

## INTERNATIONALE WOCHE

INTERNATIONAL  
08.-12.05.2023 WEEK

# Inhalt

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## PROGRAMM

Montag, 8. Mai 10

Dienstag, 9. Mai 22

Mittwoch, 10. Mai 40

Donnerstag, 11. Mai 56

Freitag, 12. Mai 66

**Hinweis zum Programm:** Kurzfristige Änderungen am Programm finden Sie auf:

<https://www.hsbi.de/internationales/iw/iw23/>

**Veranstaltungssprache:** Die Veranstaltungen sind in der Sprache im Programmheft angegeben, in der auch die Veranstaltung gehalten wird.

**Veranstaltungskategorien:** Einträge mit farblicher Einrahmung in **Rot** kennzeichnen Lehr- oder Forschungsveranstaltungen. Einträge mit farblicher Einrahmung in **Blau** kennzeichnen Veranstaltungen im Rahmenprogramm.

**Gewähr zu Inhalten und Rahmenbedingungen der Veranstaltungen:**

Für die Inhalte und Rahmenbedingungen sind die angegebenen Gastgebernden und Gäste der jeweiligen Veranstaltung verantwortlich. Kurzfristige Änderungen sind möglich.

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## PROGRAMME

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Tuesday, 9 May 22

Wednesday, 10 May 40

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**Note on the programme:** Short-term changes to the programme can be found at:

<https://www.hsbi.de/en/international-office/international-week/iw2023>

**Event language:** Events are held in the language that is used in the event description in the booklet.

**Event categories:** Entries with in **red** frame indicate teaching or research events. Entries in a **blue** frame indicate events in the accompanying programme.

**Disclaimer on the content and framework conditions of the events:**

The hosts and guests of the respective events are responsible for the content and general conditions. Changes at short notice are possible.

## Die FH Bielefeld ist jetzt die HSBI – und bleibt international!

Herzlich willkommen zur ersten Internationalen Woche (IW) unter unserem neuen Namen: Hochschule Bielefeld – University of Applied Sciences and Arts (HSBI). Vom 8. bis 12. Mai 2023 bringen fast 100 Gäste aus rund 30 Ländern internationale Lehr- und Forschungsperspektiven an all unsere Standorte und Fachbereiche – erneut ein Teilnahmerecord!

Lernen Sie auf den folgenden Seiten unsere Gäste kennen und lassen Sie sich den Weg zu den Aktivitäten der IW weisen: Internationale Lehrveranstaltungen, Forschungsworkshops, Info-Sessions zur Auslandsmobilität für Studierende und Mitarbeitende, Länder-tische mit kulinarischen Köstlichkeiten... Gehen Sie mit den verschiedenen Angeboten der IW auf Weltreise!

Wir hoffen, dass Sie diese Woche in vollen Zügen genießen und mit vielen neuen Erkenntnissen und Erinnerungen nach Hause zurückkehren werden. Wir wünschen Ihnen auch im Namen des Organisationsteams eine unvergessliche Zeit an der HSBI.

**Prof. Dr. Ingeborg Schramm-Wölk**  
Präsidentin

**Prof. Dr. Ulrich Schäfermeier**  
Vizepräsident für Internationales und Digitalisierung

**Judith Peltz**  
Leitung Dezernat Internationales

## Bielefeld UAS is now HSBI – and remains international!

Welcome to the first International Week (IW) under our new name: Bielefeld University of Applied Sciences and Arts (HSBI). From 8 to 12 May 2023, almost 100 guests from around 30 countries will bring international teaching and research perspectives to all our campuses and faculties – again a record number of participants!

Get to know our guests on the following pages and let us show you the way to IW activities: international teaching events, research workshops, info sessions on international mobility for students and staff, country tables with culinary delights... Go on a trip around the world with the various offers of the IW!

We hope that you will enjoy this week to the fullest and return home with many new insights and memories. Also on behalf of the organizing team, we wish you an unforgettable time at HSBI.

**Prof. Dr. Ingeborg Schramm-Wölk**  
President

**Prof. Dr. Ulrich Schäfermeier**  
Vice President International Affairs and Digitalisation

**Judith Peltz**  
Head of the International Office

Wir freuen uns, mehr als 90 Gäste aus über 30 Ländern begrüßen zu dürfen

ALBANIA	<p><b>Dr. Ada Aliaj</b>, Aleksandër Moisiu University  <b>Dr. Alma Zisi</b>, Aleksandër Moisiu University  <b>Ariola Harizi, Ph.D.</b>, Aleksandër Moisiu University  <b>Dr. Armela Anamali</b>, Aleksandër Moisiu University  <b>Prof. Ass. Dr. Bajram Korsita</b>, Aleksandër Moisiu University  <b>Dr. Bitila Shosha</b>, Aleksandër Moisiu University  <b>Dr. Denada Lica</b>, Aleksandër Moisiu University  <b>Ejona Duçi, Ph.D.</b>, Aleksandër Moisiu University  <b>Dr. Entela Velaj</b>, Aleksandër Moisiu University  <b>Dr. Erisa Musabelli</b>, Aleksandër Moisiu University  <b>Prof. Dr. Ermira Qosja</b>, Aleksandër Moisiu University  <b>Dr. Hysen Hoda</b>, Aleksandër Moisiu University  <b>Dr. Jonada Mamo</b>, Aleksandër Moisiu University  <b>Klarida Prendi</b>, Aleksandër Moisiu University  <b>Dr. Llambi Prendi</b>, Aleksandër Moisiu University  <b>Dr. Majlinda Muka</b>, Aleksandër Moisiu University  <b>Dr. Mirela Tase</b>, Aleksandër Moisiu University  <b>Dr. Natasha Hoda</b>, Aleksandër Moisiu University  <b>Dr. Oliana Sula</b>, Aleksandër Moisiu University  <b>Dr. Olta Nexhipi</b>, Aleksandër Moisiu University  <b>Dr. Rovena Vangjel</b>, Aleksandër Moisiu University  <b>Prof. Dr. Sanije Doda</b>, Aleksandër Moisiu University  <b>Prof. Dr. Shkelqim Fortuzi</b>, Aleksandër Moisiu University  <b>Valbona Mehmeti, Ph.D.</b>, Aleksandër Moisiu University</p>
AUSTRIA	<p><b>Priv. Doz. Dr. phil. habil. Iren Bischofberger</b>, University of Vienna/  rethinking care GmbH  <b>FH-Prof. Lisa Brunhuber</b>, St. Pölten UAS  <b>FH-Prof. Julia Glösmann</b>, St. Pölten UAS  <b>Jacqueline Schuster</b>, 000fff.studio</p>
BELGIUM	<p><b>Marc Dhaeze</b>, HOGENT University of Applied Sciences  and Arts (digital)  <b>Vanja Graovac</b>, Studio Oscar Murillo  <b>Sarah Mayer</b>, SWORDS  <b>Tibo Uyttersprot</b>, Health Care Without Harm  (HCWH) Europe</p>
BHUTAN	<p><b>Dr. Hari Kumar Suberi</b>, Royal University of Bhutan</p>

We are pleased to welcome more than 90 guests from over 30 countries

BOLIVIA	<p><b>Prof. Oscar Romay</b>, Universidad Mayor de San Andrés  <b>Álvaro Christian Montaña Saavedra</b>, Universidad Mayor de San Andrés</p>
BRAZIL	<p><b>Dr. Vicente Ferreira de Lucena Junior</b>, Universidade Federal do Amazonas (UFAM)  <b>Dr. Renan Landau Paiva de Medeiros</b>, Universidade Federal do Amazonas (UFAM)  <b>Prof. Iury Valente de Bessa</b>, Universidade Federal do Amazonas (UFAM)</p>
BULGARIA	<p><b>Ass. Prof. Dr. Rossitsa Simeonova</b>, Sofia University St. Kliment Ohridski</p>
CANADA	<p><b>Dr. Susan Sommerfeldt</b>, University of Alberta</p>
CHINA	<p><b>Dr. Jingwei Zhang</b>, Hohai University (digital)  <b>Prof. Dr. Kun Ding</b>, Hohai University (digital)</p>
COLOMBIA	<p><b>Prof. Dr. Javier Arturo Orjuela Castro</b>, Universidad Distrital Francisco José de Caldas</p>
FRANCE	<p><b>Rafał Milach</b>, Magnum Photos</p>
GERMANY	<p><b>Prof. Yang Liu</b>, University of Europe for Applied Sciences</p>
GREECE	<p><b>Prof. Dr. Nikolaos Hatzigrygiou</b>, National Technical University of Athens (NTUA)  <b>Prof. Dr.-Ing. Kostas Karatzas</b>, Aristotle University of Thessaloniki</p>
INDIA	<p><b>Dr. Sameer Rohadia</b>, Ganpat University  <b>Dr. Suraj Manojkumar Shah</b>, Ganpat University</p>
IRELAND	<p><b>Prof. Dr. Daniela Lehwaldt</b>, Dublin City University  <b>Judy Ryan</b>, Health Service Executive Ireland  <b>Maurice Healy</b>, Brothers of Charity Services Ireland</p>
ISRAEL	<p><b>Prof. Oded Ezer</b>, Holon Institute of Technology</p>
ITALY	<p><b>Ph.D. student Serena Racis</b>, University of Cagliari</p>

## Wir freuen uns, mehr als 90 Gäste aus über 30 Ländern begrüßen zu dürfen

JORDAN	<b>Dr. Sameer Hasan</b> , German Jordanian University (digital)
KURDISTAN REGION, IRAQ	<b>Prof. Dr.-Ing. Ranj Sirwan Abdullah</b> , Erbil Polytechnic University <b>Prof. Dr.-Ing. Botan Majeed Al-Hadad</b> , Erbil Polytechnic University
LUXEMBURG	<b>Dr. Isabell Eva Baumann</b> , Université du Luxembourg
MALAYSIA	<b>Prof. Dr. Nowshad Amin</b> , Universiti Tenaga Nasional
MEXICO	<b>Prof. Dr. Nora Gavira Durón</b> , Universidad de las Américas Puebla (UDLAP) <b>Prof. Dr. Rubén Alejos Palomares</b> , Universidad de las Américas Puebla (UDLAP) <b>Prof. Dr. Francisco Gabriel Rodríguez González</b> , Universidad de las Américas Puebla (UDLAP) <b>Prof. Dr. Erika Galindo Bello</b> , Universidad de las Américas Puebla (UDLAP) <b>Prof. Dr. José Luis Vázquez González</b> , Universidad de las Américas Puebla (UDLAP) <b>Ph.D. Mauricio Graciano</b> , Instituto Tecnológico y de Estudios Superiores de Monterrey <b>Julio Clavijo</b> , Freelance Artist <b>Dr. Gerardo Reyes Guzmán</b> , Universidad La Salle Bajío
NICARAGUA	<b>Prof. Norman Andrés Reyes</b> , Universidad Tecnológica La Salle
NETHERLANDS	<b>Joel Cahen</b> , Jewish Cultural Quarter Amsterdam, National Holocaust Museum, Cahen Consultancy <b>Ronit Eden</b> , Freelance Artist
POLAND	<b>Prof. Cezary Orłowski</b> , WSB University <b>Ph.D. Marcin Halicki</b> , University of Rzeszów, at the Faculty of Business
PORTUGAL	<b>Prof. Dr. Ana Paula Prata</b> , Universidade do Porto (digital) <b>Prof. Dr. Margerida Reis Santos</b> , Universidade do Porto (digital)
SWITZERLAND	<b>Silvia Domeniconi Pfister</b> , Lucerne University of Applied Sciences and Arts
SPAIN	<b>María Galán Lominchar</b> , Comillas Universidad Pontificia (digital)

## We are pleased to welcome more than 90 guests from over 30 countries

TANZANIA	<b>Dr. Sakina Faru</b> , Saint Augustine University of Tanzania
TURKEY	<b>Assoc. Prof. Metehan Feridun Sorkun</b> , Izmir University of Economics <b>Ass. Prof. Alev Özer Torgalöz</b> , Izmir University of Economics <b>Prof. Dr. Ela Sibel Bayrak Meydanoğlu</b> , Turkish-German University <b>Ferhat Sayın</b> , Turkish-German University <b>Prof. Dr. Haldun Akpınar</b> , Marmara University <b>Dilara Varan</b> , Istanbul Kent University <b>Prof. Dr. Canan Şenöz-Ayata</b> , Istanbul University
UNITED KINGDOM	<b>Ass. Prof. Michael Grant</b> , University of Bradford <b>Ass. Prof. Brian Mitchell</b> , University of Bradford <b>Dipl. Ing. Arch. Jan Glasmeier</b> , Simple Architecture <b>Rut Blee Luxenburg</b> , Royal College of Art <b>Fraser Muggeridge, PhD</b> , University of Reading <b>Dr. Johan Siebers</b> , University of London
USA	<b>Genie Stevens</b> , Sierra Club/California <b>Michelle Grant</b> , San Francisco State University <b>Tracy Gray</b> , New York State Assembly and i3 Institute <b>Prof. Dr. Schiro Withanachchi</b> , Queens College, City University of New York

Montag  
8. Mai 2023

9.00–  
10.00

## Quality in Services Marketing

HOST  
GUESTS

**Prof. Dr. Mariam Dopslaf**  
**Prof. Dr. Erika Galindo Bello /**  
**Prof. Dr. Francisco Gabriel Rodríguez González**

TYPE  
ROOM

**Workshop**  
**G 206, Gütersloh Campus**

CONTENT

In this workshop, we will present the link between marketing and service quality. The participants will learn to correlate the two concepts and how to use them in their companies or personal projects.

**Prof. Dr. Erika Galindo Bello** holds a Doctorate in Economics and Social Sciences with a specialization on International Marketing from Johannes Kepler University, Austria. She holds a master's degree in International Business and Marketing and a bachelor's degree in business administration from UDLAP. Currently, she is Director of the Marketing Department at Universidad de las Américas, Puebla, Mexico and associate professor of the marketing department. She was in charge of Center for Business Outreach for 8 years, initiating collaboration agreements with around 500 internationally recognized companies thus forming a solid portfolio of business collaboration. Her research fields are export strategies and consumer behavior.

