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# AI Literacy at the Art–Tech–Management Nexus

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Paris • Nancy • Berlin

1. AIRED: AI Reshapes Education Erasmus+ Project
2. ICN AI Chair & ATM Pedagogy
3. AI Literacy Research Project
4. AI Battle Workshop





## Partners:

- Two higher education institutions
- Experts in educational inclusion
- Creators of innovative digital training



## Objectives

- Clarify and guide the use of AI to every educator
- Provide a concrete method for appropriating AI uses
- Map AI practices and risks in education
- Align practices with European AI regulations
- Develop a guideline of ethics for responsible, legal, ethical and inclusive use of AI.

## Output

E-learning platform for educators

Website: [www.air-education.eu](http://www.air-education.eu)

WP3: Identify the current practices, fears and expectations and gain awareness of the state of AI usage and impact on education

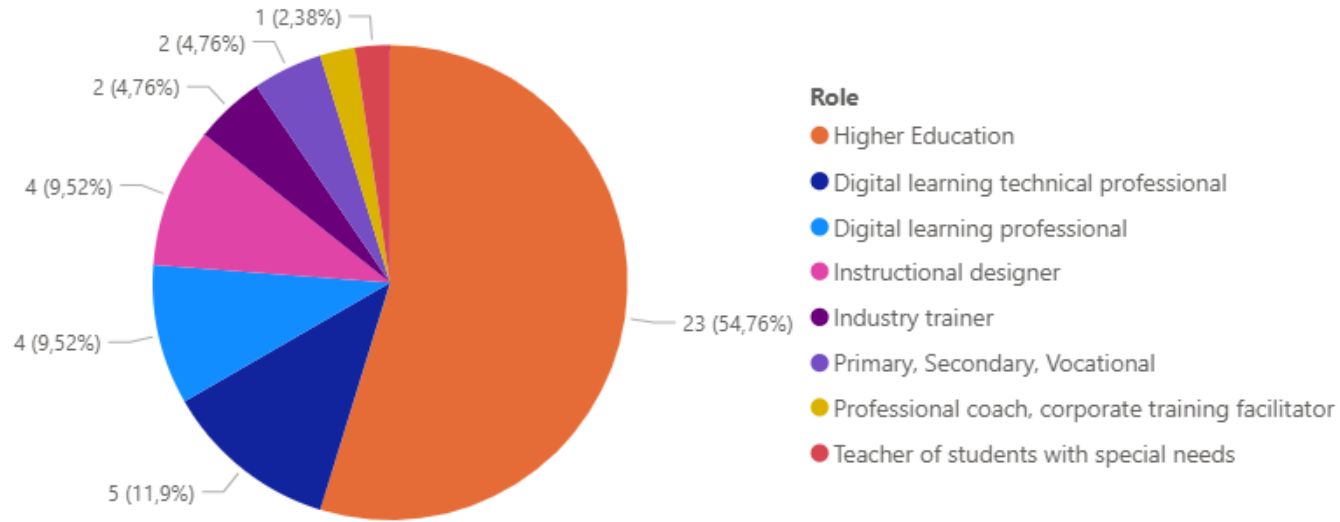
Online survey

197

