



UNICA
UNIVERSITÀ DEGLI STUDI
DI CAGLIARI

DEPARTMENT OF ECONOMICS
AND BUSINESS

DESIGN THINKING LAB FOR IMPACT:

CO-CREATION & INNOVATION
IN INTERNATIONAL ENTERPRISES

This high-impact seminar brings together students, global business leaders, and world-class design thinkers to solve real-world corporate challenges using the Design Thinking approach.

ORGANIZERS:

- Prof. **Elona Marku**
- Prof. **Maryia Zaitsava**

INTERNATIONAL SPEAKERS:

- **Cristiano Bellucci**, Technology Vision Strategist, *Fujitsu*, Japan;
- **Gjergj Guri**, Senior Vice President Global Aftermarket & Services, *Husqvarna Construction*, Sweden;
- **Lee Omar**, CEO, *Red Ninja*, UK;
- **Cristina Sangiorgi** Senior Manager Learning Hub & Development, *SKY*, Italy.

DAY & TIMES:

- 22 May 2025: 9AM – 1PM
- 23 May 2025: 9AM – 1PM/ 2:30PM – 4:30PM
- 24 May 2025: 10AM – 12PM

APPLICATION PROCESS:

- Applications open: 28 April – 19 May, 2025
- Notification by: 20 May, 2025
- Application link:
<https://forms.gle/U6hp6r6aC8XPwwgr6>

2 ECTS | In English



CREA UNICA, VIA OSPEDALE 121, CAGLIARI