

AI

IN HIGHER EDUCATION

8/29 || 8:30am-5pm || Carmichael Student Center



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF BUSINESS



AGENDA

8:30	Check-in & Breakfast	
9:00	Opening Remarks	Robin Cheramie
9:15	KEYNOTE: Transforming Academic Workflows with AI: From Routine Tasks to Groundbreaking Innovations	Kai Larsen, University of Colorado, Boulder
10:15	Break	
10:30	BREAKOUT SESSIONS:	
A/B	An Early Exploration of AI Tools for Research and Teaching	Prachi Gala & Robert Randolph
C	Mastering Prompt Engineering: Techniques for Optimal AI Interactions	Sherry Ni
370	Promoting Critical Thinking with AI in the Classroom	Michele DiPietro



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11:30	INDUSTRY PANEL: Generative AI's Revolutionary Impact on Business and the Future of Work	Aaron French Gustavo Sanabria Dave Dowsett Jack Shaw Sarah Woodward
1:00	Lunch	
2:00	BREAKOUT SESSIONS:	
	A/B Enhancing the Classroom Using Gen AI	Aaron French
	C AI for Professional Communication	Jeanne Law & Tamara Powell
	370 AI: Are You Ready?	Drew Tonsmeire
3:00	Student Presentation: Using AI in Classes from a Student Perspective	Undergraduate and Graduate Students
3:45	Break	
4:00	Learning with AI: Rediscovering the Fundamentals	Kai Larsen
4:45	Closing Remarks	Jomon Paul

SPEAKERS (in order of appearance)



Kai R. Larsen is a Professor of Information Systems at the Leeds School of Business, University of Colorado, Boulder. He is a courtesy faculty member in the Department of Information Science, a Research Advisor to Gallup, and an Associate Editor of MIS Quarterly. Kai is most known for providing a practical solution to Edward Thorndike's (1904) Jingle Fallacy and for his contributions to the Semantic Theory of Survey Response (STSR). Kai's book on Automated Machine Learning was published by Oxford University Press in 2021. He was named one of the 75

leading Academic Data Leaders of 2022 by CDO Magazine and one of the 50 Best Undergraduate Business Professors of 2023 by Poets and Quants. Kai's online research tools have received more than a million visits. He has worked with language models for more than 25 years.



Dr. Michele DiPietro is the Executive Director for Faculty Development, Recognition, and the Center for Excellence in Teaching and Learning and a Professor in the School of Data Science and Analytics at Kennesaw State University. Dr. DiPietro is a co-author of "How Learning Works: 8 Research-Based Principles for Smart Teaching" (revised and expanded 2nd edition). They have presented hundreds of workshops and keynotes at numerous institutions and conferences in the US and abroad, and their scholarship has been translated into 7 languages.

Dr. DiPietro is a former president of the POD Network and a recipient of the Bob Pierleoni Spirit of POD award, the highest honor bestowed in the field of educational development.



Dr. Prachi Gala is an Assistant Professor of Marketing and Professional Sales at Kennesaw State University. She earned her Ph.D. in Marketing and Business Administration from the University of Mississippi. Prachi has an MBA in Marketing from Mumbai University and has worked as a business analyst at Deloitte and a marketing researcher at IMRB. Her research focuses on leadership behaviors and their effects on marketing outcomes, ROI, and profitability. Her publications span topics from AI to CEO personalities in journals like the European

Journal of Marketing. Prachi has received multiple international awards and frequently presents at conferences. She teaches a range of courses and leads multiple study abroad programs. As a member of several editorial boards and a media contributor, Prachi's work is widely recognized in academia and industry.



Robert V. Randolph is an Associate Professor of Family Business Management. He studies family business strategy and management and publishes academic, pedagogical, and practitioner research. Prior to joining academia, Robert owned a successful small business and worked in economic/business development in rural counties. His research has been published in leading peer-reviewed academic journals, including *Entrepreneurship Theory and Practice*, *Family Business Review*, and *Journal of Small Business Management*. He teaches strategic management and family business courses at undergraduate, graduate, and executive levels.

SPEAKERS (in order of appearance)



Dr. Xuelei Sherry Ni is a Professor and Director at the School of Data Science and Analytics, Kennesaw State University. With a robust background in Statistics and Data Science, Dr. Ni specializes in Data Mining and Artificial Intelligence. Her research focuses on developing innovative data-driven solutions and machine learning methodologies to address complex problems in various domains. Dr. Ni has led numerous research projects, resulting in significant contributions to peer-to-peer lending, risk modeling, and predictive analytics. Dr. Ni's commitment to

experiential learning and academic excellence ensures that her students are well-prepared for successful careers in data science and analytics. Dr. Ni is currently developing a Prompt Engineering course for undergraduate students from all majors at Kennesaw State University.



Aaron M. French, assistant professor of Information Systems & Security at Kennesaw State University, received his Ph.D. in Business Information Systems at Mississippi State University. He is active in software development and the evaluation of emerging technologies. His research interests include social media focusing on behavioral research, the adverse effects of disinformation, and emerging technologies in business. Currently, he is focused on the evaluation of blockchain technology, artificial intelligence, and the future of 5G. His research has been published in

the Journal of Information Technology, Information & Management, Decision Support Systems, Journal of Computer Information Systems, and Communications of the Association for Information Systems.