**Francisco Gabriel Rodríguez González** is an associate professor at Universidad de las Américas Puebla in Mexico. He holds a Ph.D. in business administration from EGADE Business School, Mexico City, where he specialized in operations management and continuous improvement. He also holds an MBA from EGADE Business School, Mexico City, with a concentration in strategy, and a bachelor's degree in business administration from the Universidad del Valle de Mexico, Tlalpan. Dr. Rodríguez's professional experience includes more than 13 years working as a business consultant in public and private organizations. His research interests focus on process improvement, eco-efficiency, and eco-innovation, as well as corporate sustainability. He has authored and coauthored several scientific publications, including book chapters and an entry in the SAGE Encyclopedia of Quality and the Service Economy. He was part of the team that won the European Foundation for Management Development (EFMD) Case Writing Competition 2017, in the "Continuous Improvement: The Journey to Excellence" category. Dr. Rodríguez is member of Beta Gamma Sigma.

Monday  
8 May 2023

9.30–  
18.30

## Augmented Reality – The Possibilities of the Human Face as a Canvas

HOST  
GUEST  
TYPE  
ROOM

**Herwig Scherabon**  
**Sarah Mayer**  
**Workshop**  
**204 & 205, Bielefeld Campus Lampingstraße**

COMMENTS

Limited to 20 students  
Please bring your laptop  
PCs and a few laptops are available to borrow  
(please get in touch with [kim.groche@hsbi.de](mailto:kim.groche@hsbi.de))

CONTENT

This workshop will introduce you to Augmented Reality as a tool to create art and promote your art to millions of people. You will create your own Face Filter for Snapchat by exploring the possibilities of the human face as a canvas. No prior knowledge of the program is needed. Any skill, from physical painting to 3D sculpting, can be harnessed and turned into an Augmented Reality experience. With the constant improvement in quality of the mostly free AR programs, the potential on how to present your work in a digital, accessible and personal way has only begun.

Born in Germany in 1990, **Sarah Mayer** completed her Bachelor in Fashion and Design in 2015 in Amsterdam. During her studies, she interned for the renowned Belgian Fashion Designer, Walter Van Beirendonck (Member of the Antwerp Six) in 2013 and won the Lectra Award for her Hyper Craft collection (digital fashion minor) in 2014. Her work is further influenced by her experience on film sets. For the past three years (2019–2022), Sarah has shifted her focus entirely towards the Digital World. Her digital masks, partly available as Augmented Reality experiences (on Instagram, Snapchat and Tiktok), keep fashion at its core while not aiming to be fashionable. Instead, the designs question what fashion can become with a different medium.

Montag  
8. Mai 2023

10.00–  
11.30

## Mehrsprachigkeit und -kulturalität in Bildungsinstitutionen

GASTGEBER\*IN  
GAST  
FORMAT  
RAUM

Prof. Dr. Yüksel Ekinci  
Prof. Dr. Canan Şenöz-Ayata  
Lehrveranstaltung  
B 240, Campus Bielefeld HSBI-Hauptgebäude

INHALT

Diskurse zur Auseinandersetzung um ethnisch-kulturelle Vielfalt, Identität einer mehrsprachigen und -kulturellen Gesellschaft sowie Umgang mit Minderheiten erfolgen sehr heterogen. Für die Studierenden sind Mehrsprachigkeit und Mehrkulturalität reflektierende Texte, Bücher, Filme relevant, da sie ihr persönliches Lebensgefühl, ihre Identität wie die gesellschaftliche Lebenswelt widerspiegeln. Aus diesem Grund wird in dieser Lehrveranstaltung Mehrsprachigkeit und Mehrkulturalität anhand von Beispielen aus Migrations- und Werbefilmen dargestellt und diskutiert.

**Prof. Dr. habil. Canan Şenöz-Ayata** studierte Germanistik an der Istanbul Universität und kam 1994–1995 mit einem Jahresstipendium des DAAD an die Universität Bielefeld. Sie promovierte 1999 mit einer Dissertation zur Textsorte Literaturkritik im Deutschen und im Türkischen. 2006 erfolgte in Istanbul die Habilitation zur Forschung der Textlinguistik-Texte in der Türkei. Seit 2014 ist sie als Professorin an der Germanistikabteilung der Universität Istanbul tätig. Sie kam 2019–2020 im Rahmen des DAAD-Austauschprogramms als Gastprofessorin an die HSBI, um im Fachbereich Sozialwesen Seminare über Interkulturalität und Mehrsprachigkeit zu erteilen. Zu ihren Arbeitsschwerpunkten gehören allgemeine Linguistik, kontrastive Linguistik, Textlinguistik, Wissenschaftskommunikation, Mehrsprachigkeit und interkulturelle Studien.

Monday  
8 May 2023

10.00–  
17.00

## Metamorphosis

HOST  
GUEST  
TYPE  
ROOM

Prof. Dirk Fütterer  
Prof. Oded Ezer  
Workshop  
R 117, Bielefeld Campus Lampingstraße

CONTENT

Metamorphosis is a 2-day design workshop led by typographer and design thinker Prof. Oded Ezer. Participants will explore the theme of transformation through Ezer's unique design methodology and techniques. Engaging in hands-on tasks and collaborative work, participants will learn to push the boundaries of traditional design. The workshop will culminate in a final outcome that reflects the participants' unique interpretations of metamorphosis.

**Oded Ezer** is a Tel Aviv-based typographic pioneer, design thinker and professor for graphic design at the Holon Institute of Technology (HIT), who creates visual content and commentary around subjects such as science, anthropology, body-modification, ethics, fiction, religion, politics and writing systems, for cultural and commercial bodies such as Google, Samsung, Waze, NY MoMA, V&A Museum, Jerusalem Season of Culture, and many others.

10.00–  
17.00

## Identity

HOST  
GUEST  
TYPE  
ROOM

Prof. Dirk Fütterer  
Prof. Yang Liu  
Workshop  
R 143, Bielefeld Campus Lampingstraße

CONTENT

Identity is a relevant and complex definition. There are many aspects within this definition, cultural, social, political, personal, gender, sexual orientation and many more. In this workshop we will work on a communication design task, that will reflect, request and challenge our ideas of identity.

Montag  
8. Mai 2023

**Prof. Yang Liu** was born in Beijing, China. After studying at the University of Arts Berlin, she worked as a designer in Singapore, London, Berlin, and New York. In 2004 she founded her own design studio, which she continues to run today. Besides workshops and lectures at international conferences, she has taught at numerous universities in Germany and abroad. In 2010 she was appointed a professor at the University of Europe for Applied Sciences in Berlin. Her works have won numerous prizes in international competitions and can be found in museums and collections all over the world.

10.00–  
17.00

## Typographic Lyric Videos

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dirk Fütterer**  
**Fraser Muggeridge**  
**Workshop**  
**R 119, Bielefeld Campus Lampingstraße**

CONTENT

Lyric videos are animated music videos that showcase the words of a song, animated in time to the music. They all include type and typography in some form, often in innovative ways. During the workshop you are required to make a typographic lyric video for a song that you will pick from a hat. You should interpret the words, mood, type of song in any way that you feel, but with a need to communicate the words. It's not required to make the whole video in the time given, more of an approach (pitch) that communicates your idea.

**Fraser Muggeridge** is a graphic designer based in London. Throughout a wide range of formats, from artists' books and exhibition catalogues to posters, marketing material, exhibitions, websites, film titles and music, the studio prioritises artists' and writers' content over the imposition of a signature style. Besides, Muggeridge is also a founder and tutor at Typography Summer School, a week-long programme of typographic study for recent graduates and professionals, held in London and New York. Additionally he is a visiting lecturer at The University of Reading and visiting professor at Iceland University of the Arts, Reykjavik.

Monday  
8 May 2023

10.00–  
14.00

## Infostand International Office / Information Booth International Office

RAUM/ROOM

**Magistrale, Campus Bielefeld HSBI-Hauptgebäude /  
Main Hall, Bielefeld Campus HSBI main building**

INHALT/CONTENT

Ein Erasmus+-Studium in Spanien, ein Praktikum in Irland oder ein Auslandssemester in Kanada? Das International Office informiert alle Interessierten über die Möglichkeiten studienbezogener Auslandsaufenthalte.

Be an Erasmus+ student in Spain, do an internship in Ireland or spend a semester abroad in Canada? The International Office provides information on study abroad programmes.

10.30–  
11.30

## International Financial Analysis

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dr. Mariam Dopslaf**  
**Prof. Dr. Nora Gavira Durón**  
**Course**  
**G 206, Gütersloh Campus**

CONTENT

In this class participants get an insight into the importance and impact of international financial analysis which can be applied to different situations, company scopes and countries.

**Prof. Dr. Nora Gavira Durón** holds a Doctorate in Economics with a specialization in Finances from Instituto Politécnico Nacional (IPN), Mexico. Since 2015 she is full professor at the Business Department in Finance and Accounting at Universidad de las Américas, Puebla, Mexico and also has been an associate professor of the science department at UNAM since 1994. She is part of the National System of Researchers (SNI) in Mexico and has numerous publications, editions and supervised PhD, master's and bachelor's theses. Furthermore, she has been working as an independent consultant in risk management since 2014 and has conducted many projects as a project leader in different companies and institutions in Mexico.



Montag  
8.Mai 2023

11.30–  
12.30

## Global Innovation and Future Engineers

HOST  
GUESTS

**Prof. Dr. Mariam Dopslaf**  
**Prof. Dr. José Luis Vázquez González /**  
**Prof. Dr. Rubén Alejos Palomares**

TYPE  
ROOM

**Information event**  
**G 106, Gütersloh Campus**

CONTENT

The IVAC project „Future Engineers – International, Global and Multicultural Formation“ consisted of international student collaboration and product development between UDLAP and HSBI. Together, German and Mexican students developed a spirometer (positive pressure breathing device) in order to measure lung capacity. A second generation of German and Mexican students developed a device in order to improve visibility and security of light vehicle traffic participants.

**Dr. José Luis Vázquez González** has been a full-time professor at the University of the Americas Puebla, Mexico since 1998. He currently heads the department of Computing, Electronics and Mechatronics. His areas of interest are Industrial Automation, Mechatronic Design and Model-Based Simulation. Dr. Vázquez works in the investigation of the impact of technologies in the construction of a platform to support the development of intelligent factories and especially the tools and skills that new generations of students must acquire for the jobs that will be available in the future.

**Prof. Dr. Rubén Alejos Palomares** received his Ph.D. at the National Institute of Astrophysics, Optics and Electronics at Tonantzintla, Puebla, México. Since 1988 Dr. Alejos has been with the Department of Electrical Engineering of the Universidad de las Américas-Puebla as full-time professor. His areas of interest are instrumentation, measurement, intelligent control systems. Currently he is working in Mechatronics Systems oriented to develop intelligent and autonomous prostheses and in design of biomedical instruments. He is an active member in IEEE and during the period of 2008 to 2010, was the president of the IEEE Puebla Section. Since 2010, he has been Chair of the IEEE Computational Intelligent Society Chapter of the IEEE Puebla Section.

Monday  
8 May 2022

14.00–  
15.00

## Stipendienvergabe für Internationale Studierenden- und Geflüchtete & DAAD-Preisverleihung

GASTGEBER\*IN

**Prof. Dr. Ulrich Schäfermeier, Vizepräsident für Internationales und Digitalisierung / International Office**  
**Konferenzsaal**

RAUM

INHALT

In der ca. einstündigen Stipendienfeier sollen die herausragenden sozialen und akademischen Leistungen unserer internationalen Studierenden gewürdigt werden. Neben der Verleihung von ca. 20 Stipendien wird auch der DAAD-Preis an den diesjährigen Preisträger überreicht.

14.00–  
17.00

## Portfolio Review

HOST  
GUEST  
TYPE  
ROOM

**Prof. Roman Bezjak**  
**Rafał Milach**  
**Workshop**  
**R 303, Bielefeld Campus Lampingstraße**

CONTENT

Works in progress, portfolios and finished works can be presented to Rafał Milach, which he will comment on from the perspective of a visual artist, activist, photographer and educator.

**Rafał Milach:** visual artist, activist, photographer, and educator. His work focuses on the tension between society and power structures. Author of protest books and critical publications on state control. Milach is a professor at the Krzysztof Kieślowski Film School of Silesian University in Katowice, Poland. He has received scholarships from the Polish Minister of Culture and National Heritage, Magnum Foundation, and European Cultural Foundation. Rafał is a finalist of the Deutsche Börse Photography Foundation Prize. His work has been widely exhibited, and is part of the public institutional collections worldwide. Rafał is an associate member of Magnum Photos.

Montag  
8. Mai 2023

14.15–  
15.45

## Social Management and Social Entrepreneurship in Bulgaria and Germany

HOSTS Prof. Dr. Anna Lena Rademaker / Prof. Dr. Birgit Wolf  
GUEST Prof. Dr. Rossitsa Simeonova  
TYPE Course  
ROOM Audimax, Bielefeld Campus HSBI main building

CONTENT This lecture aims at comparison of social entrepreneurship as theory and practice in Bulgaria and Germany. In particular the concept of social entrepreneurship and its legal framework in both countries are discussed, as well the questions what are the requirements for social enterprises and how they are funded. Also, good practices examples from Bulgaria and Germany are presented. In conclusion, the similarities, and differences of social entrepreneurship in both countries are summarized.

Dr. Rossitsa Simeonova is Associate Professor of Social Work Management at Sofia University "St. Kliment Ohridski" and Vice-Dean for International Cooperation and Research. Her research interests are related to quality management, leadership and organizational culture, change management, educational evaluation, and child rights. She has been a consultant of UNICEF Bulgaria and the Bulgarian Ministry of Education. She is a member of the editorial boards of several social work magazines and of the managing boards of the Bulgarian Association of Social Work Education, FICE Bulgaria, and the Network for innovations in education. Email: [r.simeonova@fp.uni-sofia.bg](mailto:r.simeonova@fp.uni-sofia.bg)

14.15–  
15.45

## Activity-based Health Promotion in Social Work

HOSTS Prof. Dr. Anna Lena Rademaker / Katrin Fenzl  
TYPE Course  
ROOM In front of HSBI main building, Bielefeld Campus, outdoor activity

CONTENT Activity-based health promotion in social work is part of the English program in the bachelor program Social Work at the faculty of Social Sciences. When practicing together, learning experiences are made and these experiences are reflected on the topic of health promotion.

Monday  
8 May 2023

16.00

## Ceremonial opening of the International Week 2023

HOSTS Prof. Dr. Ulrich Schäfermeier, Vice President International Affairs and Digitalisation of HSBI (hybrid)/ International Office  
TYPE Ceremonial opening (hybrid)  
ROOM Conference Hall, Bielefeld Campus HSBI main building  
ZOOM LINK <https://hsbi-de.zoom.us/j/61991581317>

CONTENT OF EVENT The Vice President International Affairs and Digitalisation, Prof. Dr. Ulrich Schäfermeier, and the International Office welcome the international guests from all campus locations and open the International Week. After the official welcome, you can to network over delicious snacks and drinks. Registration via e-mail at [iw@hsbi.de](mailto:iw@hsbi.de) by 24 April, 2023.

