

FROM TOOLS TO TRANSFORMATION:

AI FOR THE MODERN WORKPLACE

LEADING, APPLYING, AND TEACHING



SEPT. 17-18
KSU Center 400



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF BUSINESS

AGENDA

8:00	Check In / Breakfast
8:40	Opening Remarks
8:45	Industry Keynote: Leading AI Transformation: Governance, Change, and Organizational Readiness Nilotpal Roy
9:30	Navigating AI: Faculty, Students, and the Future of Work Leadership Scholars: Alaric Boban, Izzy Clarke, Presley Cooper

Implementation Track	Innovation Track
10:30 AI in Business: Transformation, Opportunity, and the Role of Human Judgment Adithya Pattabhiramaiah	The One-Person Enterprise: Creating Custom AI Agents for Dedicated Business Tasks Ying Xie

11:30	Break
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Implementation Track	Innovation Track
11:45 From Prompts to Predictions: Building a Diabetic Retinopathy Detection Model with AI Mahmut Karakaya	The Impact of GenAI on Freelancer Job Preferences and Bidding Behaviors: Evidence from a Randomized Field Experiment Peiyan Yu

12:45 Networking Lunch **1:30** AI Competition Opening Remarks

Implementation Track	Innovation Track
2:00 Becoming an AI Architect: Augmenting Teaching Responsibility Aaron French	Beyond the Hype: Real World Applications of AI Across Asset Management and How to Get Ready for Them Jonathan Regenstein
3:00 AI for Research and Scholarship – Tools and Methods for the Next Generation of Inquiry Iván M. Jorrín Abellán Juliann Noble-Healy	Beyond the Classroom: Preparing Students for an AI-Driven Workforce Duran Dunn

4:00	Break
4:15	Keynote: Preparing Learners for an AI-Driven World: Redesigning Higher Education for Personalized Learning at Scale Jason Mock
5:00	Closing Remarks



Nilotpal Roy

Partner in KPMG's Financial Services leading data and AI transformation solution focused on CFOs, Treasurers, Fund Advisors and CROs. I am in the consulting business for 29 years, worked in multiple countries solving complex business problems through pragmatic approaches delivering results that matter to my clients



Alaric Boban

Alaric Boban is a senior at Kennesaw State University, pursuing a BBA in Accounting and a member of the Coles Leadership Scholars Program. He currently works as an accounting intern at ATL Tax Group, with upcoming internships at Warren Averett and KPMG. After graduation, he plans to pursue CPA licensure alongside additional professional certifications, positioning himself as a versatile candidate for Big 4 accounting. Long-term, Alaric aims to master an industry deeply enough to rise into a CEO leadership role, blending technical accounting expertise with strategic business vision.



Izzy Clarke

Isabella (Izzy) Clarke is a senior pursuing a B.B.A. in Management Information Systems. She is a Coles Leadership Scholar and a member of Beta Gamma Sigma Honor Society, as well as a member of the Business Technology Association and Women in Technology. Through the Leadership Scholars Program, Isabella has developed her presentation and critical-thinking skills while connecting with alumni and industry professionals. She is particularly interested in how emerging technologies, including artificial intelligence, can be used to solve business challenges and create user-focused solutions. Having previously studied interior design, Isabella hopes to ultimately combine her interests in design and technology to create innovative solutions and make a lasting impact.



Presley Cooper

Presley Cooper is a senior pursuing a Bachelor of Business Administration in Finance. He serves as President and CEO of the Student Managed Investment Fund, Chief Technical Officer of the Alternative Investments Group, and is a member of the Coles Leadership Scholars Program. Additionally, Presley recently completed a summer investment consulting internship at WTW and currently works as an intern with Integrity Investment Management. Upon graduation, he plans to pursue a career in asset management. In his free time, he enjoys weightlifting and music production.



