



PROGRAMME
OF THE 11TH AIB-CEE CHAPTER ANNUAL CONFERENCE
2025 BRATISLAVA, SLOVAK REPUBLIC
„ADAPTING TO GLOBAL CHANGE: INTERNATIONAL BUSINESS
STRATEGIES IN CEE COUNTRIES AND BEYOND“

24 – 26 September 2025

VENUE:

Bratislava University of Economics and Management (BUEM)

Furdekova 16, 851 04 Bratislava, Slovak Republic

Bratislava University of Economics and Business (EUBA)

Dolnozemska cesta 1/b, 852 35 Bratislava, Slovak Republic

The 11th AIB-CEE Chapter Annual Conference 2025 “Adapting to Global Change: International Business Strategies in CEE Countries and Beyond” is held under the patronage of the Ministry of Education, Research, Development and Youth of the Slovak Republic.

CONFERENCE COMMITTEES

PROGRAM CHAIRS:

Dr. h. c. Assoc. prof. Ing. Ľuboš Cibák, PhD. MBA – Rector of the Bratislava University of Economics and Management

Assoc. prof. Mgr. Elena Kašáková, PhD. – Head of the Department of International Trade of the Bratislava University of Economics and Business

CONFERENCE COORDINATORS:

prof. Mikuláš Sidák, DrSc. – Vice-rector for Science and Research of the Bratislava University of Economics and Management

Ing. Dagmar Váleková, PhD. – assistant professor of the Department of International Trade of the Bratislava University of Economics and Business

PROGRAM COMMITTEE MEMBERS:

Assoc. prof. Ing. Peter Drábik, PhD., MSc. – Dean of the Faculty of Commerce of the Bratislava University of Economics and Business

prof. Ing. Soňa Ferenciková, PhD. – professor of the Department of International Trade of the Bratislava University of Economics and Business

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prof. h. c. prof. Ing. Monika Hudáková, PhD. MBA – Vice-rector for Education and Lifelong Learning of the Bratislava University of Economics and Management

prof. Ing. Zuzana Kittová, PhD. M.B.L.-HSG – professor of the Department of International Trade of the Bratislava University of Economics and Business

prof. Ing. Stanislav Filip, PhD. – University Professor of the Institute of Public Administration of the Bratislava University of Economics and Management

Assoc. prof. Ing. Martin Kuchta, PhD. – associate professor of the Department of Marketing of the Bratislava University of Economics and Business

Ing. Dagmar Váleková, PhD. – assistant professor of the Department of International Trade of the Bratislava University of Economics and Business

prof. Mikuláš Sidák, DrSc. – Vice-rector for Science and Research of the Bratislava University of Economics and Management

Mgr. Ľubica Filipová, PhD. – Assistant Professor of the Institute of Public Administration of the Bratislava University of Economics and Management

Assoc. prof. Mgr. Ninel Seniuk, PhD. – Researcher of the Bratislava University of Economics and Management

ORGANIZING COMMITTEE MEMBERS

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Ing. Henrich Juhás, PhD. – assistant professor of the Department of International Trade of the Bratislava University of Economics and Business

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Mgr. Vladimír Talian – Head of the IT Department at the Bratislava University of Economics and Management

Ing. Andrea Hrubšová – PhD. student of the Faculty of Commerce of the Bratislava University of Economics and Business

Ing. Filip Žiak – PhD. student of the Faculty of Commerce of the Bratislava University of Economics and Business

CONFERENCE PROGRAMME

Wednesday 24.9.2025

14:00 – 17:00	Registration	BUEM, Location: Reception
15:00 – 16:30	Board Meeting AIB-CEE chapter	BUEM, Location: S5 (1 st floor)
17:00 – 19:00	Guided City Tour	Bratislava, Old Town

Thursday 25.9.2025

8:30	Registration	Auditorium, EUBA (entry room)
9:30 – 10:30	Official Opening	Auditorium, EUBA
9:30 – 9:50	Paula Puškárová , Vice-Rector for Research and Doctoral Studies, Bratislava University of Economics and Business Ľuboš Cibák , Rector, Bratislava University of Economics and Management: Official Opening and Welcome	
9:50 – 10:00	Ján Hrinko , State Secretary, Ministry of Education, Research, Development and Youth of the Slovak Republic: Introductory Welcome Notes	
10:00 – 10:10	Andreja Jaklič , Professor, University of Ljubljana, Academy of International Business Central & Eastern Europe Chapter (AIB-CEE) Chapter Chair: Who We Are	
10:10 – 10:30	Michal Hvorecký , Writer, Translator, Head of Department for Culture, Bratislava Old Town: Bratislava – An Introduction of a Central European City	
	Moderators: Soňa Ferencíková & Dagmar Váleková	
10:30 – 11:00	Coffee Break	Auditorium, EUBA (entry room)

