

# **Call for Papers: 11<sup>th</sup> AIB-CEE Chapter Annual Conference 2025 Bratislava**

## **ADAPTING TO GLOBAL CHANGE: INTERNATIONAL BUSINESS STRATEGIES IN CEE COUNTRIES AND BEYOND**

**24<sup>th</sup> – 26<sup>th</sup> September 2025**

---

**The conference will be hosted by:**

**Bratislava University of Economics and Management (BUEM)  
Furdekova 16, 851 04 Bratislava**

**Bratislava University of Economics and Business  
Dolnozemska cesta 1/b, 852 35 Bratislava**

**<https://cee.aib.world/2025-conference/>**

**For any questions, contact us directly at email: [aibcee2025@vsemba.sk](mailto:aibcee2025@vsemba.sk)**

---

As the global landscape continues to evolve, international business faces significant challenges and new opportunities. The post-Covid era, geopolitical tensions – including the Russian invasion of Ukraine – and the ongoing transformation of the global environment are reshaping business strategies and operations. In this context, firms must adapt quickly and strategically to remain competitive and resilient in a rapidly changing world.

This conference seeks contributions that examine how businesses are responding to global disruptions and shaping their strategies to navigate uncertainty. The focus will be on the intersection of innovation, digitalization, sustainability, and collaboration, which have emerged as key forces driving business transformation and resilience.

Global business collaboration is no longer limited to traditional partnerships. Building networks, fostering cross-industry alliances, and creating global cooperation are essential to ensuring long-term success. Disruptions to Global Value Chains (GVCs) at both regional and global levels present challenges to collaboration and operational efficiency, requiring firms to develop more flexible and adaptive strategies.

The impact of digitalization cannot be overstated, as it has become a central component of international business strategy. Digital transformation goes beyond technology adoption; it shapes organizational structures, improves efficiency, and fosters innovation. Firms equipped with advanced digital tools – such as data analytics, artificial intelligence, and automation – are better positioned to thrive in complex global markets.

Innovation continues to act as a catalyst for business transformation. Beyond product development, businesses must embrace novel approaches to problem-solving, customer engagement, and marketing strategies. Additionally, the growing emphasis on sustainability is driving businesses to integrate environmental, social, and economic principles into their strategies, ensuring long-term competitiveness and trust.

This conference invites papers that address these key themes within the context of international business, with a particular focus on the Central and Eastern Europe (CEE) region and its role in the global economy. Contributions are encouraged that explore strategic responses to geopolitical risks, the adoption of digital technologies, the integration of sustainability practices, and the future of global collaboration.

We welcome both theoretical and empirical papers that provide actionable insights into how businesses in CEE and beyond are adapting to global change, with a focus on strategies for success in an increasingly complex and uncertain world

## Extended Abstract/Developed Paper Submission Deadline:

**NOW EXTENDED to July 15, 2025**

## Extended Abstract/Developed Paper Decisions Announcement:

**Date: until 21<sup>st</sup> July 2025**

\*The submission should be uploaded as a word/pdf file.

## Instructions for Authors

Full papers or extended (SMS-style) abstracts can be submitted to the Conference.

- Full papers should not exceed 10,000 words for competitive papers.
- Extended abstracts should not exceed a total of 7 pages/4,000 words (5 pages for the body which can include charts, graphs, diagrams, etc. and up to 2 pages of references).

References are required and must be included in the submission file. Please submit your proposal in PDF format or MS Word and make sure all information which might reveal authors' identity and affiliation are removed from the submission. All submissions must include an abstract of max. 150 words, and should conform to the JIBS style guide, available here: <https://www.palgrave.com/gp/journal/41267/authors/artwork-guidelines>

## Registration and Fees

	<b>Early-Bird registration (until 15<sup>th</sup> August)</b>	<b>Regular registration (until 15<sup>th</sup> September)</b>	<b>Late registration (After 15<sup>th</sup> September)</b>
<b>Lecturer/Professor/Others</b>			
Already AIB member*	250 EUR	300 EUR	350 EUR
Non- AIB members	250 EUR + 120 USD AIB membership fee	300 EUR + 120 USD AIB membership fee	350 EUR + 120 USD AIB membership fee
<b>PhD Students</b>			

Already AIB member*	200 EUR		
Non- AIB members	200 EUR + 40 USD AIB membership fee		

\* You must be a member of AIB on the day of the conference by having paid the membership fee. If you are a non-AIB member, the membership fee must be paid accordingly: Lecturer/Professor/Others + 120 USD, PhD students + 40 USD.

