

Master LEA International Week: An International Perspective on Digital Transformation



Throughout the week, students will explore the topic from a range of international and professional perspectives. Alongside Rennes 2 academics, guest speakers will include experts from Neapolis University Pafos in Cyprus and the University of Limerick in Ireland, both partners of the [EMERGE European University Alliance](#), as well as academics and professionals from Australia, Colombia and Argentina. Organized in a hybrid format, selected sessions will also be open online to the wider community.

The program will address topics ranging from human-centered artificial intelligence and AI adoption to marketing, the future of work and digital transformation in industry. A round table will also bring students into dialogue with representatives of Breton companies, providing a local perspective on how businesses are responding to digital change.

More than a series of lectures, the International Week is designed as a collaborative learning experience. Students will work in groups to draw on the different perspectives presented by the week's speakers, develop their own research questions, collect resources and prepare a final presentation with guidance from academic tutors. The week will conclude with group presentations on Friday 11 September.

Bringing together students, academics, international partners and local businesses, the initiative provides an opportunity to approach digital transformation across disciplines, sectors and countries while strengthening Rennes 2's international collaborations.

Join the event online

Staff and students from partner universities are invited to join selected sessions online:

- Monday 7 September, 14:00–16:00: *Human-Centered AI in the Age of Digital Transformation* (Neapolis University Pafos) and *Interbrain: Soluciones para el Futuro del Trabajo* (Argentina)
- Tuesday 8 September, 9:30–10:30: *AI Adoption in Police* (University of Limerick)
- Tuesday 8 September, 13:30–16:00: *AI in Marketing* (University of Technology Sydney) and *Gestión de la Demanda en la industria farmacéutica colombiana* (UTADEO, Colombia)

All times are CEST (Rennes local time).

[Join via the Zoom link here.](#)

03 September 2026