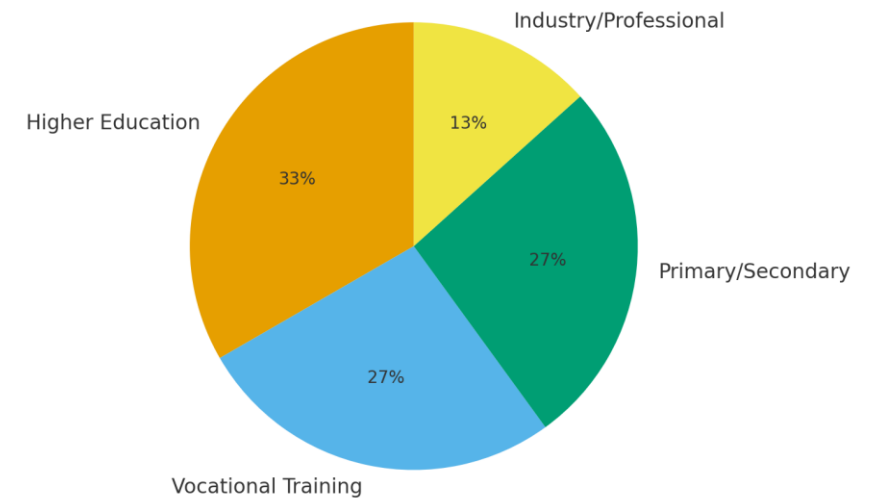
Semi-structured interviews

15

Roles within the educational profession



Educational Levels Represented



## Findings: DEMOCRATIZATION OF EDUCATIONAL CREATION

Theme: AI as a tool for **creative empowerment**

Participants: ~88%

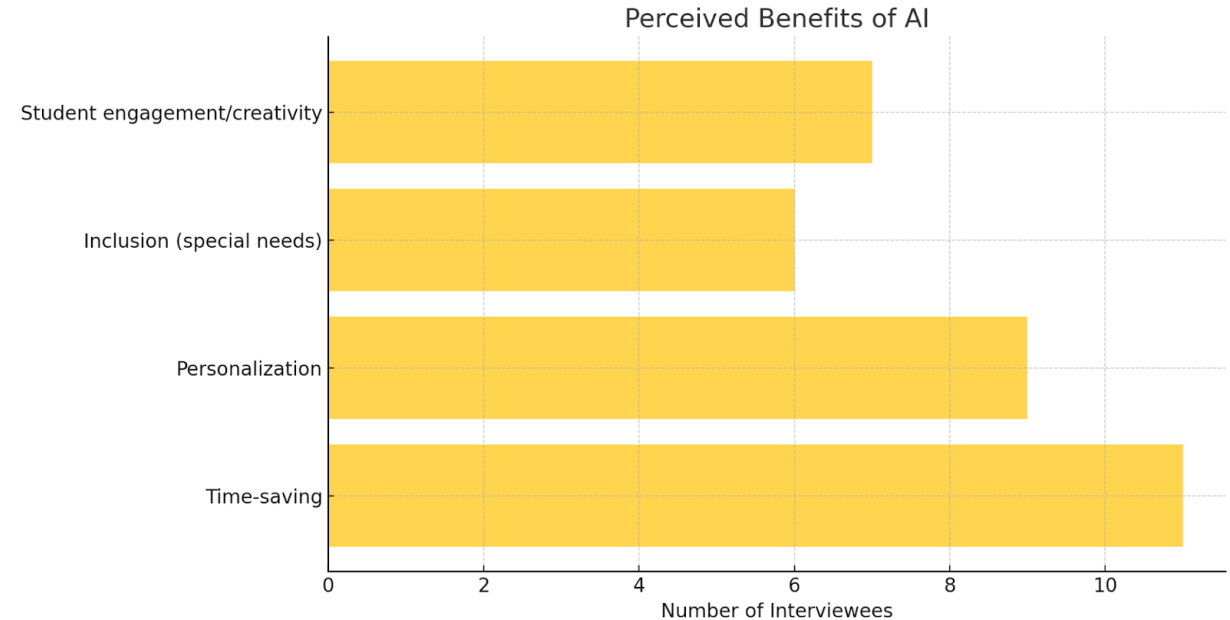
### Quotes:

- *"It makes my pedagogical dreams come true"*
- *"In half an hour I have a complete game"*
- *"I 3D printed the Roman toys after AI generation"*

### Practices:

- Visual/video/3D creation for classrooms
- Generation of exercises adapted to levels
- Gamification learning
- Personalization at scale

→ **Maximum creative freedom but requires new skills**



WP3: Identify the current practices, fears and expectations and gain awareness of the state of AI usage and impact on education

## CONSENSUS

- ✓ AI is inevitable
- ✓ Urgent and missing training: new skills are required (**AI literacy**, ethics)
- ✓ Transformation of teachers ' roles
- ✓ Critical thinking is key
- ✓ Hallucinations, real problem
- ✓ Lack of political framework