### Invoice information

Please be aware that there is no possibility for credit card payments. Please, if you need a Pro Forma invoice, send us your billing information by sending it to [aibcee2025@vsemba.sk](mailto:aibcee2025@vsemba.sk).

When you register for the conference, please clarify to us to whom the Pro Forma invoice should be issued. The final invoice will be issued later based on the information you gave during registration.

Please note that all participants of the 11th AIB-CEE Chapter Annual Conference must be valid members of AIB, which means the membership fee must be paid (the status can be checked in the online system of AIB). For your convenience, if you are not an AIB member, please join by clicking 'join AIB now' first on the registration page.

The registration is completed if you pay the conference fee and have an AIB membership.

## Track descriptions

### Track #1 Globalization, Integration, Deglobalization, Regionalization: Strategic Perspectives

#### Track Chairs:

**Matt Rašković, Auckland University of Technology, New Zealand,**  
**[matt.raskovic@aut.ac.nz](mailto:matt.raskovic@aut.ac.nz)**

**Zuzana Kittová, Bratislava University of Economics and Business, Slovakia,**  
**[zuzana.kittova@euba.sk](mailto:zuzana.kittova@euba.sk)**

The aim of the track is to provide a comprehensive analysis of the phenomena of globalization, integration, deglobalization, and regionalization, with a focus on their

strategic implications for various international actors. It will examine how these interconnected trends shape business strategies, policy-making, and economic development on both a global and regional scale. The track will explore the ways in which firms and governments adapt to the shifting dynamics of international markets, trade, and investment, addressing both opportunities and challenges posed by these transformations. Special attention will be given to understanding how regional integration (especially in Europe with CEE focus) and deglobalization movements affect cross-border cooperation, supply chains, and global competitiveness. Contributions that offer both theoretical insights and empirical evidence on how organizations are responding to these evolving global trends will be particularly welcome.

**Keywords:** globalization, deglobalization, regionalization, international trade, regional integration, cross-border cooperation, international business strategy, economic development, global supply chains, global competitiveness, policy adaptation, market access, international cooperation, business models, EU integration, trade barriers, economic transformation, strategic planning.

## **Track #2 International Business Management – Pressing Issues in CEE and Around the Globe**

### **Track Chairs:**

**Andreja Jaklič, University of Ljubljana, Slovenia, [Andreja.Jaklic@fdv.uni-lj.si](mailto:Andreja.Jaklic@fdv.uni-lj.si)**

**Kristína Drieniková, Bratislava University of Economics and Business, Slovakia, [kristina.drienikova@euba.sk](mailto:kristina.drienikova@euba.sk)**

This track explores and analyzes the key challenges and opportunities faced by companies operating in Central and Eastern Europe (CEE) and globally. It will focus on current and emerging trends such as digitalization, sustainability, and geopolitical changes, and how these factors shape international business strategies. Special attention will be given to the unique issues facing firms in the CEE region, including economic transitions, regulatory environments, modes of entry and HRM issues market dynamics. Contributions are encouraged that examine how companies across different sectors and regions are responding to these pressing issues, with a focus on strategies for adapting to and capitalizing on the opportunities created by digital transformation, sustainable business

practices, and shifting geopolitical landscapes are encouraged. Both theoretical and empirical studies that provide insights into these topics. strategic management of international businesses in this evolving global context are welcomed.

**Keywords:** international business management, foreign markets entry modes, digitalization, sustainability, geopolitical changes, global business strategies, CEE region, market dynamics, economic transitions, regulatory environments, international business challenges, strategic adaptation, global competitiveness, business transformation, innovation, sustainable business models, digital transformation, regional economic integration, emerging markets.

