

AI Leaders Project NEWSLETTER



Issue 2, Winter 2025

User Feedback on the Toolkit!

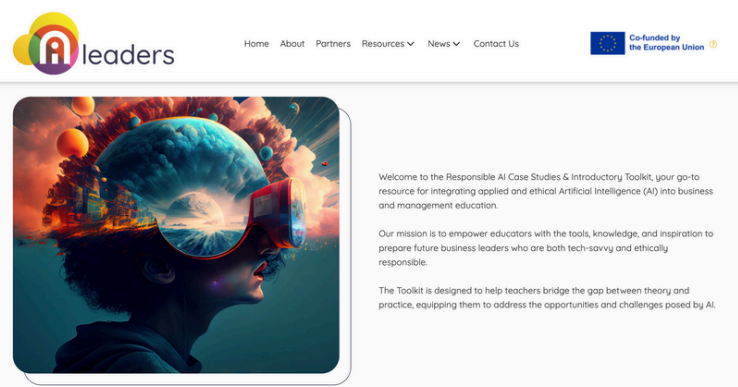
The Responsible AI Case Studies & Introductory Toolkit was created to help business and management educators bring AI into their teaching in a way that is both practical and ethical. It covers key topics like how AI is used in the real world, the ethical issues it raises, and tools that can be used in the classroom. To make sure the Toolkit is as useful as possible, we tested it with educators and experts across different universities. As part of this process, **we ran Orientation Days and gathered feedback through surveys developed by ACEEU**. Partners invited colleagues, business educators, and AI specialists to explore the Toolkit and share their thoughts on its content, accessibility, and overall experience. The goal was simple: **get honest feedback to improve the Toolkit before publishing the final version.**

The response was very positive! Many participants found the materials clear and easy to use. One participant said, *“The case study connection in the toolbox is very helpful to see the usage of the tool in a real case.”* Another shared, *“I really liked the design, it was very clear and made the parts of the toolkit easy to understand and use.”* Others highlighted the overall quality of the resource, saying, *“Excellent resources, well done”* and *“I was genuinely impressed by both the design and content of the various parts of the tool.”*

Much of this positive feedback came from the way the Toolkit is structured. It is designed as an easy-to-use resource that includes four elements. The State of the Art Review gives an overview of AI and its ethical implications in business and management. The Compendium of Case Studies presents real-world examples to help educators bridge the gap between theory and practice. The Toolbox of Recommended Digital Tools offers practical resources to support AI-focused teaching, while the Guidelines for AI Orientation Days provide step-by-step advice on organising impactful events that introduce educators to applied and ethical AI concepts.

Thanks to the feedback, we are now making final adjustments to ensure the Toolkit is as useful, practical, and accessible as possible.

Look out for the [Responsible AI Case Studies and Introductory Toolkit here!](#)



AI LEADERS: ETHICAL AI FOR FUTURE BUSINESS LEADERS

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PARTNER NEWS

U.Porto's Pilot Project

By Fábio Dias Duarte

The Faculty of Economics of the University of Porto (FEP) will launch a pilot project next February 2025 to integrate artificial intelligence (AI) into higher education, as part of a project funded by the Recovery and Resilience Plan (PRR), which will also be tested at other educational institutions in the North of Portugal.

In the second semester of the academic year 2024/2025, starting with ten courses from different study areas, nearly 500 students will begin using a chatbot developed with generative artificial intelligence produced with Microsoft Copilot technology. In practice, for each course, the teacher can upload the necessary documents to create a knowledge base that can then be used by students, as well as by teachers and researchers, to ask questions and help to improve the study process.



PHOTOS CREDIT: FÁBIO DUARTE AND T. BARTOSZ

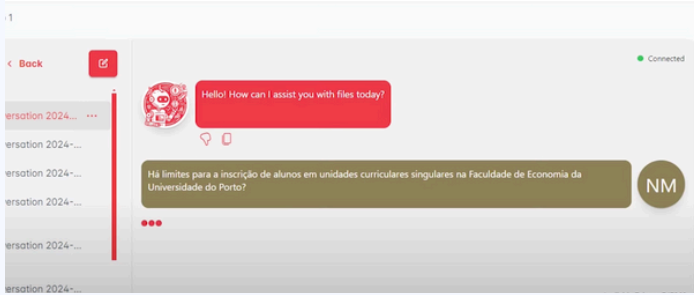


PHOTO CREDIT: U.PORTO

Orientation Days

In the last weeks, Orientation Days were held to introduce the Responsible AI Case Studies & Introductory Toolkit and discuss its practical applications.

On January 30, 2025, the University of Lodz hosted an Orientation Day led by Artur Modlinski and Marta Olasik. Participants examined case studies and AI tools, highlighting the need for more structured guidance on ethical AI use. While AI is seen as a valuable tool for personalisation, content creation, and idea generation, concerns about academic integrity remain.

On February 3, 2025, the Faculty of Economics of Porto held its session with Bruno Veloso, Jorge Valente, and Elda Marques. Educators engaged with the Toolkit and tested the What-If Tool (WIT) to explore AI decision-making. The session reinforced the value of the State of the Art Review, Case Studies, and Digital Toolbox in helping educators navigate AI's role in business education.

