



Università  
Ca' Foscari  
Venezia

Dipartimento di Economia  
Venice School of Management

Internal Seminar

**Mahmoud Abu Aisha**  
Al-Aqsa University

# INNOVATION AND USER EXPERIENCE

**November 13<sup>th</sup>, 2025 - 12.30 pm**

Aula Saraceno, San Giobbe Economics Campus  
Cannaregio 873, Venice

Prof. Abu Aisha is specialised in Business Administration, and has been teaching related courses at Al Aqsa University since 2015. In his seminar, he will share the rationale and most recent advancements of his ongoing research on discovering the relationship between immigration and innovation. Further, he will delineate future research paths, particularly

around digital migrant entrepreneurship in connection with generative AI and the social and economic outcomes of such entrepreneurial endeavours. He will also delve deeper into how, through a user experience laboratory – using neural and biometric techniques, we can investigate behaviours, perceptions, and feelings of the users.