### **Track #3 Innovation, Digitalization, Artificial Intelligence in International Business and Marketing**

#### **Track Chairs:**

**Łukasz Puślecki, Poznań University of Economics and Business, Poland,**  
**Lukasz.Puslecki@ue.poznan.pl**

**Martin Kuchta, Bratislava University of Economics and Business, Slovakia,**  
**martin.kuchta@euba.sk**

This track will focus on the impact of innovation, digitalization, and artificial intelligence (AI) on international business. It will explore how these transformative technologies are reshaping business strategies, operations, and competitive dynamics. Special attention will be given to the challenges and opportunities faced by companies in the region as they adopt digital and AI-driven solutions to enhance productivity, improve customer experiences, and expand their international presence. The track will also consider how innovation ecosystems, digital infrastructure, and regulatory frameworks influence the adoption of these technologies. Contributions are invited that address both the theoretical and practical aspects of innovation and digital transformation, as well as the role of AI in driving business competitiveness and economic development in the region.

**Keywords:** innovation, digitalization, artificial intelligence, international business, R&D alliances, innovation alliances, digital transformation, business strategy, competitive

advantage, AI in business, productivity, technology adoption, innovation ecosystems, digital infrastructure, regulatory frameworks, global competitiveness, economic development, AI-driven solutions, emerging technologies.

### **Track #4 International Finance: Contemporary Challenges**

#### **Track Chairs:**

**Inna Romānova, University of Latvia, Latvia, [inna.romanova@lu.lv](mailto:inna.romanova@lu.lv)**

**Tomáš Výrost, Bratislava University of Economics and Business, Slovakia, [tomas.vyrost@euba.sk](mailto:tomas.vyrost@euba.sk)**

This track will focus on analyzing the contemporary issues and trends shaping the global financial system. It will highlight key challenges such as financial market volatility, cryptocurrency regulation, the impact of geopolitical risks, and the rise of sustainable finance. The track aims to explore how these factors influence financial stability, risk management, and investment strategies on an international scale. Special attention will be given to understanding how financial institutions, investors, and policymakers are adapting to these evolving challenges, with a focus on identifying effective solutions for ensuring the stable and inclusive development of international finance. Contributions that offer both theoretical insights and empirical evidence on the current state and future prospects of international finance are particularly welcome.

**Keywords:** international finance, financial market volatility, cryptocurrency regulation, geopolitical risks, sustainable finance, financial stability, risk management, investment strategies, global financial system, financial inclusion, regulatory frameworks, economic resilience, financial institutions, sustainable investments, financial innovations, global economic trends, financial technologies

### **Track #5 Sustainability in the International Business Context**

#### **Track Chairs:**

**Blaženka Knežević, University of Zagreb, Croatia, [bknezevic@net.efzg.hr](mailto:bknezevic@net.efzg.hr)**

**Paula Puškárová, Bratislava University of Economics and Business, Slovakia, [paula.puskarova@euba.sk](mailto:paula.puskarova@euba.sk)**

This track will focus on exploring and analyzing the current challenges and opportunities related to integrating sustainability principles into international business strategies and operations. The discussion will center around the environmental, social, and economic dimensions of sustainability, emphasizing their interconnectedness and their impact on international business relationships, value chains, and business competitiveness. Special attention will be given to how firms are adapting their strategies to align with sustainable practices, manage risks, and capitalize on the growing demand for responsible business practices in a globalized market. Contributions are invited that examine both the theoretical underpinnings and practical applications of sustainability in the context of international business, as well as the role of innovation, policy, and collaboration in advancing sustainable development goals.

**Keywords:** sustainability, international business, environmental sustainability, social sustainability, economic sustainability, sustainable business strategies, business value chains, business competitiveness, responsible business practices, sustainability challenges, global market, corporate social responsibility (CSR), sustainability innovations, sustainable development goals (SDGs), global supply chains, corporate governance, ethical business practices, ESG indicators

### **Track #6 CEE-China Business Cooperation Under the Silk Road Framework**

#### **Track Chairs:**

**Michał Lemański, Wu Vienna, Austria, [michal.lemanski@wu.ac.at](mailto:michal.lemanski@wu.ac.at)**

**Hu Shangui, Ningbo University of Finance and Economics, China, [stanleyhu@nbufe.edu.cn](mailto:stanleyhu@nbufe.edu.cn)**

This section explores the evolving economic and trade relations between China and Central and Eastern European (CEE) countries within the framework of the Belt and Road Initiative (BRI). It examines key sectors of cooperation, investment trends, infrastructure development, and policy initiatives shaping bilateral engagements. The analysis also addresses challenges such as trade imbalances, regulatory differences, and geopolitical considerations. By assessing the economic impact and future prospects of CEE-China cooperation, this section provides insights into the region's strategic role in China's global economic expansion.