11:00 – 12:00	Keynote Speaker	Auditorium, EUBA
	<ul style="list-style-type: none"> • Torben Pedersen, professor of Global Strategy at Copenhagen Business School, AIB Fellow, President of Academy of International Business (AIB): <i>Geopolitical turbulence in the world and companies' resilience strategies</i> 	
	Moderator: Andreja Jaklič , Professor, University of Ljubljana, Academy of International Business Central & Eastern Europe Chapter (AIB-CEE) Chapter Chair	
12:00 – 13:30	Lunch Break	EUBA (new building)
13:30 – 14:45	Expert Panel	Auditorium, EUBA
	<ul style="list-style-type: none"> • <i>Internationalization: Slovak case (institutional framework and companies' operations)</i> • Rastislav Chovanec, State Secretary of Ministry of Foreign Affairs, Slovak Republic • Andrea Krajčíková, Director General, Foreign Trade Policy and European Affairs Section, Ministry of Economy, Slovak Republic • Róbert Spišák, Director and Board Member AZC Group • Peter Rusiňák, Head of Business Service Center Forum 	
	Moderator: Soňa Ferencíková	
14:45 – 15:15	Coffee Break	Auditorium, EUBA entry room
15:15 – 16:30	Keynote Speakers	Auditorium, EUBA
	<ul style="list-style-type: none"> • Pervez Ghauri, Professor of International Business at Birmingham Business School, Academy of International Business (AIB) <i>Fellow: Are ESGs and sustainability achievable in the new world order?</i> • Arnold Schuh, Associate Professor; Senior Advisor, International Business Educator and Lecturer at the Competence Center for Emerging Markets & Central and Eastern Europe at the Vienna University of Economics and Business (WU): <i>IB research on CEE: The end of certainties and the recognition of blind spots</i> 	
	Moderator: Denisa Číderová & Soňa Ferencíková	
17:00 – 19:00	Reception	EUBA (new building)

Friday 26.9.2025

8:00 – 17:15

Registration

foyer on the ground floor, BUEM,
Furdekova 16, Bratislava

MEET THE EDITOR: HOW TO PUBLISH IN AIB JOURNALS? GUIDANCE FOR THE AUTHORS

8:30 – 9:30

Room S5 (1st floor)

- **Elizabeth 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)*

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.

9:30 – 9.45

Coffee Break

BLOCK 1

TRACK 1.

9.45 – 11.15

**GLOBALIZATION, INTEGRATION,
DEGLOBALIZATION, REGIONALIZATION:
STRATEGIC PERSPECTIVES**

Room F2 (2nd floor)

TRACK CHAIRS:

Matt Rašković, Auckland University of Technology, New Zealand

Zuzana Kittová, Bratislava University of Economics and Business,
Slovak Republic

Pavol Štuller, Ametum, Slovak Republic

1.1. Green Innovations and Trade-Related CO₂ Emissions: Strategic Challenges in Global Trade

Michaela Schönová, Bratislava University of Economics and Business (Slovak Republic);

Zuzana Kittová, Bratislava University of Economics and Business (Slovak Republic).

1.2. Macro-Regional Policy Framework in the Baltic Sea Region as a catalyst of innovation diffusion through transnational networks and cross-border projects. Some conclusions for the CEE

Marta Czarnecka-Gallas, University of Gdansk (Poland).

1.3. Assessing the Trade Effects of the EU Sanctions against Russia: Evidence from the Visegrad Group

Bożena Pera, Krakow University of Economics (Poland); **Agnieszka Głodowska**, Krakow University of Economics (Poland); **Agnieszka Hajdukiewicz**, Krakow University of Economics (Poland).

1.4. Revealed Comparative Advantages in EU-New Zealand Trade

Patricia Sajková, Bratislava University of Economics and Business (Slovak Republic);

Elena Kašťáková, Bratislava University of Economics and Business (Slovak Republic).

1.5. Assessing the Effectiveness of Smart Specialization Strategy Measures on Export Performance

Andreja Jaklič, University of Ljubljana, Faculty of Social Sciences (Slovenia); **Anže Burger**, University of Ljubljana, Faculty of Social Sciences (Slovenia); **Matjaž Crnigoj**, Institute for Economic Research (Slovenia); **Iris Koleča**, University of Ljubljana (Slovenia).

TRACK 2.

9.45 – 11.15

**INTERNATIONAL BUSINESS
MANAGEMENT – PRESSING ISSUES
IN CEE AND AROUND THE GLOBE**

Room S5 (1st floor)

TRACK CHAIRS:

Andreja Jaklič, University of Ljubljana, Slovenia

Kristína Drieniková, Bratislava University of Economics and Business,
Slovak Republic

2.1. Eco-process, marketing innovation and innovation performance: How to turn lemons into lemonade

Areti Gkypali, Department of Marketing and Communication, Athens University of Economics and Business (Greece); **George Koutsouradis**, Department of Economics, University of Patras (Greece); **Kostas Tsekouras**, Department of Economics, University of Patras (Greece).

2.2. Entrepreneurial Orientation in Family Firms: Insights from Central Europe

John Parnell, University of North Alabama (United States of America); **Silvia Fotea**, Emanuel University of Oradea (Romania); **Justin Scott**, University of North Alabama (United States of America); **Michael Louis Troilo**, Catholic University of America (United States of America).

2.3. Enhancing Risk Management through Behavioral Decision Analysis in IT Projects

Kumar Gaurav Thakur, Central European University (Austria).