With a focus on innovative AR, VR, MR, and GenAI solutions, **Gustavo Sanabria** has solidified himself as a pioneer in the field, recognized for enhancing sales processes and operational safety while reducing costs for diverse industries. As SVP of Community Development at the Virtual Reality Augmented Reality Association, Atlanta Chapter, Gustavo is instrumental in expanding the VR and AR landscape across the Southeastern U.S., leveraging his extensive experience in immersive technologies to foster industry collaborations. He has been directly involved in projects for clients like Fiat Chrysler Automobile, World Bank, Toyota, AT&T, and more.



Dave Dowsett is the Global Head of Technology Strategy, AI, Emerging Technology & Innovation at Invesco, managing over \$1.7 trillion in assets. With 28 years of experience, he leads a team that acts as internal consultants and software developers, aligning technology strategy with business goals, focusing on AI, emerging tech, and customer experiences. Born in Durban, he has worked globally, including at Unilever and Fidelity. Now in Atlanta, Dave is on the Metro Atlanta Chamber's Entrepreneurship and Innovation Council and Engage Ventures. He is a

Cambridge University fellow and enjoys investing, outdoor activities, and supporting local businesses.

SPEAKERS (in order of appearance)



Jack Shaw is a world-renowned technology futurist and one of the Top 25 Professional Speakers globally. With over four decades of AI and emerging tech expertise, Jack has advised Fortune 500 companies like Mercedes-Benz and IBM, sharing insights with nearly 300,000 leaders across 26 countries. A Yale graduate with a Kellogg MBA, his knowledge spans AI, Blockchain, IoT, and digital transformation. Jack's innovative "Quantum Leaps: AI Fables from the Future" presentations offer audiences a glimpse into their AI-powered future. His unique blend of tech savvy, business acumen, and speaking prowess makes him the ideal guide for organizations.



Sarah Woodward is a seasoned professional in growth strategy, having launched numerous products, startups, and new corporate ventures. As founder of AI Growth Ops, Sarah is channeling her extensive experience into pioneering AI growth operations for busy CMOs and product teams, leveraging AI product sales and marketing operations to empower businesses and individuals. Her skills include strategy, public relations, marketing, sales, product development, and client engagement. She has worked with BMW GROUP, Nationwide Insurance, The

Coca-Cola Company, The Fox Theater, and many more. Sarah was named a "Mobile Woman to Watch" by Mobile Marketer Magazine and one of the "5 Inspiring Women In Tech To Watch In Atlanta."



Drew Tonsmeire serves as the Area Director with the UGA SBDC at Kennesaw State University. With more than 29 years of experience within the Georgia SBDC Network, he consults small business owners in strategic marketing and business management. Drew is an experienced digital marketer with expertise in Search Engine Optimization and Marketing, as well as serving as a national presenter for Google applications. Drew has been awarded the UGA SBDC Professionalism Award, Consultant of the Year, Project of the Year, and Best Education Programming.



Jeanne Beatrix Law is a Professor of Writing Studies at Kennesaw State University. Her research specialties include multimodal languaging, digital literacies, and generative AI technologies for writers. Her public scholarship includes scaling historical rhetorics for diverse audiences and emergent modalities. Jeanne is the co-author of *The Writer's Loop: A Guide to College Writing* (Macmillan) and was a founding author for Andrea Lunsford's *Multimodal Mondays* blog series (Bedford). She has authored chapters on information literacy in edited collections from Purdue press, SIU press, and Routledge. Her work is also regularly featured in print and digital public media, including *The Chronicle of Higher Education*. She has authored seven courses on Coursera on generative AI use, featuring her Rhetorical Prompt Engineering Framework and four qualifiers for ethical outputs. Jeanne also serves as a faculty mentor for the AAC&U's AI Pedagogy Institute. She serves as the Writing Program Administrator for Kennesaw State's general education program and has been called in as an AI usage expert by the University System of Georgia on numerous occasions. She has three chapters on AI use cases accepted by *Computers & Composition* and Routledge. She has presented and published numerous times since 2022 for professional, public, and academic audience on the ethical use of generative AI.

SPEAKERS (in order of appearance)



Dr. Tamara Powell is a Professor of English and Interim Internship Coordinator at Kennesaw State University. Her research interests include African American literature, generative AI technologies for writers, and open educational resources. She co-authored *Open Technical Communication*, which won the 2022 OE Global Award for Excellence in the Open Reuse/Remix/Adaptation category. The text is used in over 30 US states and six countries. Tamara began teaching online in 2001 and has been hooked on this exciting and versatile medium ever since. Every semester, she

tries new techniques to increase student engagement and successful completion of classes. She has also been adding assignments to all her courses to support students in using AI wisely, ethically, and successfully. She has won several honors and awards, including Best Paper Award for “Student Success Innovations vs. Faculty Workload Concerns: How to Find a Balance for Success” at The 13th International Conference on Mobile, Hybrid, and On-line Learning eLmL 2021 in Nice, France.

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