Adithya Pattabhiramaiah

Dr. Adithya (Adi) Pattabhiramaiah is the Sharon A. and David B. Pearce Associate Professor of Marketing and Faculty Director of the Center for AI in Business at Georgia Tech's Scheller College of Business. He obtained his Ph.D. in Business Administration from the University of Michigan in 2014. His research spans media monetization, AI, digital and social media marketing, nutrition, education, sustainability, and

public policy, and has been published or is forthcoming in Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, MIS Quarterly, IMPACT@JMR, Harvard Business Review, and Marketing Letters. He teaches Marketing Research: Analytics, Pricing Strategy and Analytics, and AI and ML Applications in Marketing and Business Research, and has previously taught marketing at Michigan Ross. Adi is an MSI Scholar, a recipient of the University of Michigan Ross Distinguished Alumni Award, and winner of the MSI Alden G. Clayton Dissertation Competition Award. His research has also been a finalist for the Paul E. Green/Vithala R. Rao Award, Weitz-Winer-O'Dell Award, Shelby D. Hunt/Harold H. Maynard Award, AMA Paul E. Green Award, and MSI H. Paul Root Awards. He serves as Associate Editor for Journal of Marketing and Journal of Marketing Research. Before academia, he worked in product development and management at SAP Labs and Perot Systems, after earning a bachelor's degree in Electrical Engineering from NIT Surathkal in India.



Ying Xie

Dr. Ying Xie is a Professor in the College of Computing and Software Engineering at Kennesaw State University. His research interests include AI, deep learning, big data, and their critical applications in FinTech, Investment, Healthcare, Engineering, Retailing, Energy, etc. Dr. Xie's research received sponsorship and funding from the National Science Foundation (NSF) and private sectors, including Equifax, MagMutual, CPRS, Home Depot, Emerson Climate Technology, and Araicom Life Science. Dr. Xie has served as the research adviser for multiple PhD students in both computer science and data science. Dr. Xie holds several US patents and has served on editorial boards for a couple of international journals.



Mahmut Karakaya

Mahmut Karakaya, Ph.D., is an Associate Professor of Computer Science and Coordinator of the Master of Science in Artificial Intelligence program at Kennesaw State University. His teaching and research focus on artificial intelligence, machine learning, deep learning, computer vision, and biomedical data analysis. He has led and contributed to externally funded research projects involving biometric recognition, retinal imaging, diabetic retinopathy screening, physiological signal analysis, and AI-enabled healthcare technologies.



Peiyan Yu

Peiyan (Pearl) Yu is an Assistant Professor of Information Systems at the Terry College of Business, University of Georgia. Her research examines human economic behaviors in environments with emerging technologies and following policy implications, especially relevant to the creator economy and digital labor markets.



Aaron French

Aaron M. French is the Director of Engagement and assistant professor of Information Systems & Security at Kennesaw State University. He received his PhD in Business Information Systems at Mississippi State University. His research interests include 1) emerging technologies and the future of business, 2) social media focusing on behavioral research, and 3) disinformation and its adverse effects. Currently, he is

focused on the evaluation of artificial intelligence and generative AI, blockchain technology as an infrastructure, the Internet of Things, the metaverse and immersive technologies, and telecommunications beyond 5G. His research has been published in the European Journal of Information Systems, Information Systems Journal, Journal of Information Technology, Decision Support Systems, Information and Management, Internet Research, Journal of Computer Information Systems, and Communications of the Association for Information Systems.



Jonathan Regenstein

Jonathan is the Head of Wealth and Asset Management at Snowflake, an advisor to ZettaQuant AI and a Research Affiliate at Georgia Tech's Financial Services Innovation Lab. He is also the author of the recent book "Large Language Models: The Hard Parts" (O'Reilly 2026). Prior to joining Snowflake, he was the Executive Director of Quantitative Research at Sylvan Road Capital and Head of Quantamental Research at Truist Securities.