2.4. 'I saw it coming' – An exploratory study of network-based failure in SME internationalisation

Tairi Leis, University of Tartu (Estonia); **Niina Nummela**, University of Turku (Finland)

2.5. How consumers' political views affect companies' compliance with sanctions?

Beata Stepień, Poznan University of Economics and Business (Poland); **Paulina Pospieszna**, University of Adam Mickiewicz, Poland (Poland); **Szymon Truskolaski**, Poznan University of Economics and Business (Poland)

TRACK 4.

9.45 – 11.15

**INTERNATIONAL FINANCE:
CONTEMPORARY CHALLENGES**

Room S4 (1st floor)

TRACK CHAIRS:

Inna Rõmanova, University of Latvia, Latvia

Tomáš Výrost, Bratislava University of Economics and Business,
Slovak Republic

4.1. Subject Identification in the Eu Digital Economy: Risks And Implications of DAC7 Implementation

Kristina Kundeliene, KTU, School of Economics and Business (Lithuania);

Simona Grizickiene, KTU, School of Economics and Business (Lithuania).

4.2. Financing of Romanian Family Businesses: A Comparative Analysis

Michael Louis Troilo, Catholic University of America (United States of America); **Silvia Fotea**, Emanuel University of Oradea (Romania); **Francisco Lara**, Catholic University of America (United States of America); **John Parnell**, University of North Alabama (United States of America)

4.3. Initiating the Introduction of Audit Quality Indicators in North Macedonia, Slovenia and Estonia: A Qualitative Study on Established Audit Quality Oversight Practices

Darko Dachevski, University of South Africa - College of Accounting Sciences (North Macedonia); **Barry Ackers**, University of South Africa - College of Accounting Sciences (South Africa)

4.4. Capital Market Potential: The Case of Latvia

Inna Románova, University of Latvia (Latvia); **Marina Kudinska**, University of Latvia (Latvia); **Irina Solovjova**, University of Latvia (Latvia); **Simon Grima**, University of Malta (Malta)

4.5. The Relationship Between Profitability and Cash Flow: Evidence from Jordanian Industrial Companies

Mohammad Shubita, The World Islamic Sciences and Education University (Jordan)

4.6. EU Cohesion Funds and Slovak Enterprises: Insights from Programming Period 2014 – 2020

Tomáš Výrost, Slovak Academy of Sciences, EUBA, MUNI (Slovak Republic);
Eva Výrostová, Masaryk University (Czech Republic)

TRACK 6.

10.15 – 11.15

CEE-CHINA BUSINESS COOPERATION UNDER THE SILK ROAD FRAMEWORK

Small meeting room (1st floor)

TRACK CHAIRS:

Michał Lemański, Wu Vienna, Austria

Hu Shangui, Ningbo University of Finance and Economics, China

6.1. Central Europe, Eurasia, Central Asia: Sustainable economic development from global and transregional perspective in focus

Denisa Čiderová, Bratislava University of Economics and Business (Slovak Republic);

Giorgi Benashvili, Tbilisi State University (Georgia); **Michal Hlinka**, Bratislava University of Economics and Business (Slovak Republic); **Kateryna Savatieieva**, DHL Global Forwarding (Slovak Republic).

6.2. On Intellectual Property Risk Control

Liqin Zhang, Ningbo University of Finance and Economics (China); **Jiangqiao Mei**, Ningbo University of Finance and Economics (China); **Michal Fabuš**, Bratislava University of Economics and Management (Slovak Republic).

6.3. Global SCM Risk: China Case Study

Jiangqiao Mei, Ningbo University of Finance and Economics (China); **Liqin Zhang**, Ningbo University of Finance and Economics (China); **Michal Fabuš**, Bratislava University of Economics and Management (Slovak Republic).

6.4. A Study on the extra-EU Trade's Product Structures, 2010–2022

Luyan Dong, Ningbo University of Finance and Economics (China); **Michal Fabus**, Bratislava University of Economics and Management (Slovak Republic).

11.15 – 11.30

Coffee Break

BLOCK 2

TRACK 1.

11.30 – 13.00

**GLOBALIZATION, INTEGRATION,
DEGLOBALIZATION, REGIONALIZATION:
STRATEGIC PERSPECTIVES**

Room F2 (2nd floor)

TRACK CHAIRS:

Matt Rašković, Auckland University of Technology, New Zealand

Zuzana Kittová, Bratislava University of Economics and Business,
Slovak Republic

Pavol Štuller, Ametum, Slovak Republic

1.6. Resilience Of Maritime Companies to Geopolitical Crisis

Andreja Jaklič, University of Ljubljana, Faculty of Social Sciences (Slovenia); **Juś Javornik**, University of Ljubljana, Global Maritime Forum (Denmark).

1.7. Sanctions and (Dis)Investment Strategies in Russia Following the War in Ukraine: An Empirical Study on the Role of Home Country and Host Country Networks of Multinational Enterprises

Filip De Beule, KU Leuven (Belgium); **Haiyan Zhang**, Neoma Business School (France); **Michał Zdziarski**, University of Warsaw (Poland).

1.8. Adapting To External Shocks: Resilience Of Polish Manufacturing Exporters, 2019–2024

Adam Michalik, Krakow University of Economics (Poland); **Jakub Garncarz**, Krakow University of Economics (Poland).