18.00

## Photography as a social practice

HOST Prof. Roman Bezjak  
GUEST Rafał Milach  
TYPE Artist Talk  
ROOM R 401, Bielefeld Campus Lampingstraße

CONTENT **Rafał Milach:** visual artist, activist, photographer, and educator. His work focuses on the tension between society and power structures. Author of protest books and critical publications on state control. Milach is a professor at the Krzysztof Kieślowski Film School of Silesian University in Katowice, Poland. He has received scholarships from the Polish Minister of Culture and National Heritage, Magnum Foundation, and European Cultural Foundation. Rafał is a finalist of the Deutsche Börse Photography Foundation Prize. His work has been widely exhibited, and is part of the public institutional collections worldwide. Rafał is an associate member of Magnum Photos.

Montag  
8. Mai 2023

18.45

HOST  
GUEST  
TYPE  
ROOM

CONTENT

## Metamorphose

Prof. Dirk Fütterer  
Prof. Yang Liu  
Artist Talk  
R 401, Bielefeld Campus Lampingstraße

After the international success of her book series *Meets* **Prof. Yang Liu** has published a new book in this series *USA meets Europe* after the pan-demic. She will lead you through a graphic journey through various stations and projects—from Beijing to London, from New York to Berlin, from questions of cultural identity to questions of interpersonal relationships.

## Impressionen Impressions



Dienstag  
9. Mai 2023

9.00–  
10.00

## Pflegende Angehörige – Belastung und Entlastung neu denken

GASTGEBER\*IN  
GAST  
FORMAT  
ZOOM LINK

**Prof. Dr. Norbert Seidl**  
**Priv. Doz. Dr. phil. habil. Iren Bischofberger**  
**Lehrveranstaltung**  
<https://hsbi-de.zoom.us/j/67279892702?pwd=U1dSLzZ5K2FIOXpiN-0hXeXBYbnkwdz09>

INHALT

Frau Privatdozentin Dr. Iren Bischofberger stellt ein Unterstützungskonzept vor, welches für pflegende Angehörige in der Schweiz entwickelt wurde. Sie geht dabei auch auf die Situation der erwerbstätigen Angehörigen und deren Vereinbarkeits Herausforderungen ein. Die Teilnehmenden erhalten Einblick in die Entwicklung eines Gesundheitskonzeptes sowie in dessen Ausgestaltung, und sie werden zudem für die kritische Reflexion des Belastungsparadigmas sensibilisiert. Um die häuslichen Pflegearrangements langfristig zu erhalten, ist es notwendig, die Bedürfnisse dieser zahlenmäßig sehr großen Personengruppe zu kennen, sie spezifisch zu unterstützen und dabei auch die Selbstbestimmung zu berücksichtigen. Wir laden herzlich dazu ein, sich auch an der anschließenden Diskussion zu beteiligen.

### Priv. Doz. Dr. phil. habil. Iren Bischofberger:

- Schwerpunktthemen: Home Care, erwerbstätige pflegende Angehörige (Habilitationsschrift „work & care - Der Weg zur Vereinbarkeitskompetenz“, April 2023)
- Qualifikationen:
  - Occupational Health (MSc, University of Surrey/UK)
  - Pflegewissenschaft (BSc, MSc) und PhD in Epidemiologie (Universität Basel)
  - Habilitation in Pflegewissenschaft (Universität Wien)
  - Ausbildung Pflegefachfrau
- berufliche Tätigkeit:
  - während 15 Jahren Forschungstätigkeit zu „work & care“, Entwicklung und Leitung des Studiengangs MSc in Nursing (Careum Hochschule, Zürich)
  - Post-doc Aufenthalt in New York, Forschungsabteilung VNS Health
  - Firmeninhaberin rethinking care GmbH, mit Angeboten zu „work & care“ im Personalbereich, Pflegeinnovationen, Mentoring Nachwuchskräfte
  - 15 Jahre klinische Tätigkeit (v.a. HIV/Aids)
  - Strategische Mandate (Gesundheitswesen, Philanthropie)

Tuesday  
9 May 2023

9.30–  
10.30

## Challenges and Oportunities for Business in Mexico

HOSTS  
GUEST  
TYPE  
ROOM

**Prof. Dr. Mariam Dopslaf / Prof. Dr. Bernhard Wach**  
**Mauricio Graciano Palacio**  
**Course**  
**G 005b, Gütersloh Campus**

CONTENT

In this class participants get an insight into the importance and impact of international and intercultural specifics when doing business in Mexico. from questions of cultural identity to questions of interpersonal relationships.

**Mauricio Graciano Palacio** is an experienced corporate executive with a strong background in top CPG/FMCG global companies and a clear understanding of the key drivers within any business, change management and strategic planning in the US and Latin America and has more than 30 years of experience and global international assignments. Since 2019 he has been Adjunct Chair Professor at TEC de Monterrey and his research interests include strategic and business planning, negotiation and entrepreneurship/design thinking. Furthermore, his strenghts lie in establishing partner alliances, crisis management, regulatory, government and public affairs liaison including CSR and lobbying, advisor to NGOs, ESG expert, Influencer Marketing expertise and synchronizing communications across an organization.

9.30–  
13.30

## The Art of Data: A Workshop for AI-generated Art

HOST  
GUESTS  
TYPE  
ROOM

**Herwig Scherabon**  
**Julio Clavijo / Chucky Schuster**  
**Workshop**  
**R 204 & R 205, Bielefeld Campus Lampingstraße**

COMMENTS

Limited to 20 students  
Please bring your laptop  
PCs and a few laptops are available to borrow  
(please get in touch with [kim.groche@hsbi.de](mailto:kim.groche@hsbi.de))

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## CONTENT

In this beginner-friendly AI Art Workshop, you will learn how to create beautiful artworks using artificial intelligence. Through a series of fun and interactive exercises, you will discover how machine learning algorithms can help you generate unique images and animations that you never thought were possible. No prior experience is required, and our friendly instructors will guide you through every step of the process. By the end of the workshop, you will have a beautiful AI-generated artwork that you can proudly display and share with anyone.

**Chucky Schuster / Vienna**

Born 1986

Vienna-based artist Chucky Schuster is known for her works that have focused on the use of AI and machine learning for years, showcasing a close relationship between humans and machines. Through this synergy, she creates artworks that draw the viewer into her obscure reality, which is both repulsive and magnetic.

Chucky Schuster's work has been exhibited in various national and international group exhibitions. Beginning 2023, the artist held her first solo exhibition NWHR:// and since 2022 she has also become a member of the international collective "Hyperfuturism", a group of digital avant-garde artists.

**Julio Clavijo** has been working in speculative approaches to sound and visuals. Since 2012, his research has focused on Computer Generated Imagery. He has lived and worked with New Media Art and Technology Studios across Europe, America and Asia.

9.30–  
16.30

## Handcrafts for Contemporary Fashion Design Development

HOST  
GUEST  
TYPE  
ROOM  
REGISTRATION

**Prof. Philipp Rupp**  
**Vanja Graovac**  
**Workshop**  
**R 147, Bielefeld Campus Lampingstraße**  
**Please contact [philipp.rupp@hsbi.de](mailto:philipp.rupp@hsbi.de) until April 26th**

## CONTENT

Participants will develop new fabrics based on their exploration of different needlework and embroidery techniques. New, contemporary patterns are created by reducing and/or modifying old patterns. The results are tested on busts and on patterns for their possibilities for new clothing designs.

Tuesday  
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**Vanja Graovac**

## STUDIES

- University of Applied Arts and Design Belgrade/Serbia
- Royal Academy of Fine Arts/Fashion Department Antwerp, Belgium

## WORK

- Jurgi Persoons Antwerp, Belgium
- Design Assistant: Contribution to all collections from 1998–2003 – design, handcraft and fabric treatment research, garment development, styling, presentations+showroom in Paris
- Dries Van Noten Antwerp, Belgium
- Embroidery design assistant: Creating embroidery patterns, technical development of embroidery designs applied to garments.
- Oscar Murillo studio/ Brussels, Belgium + London, UK
- Fashion Design and Consultancy: Design and development of 'wearable sculptures'-garments (uniforms), print, embroidery.

10.00–  
11.30

## The Medical Model versus the Social Model

HOST  
GUESTS  
TYPE  
ROOM

**Prof. Dr. Diana Jost**  
**Ass. Prof. Brian Mitchell / Dr. Trevor Rodgers-Gray**  
**Course**  
**B 238, Bielefeld Campus HSBI main building**

## CONTENT

The goal of this seminar is to explore and develop your existing understanding of Psychology and the impact of the medical/social models on your practice. There are opinions and debates concerning how medical theories can lead to the discrimination against and oppression of people. Together we can explore how this happens and what this means for the social work professional. The module will explore the current wider discussions considering alternative opinions with a focus on human rights and their practical application.

**Ass. Prof. Brian Mitchell** is the Programme Lead for B.A. (Hons) Social Work within the Faculty of Management, Law, and Social Sciences at the University of Bradford. In this role he is trying to make tangible the idea of students as partners in developing the curriculum and their own learning experience. Prior to this, he worked at Bradford College as Head of School for Social Care and Community Practice. He has always had an interest in human rights, equalities and inclusion and how these impact professional practice. He is currently involved in a project exploring rights, safeguarding and restorative justice.

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**Dr. Trevor Rodgers-Gray** has been the Programme Lead for the MA Social Work degree, within the Faculty of Management, Law, and Social Sciences at the University of Bradford since January 2021. His teaching interests centre around co-production, values, ethics, and anti-oppressive practice. He is a qualified and registered social worker. His practice experience was largely working alongside young people, both as a social worker and Children's Service Manager. His research interests include understanding the value and experience of care experience and exploring rights-based activism and co-production both within and without the classroom.

10.00–  
17.00

## Metamorphosis

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dirk Fütterer**  
**Prof. Oded Ezer**  
**Workshop**  
**R 117, Bielefeld Campus Lampingstraße**

CONTENT

Metamorphosis is a 2-day design workshop led by typographer and design thinker Prof. Oded Ezer. Participants will explore the theme of transformation through Ezer's unique design methodology and techniques. Engaging in hands-on tasks and collaborative work, participants will learn to push the boundaries of traditional design. The workshop will culminate in a final outcome that reflects the participants' unique interpretations of metamorphosis.

**Oded Ezer** is a Tel Aviv-based typographic pioneer, design thinker and professor for graphic design at the Holon Institute of Technology (HIT), who creates visual content and commentary around subjects such as science, anthropology, body-modification, ethics, fiction, religion, politics and writing systems, for cultural and commercial bodies such as Google, Samsung, Waze, NY MoMA, V&A Museum, Jerusalem Season of Culture, and many others.

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10.00–  
17.00

## Identity

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dirk Fütterer**  
**Prof. Yang Liu**  
**Workshop**  
**R 143, Bielefeld Campus Lampingstraße**

CONTENT

Identity is a relevant and complex definition. There are many aspects within this definition, cultural, social, political, personal, gender, sexual orientation and many more. In this workshop we will work on a communication design task, that will reflect, request and challenge our ideas of identity.

**Prof. Yang Liu** was born in Beijing, China. After studying at the University of Arts Berlin, she worked as a designer in Singapore, London, Berlin, and New York. In 2004 she founded her own design studio, which she continues to run today. Next to workshops and lectures at international conferences, she has taught at numerous universities in Germany and abroad. In 2010 she was appointed a professor at the University of Europe for Applied Sciences in Berlin. Her works have won numerous prizes in international competitions and can be found in museums and collections all over the world.

10.00–  
17.00

## Typographic Lyric Videos

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dirk Fütterer**  
**Fraser Muggeridge**  
**Workshop**  
**R 119, Bielefeld Campus Lampingstraße**

CONTENT

Lyric videos are animated music videos that showcase the words of a song, animated in time to the music. They all include type and typography in some form, often in innovative ways. During the workshop you are required to make a typographic lyric video for a song that you will pick from a hat. You should interpret the words, mood, type of song in any way that you feel, but with a need to communicate the words. It's not required to make the whole video in the time given, more of an approach (pitch) that communicates your idea.

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**Fraser Muggeridge** is a graphic designer based in London. Throughout a wide range of formats, from artists' books and exhibition catalogues to posters, marketing material, exhibitions, websites, film titles and music, the studio prioritises artists' and writers' content over the imposition of a signature style. Besides, Muggeridge is also a founder and tutor at Typography Summer School, a week-long programme of typographic study for recent graduates and professionals, held in London and New York. Additionally he is a visiting lecturer at The University of Reading and visiting professor at Iceland University of the Arts, Reykjavik.

10.00–  
14.00

### Infostand International Office / Information Booth International Office

RAUM/ROOM

Magistrale, Campus Bielefeld HSBI-Hauptgebäude /  
Main Hall, Bielefeld Campus HSBI main building

INHALT/CONTENT

Ein Erasmus+-Studium in Spanien, ein Praktikum in Irland oder ein Auslandssemester in Kanada? Das International Office informiert alle Interessierten über die Möglichkeiten studienbezogener Auslandsaufenthalte.

Be an Erasmus+ student in Spain, do an internship in Ireland or spend a semester abroad in Canada? The International Office provides information on study abroad programmes.

10.30

### The Nurses Climate Challenge (NCC) at Health Care Without Harm (HCWH) Europe

HOST  
GUEST  
TYPE  
ROOM

Prof. Dr. PH Christa Büker  
Tibo Uyttersprot  
Course

B 347, Bielefeld Campus HSBI main building

CONTENT

Tibo Uyttersprot will talk about the Nurses Climate Challenge (NCC). The NCC Europe aims to mobilise nurses across Europe to educate themselves and other health professionals on the health impacts of climate change. It is key to leverage nurses' voice to motivate health professionals, patients, the public, and policymakers to take climate action. In

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addition, the Nursing School Commitment is an extension of the NCC and a joint project between HCWH Europe and nursing schools in the WHO Europe region. Its main commitment is the inclusion of climate change and planetary health into nurse education to address important learning needs.

**Tibo Uyttersprot** holds a Master's degree in Physiotherapy and an Advanced Master's degree in Global Health. His role at HCWH Europe is to expand the Health Care Climate Challenge and Race to Zero. He also supports the Nurses Climate Challenge, Nursing School Commitment and Cool Food Pledge.

