



TATIANA ZALAN

Associate Professor of Management
American University in Dubai

Tatiana Zalan moved to the UAE from Australia in 2015 to join AUD as Associate Professor of Management. Prior to AUD, Tatiana worked for Torrens University Australia as a professor of business and MBA Program Director where she started in early 2014. She was one of the first academics at Torrens and was instrumental in starting up the university and the MBA program. She was also on the faculty of the Department of Management, University of Melbourne, and International Graduate School of Business at the University of South Australia.

In addition to her academic work, Tatiana undertook consultancy and taught short programs in strategy, entrepreneurship and international business for post graduates and executives. She is a recipient of several teaching and research awards. Tatiana's skills and expertise are primarily in the area of curriculum design in strategy, innovation and entrepreneurship, teaching at the MBA and executive level, and online education. Tatiana has a special interest in digital strategy, with a focus on digital disruption. Her publications include articles for academic and industry audiences, book chapters, conference papers and a monograph. Prior to her life in academe Tatiana had over 10 years of industry experience in Europe and Australia.

In mid-2016 Tatiana was doing research on fintech when she came across blockchain technology and was fascinated by its potential. She is now an active member of the local and global blockchain community and has recently become Academic Advisor of Planet Blockchain, a Dubai-based start-up focused on building a borderless blockchain ecosystem. Tatiana presented on multiple occasions on the topic of blockchain and cryptocurrencies to universities, at community seminars and academic conferences. At AUD she is a Co-Director of the Centre of Excellence in Research on FinTech and Blockchain and has published in the area.



Blockchain and Cryptocurrencies: Adoption, Use and Socio-Economic Implications

Objectives:

- Introduction to blockchain technology and its main characteristics
- Use cases of blockchain in selected industries
- Bitcoin, Ethereum and other cryptocurrencies - what they really are
- The rise of the ICO and the new token economy
- Barriers to blockchain / cryptocurrency adoption
- Socio-economic implications of blockchain and cryptocurrency