1.9. The use of AI in international transport and logistics as a tool for creating added value for the customer

Alena Donovalová, Bratislava University of Economics and Business, (Slovak Republic);

Lucia Khúlová, Bratislava University of Economics and Business, (Slovak Republic).

TRACK 2.

11.30 – 13.00 **INTERNATIONAL BUSINESS MANAGEMENT** Room S5 (1st floor)
**– PRESSING ISSUES IN CEE AND AROUND
THE GLOBE**

TRACK CHAIRS:

Andreja Jaklič, University of Ljubljana, Slovenia

Kristína Drieniková, Bratislava University of Economics and Business,
Slovak Republic

2.6. Strategic Transformation of Financial Business Centers in the Digital Age: Evidence from Slovak Republic

Dagmar Váleková, Bratislava University of Economics and Business (Slovak Republic);

Sonia Ferencikova, Bratislava University of Economics and Business (Slovak Republic).

2.7 Outsourcing in HRM in Europe in the First Two Decades of the 21st Century

József Poór, Hungarian University of Agriculture and Life Science (Hungary); **Katalin**

Szabó, Hungarian University of Agriculture and Life Science (Hungary); **Ágnes Slavic**,

Faculty of Subotica at University of Novi Sad (Serbia); **Csilla Judit Suhajda**, Hungarian
University of Agriculture and Life Science (Hungary).

2.8 Specifics of Reverse Knowledge Transfer: the Case of Slovakia

Daniel Krajčík, Bratislava University of Economics and Business (Slovak Republic);

Janka Pásztorová, Bratislava University of Economics and Business (Slovak Republic).

2.9. Bridging the Talent Gap: International Workforce Acquisition in German SMEs

Diana A. Filipescu, TBS Education (Spain); **Sarah Kalweit**, TBS Education (Spain).

TRACK 3.

11.30 – 13.00

INNOVATION, DIGITALIZATION, ARTIFICIAL INTELLIGENCE IN INTERNATIONAL BUSINESS AND MARKETING

Room S3 (1st floor)

TRACK CHAIRS:

Łukasz Pułtecki, Poznań University of Economics and Business,
Poland

Martin Kuchta, Bratislava University of Economics and Business,
Slovak Republic

3.1 Country of Origin Effect in AI Adoption: Insights from Polish and German Consumers

Aleksandra Rabczun, Poznan University of Economics and Business (Poland);

Marcin Leszczynski, Poznan University of Economics and Business (Poland).

3.2. Innovation capability in export performance research: A systematic review of literature

Md Daud Ismail, Universiti Kebangsaan Malaysia (Malaysia); **Linbo Ren**, Universiti
Kebangsaan Malaysia (China).

3.3 The Impact of Artificial Intelligence on Startups' Business Internationalization Strategic Decision Making

Qondeni Brenda Nxumalo, Corvinus University of Budapest (Hungary); **Zakaria Talouni**,
Poznan University of Economics and Business (Poland); **Maria Kubala**, Poznan University
of Economics and Business (Poland); **Iris Koleča**, University of Ljubljana (Slovenia);
Barbara Jankowska, Poznan University of Economics and Business (Poland).

3.4. Internationalization challenges of blockchain-leveraging born digital companies

Karl Erik Ōim, University of Tartu (Estonia)

3.5. Applying generative artificial intelligence tools for identifying new or under-researched areas in international business

Tiiia Vissak, University of Tartu (Estonia).

3.6. How do Political and Business Ties Impact Innovation Behavior of New firms and Incumbents? A study across developing and transitioning countries

Punyashlok Dwibedy, Indian Institute of Management Indore (India); **Ananthkrishnan Rajamani**, Indian Institute of Management Indore (India).

TRACK 5.

14.00 – 15.30 **SUSTAINABILITY IN THE INTERNATIONAL BUSINESS CONTEXT** Room S5 (1st floor)

TRACK CHAIRS:

Blaženka Knežević, University of Zagreb, Croatia

Paula Puškárová, Bratislava University of Economics and Business, Slovak Republic

5.1 Empirical Investigation of CSR's Dual Mediation and Feedback Closed-Loop Model on Sustainable Performance in Vietnamese SME Tea Enterprises

Tsung Piao Chou, Department of Business Administration, National Chung Hsing University, Taichung, Taiwan (Taiwan); **Ching-Yuan Chang**, Department of Business Administration, National Chung Hsing University, Taichung, Taiwan (Taiwan); **Jiabin Chen**, Department of Business Administration, National Chung Hsing University, Taichung, Taiwan (Taiwan).

5.2 Greenhouse Gas Emission Inventory of Enterprises Prediction by Multi-stage Methods of Machine Learning

Ching-Yuan Chang, Department of Business Administration, National Chung Hsing University, Taichung, Taiwan (Taiwan); **Tsung Piao Chou**, Department of Business Administration, National Chung Hsing University, Taichung, Taiwan (Taiwan).

5.3. The Role of Artificial Intelligence and Innovation in Promoting Sustainability in CEE Countries

Iris Koleča, Faculty of Social Sciences, University of Ljubljana (Slovenia); **Andreja Jaklič**, Faculty of Social Sciences, University of Ljubljana (Slovenia).

