

Conference Agenda

Wednesday 24.9.2025

15:00 – 17:00	Registration	BUEM
16:00 – 17:30	Board Meeting	BUEM
16:00 – 18:00	Guided City Tour	Bratislava, Old Town

Thursday 25.9.2025

08:30	Registration	Auditorium, EUBA (entry room)
09:30 – 10:30	Official Opening	Auditorium, EUBA
10:30 – 11:00	Coffee Break	Auditorium, EUBA (entry room)
11:00 – 12:00	Keynote Speaker	Auditorium, EUBA
<i>Torben Pedersen: Geopolitical turbulence in the world and companies' resilience strategies</i>		
12:00 – 13:00	Lunch Break	EUBA (new building)
13:30 – 14:45	Expert Panel	Auditorium, EUBA
<i>Internationalization: Slovak Case (Institutional framework and Companies Operations)</i> <i>Rastislav Chovanec, State Secretary of Ministry of Foreign Affairs, Slovak Republic</i> <i>Andrea Krajčíková, Director, Ministry of Economy, Slovak Republic</i> <i>Róbert Spišák, Director and Board Member AZC Group</i> <i>Peter Rusiňák, Head of BSC Forum</i>		
14:45 – 15:15	Coffee Break	Auditorium, EUBA entry room
15:15 – 16:30	Keynote Speakers	Auditorium, EUBA
<i>Pervez Ghauri: Is compliance to ESG and SDGs achievable in the new world order.</i> <i>Arnold Schuh: IB research on CEE: The end of certainties and the recognition of blind spots</i>		
17:00 – 19:00	Reception	Auditorium, EUBA

Friday 26.9.2025

08:30 – 09:30

Meet the Editor

BUEM

How to publish in AIB journals? Guidance for the authors.

Are you curious about the AIB's three journals? Journal of International Business Studies, Journal of International Business Policy, and AIB Insights each occupies a specific niche in the ecosystem of international business journals. In this session, you will learn about each of the journals, along with some hints for developing submission-ready manuscripts based on your research.

Elisabeth Rose: Co-Editor-in-Chief of Academy of Management Collections and Review of International Business and Strategy, Deputy Editor of Academy of International Business Insights, and an editor for Journal of International Business Studies.

Desislava Dikova: Editor-in-chief of the Journal of East West Business (published by Taylor Francis), co-editor of AIB Insights, associate editor of the Journal of International Management (published by Elsevier) and area editor of the European Management Review (published by Wiley)

09:30 – 09:45

Coffee Break

BUEM

09:45 – 11:15

Conference Tracks #1 (1 & 7 & 11)

BUEM

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

Matt Rašković, Auckland University of Technology, New Zealand

Zuzana Kittová, Bratislava University of Economics and Business, Slovakia

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

Miklós Kozma, Corvinus University of Budapest, Hungary

Mikuláš Sidák, Bratislava University of Economics and Management, Slovakia

Martin Klus, Bratislava University of Economics and Management, Slovakia

Track #5 Sustainability in the International Business Context

Blaženka Knežević, University of Zagreb, Croatia

Paula Puškárová, Bratislava University of Economics and Business, Slovakia

11:15 – 12:45 Conference Tracks #2 (2 & 8 & 12) BUEM

[Track #2 International Business Management – Pressing Issues in CEE and Around the Globe](#)

Andreja Jaklič, University of Ljubljana, Slovenia

Kristína Drieniková, Bratislava University of Economics and Business, Slovakia

[Track #8 FDI in CEE Region: Challenges and Opportunities](#)

Piotr Trąpczyński, Poznan University of Economics, Poland

Ninel Seniuk, Bratislava University of Economics and Management, Slovakia

[Track #12 Internationalization Strategies for MNEs and SMEs: Enhancing Global Competitiveness](#)

Tiia Vissak, University of Tartu, Estonia

Miklos Stocker, Corvinus University of Budapest, Hungary

12:45 – 13:45 Lunch Break BUEM

13:45 – 15:15 Conference Tracks #3 (3 & 9) BUEM

[Track #3 Innovation, Digitalization, Artificial Intelligence in International Business and Marketing](#)

Łukasz Puślecki, Poznań University of Economics and Business, Poland

Martin Kuchta, Bratislava University of Economics and Business, Slovakia

[Track #9 Slovak and European Business Environment: Regional Value-Chain Specifics, Business Perspective on Upcoming Changing Environment](#)

Michal Fabuš, Bratislava University of Economics and Management, Slovakia

Mário Lelovský, Slovak IT Association, Slovakia

15:15 – 16:45 Conference Tracks #4 (6 & 10) BUEM

[Track #6 CEE-China Business Cooperation Under the Silk Road Framework](#)

Michał Lemański, Wu Vienna, Austria

Hu Shangui, Ningbo University of Finance and Economics, China

Anabela Luptáková, Bratislava University of Economics and Business, Slovakia

17:00 – 18:30	Conference Tracks #5 (4 & 5)	BUEM
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Tomáš Výrost, Bratislava University of Economics and Business, Slovakia

Ľubica Zubáľová, Bratislava University of Economics and Business, Slovakia

Journal of East-West Business: Desislava Dikova

Conference PDW focused on discussing and developing pre-submitted extended abstracts (6 pages max), towards submission and ultimate publication in the journal.

19:30	Closing Ceremony	BUEM
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