed nine completed projects financed by the European Social Fund, the Polish National Centre for Research and Development, and the Polish National Agency for Academic Exchange, in cooperation with foreign partners.

She is the author of over 300 scientific publications. Her Hirsch Index is 26 in Scopus and 17 in Web of Science (WoS), with a total impact factor of 151.497.
She has received numerous awards, including:

- the Special Award *Black Diamond* from the Regional Chamber of Commerce and Industry of the Rybnik Industrial District (2018),
- the Silesian Scientific Award (2017),
- the Medal of the National Education Commission (2015),
- the Award of the Minister of Education and Science for organisational activity (2021),
- the Medal of the Polish Chamber of Ecology for contributions to sustainable development (2023).

Prof. Melanie Ellis

Melanie Ellis is associate professor of Applied Linguistics at the Silesian University of Technology in Poland. Her research interests include English Medium Instruction, the development of oral proficiency in English in university learners, the challenges of academic writing today and the impact of assessment on the process of learning and teaching.

Dr Kay Oddone

Course Director and Lecturer in the Master of Education (Teacher Librarianship) at Charles Sturt University. She holds a PhD from Queensland University of Technology, along with postgraduate qualifications in education and information studies. With over 25 years' experience in education and information management, Dr Oddone's research focuses on information and digital literacies, generative AI and networked learning. She is widely published and actively contributes to national and international academic forums.

Prof. Paweł Kasprowski

Paweł Kasprowski, Ph.D., Professor at the Silesian University of Technology, has been working for many years on problems related to data processing and analysis. He has extensive practical experience in issues concerning collecting and storing various types of data and their advanced analysis using statistical and artificial intelligence methods. The main topic of his research is the analysis of eye movement signals, in which he is an internationally recognized specialist. At the Silesian University of Technology, he serves as deputy head of the Department of Applied Informatics. He is also the University coordinator of the Priority Research Area of Artificial Intelligence and Data Processing.

Hubertus Weyer, MA

Business School (Hochschule RheinMain) and Lecturer for Business English, Co-Teaching, Collaborative Online International Learning (COIL) since April 2023. He holds a master's degree in American Studies, English Philology, and Business Studies.

Hubertus has worked as a spokesperson for international customer visits in the German steel industry and taught at multiple universities. Since 2016, he has been teaching online developing innovative teaching and learning methodologies.