AI in ACTION

EMPOWERING TEACHING, RESEARCH, AND INNOVATION

AUGUST 27
8:30-5:00
KSU CENTER

KENNESAW STATE
U N I V E R S I T Y
COLES COLLEGE OF BUSINESS

AI in ACTION

AGENDA

Time	Session
8:00	Check In / Breakfast
8:30	Opening Remarks
8:45	Keynote Address: Human-Centered AI: The Amplification of Human Potential **SCOTT ZIMMER**
9:30	Interactive Panel: How Are You Using AI? — A Brainstorming Forum on Teaching, Research, and Aspirations **REZA VAEZI, KEVIN GECOWETS, TAMARA POWELL, JEANNE LAW**
10:30	Break

Time	Beginner Track	Advanced Track
10:45	Getting Started With AI Tools *(ChatGPT, Perplexity, Claude, NotebookLM)* **HOSSEIN MOHIT**	Creating Custom Agents for Dedicated Tasks **YING XIE, CCSE**

Time	Session
11:45	Break

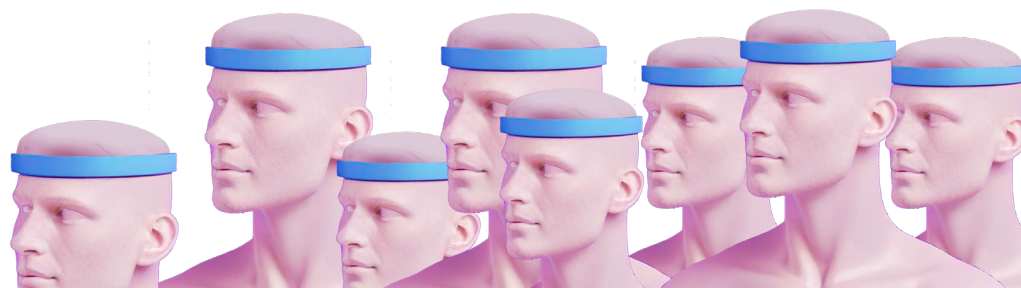| Time	Beginner Track	Advanced Track
12:00	Intro to Prompt Engineering **SHERRY NI, CCSE**	From Research to Practice: Building AI Chatbots to Support Teaching & Learning **DABAE LEE, BAGWELL COLLEGE**

Time	Session
1:00	Lunch

Time	Beginner Track	Advanced Track
1:45	Hands-On AI for Educators — Syllabus and Slide Generation **HEATHER MORGAN**	AI for Video, Case Studies, and Content Design **AARON FRENCH**
3:00	Reverse Mentoring Session — Students Demo AI Use in the Classroom **MAYA BRIGHT, BRITTON RELINGER**	Demystifying AI: Practical Applications and Ethical Considerations **RAJAN GUPTA, JOHN FOSTER, AJAY ALURI, JAY INDRAKUMAR**

Time	Session
4:00	Industry Perspective Keynote: Generative AI: Practical Insights to Enable Success **BILL FRANKS**
4:45	Wrap-Up and Thank You

SPEAKERS
in order of appearance

SCOTT ZIMMER
CEO and Co-Founder, Tmpt.me

Scott Zimmer is the CEO and Co-Founder of Tmpt.me, a startup that empowers experts to share their knowledge at scale leveraging human-centered AI. Prior to entering the startup realm, Scott pioneered new teams and capabilities as a senior executive inside some of America's best-known companies, including Truist, Verizon, Capital One, Bank of America, and Disney. Under Scott's leadership, for example, Capital One complemented its analytics prowess with design thinking methods, fostering customer-centric innovation that's recognized by Fortune and Fast Company as among America's best. A native of Colorado, he now lives in Charlotte, NC, with his wife and family.

REZA VAEZI
Prof. of Information Systems, KSU

Reza Vaezi is the Ph.D. Program Discipline Lead and Associate Professor of Information Systems at the Coles College of Business, Kennesaw State University. His research interests lie at the intersection of philosophy, psychology, and technology. He is also an avid photographer and a poetry and art connoisseur.

KEVIN GECOWETS
Instructor of Management, KSU

Kevin Gecowets is an educator who cultivates leaders and organizations to create innovative solutions, improve service, and achieve operational excellence. He is an Instructor of Management at Kennesaw State University, teaching management, business ethics, strategy, entrepreneurship, creativity and innovation. Kevin provides executive coaching and consulting for leaders in private industry and government organizations. He previously served as the Director for University Learning at Kennesaw State University, as Director of Organizational Change for Georgia's Governor's Office of Customer Service, and in professional development roles for a variety of public and private organizations.

