



**20th International Conference of the
Academy of Global Business Research and Practice
www.agbrp.world**

"Sustainable, Digital, Innovative: Navigating Global Business in an Age of Complexity"

January 7-9, 2026, | Blended Mode

A multidisciplinary Conference

Comenius University Bratislava, Slovak Republic

Submission Deadline: 30th November 2025

Nature and Scope of the Conference:

The [Academy of Global Business Research and Practice \(AGBRP\)](https://www.agbrp.world) is a leading international platform advancing scholarly and professional excellence in global business, public policy, technology, and innovation. The 20th International Conference of AGBRP, hosted by Comenius University, Bratislava, will convene a global community of thought leaders to explore the evolving dynamics of international business in an era of technological disruption, geopolitical shifts, ESG transformation, and regulatory change in support of the UN SDGs. As a truly multidisciplinary forum, the conference offers a vibrant community of scholars across disciplines, providing a 360° view on sustainability, AI, supply chains, and innovation, and invites submissions of papers, case studies, panel proposals, and student research for the following tracks:

Conference Tracks

Track: 1 AI, Innovation & the Responsible Digital Enterprise

- Human-AI Collaboration: Trust, Accountability & Role Redefinition in the Workplace
- Algorithmic Transparency and Governance
- Commercial AI & VR Applications across Industries
- Cross-border Data Flows and Regulatory Diplomacy (GDPR, AI Act)
- Multilateral Cooperation on Cybersecurity Norms and Digital Standards
- AI-Based Performance Monitoring and Data Analytics
- Ethical and Generative AI in Marketing, CRM & Decision-Making

Track 2: Entrepreneurship & Innovation for Impact

- Digital and Sustainable Entrepreneurship in Transitioning Economies
- Social, Frugal & Inclusive Innovation Models
- Green Innovation, Circular Economy & Impact Measurement
- Entrepreneurial Ecosystems, Clusters & Resilience
- Family Business & Inter-Generational Succession
- Women, Youth, Senior and Minority Entrepreneurs and Minority Entrepreneurs
- Entrepreneurial University

Track 3: Business Ethics, Governance & Corporate Responsibility

- ESG & Integrity, CSR washing, SDGs and the Ethics of Corporate Sustainability Reporting
- Stakeholder Management & Ethical Governance
- Supply Chain Transparency and Human Rights in Global Trade
- Ethics Management in Organizations & Ethical Culture and HRM
- Diversity-Equity-Inclusion in Multinational Organizations
- Ethical Leadership in Times of Global Crises
- AI, Surveillance and Algorithmic Injustice: A Global Ethical Perspective

Track 4: Resilient Operations, Process Management & Industry 4.0 and 5.0

- Agile & AI-Driven Business Process Management
- LLM-Driven Decision Support and Process Automation
- Servitization & Smart Manufacturing
- Industry 4.0 and 5.0: Tech-Human Symbiosis
- Digital Transformation in HRM and Operations
- Blockchain, IoT & Secure Business Systems
- Supply Chain Reinvention and Process Sustainability

Track 5: Global Trade, Supply Chains & Strategic Realignment

- Regionalization, Decoupling, and Resilience in Global Value Chains
- Supply Chain Risk Management in Times of Global Crisis
- Carbon Border Adjustment Mechanism and Green Trade Regulation
- Sustainable Logistics and FDI
- Resilience, Strategic Realignment and Risk Mitigation Strategies in Global Trade
- Geoeconomics, Diplomacy, and Global Business Strategy
- Accounting, Finance, Taxation, Corruption & Transparency Issues

Track 6: Marketing, Communication & Brand Strategy in a Green World

- Generative AI in Marketing & Stakeholder Engagement
- Purpose-Driven Branding & Climate Messaging
- Ethics of Digital Advertising & Green Claims
- Greenwashing vs. Green Branding: Cognitive Effects on Consumer Trust
- Social Media's Role in Sustainability Narratives
- Neuromarketing and Behavioural Marketing
- Modern Trends in Marketing and Communication

Track 7: Human Capital, Organizational Culture & the Future of Work

- Culture Change in Hybrid and Remote Work Models
- Future Skills, Digital Competencies & Leadership Development
- Diversity, Equity, and Inclusion (DEI) in the Workplace
- Mental Health, Soft Skills & Talent Retention
- Culture Change and Engagement in Hybrid and Remote Work Models

Track 8: Management Education, Policy & Institutional Impact

- Embedding ESG and SDGs in Business Education
- Societal Impact of Management Research
- Regulation, Policy, and Public–Private Partnerships
- Legal Challenges in AI, ESG Reporting & Global Governance
- Higher Education’s Role in Climate, Ethics & Innovation

Track 9: Doctoral Research Forum

- A cross-cutting platform for PhD students and early-career researchers to present research across all themes — with focused panels, mentoring, and interdisciplinary feedback.

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- Prof. Marek Števček, DrSc., Rector of Comenius University Bratislava. Email: marek.stevcek@uniba.sk

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Submission Deadlines:

Call for Papers: Opens on 1 st August 2025	Extended Abstract/Full Paper Deadline: 30 th November 2025
Registration Deadline: 10 th December, 2025	Acceptance notification will be sent on a rolling basis

Conference Easy Chair Submission and Registration

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Enquiries

For all enquiries relating to Conference/university collaborations, strategic partners, or sponsors; please contact: **Prof. Peter Starchon**, Principal Chair, Dean & Professor of Marketing, Faculty of Management, Comenius University in Bratislava, Slovak Republic. Email: peter.starchon@gmail.com
Prof. Gouher Ahmed, Principal Chair, AGBRP Vice President, Program and Administration. Email: gouherahmed@agbrp.world and Email: info@agbrp.world