These sessions provided good insights to refine the Toolkit and support educators in integrating AI responsibly.

MEET THE PARTNERS

New partners each newsletter

University of Porto (U.Porto), Portugal

School of Economics and Management of the University of Porto (FEP.UP) was created in 1953 and is a reference school in the areas of Economics and Management, gaining prominence in the main international academic and scientific rankings.

Fábio Duarte, Assistant Professor and researcher at FEP.UP, is responsible for leading AI Leaders at U.Porto. He is the (co-)author of several scientific papers, published in indexed and peer-reviewed journals in the areas of Business, Economics and Finance. The research team also includes Jorge Valente, Associate Professor with habilitation and Bruno Veloso, Assistant Professor, both researchers at LIAAD – INESC TEC (Laboratory of Artificial Intelligence and Decision Support).

FEP.UP is responsible for developing the guidelines for the implementation of Hackathons and looks forward to seeing its impact on fostering AI-driven innovation and problem-solving in business education. FEP.UP is also excited about the OERs (Open Educational Resources) for Business Management, which will constitute a set of open and flexible educational resources based on real case studies, ready to be used by teachers to teach and implement AI-based tasks in their programs.



FEP.UP has been promoting training for its lecturers in generic generative AI tools (e.g. Copilot integrated into the institutional Microsoft platform) and in AI tools aimed at higher education and research. Some of these trainings are the result of the partnership between FEP and Microsoft, within the scope of the “Artificial Intelligence for Economics and Management” program.

The widespread use of Generative AI tools is causing significant changes in knowledge construction processes in higher education. FEP.UP is determined to reinforce its commitment to innovation and to preparing its lecturers and students for the challenges posed by the critical and ethical use of AI in teaching and scientific research. The results of the AI Leaders project are expected to accelerate the integration of applied AI with an ethical point of view in teaching at FEP.UP, reinforcing its dynamism and ambition as a reference school in Portugal in the areas of Economics and Management.

[Learn More](#)



ACEEU
ACCREDITATION COUNCIL
FOR ENTREPRENEURIAL &
ENGAGED UNIVERSITIES

MEET THE PARTNERS

Accreditation Council for Entrepreneurial and Engaged Universities - ACEEU

Headquartered in Germany, ACEEU offers higher education institutions accreditation for entrepreneurship and (community) engagement on institutional (entire university) and divisional level (faculty, school, department). Universities engaging in ACEEU accreditation are united by their excellence in entrepreneurship and engagement.

ACEEU was founded with the mission to increase the direct social, economic and environmental impacts that universities make in their ecosystems. The goal is to challenge the status quo in higher education by putting a stronger emphasis on the so-called third mission of universities, next to education and research, to make universities engines for societal and economic development.

ACEEU is the only globally operating quality assurance body focusing on engagement and entrepreneurship in Higher Education. ACEEU is committed to leading the way in a new era for higher education through evaluating, supporting and igniting the potential of higher education institutions on their road to third-mission excellence.

ACEEU is actively developing diverse interactive solutions for higher education institutions to promote entrepreneurship and engagement: web-based evaluation systems, dashboards, training programs, and toolkits.

Key team members from ACEEU include project officer Erin Kummer and Ave Wilona-Jülich, Manager of Operations Strategy and Excellence.

[Learn More](#)



PHOTOS CREDIT: UPF-BSM

AI HOT TOPIC

The Role of ChatGPT in Business

By Ahiram Cruz

From automation to content creation, ChatGPT is transforming business, but challenges remain.



Artificial Intelligence (AI) is becoming a bigger part of business operations, and ChatGPT is one of the most widely adopted tools. A recent study explored the way businesses use this tool, finding that most companies are using it to automate tasks, improve customer service, and support decision-making. A lot of them appreciate its ability to handle multiple customer inquiries at once, generate reports, and assist with content creation, making daily work faster and more efficient.

However, the study also highlights some challenges. AI is not flawless, and ChatGPT can sometimes generate responses that are inaccurate or unclear. Businesses need to train and adjust the tool to fit their specific needs to avoid misinformation. Another concern is bias in AI-generated content, which means companies should regularly check and refine ChatGPT's outputs. While it can reduce workload and save time, it cannot replace human decision-making, especially when handling sensitive or complex topics.

Beyond customer service, many companies are exploring ChatGPT's potential for internal communication, brainstorming, and process automation. It can help draft emails, summarize reports, and even provide insights for business strategies. The ability to generate fast, natural-sounding responses makes it a valuable asset, but it works best when used alongside human expertise. Clear guidelines and responsible use are important to ensure AI supports business goals without causing unintended issues.

As we can see, ChatGPT is proving to be a useful but evolving tool. It is already changing the way businesses operate, but its real impact will depend on how well companies manage and integrate it into their workflows. As AI continues to advance, businesses will need to find the right balance between automation and human oversight to get the most out of these technologies.

For further reading, see the complete article ["Analyzing the potential benefits and use cases of ChatGPT as a tool for improving the efficiency and effectiveness of business operations"](#)

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