TAMARA POWELL
Professor of English, KSU

Dr. Tamara Powell is a professor of English and Interim Internship Coordinator at Kennesaw State University. Her research includes African American literature, generative AI technologies for writers, and open educational resources. She co-authored *Open Technical Communication*, winner of the 2022 OE Global Award for Excellence. The text is used in over 30 US states and six countries. Tamara began teaching online in 2001 and continually explores new techniques to boost student engagement. She integrates AI-focused assignments in all her courses. She has received honors, including the Best Paper Award at the 13th International Conference on Mobile, Hybrid, and Online Learning in Nice, France.

JEANNE LAW
Professor of English, KSU

Jeanne Beatrix Law is a professor of writing studies at Kennesaw State University. Her research specialties includes multimodal languaging, digital literacies, and generative AI technologies for writers. She has authored seven courses on Coursera on generative AI use, featuring her Rhetorical Prompt Engineering Framework and four qualifiers for ethical outputs. Jeanne also serves as a faculty mentor for the AAC&U's AI Pedagogy Institute, and has been identified as an AI usage expert by the University System of Georgia. Jeanne has had three chapters on AI use cases accepted by Computers & Composition and Routledge, and is a frequent speaker on the ethical use of AI.

HOSSEIN MOHIT
Program Director of Healthcare Management and Informatics, KSU

Hossein Mohit is an Assistant Professor of Information Systems and Security and the Program Director of Healthcare Management and Informatics at Kennesaw State University. He earned his Ph.D. in Business Computer Information Systems from the University of North Texas. His research interests include Blockchain and Cryptocurrency, IT adoption, healthcare information technology, social network analysis, and big data analytics. He has published in journals including MIS Quarterly Executive, Information Systems Management, and Journal of Computer Information Systems, and has presented at ICIS, AMCIS, POMS, and DSI.

YING XIE

Professor of Information Technology, KSU

Dr. Ying Xie is a Professor in the Department of Information Technology at the College of Computing and Software Engineering. His research interests include AI, Deep Learning, NLP, Computer Vision and their critical applications in finance, biomedicine, sustainability, education, etc. Dr. Xie's research received sponsorship and funding from the NSF and private sectors, including Equifax, Home Depot, and CPRS. Dr. Xie has served as the research adviser for multiple PhD students in both computer science and data science. He has also served on the editorial boards of the Elsevier Journal of Big Data Research and Frontiers in Neuroinformatics. Dr. Xie holds several US patents.

SHERRY NI

Professor of Data Science and Statistics, KSU

Dr. Xuelei Sherry Ni is a Professor and Director at the School of Data Science and Analytics, Kennesaw State University. With a robust background in Statistics and Data Science, Dr. Ni specializes in Data Mining and Artificial Intelligence. Her research focuses on developing innovative data-driven solutions and machine learning methodologies to address complex problems in various domains. Dr. Ni has led numerous research projects, resulting in significant contributions to peer-to-peer lending, risk modeling, and predictive analytics. Dr. Ni's commitment to experiential learning and academic excellence ensures that her students are well-prepared for successful careers in data science and analytics. Dr. Ni recently developed and taught a Prompt Engineering course for undergraduate students from all majors at Kennesaw State University.

DABAE LEE

Associate Professor of Instructional Technology, KSU

Dr. Dabae Lee is an Associate Professor in the School of Instructional Technology and Innovation at Kennesaw State University. She holds an M.S. and Ph.D. in Instructional Technology and an M.S. in Inquiry Methodology from Indiana University. Dr. Lee has received several honors, including the Best Paper Award, Best Practice Award, and Young Researcher Award from AERA and AECT. She is also the recipient of the 2025 KSU Outstanding Online Teaching Award. Her research focuses on the roles of advanced technologies—such as artificial intelligence—in supporting personalized learning and STEM education.

HEATHER MORGAN

Clinical Assistant Professor of Marketing and Professional Sales, KSU

Dr. Heather Morgan is a Clinical Assistant Professor of Marketing and Professional Sales at Kennesaw State University. She holds a Doctorate in Marketing from Cleveland State University and has experience in marketing, entrepreneurship, and financial services. She teaches Omnichannel Retailing, Retail Management, and Marketing Foundations, and advises the National Retail Federation student club. A first-generation college graduate, she passionately supports first-gen students. She owns Morgan Marketing Associates and previously worked as VP at S&T Bank and National City Bank. Her research appears in *The Atlantic Marketing Journal* and *Marketing Education Review*, with a forthcoming article in the *Journal of Advertising Education*.