## DIVERGENCES

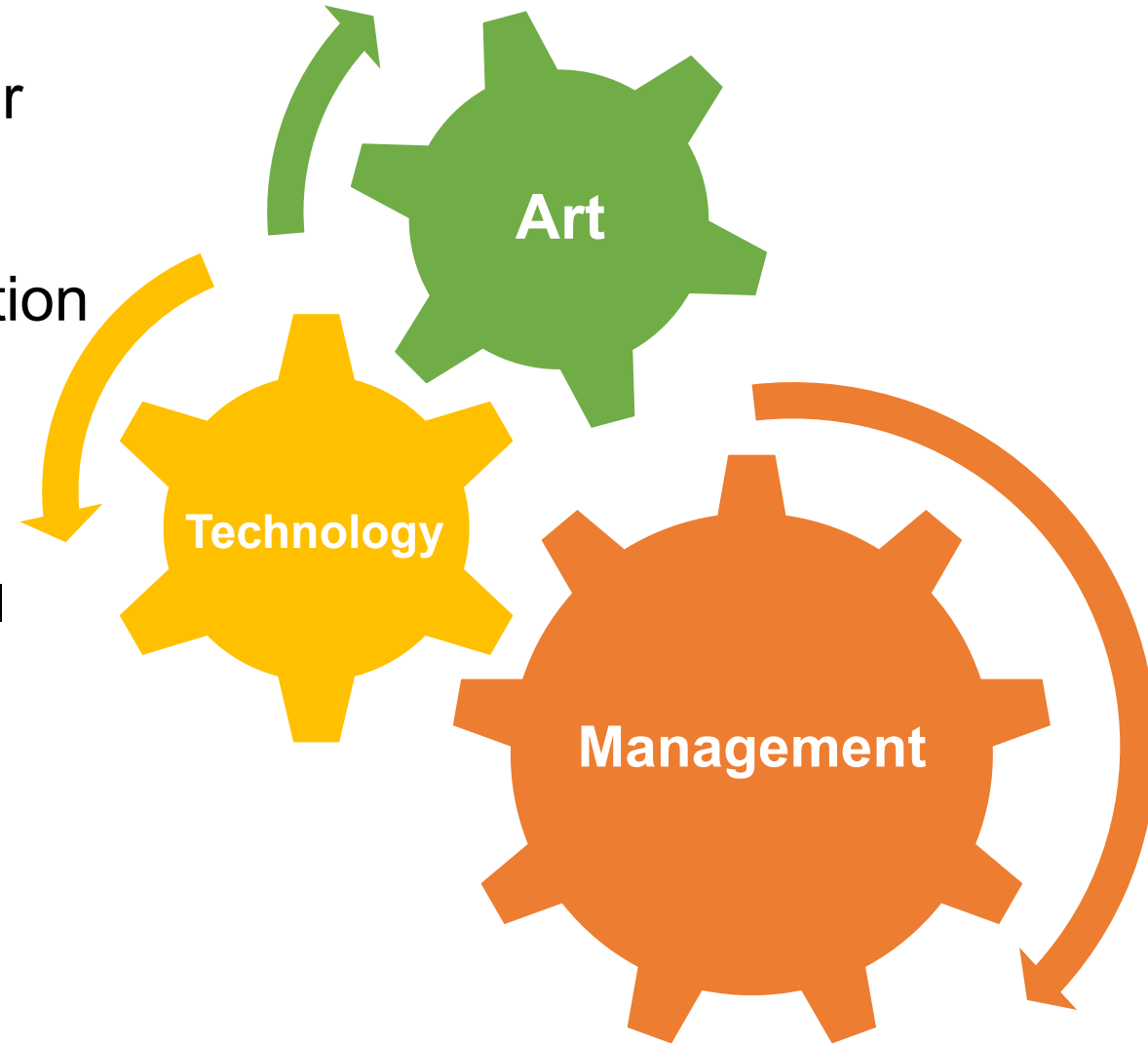
- × Usage Level: Minimalist vs Intensive
- × Optimism: optimistic vs cautious
- × Future Vision: Clear AI-Integrated vs AI-Restricted
- × Top Priority: Creativity vs Justice

## PRACTICAL IMPLICATION

- For educators
- Urgent **AI Literacy** Training (not just technical)
- Clear ethical guidelines for classroom use and assessment
- Communities of Practice for Sharing Experiences
- Established learning time (continuing education)

The ICN Artificial Intelligence Research Chair envisions a future where AI empowers individuals and organizations, fosters sustainable development, and drives innovation across society and industry through a transdisciplinary approach.

- **Art** – Sparks creativity and challenges conventional thinking in AI-infused work.
- **Technology** – Is the basis of AI solutions that transform industries and enable progress.
- **Management** – Aligns AI innovation with strategic goals and sustainable impact.





## *Research Axis* **AI Literacy and Education**

Advance the understanding of AI by integrating AI concepts into educational programs, enhancing AI literacy across various disciplines, and equipping students and professionals with essential AI skills.