11.00–  
16.00

### HSBI Merchandise Booth

RAUM/ROOM

Magistrale, Campus Bielefeld HSBI-Hauptgebäude /  
Main Hall, Bielefeld Campus HSBI main building

INHALT/CONTENT

Interesse an einem Souvenir von der HSBI? Hier können Sie zum Beispiel Kleidung, Taschen, Stifte, Tassen und mehr kaufen.

Interested in a souvenir from HSBI? Here, you can buy clothes, bags, pencils, cups and more.

10.00

### Facing Challenges of Inclusion

HOST  
GUEST  
TYPE  
ROOM

Prof. Dr. Andreas Beaugrand  
Joel Cahen  
Workshop

R 172, Bielefeld Campus Lampingstraße

CONTENT

This workshop deals with key changes in public memory in the Netherlands. We examine memorials, literature and art in their relationships to official memory and creative practices. We see a gradual shift in focus from war heroes to collective and individual victims of the persecution. The workshop will highlight contemporary visual artists, whose works are inspired by their family histories and by changing attitudes to their memory, whilst public visibility increased. In line with these changes and the fact that the generation of the Shoa is disappearing we will work on 2

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real projects. Planning an exhibition with several levels of a Holocaust site included. The Jewish Work Village in the polder and the Westerbork transit camp. Facing challenges of inclusion.

**Joel Cahen** (born 1948) is a historian. He was Head Curator of Museum Beit Hatfutsot, now Museum ANU, Tel Aviv, until 2002 and Director of the Jewish Cultural Quarter, Amsterdam, until 2016. He regularly publishes on the history of the Jews in the Netherlands, for example: Der Amsterdamer Künstler Martin Monnickendam und das jüdische Amsterdam in: Martin Monnickendam in Lippe und im Weserbergland 1923, Bielefeld 2022; Die niederländisch-jüdischen Wurzeln von Sophia Goudstikker, in: Die modernen Frauen des Atelier Elvira in München und Augsburg 1887–1908, München 2022; and Holocaust Memory. Memorials and the Visual Arts in the Netherlands, From Early Public Monuments to Contemporary Artists in European Judaism, A Journal for the New Europe, Volume 56, 2023.

## 11.00– 15.00 International Tables

RAUM/ROOM **Magistrale, Campus Bielefeld HSBI-Hauptgebäude / Main Hall, Bielefeld Campus HSBI main building**

INHALT/CONTENT Students from international partner universities of HSBI and their buddies present partner universities from abroad, their culture and a little culinary insight into their home country.

## 10.00 Our Body Between Space and Object

HOST **Prof. Dr. Andreas Beaugrand**  
GUEST **Ronit Eden**  
TYPE **Workshop**  
ROOM **Historisches Museum Bielefeld**

CONTENT The workshop is about the relationships between the human body and internal spaces. In this workshop, students will learn what the elements are that influence us in a space. Understanding these elements will allow students to use them as part of designing space for objects. The studies will initially focus on analyzing and understanding the interior spaces of

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private and public places. For example: what makes temples inspiring; where does the power of fascistic buildings comes from. The tools that will be acquired during this workshop will help students understand how the encounter with structures affects the human body and behavior of people both individually and as a group.

**Ronit Eden** is an independent curator and exhibition designer. She holds a degree in design and architecture. Since 1989 she has worked as an interior architect, and as an exhibition designer for major museums in Israel and the Netherlands. As of the last fifteen years, she has been curating and producing exhibitions about contemporary art. She is especially interested in art that incorporates historical and cultural events that shape political identity. With her experience in both design and curating, she teaches workshops about the relationships between space and objects and how these relate to the human body. In this workshop, students practice critical thinking and explore their environment through practical and theoretical exercises.

## 11.30– 18.00 Earthen Workshop

HOST **Prof. Bettina Georg**  
GUEST **Dipl. Ing. Arch. Jan Glasmeier**  
TYPE **Course/Workshop**  
ROOM **Lecture: B 70, Minden Campus  
Workshop: at a free space near the university**  
COMMENTS **Lecture: open to everyone  
Workshop: for students in the second semester (Fundamentals of Design II)**

CONTENT The workshop will follow a lecture on "earthen buildings in the global" which will be held at 11:30am on the same day. The goal is to introduce participants to ways of application of earthen materials. We start the workshop by doing on-site soil testing. We will then produce a number of adobe bricks using different soil mixtures and prepare a frame work to apply some wattle & daub.

- Since April 2022 Trustee at Architecture for Humanity, London, UK
- January 2020–July 2021 Visiting Professor at University of Art and Design, Linz
- Since December 2016 Simple Architecture Bangkok + London



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- January 2012–December 2016 a.gor.a architects
- January 2010–January 2012 Arup Associates, London + Singapore
- September 2006–December 2009 Foster + Partners, London + Abu Dhabi
- January 2005–June 2005 Studies at the University of the Witwatersrand, Johannesburg
- August 2003–September 2004 Studies in Architecture and Spanish at the Instituto Tecnológico de Querétaro (ITESM), Mexico
- October 1999–July 2006 Studies in Architecture at TU Darmstadt
- September 1997–September 1999 Apprenticeship as Architectural Drafter at Böll + Krabel Architects, Essen

12.00–  
13.30

## Tackling Educational Inequalities in Digital Culture: The Importance of Reading Literacy and Reading Motivation – A Case Study from Luxembourg

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dr. Alexander Scheidt**  
**Dr. Isabell Eva Baumann**  
**Course**  
**C 222, Bielefeld Campus HSBI main building**

CONTENT

The presentation discusses the importance of reading literacy in the context of educational inequalities in digital culture, focusing on Luxembourg as a case study. It highlights the results of reading tests conducted with Luxembourgish pupils, which showed that a significant number of them do not enjoy reading. The author argues that reading literacy is a crucial component of media literacy, which is essential for competent participation in the digital world. The presentation concludes with practical recommendations for selecting appropriate texts to promote reading motivation.

**Dr. Isabell Eva Baumann** is a researcher in the field of Digital Education & Research at the University of Luxembourg's Center for Educational Testing (LUCET). With a background in German literature studies, she is an associate member of the Institute for German Language, Literature and Interculturality. Her research focuses on innovative teaching scenarios for secondary schools, with a particular emphasis on digital didactics and digital media. As a trainer, she provides evidence-based guidance to teachers and students in developing, tailored to the culture of digitality (<https://pitt.lu/>).

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12.15–  
13.45

HOST  
GUEST  
TYPE  
ROOM

## Guest Lecture in Smart Grids

**Prof. Dr. Jens Haubrock**  
**Prof. Dr. Nikolas Hatziaargyriou**  
**Course**  
**F 105, Bielefeld Campus HSBI main building**

CONTENT

Prof. Dr. Nikos Hatziaargyriou will talk about his experience in the field of energy technology. He will give the participants an insight into future problems and current research topics. In his talk, he will give an overview of the possibilities of microgrids in our future smart energy system.

Since 1984 **Prof. Dr. Nikos Hatziaargyriou** has been with the Power Division of the Electrical and Computer Engineering Department of NTUA and since 1995 he has been full professor in Power Systems. Since April 2015 he has been Chairman and CEO of the Hellenic Distribution Network Operator (DEDDIE). From February 2007 to September 2012, he was Deputy CEO of the Public Power Corporation (PPC) of Greece, responsible for Transmission and Distribution Networks, island DNO and the Center of Testing, Research and Prototyping. He is Fellow Member of IEEE, former Chair of the Power System Dynamic Performance Committee, Honorary member of CIGRE and former Chair of CIGRE SC C6.

13.00–  
13.45

HOST  
GUEST  
TYPE  
ROOM

## Effective Research Paper Writing For Skill Enhancement

**Prof. Dr. Riza Öztürk**  
**Dr. Suraj Manojkumar Shah**  
**Workshop**  
**B 345, Bielefeld Campus HSBI main building**

CONTENT

This workshop is designed for academics, working professionals, researchers, scholars and practitioners to sharpen their skills in terms of research paper drafting. It will be also helpful to early researchers to upgrade their drafting skills. There are various criteria to be considered to prepare a research paper and to get it published such as relevance, methodology, originality, implications, plagiarism, references etc.. The

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workshop also aims to help those researchers who are doing high quality research but are not able to publish their work in high impact factor journals due to lack of information about writing research papers and searching appropriate journals.

**Dr. Suraj Shah** (Ph.D, e- MDP- IIM- K, MBA- Goldmedalist) is an educational professional with more than 9 years of teaching and research experience. He is presently associated with Ganpat University – CMSR as an Assistant Professor and Program coordinator. Being a passionate researcher, he has presented more than 35 research papers in various international and national conferences. He has more than 20 Research Paper publications in national journals, Scopus/ABDC indexed journals, conference proceedings and book chapters along with one book publication. He has been awarded more than 15 Best Research Paper Awards along with Outstanding Young Management Researcher Award by AIMS International. His area of interest includes Consumer Behavior, Research Methodology, Marketing Analytics.

13.00–  
18.00

## Advanced Nursing Practice

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dr. Christa Bükler**  
**Prof. Daniela Lehwaldt**  
**Course**

**B 347, Bielefeld Campus HSBI main building**

CONTENT

In her presentation, Daniela Lehwaldt introduces the basics of Advanced Practice Nursing. Nurses with APN qualification are professionals with a master's degree. The activities of an APN is characterized by a high degree of specialization. They offer patients extended and highly specialized nursing care for their specific health problems. Coupled with an extended range of nursing tasks, progress is being made in patient care. The lecture will also introduce the APN Master's program at Dublin City University, and reports on the development of APN internationally.

**Daniela Lehwaldt**, PhD, MSc, RN, Dublin City University, School of Nursing, Psychotherapy and Community Nursing. She teaches on the undergraduate BSc in Nursing programme and the MSc Nursing / Healthcare Practice. As Academic Lead in Nursing, she works with staff

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within the Nursing Group, the Head of School and the School Executive. Daniela Lehwaldt is an expert in Advanced Practice Nursing (APN). Her past clinical experience and her extensive involvement in conferences, publications and projects have led to global recognition and a voluntary leadership position with the International Council of Nurses (ICN) APN / NP Network as their current Chair.

14.15

## Dealing with Trauma and Stress: Techniques and Strategies

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dr. Diana Jost / Peter Hockamp**  
**Dilara Varan**

**Course**  
**C 222, Bielefeld Campus HSBI main building**

CONTENT

Many different methods have been mentioned so far to understand and cope with traumatic experiences. This practically oriented seminar includes the evidence-based techniques and strategies for dealing with trauma and stress. It will cover the topics of how to approach a client by indicating crucial aspects of the first session. Additionally, the core part of the lecture is to learn the application of several coping strategies by doing practical exercises. Mainly, these techniques come from Cognitive-Behavioral Therapies and Mindfulness-based interventions. Finally, the issues that health professionals should pay attention to when establishing a therapeutic relationship is also emphasized.

**Dilara Varan** is a research assistant at the Psychology department of İstanbul Kent University, and psychotherapist at a clinic called Lumen Psychology. Her main research topics are mindful self-care, resilience, trauma, coping strategies, and psychological well-being. She did a double major on Sociology and Psychology, and graduated from her master's on Clinical Psychology at Bahcesehir University at 2022. Now, she is doing her PhD on Forensic Sciences at İstanbul University-Cerrahpasa. She completed her internships at a hospital, a clinic and different companies, and received training and supervision for Cognitive-Behavioral Therapy, Solution-Focused Brief Therapy and some personality tests.

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## 14.30– 18.30 Augmented Reality – The Possibilities of the Human Face as a Canvas

HOST Herwig Scherabon  
GUEST Sarah Mayer  
TYPE Workshop  
ROOM 204 & 205, Bielefeld Campus Lampingstraße

COMMENTS Limited to 20 students  
Please bring your laptop  
PCs and a few laptops are available to borrow  
(please get in touch with [kim.groche@hsbi.de](mailto:kim.groche@hsbi.de))

CONTENT This workshop will introduce you to Augmented Reality as a tool to create art and promote your art to millions of people. You will create your own Face Filter for Snapchat by exploring the possibilities of the human face as a canvas. No prior knowledge of the program is needed. Any skill, from physical painting to 3D sculpting, can be harnessed and turned into an Augmented Reality experience. With the constant improvement in quality of the mostly free AR programs, the potential on how to present your work in a digital, accessible and personal way has only begun.

Born in Germany in 1990, **Sarah Mayer** completed her Bachelor in Fashion and Design in 2015 in Amsterdam. During her studies, she interned for the renowned Belgian Fashion Designer, Walter Van Beirendonck (Member of the Antwerp Six) in 2013 and won the Lectra Award for her Hyper Craft collection (digital fashion minor) in 2014. Her work is further influenced by her experience on film sets.

For the past three years (2019–2022), Sarah has shifted her focus entirely towards the Digital World. Her digital masks, partly available as Augmented Reality experiences (on Instagram, Snapchat and Tiktok), keep fashion at its core while not aiming to be fashionable. Instead, the designs question what fashion can become with a different medium.

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## 15.00– 16.00 Nursing Sciences Research Projects – Advanced Nurse Practitioners Experiences from Ireland

HOSTS Prof. Dr. Änne-Dörte Latteck / Dr. Dirk Bruland  
GUESTS Judy Ryan / Maurice Healy  
TYPE Course  
ROOM B 347, Bielefeld Campus HSBI main building

CONTENT Nursing is becoming increasingly important due to demographic developments in the integration assistance of people with intellectual disabilities. The course will present the establishment of nursing care for people with intellectual disabilities in Ireland with a focus on Advanced Nursing Practitioners. The differences between Ireland and Germany will be discussed and what can be learned from the system in Ireland (with regard to the nursing science projects).

**Judy Ryan** is Director of the Nursing and Midwifery Planning and Development Unit (NMPDU) South-East (Ireland).

**Maurice Healy** is an Advanced Nurse Practitioner specialising in Intellectual Disability in Ireland and has over 36 years' experience as a Nurse, Lecturer and Staff Trainer. He currently works for the Brothers of Charity (Ireland) covering the Galway region. He trained as a Registered Nurse in Intellectual Disabilities in 1987, subsequently qualifying as a Behaviour Therapist. He continued his education by completing a Diploma in Training & Development & a Bachelor of Science in Nursing. He then completed his Master of Science in Intellectual Disabilities at the University of Birmingham in 2012.

