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### **AI-cademic co-pilot: Abstract**

AI represents huge potential to make education more effective, and there are at least four areas where AI is beneficial for HE institutions: learning experience management, AI administrative assistance, predictive analytics and assessment / evaluation tasks (Chen et al., 2020, Crompton&Burke, 2023). Meanwhile, the implementation of applications should address the needs of a particular university, providing mutually exclusive, collectively exhaustive solutions for all the stakeholders. While Labadze et al. (2023) explore the of AI integration from students' and educators' perspective, administration point of view is less discussed in the literature.

The GUS community's diverse portfolio of educational products allows for the implementation of AI, yielding synergetic benefits and economies of scale. Therefore the project I propose aims to implement AI solutions comprehensively across the wide range of administrative tasks within the entire GUS community. The broad goal setting of the project is intended: before framing, structuring and planning it, we should better focus on the needs of our stakeholders. My approach would begin with the preliminary phase involving a series of stakeholders' interviews. These discussions are valuable to identify the main jobs to be done by AI. This step could assist in determining the project's scope and in prototyping the minimal viable product that addresses the core requirements and relieves the main pains of academics and administrators with the help of AI-applications.

### **Short bio:**

My professional journey is navigated by constant innovations in higher education. Since 2007 I have been at the forefront of pioneering educational solutions being a part of the ambitious academic team of the dynamic and rapidly growing National Research University "Higher School of Economics" in Russia. My personal contribution to advancing educational innovations was recognized and honored with the prestigious Teaching Excellence Award in 2019, when I was selected among 5,000 HSE academics and 25 distinguished candidates.

Since joining Arden University in Berlin as the International Programme Lead in January 2023, I have refined my role to focus on operational efficiency and student progression. My teaching approach is to tailor material to the diverse background and skills of international students, ensuring that each class is interactive and engaging. Beyond teaching, I am involved in strategic decision-making and I'm keen to make it data-driven.

My research interests are at the intersection of non-profit marketing, cultural and city brand equity, and the strategic branding of the universities. I am passionate about shaping higher education through innovative, data-driven approaches that bridge internal and external university stakeholders.