- Develop **AI literacy** (functional, critical, socio-cultural) through **hands-on, reflective use** of generative AI in business and information systems courses.
- Pedagogical Framework
  - Technology-Mediated Learning: AI as a mediating technology shaping learning interactions.
  - Experiential Learning: Learning through experience, reflection, and experimentation in iterative cycles.
  - Design Science Research approach: Iterative design, evaluation, and refinement of interventions.
  - 1,700+ students, 300+ groups, across multiple cohorts and programs (2023–2025).

Module	Big Data & Business Analytics	Digital Transformation & Cybersecurity	Management Information Systems
Task	Develop EU Green Deal–aligned analytics proposals using GenAI for research and synthesis.	Use GenAI to ideate and refine start-up pitches.	Create a travel campaign (text, image, video) with GenAI tools
Reflection	“How did GenAI shape teamwork, learning, and sustainability understanding?”	Compare <i>human vs. AI feedback</i> , discuss complementarity and limits.	Analyze prompting strategies and AI’s creative vs. ethical boundaries.



**SURVOL EN PHÉLOÏDE DE LUMIÈRE**  
EMBARQUEZ POUR UN SURVOL EN PHÉLOÏDE DE LUMIÈRE, UN OISEAU MAJESTUEUX MIGRIER, MI-PHÉNIX, QUI VOUS EMMÈNE DANS UN VOYAGE AÉRIEN EXTRAORDINAIRE AU-DESSUS DE NICE. DÉCOUVREZ LA VILLE SOUS UN NOUVEAU ANGLE, PORTÉ PAR DES AILES LUMINEUSES, ENTRE CIEL ET MER, POUR UNE AVENTURE AUSSI MAGIQUE QU'INOUBLIABLE.

**LA NUIT DES NÉRÉIDES**  
PLONGEZ DANS L'UNIVERS ENCHANTE DE LA NUIT DES NÉRÉIDES, OÙ LES CRÉATURES MYSTIQUES DE LA MER ÉMERGENT POUR UN BALLET AQUATIQUE SOUS LA LUMIÈRE DE LA PLEINE LUNE. UNE EXPÉRIENCE MAGIQUE ET INOUBLIABLE, MÉLANT MYSTÈRE ET BEAUTÉ DANS UN CADRE FÉERIQUE AU BORD DE LA MÉDITERRANÉE.

**PHUKET À PARTIR DE 775€**  
OFFRE À DURÉE LIMITÉE

**ÉLYRION - NEONIA**  
Le Futur utopique  
Survolez la cité  
Dîner gravitationnel & bal costume  
Spectacle lumineux  
Trois épopées, une seule  
MAI - SEPT  
RÉSERVEZ AVANT LE

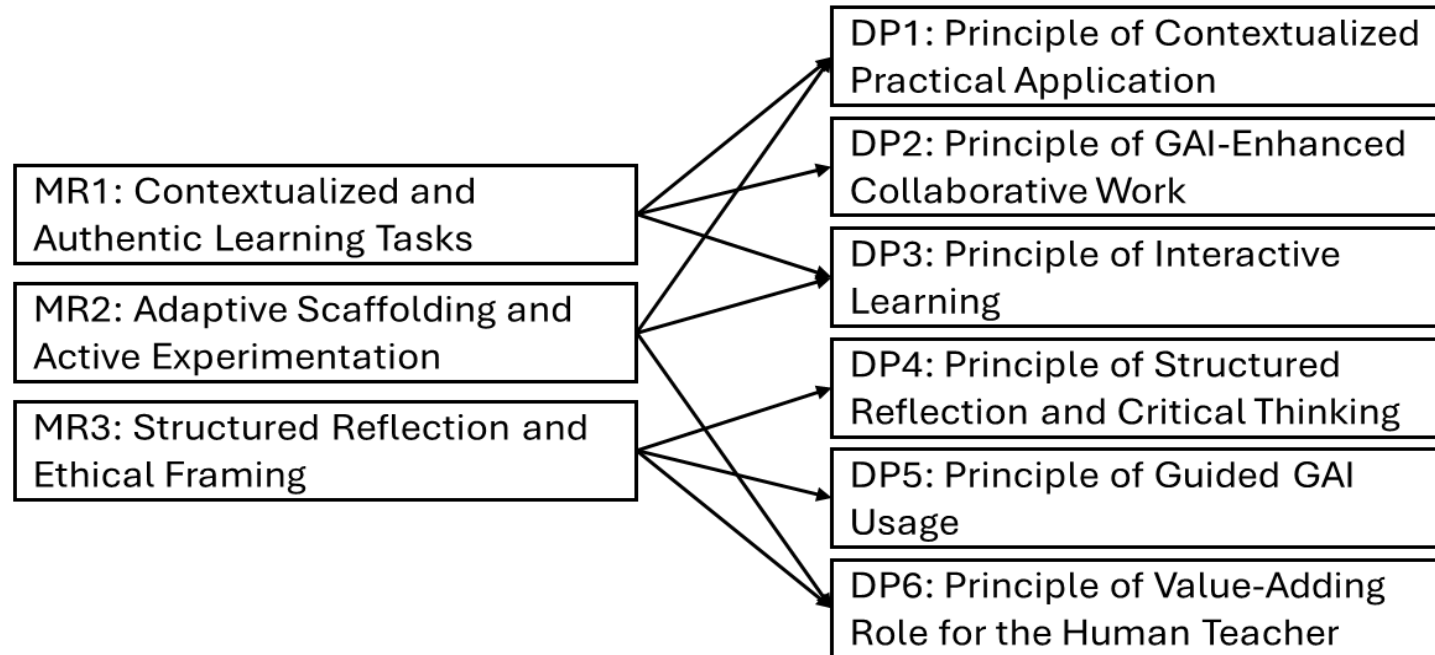
**VOYAGE D'EXCEPTION**  
**EXPEDITION SUR LE COSMOS**