## 16.00– 17.30 Building Blocks of Design Thinking in the Early Years

HOSTS Prof. Dr. Diana Jost / Prof. Dr. Alexander Scheidt  
GUEST Michelle Grant  
TYPE Course  
ROOM C 222, Bielefeld Campus HSBI main building

Dienstag  
9. Mai 2023

## CONTENT

In her workshop, US-based author/researcher Michelle Grant, EdM from the i3 Institute ([www.i3inquiry.org](http://www.i3inquiry.org)), the Center of Gravity ([www.centerof-gravityece.org](http://www.centerof-gravityece.org)), and San Francisco State University, invites for an immersive and hands-on learning experience where participants will explore and collaboratively define the five tenets of Human-centered Design: Intentionality, Intersectionality, Empathy, Safe & Brave Considerations, Play & Prototyping. These provide a framework for collaborative decision making in early education. Presenters and participants will engage with the learning content through the use of hands-on materials (loose parts & nature) and the five senses.

**Michelle Grant** is a seasoned presenter, facilitator, and design coach. Her expertise for collaborative design and equity-focused leadership in early education and developmental psychology spans over two decades, both in the US and abroad. Michelle holds a bachelor of arts in Research and Policy, from San Francisco State University and a master's degree in Leadership Development from Mills College, including postgraduate research in equity-centered assessments and evaluations. Michelle is both a national and international college instructor, and is founder and executive director of the Center of Gravity, DEI and STEM focused lab-schools located in the San Francisco Bay Area.

16.00–  
17.30

## Cultural Diversity in Tanzania and Germany

HOSTS  
GUEST  
TYPE  
ROOM

**Prof. Dr. Claus Melter**  
**Dr. Sakina Faru**  
**Course**  
**B 3, Bielefeld Campus HSBI main building**

## CONTENT

Aspects of cultural diversity in Tanzania and Germany. Different aspects of cultural diversity – for example gender diversity – in Tanzania and Germany will be addressed and discussed.

**Dr. Sakina Faru** is a lecturer at Saint Augustine University of Tanzania (SAUT); she was a Post-Doctoral fellow at Vechta University and was a visiting fellow at HSBI. She is involved in research and publications in Gender and Diversity, Journalism and Mass Communication and Cultural Anthropology and is member of the Gender Desk and Matron of Peer Educators at SAUT.

Tuesday  
9 May 2023

17.00–  
18.00

GASTGEBER\*IN  
FORMAT  
RAUM  
ZOOMLINK

## INHALT

## »Dein Weg ins Ausland« Informationsveranstaltung für Studierende zu Auslandsaufenthalten während des Studiums

**International Office**  
**Informationsveranstaltung (hybrid)**  
**Konferenzsaal, Campus Bielefeld**  
<https://hsbi-de.zoom.us/j/67778395002>

Mit Erasmus+ nach Spanien, ein Praktikum in Irland oder doch ein Semester in Kanada? Das International Office informiert zu Auslandsaufenthalten im Studium und Studierende der HSBI berichten von ihren Erfahrungen und geben Tipps zur Planung und Organisation. Im Anschluss gibt es Gelegenheit zu Fragen.

18.00

HOST  
GUEST  
TYPE  
ROOM

## CONTENT

## A Knowing Wrongness

**Prof. Dirk Fütterer**  
**Fraser Muggeridge**  
**Artist Talk**  
**R 401, Bielefeld Campus Lampingstraße**

This talk explores and explicates a 'knowingly wrong' approach that fuses traditional mastery (that of knowing) with unconventional techniques, processes and outcomes (that of wrongness) to enable innovation within the discipline. This offers an alternative approach to graphic design practice. Key practice inquiries: type design without designing type, typography, a dialogue with the printing press, sampling, and the workmanship of risk in (and as) the design and print production process are tackled from theoretical, historical and reflective viewpoints.

**Fraser Muggeridge** is a graphic designer based in London. Throughout a wide range of formats, from artists' books and exhibition catalogues to posters, marketing material, exhibitions, websites, film titles and music, the studio prioritises artists' and writers' content over the imposition of a signature style. Besides, Muggeridge is also a founder and tutor at Typography Summer School, a week-long programme of typographic study for recent graduates and professionals, held in London and New York. Additionally he is a visiting lecturer at The University of Reading and visiting professor at Iceland University of the Arts, Reykjavik.

Mittwoch  
10. Mai 2023

9.00–  
10.15

## Ethik in der Pflege

GASTGEBER\*IN  
GÄSTE  
FORMAT  
RAUM

**M.A. Anne-Kathrin Seegert**  
**FH-Prof. Lisa Brunhuber / FH-Prof. Julia Glösmann**  
**Lehrveranstaltung**  
**F 332, Campus Bielefeld HSBI-Hauptgebäude**

INHALT

Professionell Pflegende erleben in ihrem Alltag häufig Situationen in denen sie ethisch abwägen und Entscheidungen treffen müssen. In der Veranstaltung werden berufliche Situationen näher betrachtet, unterschiedliche Perspektiven im Ländervergleich analysiert und mögliche Herangehensweisen eruiert und diskutiert. Weiter werden die Kolleginnen die Partnerhochschule vorstellen.

**FH-Prof. Julia Glösmann**, BSc MSc ist diplomierte Gesundheits- und Krankenpflegerin und absolvierte ein Masterstudium der Advanced Nursing Practice mit dem Schwerpunkt interprofessionelle Zusammenarbeit. Sie ist stellvertretende Studiengangsleiterin, FH-Dozentin, sowie internationale Koordinatorin im Bachelor Studiengang Gesundheits- und KrankenpflegePLUS (BSc) der Fachhochschule St. Pölten. Ihre mehrjährige klinische Erfahrung sammelte sie im chirurgischen sowie konservativen Bereich der Gynäkologie, in der Betreuung von Müttern und Neugeborenen auf der Wochenbettstation sowie im Entlassungsmanagement (Case- und Caremanagement).

**FH-Prof. Lisa Brunhuber**, BSc MA MSc ist diplomierte Gesundheits- und Krankenpflegerin und absolvierte ein Masterstudium der Pflegewissenschaft sowie der Hochschulpädagogik und -didaktik. Sie ist stellvertretende Studiengangsleiterin und FH-Dozentin im Bachelor Studiengang Gesundheits- und KrankenpflegePLUS (BSc) der Fachhochschule St. Pölten. Ihre mehrjährige klinische Erfahrung sammelte sie im chirurgischen sowie konservativen Bereich der Gynäkologie und legte ihren Fokus auf die Betreuung von Familien bei Fehl- und Totgeburten.

Wednesday  
10 May 2023

9.00–  
13.00

## Politik und Kontextgestaltung im Gesundheitswesen / Shaping Policy and Context in Healthcare

HOST  
GUESTS

**Prof. Dr. Michaela Brause**  
**Prof. Dr. Ana Paula Prata / Prof. Dr. Margarida Reis Santos / Prof. María Galán Lominchar / Prof. Dr. Daniela Lehwaldt / Marc Dhaeze / Dr. Sameer Hasan**

TYPE  
ROOM

**Course**  
**F 319, Campus Bielefeld Main Building**  
**Zoom link upon request: [michaela.brause@hsbi.de](mailto:michaela.brause@hsbi.de)**

CONTENT

The international guests will present the health systems of the different countries. We will work out the differences and discuss together whether Germany can orientate itself towards other countries in order to improve the health system here.

The seminar is a part of the module "Shaping Policy and Context in Healthcare" but guests are welcome to join. The aim of the module is for students to critically question their own health system, the structures of care and the role of health professions such as nursing or therapy in the system on the basis of in-depth knowledge. However, it is difficult to question one's own system or role in it if no alternatives are known.

**Prof. Dr. Ana Paula Prata** is Professor at the Nursing School of Porto. She has been member of General Council of the School since 2009. Her main areas of interest are Nursing Management, Health Economics and Health Policies, Midwifery.

**Prof. Dr. Margarida Reis Santos** is Professor at the Nursing School of Porto. She has been member of the Scientific Council of the School since 2009. Her main areas of interest are Pediatric Health, Nursing Management & Leadership, Clinical Nursing Supervision.

**Prof. María Galán Lominchar** is Professor of Medical-Surgical Nursing and Coordinator of Clinical Internships and International Relations at Universidad Pontificia Comillas (Madrid, Spain). Her areas of research interest are International Education in Nursing and Clinical Simulation. She worked as a nurse for over 5 years both in Spain and Germany.

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**Dr. Sameer Hasan** is an Assistant Professor in Biomedical Engineering at the German Jordanian University. He holds two undergraduate degrees in Nursing and Biomedical Engineering. Dr. Hasan's experience in healthcare services extends to more than 22 years in various professional positions such as critical care nurse, biomedical engineer, business leader, academic, and researcher. Dr. Hasan's research interest is in the field of biosensors and biomedical instrumentation.

**Marc Dhaeze** holds a Master's degree in Medical and Social Sciences and Hospital Management furthermore he also successfully completed postgraduate programmes in business administration and psychology. His interests and expertise are mainly focused on health economics and LEAN management. Marc is international coordinator at the department of nursing and coordinator of the advanced bachelor in healthcare management at Hogeschool Gent.

**Prof. Dr. Daniela Lehwaldt**, PhD, MSc, RN, Dublin City University, School of Nursing, Psychotherapy and Community Nursing. She is an expert in Advanced Practice Nursing (APN). Her past clinical experience and her extensive involvement in conferences, publications and projects have led to global recognition and a voluntary leadership position with the International Council of Nurses (ICN) APN / NP Network as their current Chair.

9.00–  
16.00

## Kick-Off of the Research Project IRI4SGC

HOST  
GUESTS

**Prof. Dr. Jens Haubrock**  
**Prof. Oscar Romey / Álvaro Montaña / Prof. Norman Reyes / Prof. Iury Bessa / Dr. Vicente Ferreira de Lucena Junior / Dr. Renan Landau Paiva de Medeiros**

TYPE  
ROOM

**Research project**  
**Auditorium in Kurt-Schumacher-Strasse 6d – Room 208**

CONTENT

IRI4SGC is a funded project of the European Union – Latin America and Caribbean Interest Group. Scientists from Brazil, Bolivia, Nicaragua, Austria and Germany work in this project together. In the cooperation, new methods for integrating renewable energies and electromobility into the energy system are being researched and verified in the Smart Energy

Wednesday  
10 May 2023

Application research laboratory (SEAp) of the working group Grids and Energy Systems (AGNES) of the Institute for Technical Energy Systems (ITES).

**Oscar Romey** – Professor at Universidad Mayor de San Andres  
**Alvaro Montano** – Research assistant at Universidad Mayor de San Andres

**Norman Reyes** – Professor at La Salle University of Technology

**Iury Bessa** – Professor at Federal University of Amazonas

**Vicente Ferreira de Lucena Junior** – Professor at Federal University of Amazonas

**Renan Landau Paiva de Medeiros** – Professor at Federal University of Amazonas

9.30–  
13.30

## Augmented Reality – The Possibilities of the Human Face as a Canvas

HOST  
GUEST  
TYPE  
ROOM

**Herwig Scherabon**  
**Sarah Mayer**  
**Workshop**  
**204 & 205, Bielefeld Campus Lampingstraße**

COMMENTS

Limited to 20 students  
Please bring your laptop  
PCs and a few laptops are available to borrow  
(please get in touch with [kim.groche@hsbi.de](mailto:kim.groche@hsbi.de))

CONTENT

This workshop will introduce you to Augmented Reality as a tool to create art and promote your art to millions of people. You will create your own Face Filter for Snapchat by exploring the possibilities of the human face as a canvas. No prior knowledge of the program is needed. Any skill, from physical painting to 3D sculpting, can be harnessed and turned into an Augmented Reality experience. With the constant improvement in quality of the mostly free AR programs, the potential on how to present your work in a digital, accessible and personal way has only begun.

Born in Germany in 1990, **Sarah Mayer** completed her Bachelor in Fashion and Design in 2015 in Amsterdam. During her studies, she interned for the renowned Belgian Fashion Designer, Walter Van Beirendonck (Member of the Antwerp Six) in 2013 and won the Lectra Award

**Mittwoch**  
**10. Mai 2023**

for her Hyper Craft collection (digital fashion minor) in 2014. Her work is further influenced by her experience on film sets. For the past three years (2019–2022), Sarah has shifted her focus entirely towards the Digital World. Her digital masks, partly available as Augmented Reality experiences (on Instagram, Snapchat and Tiktok), keep fashion at its core while not aiming to be fashionable. Instead, the designs question what fashion can become with a different medium.

**9.30–  
16.30**

## Handcrafts for Contemporary Fashion Design Development

HOST  
GUEST  
TYPE  
ROOM  
REGISTRATION

**Prof. Philipp Rupp**  
**Vanja Graovac**  
**Workshop**  
**R 147, Bielefeld Campus Lampingstraße**  
**Please contact [philipp.rupp@hsbi.de](mailto:philipp.rupp@hsbi.de) until 26 April**

CONTENT

Participants will develop new fabrics based on their exploration of different needlework and embroidery techniques. New, contemporary patterns are created by reducing and/or modifying old patterns. The results are tested on busts and on patterns for their possibilities for new clothing designs.

### Vanja Graovac STUDIES

- University of Applied Arts and Design Belgrade/Serbia
- Royal Academy of Fine Arts/Fashion Department Antwerp, Belgium
- WORK
- Jurgi Persoons Antwerp, Belgium
- Design Assistant: Contribution to all collections from 1998–2003 – design, handcraft and fabric treatment research, garment development, styling, presentations+showroom in Paris
- Dries Van Noten Antwerp, Belgium
- Embroidery design assistant: Creating embroidery patterns, technical development of embroidery designs applied to garments.
- Oscar Murillo studio/ Brussels, Belgium + London, UK
- Fashion Design and Consultancy: Design and development of 'wearable sculptures'-garments (uniforms), print, embroidery.

**Wednesday**  
**10 May 2023**

**10.00–  
11.30**

HOST  
GUEST  
TYPE  
ROOM

## Big Data Applications in European Businesses

**Prof. Dr. Riza Öztürk**  
**Dr. Sameer Rohadia**  
**Course**  
**B 345, Bielefeld Campus HSBI main building**

CONTENT

The session starts with an introduction to Big Data, types of data, and characteristics of Big Data. Then, you will go through the various examples of Big Data application areas viz. in Media, Retail, Forensic Science, Insurance, Healthcare and Police. Finally, Dr. Rohadia will share the relevant data related to the European Analytics Market.