**Keywords:** CEE-China cooperation, Belt and Road Initiative (BRI), trade relations, investment trends, infrastructure development, economic impact, policy initiatives, geopolitical challenges, trade imbalances, regional strategy, economic expansion

### **Track #7 Modernization of the Business Environment in European Countries Under Current Challenges to Ensure Sustainable Economic Growth: Economic and Legal Aspects**

**Track Chairs:**

**Miklós Kozma, Corvinus University of Budapest, Hungary, miklos.kozma@uni-corvinus.hu**

**Mikuláš Sidák, Bratislava University of Economics and Management, Slovakia, mikulas.sidak@vsemba.sk**

**Martin Klus, Bratislava University of Economics and Management, Slovakia, martin@klus.sk**

The ongoing transformation of the global economy presents unprecedented challenges for European countries, necessitating the modernization of business environments to ensure sustainable economic growth. This panel examines innovative strategies that integrate economic, managerial, and legal dimensions to enhance resilience, competitiveness, and long-term stability. Key discussions will centre on digital transformation, regulatory adaptation, and the development of sustainable business models in response to geopolitical shifts, supply chain disruptions, and environmental imperatives. Particular emphasis will be placed on the role of AI-driven decision-making, advancements in financial technology, and adaptive governance frameworks in shaping the future of business ecosystems. By addressing both macroeconomic policies and firm-level strategies, the panel aims to provide a holistic perspective on fostering economic stability while maintaining sustainability. The session will convene leading experts from academia, industry, and policymaking to exchange insights on best practices and forward-looking solutions that align with the evolving landscape of global business challenges. Through interdisciplinary dialogue, this panel seeks to contribute to the ongoing discourse on economic modernization and strategic adaptation in the European context.

**Keywords:** Sustainable Economic Growth, Modernization of the Business Environment, European Countries, transformation, sustainability, economic resilience, ESG, legal frameworks, Economics, Management

### **Track #8 FDI in CEE Region: Challenges and Opportunities**

**Track Chairs:**

**Piotr Trąpczyński, Poznan University of Economics, Poland,**  
**piotr.trapczynski@ue.poznan.pl**

**Ninel Seniuk, Bratislava University of Economics and Management, Slovakia,**  
**ninel.seniuk@vsemba.sk**

This section examines the dynamics of foreign direct investment (FDI) in Central and Eastern Europe (CEE), focusing on key trends, sectoral distribution, and the region's attractiveness for international investors. It explores the main challenges, including regulatory barriers, geopolitical risks, labor market constraints, and infrastructure gaps. At the same time, it highlights opportunities such as economic convergence, government incentives, digital transformation, and integration into global value chains. The discussion aims to provide a comprehensive understanding of the evolving FDI landscape in the CEE region and its future prospects.

**Keywords:** FDI, Central and Eastern Europe, investment trends, regulatory challenges, economic convergence, market opportunities, global value chains, infrastructure, digital transformation, geopolitical risks.

### **Track #9 Slovak and European business environment: Regional value-chain specifics, Business perspective on upcoming changing environment**

**Track Chairs:**

**Michal Fabuš, Bratislava University of Economics and Management, Slovakia,**  
**michal.fabus@vsemba.sk**

**Mário Lelovský, Slovak IT Association, Slovakia, mario.lelovsky@itas.sk**

This section focuses on the characteristics of the Slovak and broader European business environment, with a particular emphasis on regional value-chain dynamics. It explores

key factors influencing business operations, including regulatory frameworks, market structures, supply chain integration, and competitive advantages. Special attention is given to sectoral specifics, cross-border cooperation, and the impact of digitalization and sustainability trends on regional value chains. The discussion aims to provide insights into the challenges and opportunities for businesses operating in Slovakia and across Europe.

