

Standing Committee on Copyright and Related Rights

Forty-Third Session
Geneva, March 16, 2023

**PRESENTATIONS ON ONLINE CROSS-BORDER USES OF WORKS FOR
EDUCATION AND RESEARCH**

SPEAKERS' BIOGRAPHIES

prepared by the Secretariat

Natalia Reiter

Natalia began her career as an international journalist with Reuters, the world's leading news agency, and German weekly Die Zeit. After time in East Africa and the western Indian Ocean region, she joined the World Wildlife Fund (WWF) to advise their leadership team and to lead media operations for the organization's climate change campaign in the run-up to the climate summit in Copenhagen. Natalia's professional career amounts to more than 15 years' experience, including communications on sustainable development, climate change, environmental issues, agriculture, and corporate sustainability. As a senior communications advisor, she has supported EU projects, private sector companies, international organizations, and governments.



Natalia is founder and director of Eyetalk Communications, a Geneva-based communications agency specializing in sustainability, sustainable development, and public policy.

Paul Birevu Muyinda

Dr. Muyinda is a Professor of Open Distance e-Learning (ODeL) and Director of the Institute of Open Distance and e-Learning at Makerere University. He has previously been Deputy Principal, Dean and Head of Department at the same University. He researches, teaches, practices and publishes in ICT integration in pedagogical and andragogical processes, ICT impact evaluation, e-learning, online/distance education, blended learning; OER, ICT4E, ICT4D and MOOCs. He founded the Mobile Research Supervision Initiative (MRSI), authored the Mobile Learning Object Deployment and Utilisation Framework (MoLODUF) Mobile Learning System (MLS), and has over 100 scientific publications in ODeL. He has given numerous keynote addresses at international and local conferences and convened a number of research workshops. Prof. Muyinda has developed policies and strategies for e-learning integration and ODeL. He participated in the Presidential Visitation Committee to Makerere University as a Blended/Online Learning Expert. Prof. Muyinda is a principal author of over 5 million USD research grant projects aimed at integrating ICTs in pedagogical processes at Makerere University. He has implemented several educational technology projects in and outside Uganda. He holds a PhD (e-learning and m-learning), a PGDE (ICT and E-Teaching), numerous certificates in online instruction design and performance improvement, a Masters in Computer Science and Application and a Bachelor of Statistics.



Yogesh K. Dwivedi

Mr. Dwivedi is a Professor of Digital Marketing and Innovation and Founding Director of the Digital Futures for Sustainable Business & Society Research Group at the School of Management, Swansea University, Wales, UK. In addition, he holds a Distinguished Research Professorship at the Symbiosis Institute of Business Management (SIBM), Pune, India. Professor Dwivedi is also currently leading the *International Journal of Information Management* as its Editor-in-Chief. His research interests are at the interface of Information Systems (IS) and Marketing, focusing on issues related to consumer adoption and diffusion of emerging digital innovations, digital government, and digital and social media marketing particularly in the context of emerging markets. Professor Dwivedi has published more than 500 articles in a range of leading academic journals and conferences that are widely cited (more than 50 thousand times as per Google Scholar). He has been named on the annual Highly Cited Researchers™ 2020, 2021 and 2022 lists from Clarivate Analytics. Professor Dwivedi is an Associate Editor of the *Journal of Business Research*, *European Journal of Marketing*, and *Government Information Quarterly*, and Senior Editor of the *Journal of Electronic Commerce Research*.



Natalie Corthesy

Dr Natalie Corthésy holds a PhD from CCLS Queen Mary University of London and is qualified to practice as an attorney-at-law in Jamaica. She is Associate Dean at Mona Law, The University of the West Indies (UWI), Jamaica, and Mona Campus' representative to the UWI's regional IP Policy Revision Committee. Natalie pioneered the introduction of an LLM in IP and the Cultural and Creative Industries of which she was formerly Programme Coordinator. She has lectured for over a decade at the undergraduate and graduate level, covering a wide range of subjects including tort law, criminal law, law and legal systems, employment law, industrial relations law and intellectual property law. Her affiliations include membership in the Association for Teaching and Research in Intellectual Property (ATRIP), the Jamaica Bar Association's specialized committee on Intellectual Property Law, and the Intellectual Property Unit, Faculty of Law, The University of the West Indies, Cave Hill, Barbados. A 2011 alumnus of the WTO-WIPO Colloquium for Teachers of IP, her article *Challenges to Combatting Piracy and Counterfeiting in Jamaica*, was published in The WTO-WIPO Colloquium Papers 2012. Her 2017 article, *Trademarks, Country Names and Misappropriation of National Identity*, won INTA's Ladas Memorial Award, and The UWI Mona Principal's 2019 Research Days Award for the research project with the greatest business/economic/development impact. Natalie has authored three monographs: Corthésy, N *International Intellectual Property Protection of Country Names - Balancing Nation Brands and Geographic Commons In a Competitive Global Marketplace*, Ian Randle Publishers (forthcoming May 2023); Kodilinye, G. and Corthésy, N *Commonwealth Caribbean Tort Law 6th Edition*, Routledge Taylor Francis (2022); Corthésy, N and Harris-Roper, CA *Commonwealth Caribbean Employment and Labour Law*, Routledge Taylor Francis (2014). Prior to academia, Natalie served in Jamaica's civil service for 10 years as Legal Officer at Ministry of Labour, Director of Copyright and Related Rights at the Jamaica Intellectual Property Office, and Director of Entertainment Policy at the Ministry of Tourism and Culture. In 2022, she was appointed by Jamaica's Prime Minister to the national Technical Working Group tasked with the development of a Nation Brand strategy for Jamaica.



Ana Andrijevic

Ana Andrijevic is a PhD candidate at the University of Geneva (“The Impact of AI on Copyright Law”), a visiting researcher at the Centre for Law, Technology and Society at the University of Ottawa, and an affiliated researcher at the Digital Law Center at the University of Geneva.



She studied at the University of Geneva where she graduated with a Bachelor's degree in Law, a Master's degree in International and European Law, and a Certificate in Transnational Law. In addition, she completed a University Diploma in Intellectual Property and Artificial Intelligence at the Centre for International Intellectual Property Studies (CEIPI, University of Strasbourg). She also participated in several summer schools, including the Digital Law Summer School at the University of Geneva, the Annenberg-Oxford Media Summer Institute at the University of Oxford, as well as in the private international law courses of the Hague Academy of International Law (scholarships from the Hans Wilsdorf Foundation and the Ernst & Lucie Schmidheiny Foundation).

From 2017 to 2022, she was a research and teaching assistant to Professor Jacques de Werra at the University of Geneva. She is writing a PhD thesis in English on the impact of artificial intelligence on copyright law under his supervision. In addition, she has completed a series of research stays at various institutions, including the Institute for Technology & Society in Rio de Janeiro (2019, Boninchi Foundation Fellowship), the Max Planck Institute for Innovation and Competition in Munich (2022, Ernst & Lucie Schmidheiny Foundation Fellowship), as well as the Centre in Law, Technology and Society at the University of Ottawa (2023, Doc.Mobility Fellowship awarded by the University of Geneva and the Graduate Institute of International and Development Studies).

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