**Dr. Sameer Rohadia** obtained a Bachelor of Electrical Engineering, MBA (IT) & PhD from India and Master in Data Science from University of Bologna, Italy. He has 23 years of Corporate and Business Management teaching experience in reputed Universities within Germany and India. Currently, he is working as a BI Specialist & IT Trainer in Hannover. He has successfully conducted 120+ Webinars & Workshops in last 2.5 years and trained 10,000+ industry professionals, faculty members & students in Big Data, MS Power BI, Tableau & MS Excel. He is Microsoft Certified Trainer, Microsoft Certified Power BI & Excel Professional, Tableau Desktop Specialist, Microsoft Certified Azure Professional.

**10.00–  
14.00**

RAUM/ROOM

## Infostand International Office / Information Booth International Office

**Magistrale, Campus Bielefeld HSBI-Hauptgebäude /  
Main Hall, Bielefeld Campus HSBI main building**

INHALT/CONTENT

Ein Erasmus+-Studium in Spanien, ein Praktikum in Irland oder ein Auslandssemester in Kanada? Das International Office informiert alle Interessierten über die Möglichkeiten studienbezogener Auslandsaufenthalte.

Be an Erasmus+ student in Spain, do an internship in Ireland or spend a semester abroad in Canada? The International Office provides information on study abroad programmes.

Mittwoch  
10. Mai 2023

10.00–  
16.00

## Urban Night Project

HOST Prof. Roman Bezjak  
GUEST Rut Bles Luxemburg  
TYPE Workshop  
ROOM R 303, Bielefeld Campus Lampingstraße

COMMENTS Limited to 15 students

CONTENT What if the night, often underestimated in the discourse on cities and architecture, is the lifeworld that holds the keys to our everyday experience? Might the night be more than a rotation that recharges our daily life? Could the night as a transformative, less hierarchical space, let us dream our collective futurity?

This workshop will explore various temporal, spatial and social art strategies of engaging the urban night space. The aim of the workshop is to enable the participants to experiment with making public-facing artworks that delve into the discourse of the urban night and the representation of the city.

Rut Bles Luxemburg (\*1967 Germany) is an artist living and working in London. Her photographic work deals with the representation of the city and the phenomenon of the luminous. She is a Reader in Urban Aesthetics at the Royal College of Art, London. In 2020, she was awarded an Honorary Fellowship of the British Royal Photographic Society Solo exhibitions: Tate Liverpool, Museum of London. Group shows: Centre Pompidou, Paris; Whitechapel Gallery London. Her large-scale public work Silver Forest – a photographic cast of an urban forest – is installed on the façade of Westminster City Hall in Great Britain.

Wednesday  
10 May 2023

10.00

## International Workshop on Sustainable Energy Supply for Different Parts of the World

HOST Prof. Dr. rer. nat. Frank Hamelmann  
GUESTS Prof. Dr. Nowshad Amin / Dr. Hari Kumar Suberi / Prof. Dr. Kun Ding / Dr. Jingwei Zhang  
TYPE Workshop  
ROOM C 1, Minden Campus

Zoom link: <https://hsbi-de.zoom.us/j/64018615487?pwd=Rmd1VUpZeFFLb-nl3aHQwd2lZYmhJdz09>

CONTENT

In this workshop, experts from different parts of the world will talk about their work on sustainable energy supplies, with special consideration of the country-specific and climatic particularities. The subsequent discussions will also include aspects of linking research and teaching, in particular of joint teaching events.

**Professor Dr. Nowshad Amin** is a Professor at the Institute of Sustainable Energy of Universiti Tenaga Nasional (@ UNITEN, The National Energy University). His areas of expertise include Solar Photovoltaic Energy applications and Solar Cell development. He has been serving as the project-leader as well as co-researcher of many government (Malaysia) and international (NSF-USA, Saudi National Grant, Qatar Foundation etc.) funded projects. He is actively involved in promoting Renewable Energy to the developing countries in South and South East Asia, working as an enthusiastic promoter for the affordable solar photovoltaic technologies.

**Dr. Hari Kumar Suberi** received a bachelor's degree at Royal University of Bhutan in 2007. After short-term trainings in India, Korea and Japan he obtained a master of science from Ritsumeikan Asia Pacific (APU) University Japan in 2014 and a master of engineering from Trier University of Applied Sciences, Germany, in 2015, with topics about renewable energies in Bhutan and Sri Lanka. The work for his Ph.D. degree was done at Trier University of Applied Sciences and Braunschweig University, with a topic about sustainable mobility. He is now teaching and researching at the faculty for renewable energy at the college of science and technology of the Royal University of Bhutan.

**Prof. Dr. Kun Ding** received a Ph.D. degree in electrical engineering from Hohai University, China, in 2009. Now he is a professor and the dean of the College of Mechanical and Electrical Engineering, Hohai University.



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He is also a council members of "China Photovoltaic Industry Association" and "Mechanical Education Union of Excellent Engineers of China". His research interests include modeling of PV modules and PV systems, PV system integration and optimization, PV system performance evaluation, mechatronics and intelligent equipment technologies.

**Dr. Jingwei Zhang** received the Ph.D. degree in electrical engineering from Hohai University, Nanjing, China, in 2019. His current research focuses on the intelligent operation and maintenance of photovoltaic systems, fault prognosis of PV array, multi-physics analysis of the electromagnetic devices. Since Sep. 2019, he has been a lecturer with the College of Mechanical and Electrical Engineering, Hohai University.

## 11.00–12.00 Research and Teaching Stays at HSBI

HOST  
TYPE  
ROOM

**Maximilian Köster, International Office**  
**Information session**  
**A 226, Bielefeld Campus HSBI main building**

CONTENT

There are many funding options for teaching and research stays at HSBI. In this session, we will introduce both potential guests and hosts to the most important funding programs and the services offered by HSBI's Welcome Center to support visiting scholars.

## 11.00–15.00 International Tables

ROOM

**Magistrale, Campus Bielefeld HSBI-Hauptgebäude / Main Hall, Bielefeld Campus HSBI main building**

CONTENT

Students from international partner universities of HSBI and their buddies present partner universities from abroad, their culture and a little culinary insight into their home country.

Wednesday  
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## 11.00 Visualisation with ggplot2 in RStudio

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dr. Riza Öztürk**  
**Dr. Gerardo Reyes Guzmán**  
**Workshop**  
**B 440, Bielefeld Campus HSBI main building**

COMMENTS

The lecture by Gerardo Reyes Guzmán will take place as part of the Bachelor course "Managerial Statistics" with Prof. Dr. Wolfgang Kohn.

CONTENT

It is required that all participants get R and RStudio installed on their computers. R and RStudio are free software solutions available to everyone. We will work with a database to teach students how this software can help researchers to interpret graphs and numbers.

**Gerardo Reyes Guzmán** obtained his Ph.D. in Economics at the University of Rostock, Germany in 1995. He graduated in Economics at the Hochschule für Ökonomie Berlin, Germany and studied Business Administration at the Universidad Autónoma Metropolitana Iztapalapa in Mexico City. Presently he works as a researcher at the business faculty of the Universidad La Salle Bajío, Campus Salamanca, Guanajuato Mexico. He has published more than 60 articles and his field of interest covers topics of international economics, poverty, security, agrobusiness and data science.

## 12.30–13.30 The COIL Faculty Fellowship Program at Queens College and Further Initiatives Promoting Virtual Exchange Projects at the City University of New York (CUNY)

HOST  
GUEST  
TYPE  
ROOM

**Prof. Vivian Carstensen**  
**Prof. Dr. Schiro Withanachchi**  
**Information session**  
**Conference Hall, Bielefeld Campus HSBI main building**

CONTENT

A presentation on how the COIL Faculty Fellowship Program at Queens College, the City University of New York (CUNY), led to an initiative that connected five CUNY colleges and university students in Morocco,

Mittwoch  
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Palestinian Territories, Jordan, and Egypt. GSACS is a virtual exchange project, funded by the Stevens Initiative, sponsored by the U.S. Department of State, and administered by the Aspen Institute. The Stevens Initiative is also supported by the Bezos Family Foundation and the governments of Morocco and the United Arab Emirates. Attendees will hear how students work together on experiential learning projects that explore UN Sustainable Development Goals within their local and international communities while engaging in career development.

**Schiro Withanachchi** is the Associate Dean of the School of Business at Queens College, the City University of New York. After an early career with Lockheed Martin (Aircraft) Corporation, she transitioned to academia. As a Lecturer in Economics, her research centers on internationalization, innovation, and management. Schiro is the recipient of an Andrew W. Mellon Foundation grant (2016), the Stevens Initiative grant (2021–2023), and the President's Faculty Diversity and Inclusion Award for Excellence in Teaching (2021) by virtue of her initiatives. Schiro earned a BS in Aerospace Engineering, an MBA in Decision Sciences, and a Doctorate in Business Administration.

## 13.00– 16.00

### Wie man einen Virtual Exchange / COIL-Kurs entwickelt How to Start a Virtual Exchange / COIL Course

GASTGEBER\*IN/HOST

FORMAT/TYP

RAUM/ROOM

INHALT/CONTENT

**Maximilian Köster, International Office**  
**Informationsveranstaltung/Information session**  
**Nach Absprache/upon agreement**

Virtual Exchange und COIL sind Kursformate, in denen Studierende aus verschiedenen Ländern virtuell zusammenarbeiten. Wenn Sie Interesse haben, das Konzept in einem Ihrer Kurse umzusetzen, können Sie per E-Mail an Maximilian Köster ([iw@hsbi.de](mailto:iw@hsbi.de)) an diesem Nachmittag eine Sprechstunde vereinbaren. Darin lernen Sie verschiedene Formate und Methoden kennen und entwickeln Ideen für die Umsetzung in der eigenen Lehre.

Virtual Exchange and COIL are course formats in which students from different countries collaborate virtually. If you are interested in applying this concept in one of your courses, you can contact Maximilian Köster ([iw@hsbi.de](mailto:iw@hsbi.de)) by e-mail and arrange a meeting this afternoon. In this session you will get to know different formats and methods and develop ideas for the implementation in your own teaching.

Wednesday  
10 May 2023

14.15–  
19.15

## Research Symposium: Transformation in Social Work & Health Care / Documentary as Research: Capturing COVID-19 Stories in Healthcare

HOST

GUESTS

TYPE

ROOM

CONTENT

**Prof. Dr. Anna Lena Rademaker**  
**Dr. Susan Sommerfeldt / Silvia Domeniconi Pfister**  
**Research symposium**  
**will be published on the International Week website**

Research Symposium "Transformation in Social Work & Health Care" in cooperation with Care Tech OWL.

In three sessions of 90 minutes each, various research perspectives of transdisciplinary approaches will be presented and put up for discussion. The aim is to promote international exchange on ongoing research projects and to discuss new approaches and perspectives.

The presentation by Susan Sommerfeldt is a contribution to the Research Symposium "Transformation in Social Work & Health Care" in cooperation with Care Tech OWL.

Dr. Sommerfeldt will lead a discussion about arts-based research and performative methodologies. The focus will centre on documentary as a research method using a recent project that produced the mini-documentary *Profound Effect: Documenting healthcare workplaces during the COVID-19 pandemic*. The stories presented in the film embody themes that emerged in the analysis of interview data. These themes are portrayed through participant stories and statements. The mini-documentary is available publicly: [https://ualberta.aviaryplatform.com/collections/1778/collection\\_resources/75275/file/167028](https://ualberta.aviaryplatform.com/collections/1778/collection_resources/75275/file/167028)

**Dr. Susan Champion Sommerfeldt RN**, is a mixed-methods and arts-based researcher, currently adjunct faculty at the University of Alberta and Thompson Rivers University in B.C., Canada. Her research program includes projects using participatory theatre influenced by Theatre of the Oppressed, as well as documentary as a research method. The documentary, *Profound Effect: Documenting healthcare workplaces during the COVID-19 pandemic* is publicly available. Susan's interest in how people organize healthcare work together, as well as the influence of the workplace culture, has been shaped into a research

Mittwoch  
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program exploring interprofessionalism, team workplace culture, HIV stigma, innovation and leadership in healthcare teams.

**CareTech OWL** – Centre for Health, Social Affairs and Technology was founded at HSBI in 2019. The Centre's research focuses on the development and use of technologies in the fields of nursing, therapeutic care and social welfare for patients and for the public benefit. Together with partners in the OWL (East Westphalia-Lippe) region, including industry, health-care organisations and patient groups, CareTech researchers from multiple faculties establish a culture for innovative knowledge development and its transfer. The aim of the centre is to involve patients, their relatives and professionals in all phases of the product development cycle to design top solutions for health preservation and improvement and to enable participation in all areas of life.

14.40–  
18.30

## The Art of Data: A Workshop for AI-generated Art

HOST  
GUESTS  
TYPE  
ROOM

**Herwig Scherabon**  
**Julio Clavijo / Chucky Schuster**  
**Workshop**  
**R 204 & R 205, Bielefeld Campus Lampingstraße**

COMMENTS

Limited to 20 students  
Please bring your laptop  
PCs and a few laptops are available to borrow  
(please get in touch with [kim.groche@hsbi.de](mailto:kim.groche@hsbi.de))

CONTENT

In this beginner-friendly AI Art Workshop, you will learn how to create beautiful artworks using artificial intelligence. Through a series of fun and interactive exercises, you will discover how machine learning algorithms can help you generate unique images and animations that you never thought were possible. No prior experience is required, and our friendly instructors will guide you through every step of the process. By the end of the workshop, you will have a beautiful AI-generated artwork that you can proudly display and share with anyone.

**Chucky Schuster** / Vienna, Born 1986

Vienna-based artist Chucky Schuster is known for her works that have focused on the use of AI and machine learning for years, showcasing a close relationship between humans and machines. Through this synergy, she creates artworks that draw the viewer into her obscure reality, which

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10 May 2023

is both repulsive and magnetic.

Chucky Schuster's work has been exhibited in various national and international group exhibitions. Beginning 2023, the artist held her first solo exhibition NWHR:// and since 2022 she has also become a member of the international collective "Hyperfuturism," a group of digital avant-garde artists.

**Julio Clavijo** has been working in speculative approaches to sound and visuals. Since 2012, his research has focused on Computer Generated Imagery. He has lived and worked with New Media Art and Technology Studios across Europe, America and Asia.

15.00

## A Comparison on the Preferences for Remote Working between Employees of Turkey and Europe, with a Reference to Culture

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dr. Riza Öztürk**  
**Ass. Prof. Alev Özer Torgalöz**  
**Course**  
**B 345, Bielefeld Campus HSBI main building**

CONTENT

In this lecture, a comparison of remote working preferences and experiences considering Turkish and European employees will be provided. While doing this, a cultural lense will be adopted. The course will include the following topics: How do employees perceive remote working? What does academic research tell us about it? Are there any differences between Turkey and other European countries? Can we explain it with cultural dimensions?