Iván M. Jorrín Abellán

Dr. Iván M. Jorrín Abellán, is a passionate learner, educator, and innovator working at the intersection of research, technology, and transformation in higher education. With deep expertise in qualitative research and a passion for making methodology accessible and actionable, his work bridges theory and practice to empower the next generation of change agents. He earned his Ph.D. in Educational Technology at the

University of Valladolid, Spain, and later expanded his transdisciplinary research through a Fulbright Fellowship at the University of Illinois at Urbana-Champaign. Since joining Kennesaw State University in 2014, he continued building learning ecosystems that blend innovation, scholarship, and practice. He developed the Hopscotch Model, a dynamic theoretical framework and suite of webtools designed to help emerging researchers craft rigorous, well-informed research designs. This work led to the creation of the Interactive Research Methods Lab (IRML) in 2019, an immersive learning space where students, faculty and the community engage deeply with research design through hands-on, personalized guidance. More recently, in collaboration with colleagues at the IRML, he co-developed the AP Research Toolkit, a comprehensive set of instructional strategies and resources designed to support high school students in conducting advanced research. The toolkit empowers young scholars to build strong, well-structured research designs and engage confidently with higher-level inquiry.



Juliann Noble-Healey

Dr. Juliann Noble-Healey, is a Research Associate at the Interactive Research Methods Lab (IRML). She has more than twenty years of experience teaching diverse urban and suburban populations and has achieved success in many settings, from middle school to graduate school. She served as part-time Social Studies faculty at SMGE and as a University Supervisor for Clinical Experience in the Bagwell College of Education. Her research interests center on qualitative studies of issues affecting classroom teachers' implementation of inquiry.



Durran Dunn

Durran Dunn is a Partner at Bennett Thrasher, one of the nation's leading accounting and advisory firms, where he advises executive leadership teams and boards of directors on enterprise risk management, internal audit, governance, business transformation, and emerging technologies. With two decades of experience spanning public accounting and executive finance leadership roles, he helps organizations

navigate complex risks while leveraging innovation to drive strategic growth and operational excellence. Durran is a two-time Forbes Top U.S. CPA honoree and is recognized nationally for his leadership and commitment to developing future leaders.

Born and raised in Kingston, Jamaica, Durran's journey from humble beginnings to becoming a nationally recognized business leader has shaped his perspective on resilience, reinvention, and leadership. Scholarships made higher education possible, while his experience as an elite athlete instilled the discipline, perseverance, and championship mindset that continue to define his approach to leadership, business and investing in others.

A sought-after keynote speaker and thought leader, Durran speaks on leadership, resilience, business transformation, governance, organizational culture, developing high-performing teams, and the future of work. In addition, he helps organizations and educational institutions understand the opportunities and implications of emerging technologies—including artificial intelligence—and how leaders can harness innovation responsibly to create sustainable competitive advantage.

Durran believes the future belongs to leaders who combine technology with critical thinking, ethical decision-making, and a relentless commitment to developing people. He will challenge audiences to embrace change, lead with purpose, and transform disruption into opportunity.



Jason Mock

Jason Mock is the Assistant Dean of Teaching and Learning Strategy and the Chief Learning Innovation Officer at the Gies College of Business at the University of Illinois Urbana-Champaign. There he leads a multidisciplinary team of more than 70 professionals responsible for the strategy, design, delivery, and continuous improvement of learning experiences across one of the nation's largest and

top-ranked online graduate business programs. His current work focuses on helping reimagine how higher education prepares learners for an AI-enabled future through scalable, personalized, and evidence-informed learning.

Over the past 25 years, Jason has helped organizations navigate successive waves of educational transformation—from early generations of online learning to Massive Open Online Courses (MOOCs) to today's AI-enabled learning ecosystems. He has led learning innovation initiatives across corporate, government, and higher education; presented nationally and internationally on emerging learning technologies; and works with local and national groups shaping the future of teaching and learning.

His current work includes helping shape the institutional strategies, governance, and learning systems needed to move AI from isolated educational tools to sustainable transformation in teaching, learning, and workforce preparation. His work examines how higher education can move beyond using AI to make today's educational models more efficient—and instead reimagine learning itself for an AI-enabled future.



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