**Keywords:** Slovak business environment, European market, regional value chains, supply chain integration, regulatory frameworks, competitiveness, cross-border cooperation, digitalization, sustainability, economic trends.

### **Track #10 General track on topics**

#### **Track Chairs:**

**Krzysztof Wach, Krakow University of Economics, Poland,**  
**wachk@uek.krakow.pl**

**Anabela Luptáková, Bratislava University of Economics and Business, Slovakia,**  
**anabela.luptakova@euba.sk**

The "General Track on Topics" is designed to include contributions that do not fall under the specific themes of other tracks but are still aligned with the overarching focus of the conference on international business. This track offers an open space for discussions on a wide range of topics that are relevant to the international business arena, providing a platform for research and insights that contribute to the understanding of global business dynamics and improving education in International Business. Contributions are encouraged that explore emerging trends, innovative ideas, or niche topics in international business that may not be fully covered in other tracks but still hold significant value for the conference audience. The aim is to foster an inclusive environment for

diverse perspectives and encourage interdisciplinary dialogue on the various facets of international business.

**Keywords:** International Business

### **Track #11 Teaching International Business in a Changing Global Environment**

#### **Track Chairs:**

**Agnieszka Głodowska, Krakow University of Economics, Poland,**  
**glodowska@uek.krakow.pl**

**Lubica Zubáľová, Bratislava University of Economics and Business, Slovakia,**  
**lubica.zubalova@euba.sk**

This track delves into the strategies that small and medium-sized enterprises (SMEs) can adopt to enhance their global competitiveness. With shifts in geopolitics, digital disruption, sustainability concerns, evolving supply chains, and the rise of artificial intelligence, educators must adapt their methods to prepare students for the future of international business. It will explore how SMEs can effectively enter international markets, develop sustainable business models, and leverage innovation and digital transformation to strengthen their competitive position globally. Key topics include market selection, strategic alliances, resource management, and the role of technology in overcoming barriers to internationalization. Special attention will be given to how SMEs navigate challenges such as limited resources, market diversification, and cultural differences. Contributions are encouraged that explore both the opportunities and obstacles SMEs face in global markets, with a focus on practical strategies for boosting competitiveness and long-term success in an increasingly interconnected world.

**Keywords:** experiential learning; blended learning; E-learning; transfer of knowledge; development of an IB curriculum; internationalizing the curriculum; cross-cultural classrooms; critical perspectives; case teaching; executive education; role of international experience; new digital technologies in an IB teaching.

### **Track #12 Internationalization Strategies for MNEs and SMEs: Enhancing Global Competitiveness**

**Track Chairs:****Tiia Vissak, University of Tartu, Estonia, [tiia.vissak@ut.ee](mailto:tiia.vissak@ut.ee)****Miklos Stocker, Corvinus University of Budapest, Hungary, [miklos.stocker@uni-corvinus.hu](mailto:miklos.stocker@uni-corvinus.hu)**

This track focuses on the strategies of large multinational enterprises (MNEs) and that small and medium-sized enterprises (SMEs) can employ to enhance their global competitiveness. It will explore how SMEs can successfully internationalize, tackle challenges related to limited resources, and leverage opportunities in emerging and established global markets and also how MNEs will tackle actual challenges. Topics will include the development of international business models, digital transformation, the role of innovation, strategic partnerships, and market entry strategies. Special attention will be given to how SMEs overcome barriers to internationalization, such as regulatory challenges, cultural differences, and financial constraints, and also MNEs inorganic growth options. Contributions are invited that examine the ways in which companies can build competitive advantages and achieve long-term success in an increasingly globalized economy.

**Keywords:** internationalization strategies, SMEs, global competitiveness, market entry, innovation, digital transformation, international business models, emerging markets, strategic partnerships, resource constraints, market diversification, competitive advantage, cross-cultural management, global economy, business growth.

On behalf of organizers,

Andreja Jaklič  
Chairwoman of AIB-CEE Chapter

Ľuboš Cibák  
Conference Chairman

Elena Kašťáková  
Conference Chairwoman

The Academy of International Business (AIB)

Bratislava University of Economics and Management

Bratislava University of Economics and Business