**Ass. Prof. Alev Özer Torgalöz** graduated from Bilkent University, Department of International Relations in 2007. After receiving her master's degree from Koc University, Department of International Relations in 2010, she worked as an assistant specialist at the Investor Relations Department of Is Bank, Turkey. Having received her PhD from Boğaziçi University, Department of Business Administration in 2017, she worked as a faculty member at Izmir Democracy University, Dept. of Business between 2018 and 2022. As of October 2022, she is currently enrolled as a faculty member at Izmir University of Economics, Department of Business Administration. Her research subjects in general are; organizational culture, organizational resilience, remote/hybrid working, leadership and work-life balance.

Mittwoch  
10. Mai 2023

16.00–  
17.30

## Psychological Foundations of Early Development and Education

HOST Prof. Dr. Diana Jost  
GUEST Tracy Gray  
TYPE Course  
ROOM B 245, Bielefeld Campus HSBI main building

CONTENT This course examines the psychological and psychosocial foundations of early childhood and relates these foundations to educational practice with young children, birth to eight years. It focuses on historical and contemporary theories of childhood development. Early learning is considered in relation to biological factors, child and family factors, program factors and social factors, particularly in diverse urban settings. Young children's physical, cognitive, communicative, social and emotional development is explored as contributors to and as consequences of early learning experiences.

**Tracy Gray** has a master's degree in early childhood and general education. She has worked as a kindergarten teacher for more than 15 years. She has a wealth of teaching experience in her career field and has not only taught children, but has also worked with diverse student groups at the college and university level (including at BMCC in New York). Tracy Gray has always sought to promote diversity and equity and to support STEM education. With this in mind, she founded the Sankova Global Project and has worked successfully with numerous organizations (e.g., the i3 Institute) as a consultant.

18.00

## Urban Night Project

HOST Prof. Roman Bezjak  
GUEST Rut Blees Luxemburg  
TYPE Artist Talk  
ROOM R 401, Bielefeld Campus Lampingstraße

CONTENT What if the night, often underestimated in the discourse on cities and architecture, is the lifeworld that holds the keys to our everyday experience? Might the night be more than a rotation that recharges our daily life? Could the night as a transformative, less hierarchical space, let us dream our collective futurity?

Wednesday  
10 May 2023

18.00–  
21.00

## Group of Dialogue (Bohm) on Inter-generative Communication

HOST Prof. Dr. Cornelia Muth  
GUEST Dr. Johan Siebers / Genie Stevens  
TYPE Symposium  
ROOM B 245, Bielefeld Campus HSBI main building

CONTENT Within a group of dialogue (BOHM) we explore the inter-generative dialogue of today with its changes and challenges due to the future of our nature!

### Genie Stevens

- Pronouns: she/her
- Director, Climate Education, Sierra Club
- Executive Director, Global W.E./ Global Warming Express/Global Warming Emergency
- [genie.stevens@sierraclub.org](mailto:genie.stevens@sierraclub.org) / [genie@theglobalwarmingexpress.org](mailto:genie@theglobalwarmingexpress.org)
- Inspired by Wampanoag people who still occupy this land
- [www.theglobalwarmingexpress.org](http://www.theglobalwarmingexpress.org) / [www.riograndesierraclub.org](http://www.riograndesierraclub.org)
- learn. dream. do. inspire.
- kids change the world

**Johan Siebers** is Associate Professor of Philosophy and a member of the Language and Communication Research Cluster at Middlesex University London. He is also a fellow at the Institute of Modern Languages Research, School of Advanced Study, University of London, where he directs the Ernst Bloch Centre for German Thought. He is founding editor of Empedocles: European Journal for Philosophy of Communication, and series editor (with Keri Facer) of Routledge Research in Anticipation and Futures. He studied philosophy of language and linguistics under Pieter Seuren at Radboud University Nijmegen and holds a doctorate in philosophy from Leiden University.

Donnerstag  
11. Mai 2023

9.00–  
13.45

## International Workshop on Data Mining for Air Quality Measurement and AI-Based Prediction Algorithms

HOST  
GUESTS  
TYPE  
ROOM

**Prof. Grit Behrens**  
**Prof. Cezary Orłowski / Prof. Kostas Karatzas**  
**Course**  
**D 320, Minden Campus**

CONTENT

The workshop is conducted together with the two guests and the students of the master's course on Data Mining. Student teams present recent results of the semester project "Prediction of Air pollution in Thessaloniki, Gdansk and Bielefeld based on low cost sensor community using cloud- and fog computing technologies in the IoT System of WSB University of Gdansk." Prof. Karatzas will give a lecture about basic measurement rules for low cost sensors and the quality level of data with the conclusions for using such data type in machine learning applications. Prof. Orłowski will provide insight into the Data Flow Management of the WSB IoT-DataMining system. Eventually, together they will discuss the perspectives, the next steps and possibilities of further collaboration in the ERASMUS exchange programme.

**Prof. Dr. Ing. Kostas Karatzas** is a Professor at the School of Mechanical Engineering, Aristotle University of Thessaloniki, Greece. He does research on Environmental Informatics and Modelling, Mechanical Engineering and Computational Intelligence. He is the author of more than 220 publications in the area of Environmental Informatics, Urban Air Pollution, Low-Cost Air Quality Sensors with a focus on Data Fusion, Sensor Performance Improvement, Analysis and Modelling, Machine Learning Algorithms, Measurement Uncertainty, Citizen Science, indoor air quality and technology transfer.

**Prof. Dr. hab. Ing. Cezary Orłowski** is a Professor of Technical Computer Science and the head of IBM Center for Advanced Studies at WSB University in Gdansk, Poland. He has led a lot of IOT-projects in the field of Environmental Engineering. His current project group works on information systems for air quality evaluation. He is the author of more than 135 scientific publications in the field of Technology of Smart Cities, IoT Measuring Networks, Air Quality Measuring Networks and Data Mining Methods.

Thursday  
11 May 2023

9.30–  
14.00

## Continuous Simulation Based on System Dynamics Applied in Food Supply Chain Management

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dr. Christian Schwede**  
**Prof. Dr. Javier Arturo Orjuela Castro**  
**Course**  
**will be published on the International Week website**

CONTENT

Simulation modeling can be done using three paradigms: discrete, agent or continuous simulation. Regarding the latter, John Forrester created system dynamics (SD) and John Sterman developed a current in systems thinking (ST). These two tools have been applied to the study of complex systems such as supply chains (SC). Perishable food SCs (PFSCs) present complex elements that can be modeled using SD with an ST approach. The development of the talk begins with the management of simulation tools for system dynamics. Attendees will be able to model the PFSC in SD and the beer game will be played.

**Javier Arturo Orjuela Castro** is a professor at the Faculty of Engineering at Distrital Francisco José de Caldas University, Bogotá-Colombia. He earned his Ph.D. degree in Engineering Industry and Organizations from the National University of Colombia, 2018, and his Master of Science at the Technological University of Pereira, 2005 in Operation Research and statistics.

His research area is logistics and supply chain. He published more than fifty articles and ten books. He has experience as project manager and as engineer and consultant in multilateral companies such as FAO or McCain food products as well as for public services.

Donnerstag  
11. Mai 2023

9.30–  
18.30

## The Art of Data: A Workshop for AI-generated Art

HOST Herwig Scherabon  
GUESTS Julio Clavijo / Chucky Schuster  
TYPE Workshop  
ROOM R 204 & R 205, Bielefeld Campus Lampingstraße

COMMENTS Limited to 20 students  
Please bring your laptop  
PCs and a few laptops are available to borrow  
(please get in touch with [kim.groche@hsbi.de](mailto:kim.groche@hsbi.de))

CONTENT In this beginner-friendly AI Art Workshop, you will learn how to create beautiful artworks using artificial intelligence. Through a series of fun and interactive exercises, you will discover how machine learning algorithms can help you generate unique images and animations that you never thought were possible. No prior experience is required, and our friendly instructors will guide you through every step of the process. By the end of the workshop, you will have a beautiful AI-generated artwork that you can proudly display and share with anyone.

**Chucky Schuster** / Vienna, Born 1986  
Vienna-based artist Chucky Schuster is known for her works that have focused on the use of AI and machine learning for years, showcasing a close relationship between humans and machines. Through this synergy, she creates artworks that draw the viewer into her obscure reality, which is both repulsive and magnetic.  
Chucky Schuster's work has been exhibited in various national and international group exhibitions. Beginning 2023, the artist held her first solo exhibition NWHR:// and since 2022 she has also become a member of the international collective "Hyperfuturism," a group of digital avant-garde artists.

**Julio Clavijo** has been working in speculative approaches to sound and visuals. Since 2012, his research has focused on Computer Generated Imagery. He has lived and worked with New Media Art and Technology Studios across Europe, America and Asia.

Thursday  
11 May 2023

10.00–  
11.30

## Values and Ethical Practice in Social Work

HOST Prof. Dr. Diana Jost  
GUEST Ass. Prof. Michael Grant  
TYPE Workshop  
ROOM C 223, Bielefeld Campus HSBI main building

CONTENT The introduction will explore students' own values, prejudices and beliefs. We need to consider why we become social workers. We will look at our professional values. We will explore ethical principles and consider ethical theory. We will consider links to practice within legal and ethical frameworks. Let us explore the role of social work as working in partnership with people and their communities. We will consider how we use ethics and values within our social work interventions (for example the use of anti-discriminatory and anti-oppressive practice), and how these can cause challenges when balancing the rights of people.

**Michael Grant** has been a lecturer in social work for fourteen years and has held numerous professional roles giving him a wide experience of working in generic, hospital and community mental health settings. His practice experience includes social work with people with mental health issues, learning disabilities, physical disabilities and older people. He is currently Assistant Professor at the University of Bradford and the Admissions Tutor and Director of work placements and internships for the School of Social Sciences. His main areas of interests include Mental Health, Risk Assessment and Risk Management, International Social Work and Value Based Practice.

Donnerstag  
11. Mai 2023

## 10.30–11.30 In Memory of the Genocide against the Members of the Maji Movement 1905–1908 in Tanzania

HOST **Prof. Dr. Claus Melter**  
 GUEST **Dr. Sakina Faru**  
 TYPE **Course**  
 ROOM **B 244, Bielefeld Campus HSBI main building**

CONTENT Dr. Sakina Faru (Saint Augustine University of Tanzania, Mwanza) & Prof. Dr. Claus Melter (HSBI) will show the different ways to memorize, discuss, functionalize or to deny and minimize this genocide against the members of the Maji Movement.

**Dr. Sakina Faru** is a lecturer at Saint Augustine University of Tanzania (SAUT); she was a Post-Doctoral fellow at Vechta University and was a visiting fellow at HSBI. She is involved in research and publications in Gender and Diversity, Journalism and Mass Communication and Cultural Anthropology and is member of Gender Desk and Matron of Peer Educators at SAUT.

## 10.00–16.00 Urban Night Project

HOST **Prof. Roman Bezjak**  
 GUEST **Rut Blees Luxemburg**  
 TYPE **Workshop**  
 ROOM **R 303, Bielefeld Campus Lampingstraße**

COMMENTS Limited to 15 students

CONTENT What if the night, often underestimated in the discourse on cities and architecture, is the lifeworld that holds the keys to our everyday experience? Might the night be more than a rotation that recharges our daily life? Could the night as a transformative, less hierarchical space, let us dream our collective futurity? This workshop will explore various temporal, spatial and social art strategies of engaging the urban night space. The aim of the workshop is to enable the participants to experiment with making public-facing artworks that delve into the discourse of the urban night and the representation of the city.

Thursday  
11 May 2023

Rut Blees Luxemburg (\*1967 Germany) is an artist living and working in London. Her photographic work deals with the representation of the city and the phenomenon of the luminous. She is a Reader in Urban Aesthetics at the Royal College of Art, London. In 2020, she was awarded an Honorary Fellowship of the British Royal Photographic Society Solo exhibitions: Tate Liverpool, Museum of London. Group shows: Centre Pompidou, Paris; Whitechapel Gallery London. Her large-scale public work Silver Forest – a photographic cast of an urban forest – is installed on the façade of Westminster City Hall in Great Britain.

## 10.00–14.00 Infostand International Office / Information Booth International Office

RAUM/ROOM **Magistrale, Campus Bielefeld HSBI-Hauptgebäude / Main Hall, Bielefeld Campus HSBI main building**

INHALT/CONTENT Ein Erasmus+-Studium in Spanien, ein Praktikum in Irland oder ein Auslandssemester in Kanada? Das International Office informiert alle Interessierten über die Möglichkeiten studienbezogener Auslandsaufenthalte.

Be an Erasmus+ student in Spain, do an internship in Ireland or spend a semester abroad in Canada? The International Office provides information on study abroad programmes.

## 10.30–11.30 Informationsveranstaltung für Beschäftigte der HSBI zu internationaler Mobilität

GASTGEBER\*IN **International Office**  
 FORMAT **Informationsveranstaltung**  
 RAUM **Konferenzsaal, Campus Bielefeld HSBI-Hauptgebäude**

INHALT Das International Office beantwortet Fragen rund um das Thema internationale Mobilitäten und Förderung im ERASMUS+ Programm für Beschäftigte der HSBI. Die Veranstaltung bietet Erfahrungsberichte von Beschäftigten in Technik und Verwaltung, die mit einer ERASMUS+-Förderung im Ausland waren.

Donnerstag  
11. Mai 2023

11.00

## Development of virtual Experimental Plants and their use in lectures on automation and control engineering

HOST

Moaid Ismail Othman

GUESTS

Prof. Dr.-Ing. Ranj Sirwan Abdullah /  
Prof. Dr.-Ing. Botan Majeed Al-Hadad

TYPE

Course/Workshop

ROOM

211, Gütersloh Campus

CONTENT

Virtual systems are utilized in the education curriculum at HSBI Gütersloh Campus to enable students to implement their PLC codes on a simulated system. This approach provides several benefits including cost-effectiveness, space efficiency, flexibility to generate multiple virtual systems, and the provision of a realistic simulation experience.

**Prof. Dr. Ranj Sirwan Abdullah** is an academic staff member at Erbil Polytechnic University, Erbil Technical Engineering College. Over 15 years in academic sector, Ranj Sirwan has obtained a good knowledge in academic field and researches, especially the field of Mechanical Engineering, Solar, Renewable energy and Energy Management. He published many papers in int. journals. He is holding bachelor's and master's degrees in Mechanical Engineering/Refrigeration and Air-conditioning Engineering from Baghdad-Technical College, and University of Technology Baghdad 2002 and 2006 respectively. He has also been holding a PhD from National University of Malaysia (UKM) since 2013.