5.4. Navigating the Sustainability Landscape: How Institutional Pressures Shape Organizational Capabilities for Corporate Sustainability

Anna Veselova, Graduate School of Business, HSE University (RF);

Polina Mishel Klaro Ramires, Graduate School of Business, HSE University (RF).

5.5. Toward A Revival Of Stewardship Theory: Insights from the Family Firm Perspective

Virginia Bodolica, American University of Sharjah (United Arab Emirates); **Anna Grosman**,

Loughborough University London (United Kingdom).

TRACK 13.

13.00 – 14.00

POSTER SESSION

Foyer (2nd floor)

TRACK CHAIRS:

Andreja Jaklič, University of Ljubljana (Slovenia)

Ninel Seniuk, Bratislava University of Economics and Management
(Slovak Republic)

13.1. AI-Driven Innovation and Collaboration: Enhancing Business Strategies through Decision Automation and Conversational Intelligence

Olga Cherednichenko, Bratislava University of Economics and Management, AI R&D

Department of SYTOSS s.r.o.; **Olena Yakovleva**, AI R&D Department of SYTOSS, s.r.o.

13.2 The Benefits of Frequency Analysis

Dirk Osada, Bratislava University of Business and Management (Slovak Republic).

13.3 The Ecological Footprint of Coffee: an Analysis of Coffee Export Impacts on the Environment

Natália Kabátová, Bratislava University of Economics and Business (Slovak Republic).

13.4 The Role of Development Aid in Enhancing the Internationalization of Slovak SMEs

Silvia Klišanová, Bratislava University of Economics and Business (Slovak Republic).

13.5 Changes in the Export of the Slovak Republic: a Shift Away from the Russian Federation

Dominik Novák, Bratislava University of Economics and Business (Slovak Republic).

13.6 Shaping productivity in the digital era: insights from ChatGPT adoption in Vietnam

Lucia Šátková, Bratislava University of Economics and Business (Slovak Republic).

13.7 Hidden Strategic Dependencies in Global Supply Chains: Evidence from Slovak Republic

Viktória Vörösová, Bratislava University of Economics and Business (Slovak Republic).

13.8. The Digital Age and Higher Education: Challenges and Opportunities, a New Paradigm for University Development

Olena Rayevnyeva, Bratislava University of Economics and Management (Slovak Republic);

Silvia Matusova, Bratislava University of Economics and Management (Slovak Republic);

Olha Brovko, Department of Accounting and Business Consulting, Simon Kuznets Kharkiv National University of Economics, Kharkiv (Ukraine).

13.9. The Importance and Application of Corporate Social Responsibility in Selected Companies in the Slovak Republic

Monika Hudáková, Bratislava University of Economics and Management (Slovak Republic);

Judita Táncošová, Bratislava University of Economics and Management (Slovak Republic);

Luboš Cibák, Bratislava University of Economics and Management (Slovak Republic);

Marcel Lincényi Bratislava University of Economics and Management (Slovak Republic).

13.10. The Impact of Investment Structure on the Formation of Business Unit Efficiency

Svitlana Labunska, Institute of Public Administration of the Bratislava University of Economics and Management, Bratislava (Slovak Republic), Department of Accounting and Business consulting, Simon Kuznets Kharkiv national University of Economics, Kharkiv (Ukraine);

Mikuláš Sidak, Bratislava University of Economics and Management (Slovak Republic);

Martin Klus, Bratislava University of Economics and Management (Slovak Republic);

Jozef Kuril, Bratislava University of Economics and Management (Slovak Republic).

13.11. Contemporary Trends in Applying Digital Technologies to the Preservation and Revitalization of Damaged Cultural Heritage

Volodymyr Yermachenko, Bratislava University of Economics and Management (Slovak Republic), Department of Entrepreneurship, Trade and Tourism Business, Simon Kuznets Kharkiv National University of Economics (Ukraine); **Stanislav Filip**, Bratislava University of Economics and Management (Slovak Republic), **Lubica Filipová**, Bratislava University of Economics and Management (Slovak Republic), **Marek Semerád**, Department of Public Administration and Regional Development at the Bratislava University of Economics and Management (Slovak Republic).

13.12. Artificial Intelligence on project management within the consulting industry: success factors for implementation and value creation in Germany and Switzerland

Ina Marie Wunderlich, Bratislava University of Economics and Management (Slovak Republic).

13.13. Real-Time Object Detection in Urban Environments Using Convolutional Neural Networks

Liliia Shumyliak, Bratislava University of Economics and Management (Slovak Republic), Yuriy Fedkovych Chernivtsi National University (Ukraine); **Luboš Cibák**, Bratislava University of Economics and Management (Slovak Republic).

13.14. Structure and Potential of Bilateral Trade between China and CEE Economies

Niaoe Yao, Ningbo University of Finance and Economics, Ningbo (China), Bratislava University of Economics and Management, Bratislava (Slovak Republic), **Wuxia Cao**, Ningbo University of Finance and Economics, Ningbo (China), **Michal Fabus** Bratislava University of Economics and Management, Bratislava (Slovak Republic), **Peipei Qi**, Ningbo University of Finance and Economics, Ningbo (China).