**Time To TRAVEL**  
VALDOR - Le Moyen Âge historique  
Apprentissage du tir à l'arc  
Banquet royal médiéval et bal costume  
AURELIA - L'Antiquité grecque  
Atelier de philosophie vivante ("À la recherche de soi à travers la pensée")  
Banquet antique sous les oliviers  
Initiation à l'art du théâtre tragique  
Balade au coucher du soleil parmi les temples doriques  
NEONIA - Le Futur utopique  
Survolez la cité dans un véhicule volant  
Immersion au "Musée de l'Humanité Disparue"  
Dîner gravitationnel panoramique dans un restaurant suspendu  
Spectacle lumineux "L'Onde du Temps"

ICN Students' deliverables



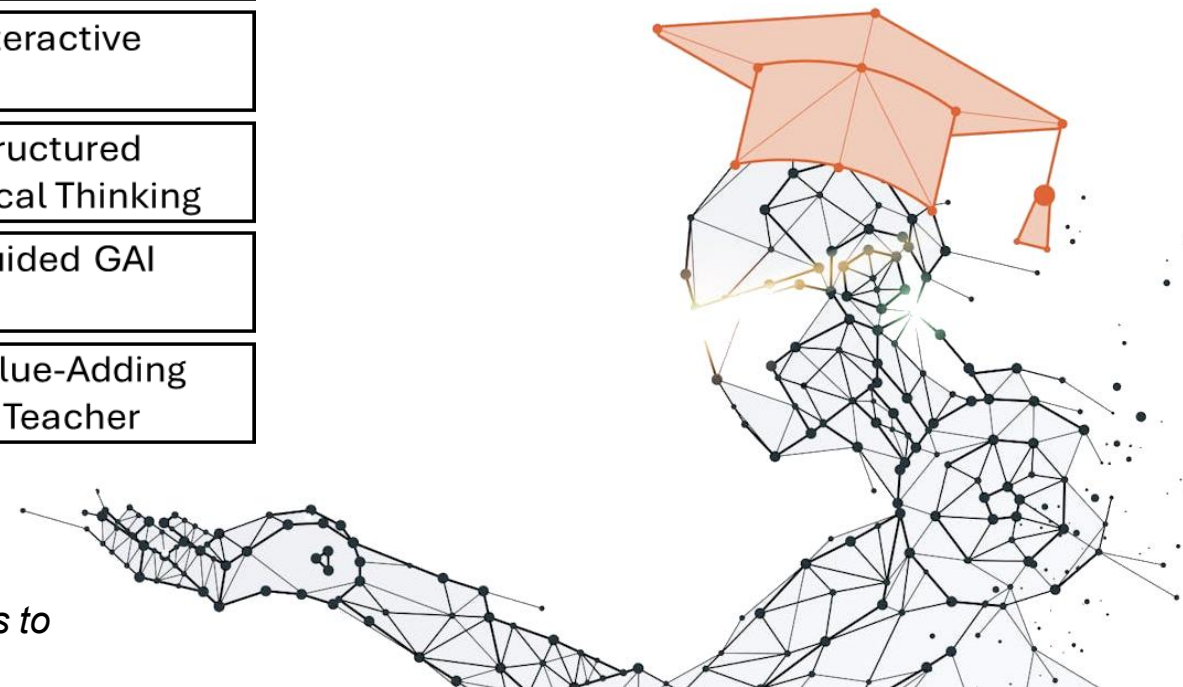
- **Design Principles for GenAI-Based Pedagogies** (Hönigsberg S, Watkowski L, Mallek S, & Weritz P, 2025):
  - Derived six actionable design principles for integrating GenAI into higher education teaching



