

BRAIN AWARENESS WEEK 2025

DiSEGS
DIPARTIMENTO DI STUDI
SOCIO-ECONOMICI,
GESTIONALI E STATISTICI



“INNOVAZIONE TECNOLOGICA E MANIPOLAZIONE SOCIALE DELLA PAURA”

2nd Edition

14 MARZO 2025

Viale Pindaro 42, Aula “Federico Caffè”

The focus of this workshop will be on the emotional impact of technological innovation with special emphasis on its relation to artificial intelligence and all its emotional, social, collective, and psychological aspects including the coevolution of human habitat from an interdisciplinary perspective. It is very usual for the emotional burden to represent a bias even before understanding the inner workings of technology.

To gain a practical understanding of these challenges and the impact of artificial intelligence, there will be showcases by some entrepreneurs of AI technologies related to Goal 4 of the United Nations 2030 Agenda concerning Quality Education, aimed at implementing quality education, especially in parts of the world where schools are logistically underperforming. Other major companies will share the added value of their business and R&D experiences.

The most important audience for this workshop includes university students, entrepreneurs, investors, policymakers, policy modelers, nonprofit stakeholders, and citizen opinion leaders. The connection between business development, society, and neuroscience can be seen in the emotional impact they have on collective behavior, often at the crossroads between too much optimism and too much pessimism, the latter being much harder to manage without the support of neurosciences. What often accompanies innovation, as a matter of fact, is the feeling of fear of the future and the unknown, which hinders their diffusion.

This workshop will also serve to strengthen the multi-helix collaboration among institutional government, business, nonprofit sector, and universities with their strategic applied research.



Rilascio di CFU

L-39 Servizio Sociale*
LM-87 Politiche e Management per il Welfare*
LM-4 Architettura*
LM-56 Economia Comportamentale**

*0,5 CFU; ** 1 CFU

PROGRAM

h 9.00

Institutional welcome and salutations

Chair and Moderator: Andrea Pitasi and Cecilia Serafini

h 9.30/12.15

Jozef Lernout (BotsRHere)
Paolo Piersantelli e Roberto Cucitore (Heidelberg Materials)

Coffee Break

Domenico Polimeno (Pilbrow & Partners)
Paolo A. Gallenga (BearIT)

h 12.15/13.00

Bridging Business and Young Talent

h 13.00/14.00

Lunch Break

h 14.00

Resumption of Proceedings

Chair and Moderator: Massimo Angrilli and Maria A. Mariggìò

h 14.30/18.45

Speakers:

Filippo Angelucci
Massimo Angrilli
Marcello Costantini
Paolo Fusero
Tiziana Pietrangelo

Coffee Break

Davide Pietroni
Andrea Pitasi
Edgardo Bucciarelli
Cecilia Serafini

h 18.45/19.00

Conclusions and Farewell Remarks

Massimo Angrilli and Maria A. Mariggìò

Corso di Laurea Magistrale
in Scienze Pedagogiche

PMW
Corso di Studio Magistrale in Politiche
Management per il Welfare

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