13.15. Unpacking the External Technology Acquisition-Innovation link: Evidence from the Middle East and North Africa

Abderaouf Bouguerra, Surrey Business School, University of Surrey, Guildford, (UK); **Yama Temouri**, College of Business and Economics, UAE University, Al Ain, (UAE); **Ha-Phuong Luong**, Henley Business School, University of Reading, Reading, (UK).

13.00 – 14.00 Lunch

BLOCK 3

TRACK 3.

14:00 – 15:30 **INNOVATION, DIGITALIZATION, ARTIFICIAL INTELLIGENCE IN INTERNATIONAL BUSINESS AND MARKETING** Room F2 (2nd floor)

TRACK CHAIRS:

Łukasz Pućlecki, Poznań University of Economics and Business, Poland

Martin Kuchta, Bratislava University of Economics and Business, Slovak Republic

3.7 Three years later: The Integration and Continuity of Digital Solutions at Subsidiaries in Hungary after the COVID-19 Pandemic

Magdolna Sass, KRTK (Hungary); **Andrea Gubik**, University of Miskolc (Hungary); **Gábor Túry**, KRTK (Hungary).

3.8 Harnessing AI for Investment Efficiency: Empirical Evidence from China

Jyun-Ying Fu, National Taiwan University (Taiwan); **Hao Liu**, Guangdong University of Foreign Studies (China); **Kaina Huang**, Guangdong University of Foreign Studies (China); **Tsung-Han Yang**, National Chengchi University (Taiwan).

3.9 Not All Virtual Influencers Are Created Equal: Comparative Credibility Analysis Across Three Visual Types

Simona Burzová, Bratislava University of Economics and Business (Slovak Republic);

Štefan Žiak, Bratislava University of Economics and Business (Slovak Republic);

Simona Balaščáková, Bratislava University of Economics and Business (Slovak Republic).

3.10. The impact of neuromarketing on the perception of brand authenticity among Generation Z

Filip Žiak, Faculty of Commerce, Bratislava University of Economics and Business in Bratislava (Slovak Republic).

3.11. Digitalization and innovation performance of Hungarian SMEs in a regional comparison: Revealing barriers and opportunities to increase productivity

Viktória Endrodi-Kovács, Corvinus University of Budapest/Institute of Global Studies (Hungary).

TRACK 7.

11.30 – 13.00

MODERNIZATION OF THE BUSINESS ENVIRONMENT IN EUROPEAN COUNTRIES UNDER CURRENT CHALLENGES TO ENSURE SUSTAINABLE ECONOMIC GROWTH: ECONOMIC AND LEGAL ASPECTS

Room S4 (1st floor)

TRACK CHAIRS:

Miklós Kozma, Corvinus University of Budapest, Hungary

Mikuláš Sidák, Bratislava University of Economics and Management, Slovak Republic

Martin Klus, Bratislava University of Economics and Management, Slovak Republic

7.1. Explaining Regulatory Uncertainty in the European Union: The Role of Productivity, Governance, and Environmental Policy Stringency

Andrea Hrubšová, Bratislava University of Economics and Business (Slovak Republic);

Sára Smolková, Bratislava University of Economics and Business (Slovak Republic).

7.2. Public Country-by-Country Reporting: A New Frontier for International Business Research

Patrik Vanek, Masaryk University (Czech Republic (Czechia)).

7.3. Implementing Regulations under the EU Strategy for Sustainable and Circular Textiles in Manufacturing and Recycling Companies

Raluca Georgiana Robu, Bucharest University of Economic Studies (Romania);

Teodora Cacipu, Bucharest University of Economic Studies (Romania);

Raul Florentin Drenta, Technical University of Cluj-Napoca (Romania).

7.4. Client and consultant relationships in light of empirical research in CEE region

József Poór, Hungarian University of Agriculture and Life Science (Hungary);

Agnes Slavic, Faculty of Economics in Subotica, University of Novi Sad, Serbia (Serbia);

Zsuzsanna Szelner, Faculty of Economics and Informatics, J. Selye University, Komárno (Slovak Republic); **Kinga Kerekes**, Babes-Bolyai University, Faculty of Economics and Business Administration, Cluj (Romania).

7.5. Business Environment Transformation in Europe: Research Questions and Findings on Digitalisation in Multinational Enterprises

Miklos Kozma, Corvinus University of Budapest (Hungary); **Qondeni Brenda Nxumalo**, Corvinus University of Budapest (Hungary).

TRACK 8.

14.00 – 15.30

**FDI AND CEE REGION: CHALLENGES
AND OPPORTUNITIES**

Room F2 (2nd floor)

TRACK CHAIRS:

Piotr Trąpczyński, Poznan University of Economics, Poland

Ninel Seniuk, Bratislava University of Economics and Management,
Slovak Republic

8.1. Passive Investments as a Form of International Business Activity

Fuhad Ogunsanya, Western University (Canada).

8.2. Determinants of Subnational Location Choice Strategies of Central European Enterprises in Germany

Andreas M. Hilger, University of Regensburg (Germany);

Melanie Franke, University of Regensburg (Germany).