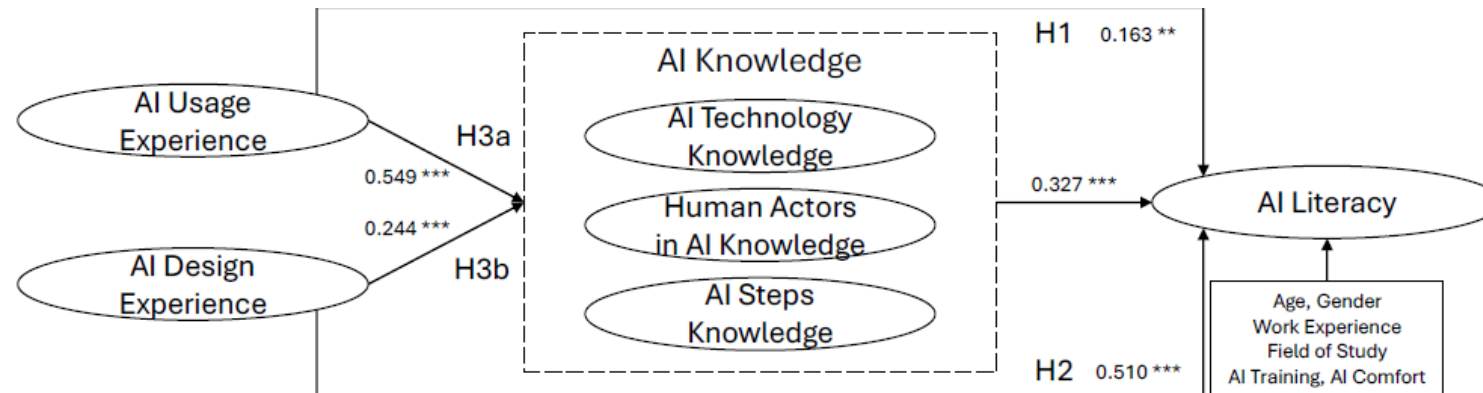
Relationship between Meta Requirements and Design Principles

### Instructor Quote

*“AI enabled me to design engaging, playful activities that encourage students to ‘learn by doing’, or even ‘learn by playing.’”*



- **Measuring AI Literacy of Future Knowledge Workers** (Hönigsberg S, Mallek S, Watkowski L, & Weritz P, 2025):
  - AI Knowledge acts as a cognitive bridge between AI Experience and AI Literacy.
  - Design experience generates even stronger effects on literacy than usage experience.
  - This research validates the theoretical principle that literacy develops not through exposure alone, but through structured reflection and knowledge organization (Honigsberg, Watkowski, Weritz, & Drechsler, 2025).



**Figure 1.** Theoretical Model



- A **collaborative card game** to discover the social and environmental challenges of generative AI
- Exploration of the challenges behind technologies and how to take action



## Artificial Intelligence Battle





Challenge Card 01

#Creativity

**AI creation/  
generation: work of  
art or copy and  
paste exercise?**

© The Electricien - Boris Edgsten



Challenge Card 02

#Creativity

**Will ChatGPT  
destroy our  
imagination?**

© Getty Images/Ringer illustration



Challenge Card 03

#Society

**Should we boycott  
GenAI in  
education?**

© CME



#Creativity

**Should we protect  
our voice?**

© Skrenews



Role Play Card

**Now, your turn!**

## Creativity

**Duration:** 15 minutes

**Instructions:** You are faced with a situation concerning the ethics or future prospects of Generative AI (GenAI). Each person in your group will interpret a role. Your goal: to reach consensus after leading a 15-minute discussion.

**Scenario:** The year is 2030. It's now impossible to distinguish works of art (music, books, etc.) crafted by humans or GenAI.

These creations stir emotions in equal measure and the world has stopped trying to categorize them. Is this the right way forward for the future of art as we know it?

Time to weigh up the pros and cons of this proposal!



**ICN BUSINESS SCHOOL**

TRIPLE ACCRÉDITÉE



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