**Prof. Dr. Botan Al-Hadad** has been an academic staff member at EPU since 1995. He is now Dean of Erbil Technology College. His PhD is from the University of Nottingham, UK. He has extensive experience in academic and university leadership in addition to his scientific and sophisticated supervision approach for his master and doctoral students. He previously worked as director for international relationship, registration and student affairs. He has played an active role in bringing the principles of the Bologna Process into the university. His research deals with transportation based highway and traffic problems using optimization techniques as Genetic Algorithms.

Thursday  
11 May 2023

11.00–  
15.00

## International Tables

RAUM/ROOM

Magistrale, Campus Bielefeld HSBI-Hauptgebäude /  
Main Hall, Bielefeld Campus HSBI main building

INHALT/CONTENT

Students from international partner universities of HSBI and their buddies present partner universities from abroad, their culture and a little culinary insight into their home country.

12.00–  
13.30

## Breaking down the Barriers Young People with Learning Disabilities Face in Bringing Diversity and Positive Inclusivity to the Workplace

HOST

Prof. Dr. Diana Jost

GUESTS

Tony Saunders/Into Employment Team

TYPE

Course

ROOM

C 221, Bielefeld Campus HSBI main building

CONTENT

Based on a local project, we will explore the huge omission of the representation of young people with learning disabilities within the UK workplace. In terms of inclusion, there is a lack of real engagement with young disabled people and there is as a result limited access to the employment field, which undermines the ability of people to gain a sense of personal value and a sense of community. Whilst the UK has equality legislation making it illegal to discriminate against people with disabilities, there remains negative perceptions about the positive involvement disabled people can contribute to an inclusive workforce.

Tony Saunders is a musician and a founding director of the School of Rock and Media Ltd. He has worked on various projects such as 'Melt', 'Stutter', 'The Negatives' and more recently 'The White Ribbons', the aim of which is to give back through music to charities such as The White Ribbon Charity. Tony is an active White Ribbon ambassador, working across the UK. He has also gained qualifications in Youth Work and has experience in Human Resources through Citation. Tony is an associate lecturer at the University of Bradford and his specialist area for research and practice is co-production.



Donnerstag  
11. Mai 2023

13.00–  
16.00

## Wie man einen Virtual Exchange / COIL-Kurs entwickelt How to Start a Virtual Exchange / COIL Course

GASTGEBER\*IN/HOST  
FORMAT/TYP  
RAUM/ROOM

**Maximilian Köster, International Office**  
**Informationsveranstaltung/Information session**  
**Nach Absprache/upon agreement**

INHALT/CONTENT

Virtual Exchange und COIL sind Kursformate, in denen Studierende aus verschiedenen Ländern virtuell zusammenarbeiten. Wenn Sie Interesse haben, das Konzept in einem Ihrer Kurse umzusetzen, können Sie per E-Mail an Maximilian Köster ([iw@hsbi.de](mailto:iw@hsbi.de)) an diesem Nachmittag eine Sprechstunde vereinbaren. Darin lernen Sie verschiedene Formate und Methoden kennen und entwickeln Ideen für die Umsetzung in der eigenen Lehre.

Virtual Exchange and COIL are course formats in which students from different countries collaborate virtually. If you are interested in applying this concept in one of your courses, you can contact Maximilian Köster ([iw@hsbi.de](mailto:iw@hsbi.de)) by e-mail and arrange a meeting this afternoon. In this session you will get to know different formats and methods and develop ideas for the implementation in your own teaching.

14.15–  
15.45

## Systematic Research Reviews (SCIE)

HOST  
GUEST  
TYPE  
ROOM

**Prof. Dr. Anna Lena Rademaker**  
**Silvia Domeniconi Pfister**  
**Course**  
**C 226, Bielefeld Campus Lampingstraße**

CONTENT

When SCIE was established, its initial tasks included the development of systematic review guidance appropriate for social care. SCIE's reports indicate the kinds of knowledge that should be included and a framework for assessing the quality of different kinds of knowledge, a general overview of the role of systematic reviews in improving social care and ways of synthesising studies whose findings are mainly qualitative. Most recently, SCIE has provided a worked example of the systematic synthesis of qualitative studies.

Thursday  
11 May 2023

**Silvia Domeniconi Pfister** is a lecturer and project manager at the Lucerne University of Applied Sciences and Arts – Social Work at the Institute for Social Work and Law. She teaches and researches in the topics "Theories and Methods of Social Work", "Social Diagnostics," "Digitalization in Social Work." She holds a BA and MA in Social Work and has 14 years of practical experience in the fields of inpatient child and youth welfare, work integration, social assistance, child and adult protection.

17.00–  
18.00

## »Dein Weg ins Ausland« Informationsveranstaltung für Studierende zu Auslandsaufenthalten während des Studiums

GASTGEBER\*IN  
FORMAT  
RAUM  
ZOOMLINK

**International Office**  
**Informationsveranstaltung (hybrid)**  
**Konferenzsaal, Campus Bielefeld HSBI-Hauptgebäude**  
<https://hsbi-de.zoom.us/j/67778395002>

INHALT

Mit Erasmus+ nach Spanien, ein Praktikum in Irland oder doch ein Semester in Kanada? Das International Office informiert zu Auslandsaufenthalten im Studium und Studierende der HSBI berichten von ihren Erfahrungen und geben Tipps zur Planung und Organisation. Im Anschluss gibt es Gelegenheit zu Fragen.

Freitag  
12. Mai 2023

9.30–  
16.00

## Bielefeld International Conference on Applied Business (BiCAB)

HOST	Prof. Dr. Riza Öztürk
GUESTS	Prof. Dr. Haldun Akpınar / Dr. Eldian Balla / Flora Merko / Prof. Dr. Ela Sibel Bayrak Meydanoğlu / Serena Racis / Ferhat Sayın / Prof. Henrieta Themelko
TYPE	International Conference
ROOM	Conference room, Bielefeld Campus HSBI main building
CONTENT	The Business Faculty at HSBI organises an annual international conference with a current topic in applied science. This year's subject is "Sustainability innovations in times of crisis." The aim is to provide an exchange platform for universities, companies and students interested in international topics. Besides the presentation of scientific papers from different countries, there will be keynote lectures and discussions. The conference papers will be documented in the conference proceedings. The two best papers will be selected by the jury and the audience and will receive a prize.

**Prof. Dr. Haldun Akpınar** is a Professor of Business Informatics at Marmara University and has been Department Head of the German Department of Business Informatics since 2003. He also lectured on Quantitative Decision Making Systems, Data Mining & Knowledge Discovery and Artificial Intelligence. Professor Akpınar has submitted a paper and will present it at the conference. The title of his paper is: "The dark side of data."

**Dr. Eldian Balla** is a full-time lecturer at the Faculty of Business at Aleksandër Moisiu University of Durrës. He graduated from the Agricultural University of Tirana in the Agro-Business profile in the period 2000–2005 with very good results. During 2006–2008 he completed the Master of Science studies in the Marketing profile at the University of Tirana. In 2016, he got the scientific degree "Doctor of Science" in economic sciences in the field of marketing at Aleksandër Moisiu University of Durrës, titled "Consumer Behavior in Brand Choice (The Case of Albania)." He has managerial work experience in the field of marketing in well-known companies in Albania such as: Pro Credit Bank, Opel Noshi and EHW-gmbh. Eldian Balla has submitted a paper and will present it at the conference. The title of the paper is "The impact of packaging attributes of environmental-friendly products on the Albanian consumers' purchase intention."

Friday  
12 May 2023

**Flora Merko** has been a Professor of Economics at the Aleksandër Moisiu University of Durrës since October 2014. She received her Ph.D. in 2008, and Assoc. Prof. in 2015. Since May 2015, she has been holding the position of Head of the Economics Department in the Business Faculty of this university, and since June 2020, member of the Academic Senate of this university. For the last 16 years, she has been continuing to give lessons as an invited lecturer at different state universities. Her scientific research is focused on taxation, good governance, environmental economics, labor market dynamics, economic policies, sustainable economic growth, regional development, etc. ORCID (<https://orcid.org/0000-0002-5135-1818>).

Flora Merko (with Anisa Balla, Henrieta Themelko, Emira Spahaj) has submitted a paper and will present it at the conference. The title of their paper is "The role of consumer preferences for innovative agricultural products in sustainable development."

**Prof. Dr. Ela Sibel Bayrak Meydanoğlu** is a Professor of Management Information Systems and Marketing at the Department of Business Administration at Turkish-German University (Istanbul). She earned her bachelor's degree in Business Informatics in 1997 and master's degree in Finance and Accounting in 2000 at Marmara University (Istanbul). She earned her doctorate at the University of Lüneburg (Germany) in 2005. She was promoted to the associate professorship in the area of Management Information Systems by the Turkish Higher Education Council in 2011. She teaches on e-business, management information systems, digital marketing in bachelor and master programs. Her current fields of research cover digital transformation, digital business, and digital/mobile marketing.

Professor Bayrak Meydanoğlu has submitted a paper together with Ferhat Sayın and will present it at the conference. The title of their paper is "The impact of critical factors on purchase intention towards environmentally sustainable apparel: an empirical study on young turkish consumers."

**Serena Racis** is a PhD student in Business and Economics at the University of Cagliari

Research area: Process Mining

Educational background:

- Bachelor's degree in Economics and Business Management, 110/110 cum laude
- Master's degree in Economics, Finance and Public Policy, 110/110 cum laude
- Non-academic master: Master in Global Marketing, Communication and Made in Italy

Freitag  
12. Mai 2023

■ Non-academic master: Master in Leadership for International Relations and Made in Italy.

Certifications:

- C2 Proficiency level in English by Cambridge English Language Assessment
- Introductory Certificate in Project Management by IPMA
- Certifications issued by Celonis
- Awarded twice at the Chamber of Deputies as best Italian young graduate

Serena Racis has submitted a paper and will present it at the conference. The title of her paper is "Process mining for innovating livestock farming: a step forward towards sustainability."

**Ferhat Sayın** graduated from the Business Administration department of the Turkish- German University. Currently, he is pursuing a Master's degree in Business Management at the Turkish-German University, and he is also working as a research assistant in the marketing department. His area of expertise is digital marketing, particularly focusing on augmented reality technologies.

Ferhat Sayın has submitted a paper together with Professor Bayrak Meydanoğlu and will present it at the conference. The title of their paper is "The impact of critical factors on purchase intention towards environmentally sustainable apparel: an empirical study on young Turkish consumers".

**Prof. Henrieta Themelko** is a lecturer and coordinator of the module "Economics of Agricultural Production" and "Economic Optimization" at the Agricultural University of Tirana (UBT). Prof. Themelko has also performed important managerial and technical tasks, including Vice Dean at the Faculty of Agriculture and the Faculty of Economics and Agribusiness. She has been the chief of teaching and research groups (GMK) of Economics and Applied Economics. She has also been a member of the Academic Senate of UBT, member and chairman of the Council of Professors, etc. She completed her doctoral studies in 1990, received the title of Associate Professor in 1995 and the title of Professor in 2005.

Henrieta Themelko (with Flora Merko, Anisa Balla, Emira Spahaj) has submitted a paper and will present it at the conference. The title of their paper is "The role of consumer preferences for innovative agricultural products in sustainable development."

Friday  
12 May 2022

9.45–  
13.00

HOST  
GUEST  
TYPE  
ROOM

CONTENT

## Project Supply Chain – The Analysis and Risk Management

**Prof. Dr. Riza Öztürk**  
**Dr. Marcin Halicki**  
Course

**B 440, Bielefeld Campus HSBI main building**

The course describes the general characteristics of modern strategies allowing for overcoming catastrophes of project supply chains in order to systematize the knowledge. Moreover, a proprietary model has been proposed, which, also within such strategies, can be used in various types of chains in the event of disasters. Such an approach, despite strenuous attempts, has not been found in the literature on the subject. This model can be considered a useful tool, used in the area of risk management in the project supply chain, not only of Polish, but also of foreign companies. The work uses a critical analysis of the literature as well as scientific reflection and the MATLAB program environment.

**Dr. Marcin Halicki**, an Assistant Professor at the University of Rzeszów (Poland), holds a Ph.D. in Economics (Poznań University of Economics), is an accounting specialist. He studied Business at the Poznań University of Economics (Poznań), conducted scientific research at HSBI as a Postdoc and at Lakehead University (Canada) as a Visiting Professor. He received a German scholarship "(InWEnt)" and also studied at HSBI. He finished the training for portfolio managers.

Freitag  
12. Mai 2023

Impressionen  
Impressions

17.00–  
18.00

**Für praxisintegrierte Studiengänge:  
»Dein Weg ins Ausland«  
Informationsveranstaltung für PI-Studierende zu  
Auslandsaufenthalten während des Studiums**

GASTGEBER\*IN

International Office

FORMAT

Informationsveranstaltung

RAUM

A 226, Campus Bielefeld HSBI-Hauptgebäude

ZOOM-LINK

<https://hsbi-de.zoom.us/j/69586847698>

INHALT

Mit Erasmus+ nach Spanien, ein Praktikum in Irland oder doch ein Semester in Kanada? Das International Office informiert zu Auslandsaufenthalten im Studium und Studierende der HSBI berichten von ihren Erfahrungen und geben Tipps zur Planung und Organisation. Im Anschluss gibt es Gelegenheit zu Fragen.



# DIE WELT ZU GAST

- Campus Bielefeld, Campus Gütersloh und Campus Minden mit internationalen Gästen
- Infos und Erfahrungsberichte zu Auslandsaufenthalten
- Internationale Gastvorträge
- Workshops und Lehrveranstaltungen
- Ländertische und Culinaria ... und vieles mehr!

## Hochschule Bielefeld

University of Applied Sciences and Arts  
International Office  
Interaktion 1  
33619 Bielefeld

## Kontakt / Contact

[iw@hsbi.de](mailto:iw@hsbi.de)

## Alle Infos / All information

[↗ hsbi.de/internationales/iw/iw23/](https://www.hsbi.de/internationales/iw/iw23/)

[↗ hsbi.de/en/international-office/iw2023](https://www.hsbi.de/en/international-office/iw2023)

# WELCOMING THE WORLD

- Bielefeld Campus, Gütersloh Campus and Minden Campus with international guests
- Information and testimonials on stays abroad
- International guest lectures
- Workshops and courses
- Country tables and delicacies ... and much more!