8.3 Do Local Network Ties and Strategy Adaptation Ensure Success in Developed Markets? The Impact of Subsidiary Autonomy and Capabilities as Moderators

Lukasz Puslecki, Poznan University of Economics and Business (Poland);

Piotr Trapczynski, Poznan University of Economics and Business (Poland);

Marta Götz, Vistula University (Poland); **Barbara Jankowska**, Poznan University of Economics and Business (Poland); **Zuzanna Maleszewska**, Poznan University of Economics and Business (Poland).

8.4 The Role Of Foreign Capital In Local Sustainable Development: The Case of the Kujawsko-Pomorskie Voivodeship

Magdalena Kuczmarska, Nicolaus Copernicus University in Torun (Poland);

Małgorzata Jaworek, Nicolaus Copernicus University in Torun (Poland).

8.5 Expansion of Global Value Chains Led by Chinese Technology-Enabled EV Multinationals in Hungary: Factors and Implications for Hungarian Firms

Magdolna Sass, KRTK (Hungary).

8.6 Investment Behavior of Chinese MNEs Considering Political Risks in V4 countries: a new methodological approach

Ninel Seniuk, Bratislava University of Economics and Management (Slovak Republic).

8.7. New Globalization Report, Dataset, FDI and CEE Countries

Steven A. Altman, Senior Research Scholar, Director, DHK Initiative on Globalization, Center for the Future of Management, NYU Stern School of Business (USA).

TRACK 10.

14.00 – 15.30

**LET'S CHALLENGE IB?!
(GENERAL TRACK OF TOPICS)**

Room F1 (2nd floor)

TRACK CHAIRS:

Krzysztof Wach, Krakow University of Economics (Poland)

Henrich Juhás, Bratislava University of Economics and Business,
Slovak Republic

10.1 AMO, Gender and Social Influencers' Performance

Qihai Huang, University of Huddersfield (United Kingdom); **Manman Guo**, China Communication University (China); **Nam Mai**, University of Huddersfield (United Kingdom); **Shanshi Liu**, South China University of Technology (China).

10.2 Indulgence, Hierarchy, And Women in the Boardroom: A Cross-National Test of Hofstede's Dimensions in the European Union

Katarzyna Osiecka-Brzeska, University of Gdansk (Poland); **Joanna Czerepko**, University of Gdansk (Poland); **Marta Zbucka-Gargas**, University of Gdansk (Poland).

10.3 Push or Pull? Understanding the Motivations Behind Female International Entrepreneurship in the Visegrad Countries

Agnieszka Glodowska, Krakow University of Economics (Poland); **Krzysztof Wach**, Krakow University of Economics (Poland); **Marek Maciejewski**, Krakow University of Economics (Poland).

10.4 'The Russians are coming!': the stereotypes and prejudices towards Russians in Croatia, Bosnia

Boštjan Udovic, University of Ljubljana, Faculty of Social Sciences (Slovenia).

15.30 – 15.45

Coffee Break

BLOCK 4

TRACK 3.

15.45 – 17.15

**INNOVATION, DIGITALIZATION,
ARTIFICIAL INTELLIGENCE IN
INTERNATIONAL BUSINESS AND MARKETING**

Meeting room (2nd floor)

TRACK CHAIRS:

Łukasz Pućlecki, Poznań University of Economics and Business,
Poland

Martin Kuchta, Bratislava University of Economics and Business,
Slovak Republic

3.12. Demographic determinants of user behavior on technology e-commerce platforms

Simona Balaščáková, Bratislava University of Economics and Business (Slovak Republic);

Simona Burzová, Bratislava University of Economics and Business (Slovak Republic).

3.13. Stimulating Innovation in SMEs Through Public Finances: A European Perspective

Malgorzata Stefania Lewandowska, SGH Warsaw School of Economics (Poland);

Marzenna Anna Weresa, SGH Warsaw School of Economics (Poland);

Aleksandra Kubecka, SGH Warsaw School of Economics (Poland).

3.14. The impact of adopting AI technology on the competitiveness of small and medium-sized enterprises in Central and Eastern European countries

Katarzyna Osiecka-Brzeska, University of Gdansk (Poland);

Aleksandra Bielawska, University of Gdansk (Poland).

3.15. The role of digital accessibility in fostering long-term customer relationships: literature review

Anna Motevich, Graduate School of Business, HSE University (RF);

Anna Veselova, Graduate School of Business, HSE University (RF).

3.16. AI based solutions in Logistics processes: a multiple case study of leading Chinese Companies

Konstantin Nefedov, HSE University (RF); **Natalia Khazieva**, HSE University (RF).

TRACK 10.

15.45 – 17.15

**LET'S CHALLENGE IB?! (GENERAL TRACK
OF TOPICS)**

Room F1 (1st floor)

TRACK CHAIRS:

Krzysztof Wach, Krakow University of Economics, Poland

Henrich Juhás, Bratislava University of Economics and Business,
Slovak Republic

10.5. “Overtourism: Can We Take The ‘Over’ Out of Tourism?” (Consumer Behavior and Social Impact)

Jon R. Wendt, (formerly) Century College (United States of America).

10.6. Lessons From Wine Tourism in the Cee Region to Construct a Sensory Experience for Tea Tourism

Miklós Stocker, Corvinus University of Budapest (Hungary); **Ana Brochado**, Universidade Aberta (Portugal); **Michał Zdziarski**, University of Warsaw (Poland); **Michael Troilo**, Catholic University of America (United States of America).