AARON FRENCH

Assistant Professor of Information Systems, KSU

Aaron M. French is the Director of Engagement and assistant professor of Information Systems & Security at Kennesaw 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. 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*.

MAYA BRIGHT

Honors Marketing and Scholar Student, KSU

Maya Bright, a first-generation student from Buford, GA, is majoring in marketing and currently interning with the Department of Career Planning and Development. She deeply enjoys being part of the Coles Leadership Scholars Program, taking every opportunity to get involved and connect with her peers. She is an active member of the Hospitality Leadership Club and the Kennesaw Chapter of the American Marketing Association. Maya also serves as a Coles Ambassador for Student Success. Her passion for music and travel often takes her to concerts and on cruises. These experiences have fueled her ambition to become an event coordinator in the hospitality industry.

BRITTON RELLINGER
Honors Finance Student, KSU

Britton is a senior pursuing a Bachelor of Business Administration in Finance. Currently he serves as the Chief Strategy Officer of KSU's Student Managed Investment Fund and is a member of KSU Coles Leadership Scholars Program. Additionally, Britton is currently an Equity Research Intern at Henssler Financial, where he supports the management of two public equity portfolios. Following his studies, he plans to pursue a career in commercial banking. In his free time, he enjoys lifting, camping, and hiking.

RAJAN GUPTA
Partner, Centelli

Rajan Gupta is a seasoned technology and business leader with deep expertise in AI, automation, and agentic AI. With over 30 years of global experience, he helps organizations align technologies to their unique business processes, delivering results that matter. Rather than leading with tools, Rajan starts by listening. He uncovers pain points and collaborates with leaders to explore practical, high-impact solutions. Clients highlight his ability to make complex technology approachable and his focus on building trust. Whether navigating digital transformation or identifying automation opportunities, Rajan brings clarity, empathy, and a sharp eye for value creation.

JOHN FOSTER
CIO, Libra Industries

John Foster is a seasoned business leader with over 30 years of global experience in manufacturing, finance, and supply chain transformation. Throughout his career, he has led large-scale ERP, MES, and operations improvement initiatives across diverse industries, always with a focus on solving real-world problems and delivering lasting impact. John is known not just for his technical and operational expertise, but for his approachable leadership style. He's a trusted partner to executives and frontline teams alike. With a deep understanding of both traditional manufacturing processes and emerging AI and automation technologies, John brings a grounded, practical perspective to how organizations can modernize without losing sight of what really works.

AJAY ALURI
Associate Professor, Hospitality and Tourism, General Business, WVU

Dr. Aluri is a leading scholar and speaker in hospitality innovation and technology. He is the Founding Director of the Nemacolin Hospitality Innovation and Technology (HIT) Lab at West Virginia University, where he also serves as Associate Professor. His research focuses on emerging technologies—including AI, automation, AR, and robotics—and their impact on guest experience, operational efficiency, and KPIs in the hospitality sector. Dr. Aluri has been recognized by the International Hospitality Institute as one of the top 25 Most Influential Educators in Hospitality and has received the McCool Breakthrough Award from ICHRIE. He serves on global industry boards and regularly speaks at national and international conferences bridging academic research and industry needs.

JAY INDRAKUMAR
Senior Vice President and Head of Technology, WellStreet Urgent Care

Jay Indrakumar is a healthcare technology leader, product strategist, and systems thinker driving next-generation transformation across the patient revenue and engagement lifecycle. With deep expertise at the intersection of AI, RCM operations, and healthcare finance, Jay is building intelligent platforms that reimagine how health systems reduce friction, optimize reimbursement, and restore trust across every patient and staff touchpoint. By combining advanced AI design with grounded revenue cycle knowledge, Jay helps healthcare organizations shift from reactive workflows to predictive, intelligent, and transparent RCM systems—built not just for efficiency, but for resilience and alignment with frontline realities.

BILL FRANKS
Director of the Center for Data Science and Analytics, KSU

Bill Franks is Director of the Center for Data Science and Analytics at Kennesaw State University, connecting companies and agencies with faculty and students for analytics research. He serves on advisory boards for ActiveGraf, DataPrime, DataSeers, Kavi Global, and Quaeris. Formerly Chief Analytics Officer at Teradata and IIA, he now leads Analytics Advisory Partners. Bill authored *Winning The Room*, *Taming The Big Data Tidal Wave*, and more. A top-ranked global influencer in AI and big data, he was inducted into the Analytics Hall of Fame in 2019 and is a frequent speaker and blogger on analytics and data science trends.

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