10.7. Exploring the relationship between language and entrepreneurial behaviour

Aron Perenyi, Swinburne University of Technology (Australia).

10.8 The Impact of Internationalization on Wage Inequality in Slovenian Firms

Gaja Mavri, University of Ljubljana (Slovenia); **Anže Burger**, University of Ljubljana (Slovenia); **Miroslav Verbic**, University of Ljubljana (Slovenia).

TRACK 11.

15.45 – 17.15

TEACHING INTERNATIONAL BUSINESS IN A CHANGING GLOBAL ENVIRONMENT

Room S4 (1st floor)

TRACK CHAIRS:

Agnieszka Głodowska, Krakow University of Economics, Poland

Lubica Zubaľová, Bratislava University of Economics and Business,
Slovak Republic

11.1. Linguistic Diversity in International Settings: Are we speaking the same language?

Marie-Therese Claes, Vienna University of Economics and Business (Austria).

11.2. Re-centering European International-Business Teaching and Ukrainian Perspectives and Collaboration in Focus

Yuliya Shtaltovna, HS Fresenius, Kyiv School of Economics (Germany).

11.3. International Educational Support and Cultural Differences Polish Female Teachers in Rural Madagascar

Paulina Romana Lemanska, Wroclaw University of Environmental and Life Sciences (Poland).

11.4. Addressing Anti- and Philo-semitism in Distant Cultures. The Students' Perspective

Michal Lemanski, WU Vienna University of Economics & Business (Poland).

11.5. Toward A 4D Framework for Writing Reviews of Literature Reviews

Virginia Bodolica, American University of Sharjah (United Arab Emirates);

Ayesha Siddiqi, American University of Sharjah (United Arab Emirates).

11.6. Managing Free Riding in Group-Based Project Learning: A Quantitative Study

Miroslaw Jarosinski, SGH Warsaw School of Economics (Poland); **Kaiying Ji**, USYD Business School (Australia); **Jacek Mironski**, SGH Warsaw School of Economics (Poland); **Rachael Hains-Wesson**, Royal Melbourne Institute of Technology (RMIT) (Australia); **Eliza Wu**, USYD Business School (Australia).

TRACK 12.

15.45 – 17.15 **INTERNATIONALIZATION STRATEGIES FOR MNES AND SMES: ENHANCING GLOBAL COMPETITIVENESS** Room S3 (1st floor)

TRACK CHAIRS:

Tiia Vissak, University of Tartu, Estonia

Miklos Stocker, Corvinus University of Budapest, Hungary

12.1. Institutional Strategy in Cross-border Acquisitions: The Role of Family Ownership

Sumit Chakraborty, Indian Institute of Management Indore (India), **Chitra Singla**, Indian Institute of Management Ahmedabad (India)

12.2. Location choice of EV producer: the case of BYD in Hungary

Eszter Megyeri, University of Szeged, Faculty of Economics and Business Administration (Hungary); **Gabriella Tabajdi**, University of Szeged, Faculty of Economics and Business Administration (Hungary).

12.3. Sensing, Seizing, Transforming: Building Dynamic Capabilities for SME Global Competitiveness through Digital Agility

Jackey YuYou Wang, National Taiwan University (Taiwan); **Yung-Chih Lien**, National Taiwan University (Taiwan).

12.4. Entrepreneurial Orientation as a Driver of Strategic and Financial Export Performance: Empirical Evidence from German SMEs

Mehran Najmaei, CBS university of Apply science (Germany); **Krzysztof Wach**, Cracow University of Economics (Poland).

12.5. The impact of prior export experience on the speed and process of internationalization in export entrepreneurship

Marcus Marmor, University of Tartu (Estonia); **Oliver Lukason**, University of Tartu (Estonia); **Tiia Vissak**, University of Tartu (Estonia).

12.6. Transversal Competences of Future Project Managers - a Comparative Analysis of Large Enterprises and SMEs in Selected EU Countries

Malgorzata Szafranowicz, SGH Warsaw School of Economics (Poland); **Halina Brdulak**, SGH Warsaw School of Economics (Poland); **Aleksandra Kubecka**, SGH Warsaw School of Economics (Poland).

15.45 – 17.30 **RESEARCH DEVELOPMENT WORKSHOP. F3 (2nd floor)**
ARTIFICIAL INTELLIGENCE AND
FDI-INVESTED BUSINESS SERVICE
CENTERS: SELECTED MACROECONOMIC
AND CORPORATE ASPECTS

Soňa Ferencíková, Bratislava University of Economics and Business, Slovak Republic

Dagmar Váleková, Bratislava University of Economics and Business, Slovak Republic

15.45 – 17.45 **AIB INSIGHTS PAPER DEVELOPMENT Room S5 (1st floor)**
WORKSHOP

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)

17.30 – 19.00 **CLOSING CEREMONY / RECEPTION Room F2 (2nd floor)**

Program Editors:

prof. Mikuláš Sidak, DrSc.

Ing. Dagmar Váleková, PhD.

Assoc. prof. Mgr. Ninel Seniuk, PhD.

PhDr. Mgr. Lucia Balajová

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