



## 20<sup>TH</sup> ACADEMY OF GLOBAL BUSINESS RESEARCH AND PRACTICE (AGBRP)

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



**Comenius University Bratislava, Slovak Republic**

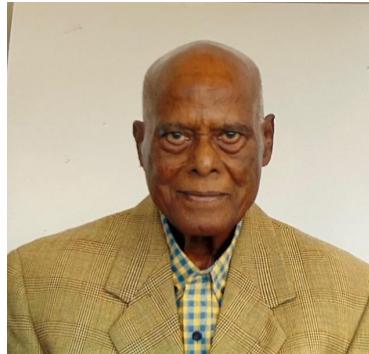
**CONFERENCE PROGRAM**

*January 7-9, 2026*

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**Greetings from the President,  
Academy of Global Business Research and Practice**



Dear Participants and Delegates,

It is my great pleasure to welcome you to the 20th Academy of Global Business Research and Practice (AGBRP) Conference in Bratislava, Slovakia. This milestone conference is convened under the theme “Sustainable, Digital, Innovative: Navigating Global Business in an Age of Complexity,” reflecting the evolving realities and interconnected challenges facing organizations, policymakers, and educators worldwide.

The conference tracks spanning sustainability and ESG, digital transformation and artificial intelligence, innovation and emerging technologies, global policy, and future-oriented education highlight the interdisciplinary approaches required to navigate today’s complex global business environment. The research and discussions presented at this conference contribute valuable insights toward building resilient, inclusive, and responsible global systems.

As we gather in Bratislava, a city symbolizing connectivity across regions and ideas, I encourage you to engage actively, exchange perspectives, and foster collaborations that extend beyond the conference.

I extend my sincere appreciation to the organizing committee, keynote speakers, editors, reviewers, sponsors, and participants whose commitment has made this event possible. I wish you a productive and inspiring conference experience.

Warm regards,  
Prof. C. Jayachandran  
President, Academy of Global Business Research and Practice (AGBRP)  
Professor of Marketing & International Business  
Feliciano School of Business, Montclair State University, NJ USA

## **Greeting from the Principal Chair & Vice President- Administration and Programs, Academy of Global Business Research and Practice**



Dear Esteemed Participants and Delegates,

It is with great pleasure that I welcome you to the 20th Academy of Global Business Research and Practice (AGRP) Conference in Bratislava, Slovakia. This milestone conference is organized under the theme “Sustainable, Digital, Innovative: Navigating Global Business in an Age of Complexity,” highlighting the multidimensional challenges and opportunities shaping today’s global environment.

This year’s conference brings around 250 delegates from around the world, representing from (34) countries, with 100 research papers accepted. The breadth, diversity, and scholarly rigor of these contributions underscore the global relevance of the conference and the value of cross-border, interdisciplinary engagement. The conference unites scholars, practitioners, and policymakers to explore sustainability, digital transformation, innovation, artificial intelligence, and global business strategy through rigorous research and constructive dialogue. Such engagement is essential for developing solutions that are resilient, ethical, and forward-looking.

I extend my sincere appreciation to our host institution, organizing committee, keynote speakers, editors, reviewers, sponsors, and participants for their dedication and support. I encourage you to engage actively in the sessions and to use this platform to foster meaningful collaboration and knowledge exchange.

I wish you a productive, insightful, and memorable conference experience.

Warm regards,

Prof. Gouher Ahmed

Principal Chair, 20th AGBRP Conference, & Vice President AGBRP

Professor of International Management, School of Business, Horizon University College, UAE

**Academy of Global Business Research and Practice, (AGBRP)  
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AGBRP President

Professor, Department of Marketing, Feliciano School of Business  
Montclair State University, NJ, USA

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AGBRP Vice President

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AGBRP Vice President - Finance

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Indian Institute of Management Bangalore, Bengaluru, India

**Dr. Vasanthi Peter**, Senior Researcher and Consultant  
Open Polytechnic of New Zealand LTD  
Business Division of Te Pūkenga - New Zealand Institute of Skills and Technology  
New Zealand

**Dr. Vasant Raval**, Emeritus Professor of Accounting  
Heider College of Business, Creighton University, Omaha, Nebraska, USA

## CONFERENCE COMMITTEE

### Conference Patron

Prof. Marek Števček, DrSc., Rector of Comenius University Bratislava.

### Conference Principal Chairs

**Dr. Peter Starchon**, Principal Chair, Dean & Professor of Marketing, Faculty of Management, Comenius University Bratislava, Slovak Republic. Email: [peter.starchon@fm.uniba.sk](mailto:peter.starchon@fm.uniba.sk)

**Dr. Gouher Ahmed**, Vice President, Administration and Programs, AGBRP; Professor of International Management, School of Business, Horizon University College, UAE Email: [gouherahmed@agbrp.world](mailto:gouherahmed@agbrp.world)

### Conference Co-Chairs

**Dr. Jana Kajanova**, Vice Dean for Science, Research and PhD Study, Associate Professor, Faculty of Management, Comenius University Bratislava, Email: [jana.kajanova@fm.uniba.sk](mailto:jana.kajanova@fm.uniba.sk)

**Dr. Jan Papula**, Vice-Dean for Quality and Public Relations, Professor Faculty of Management, Comenius University Bratislava, Email: [Jan.Papula@fm.uniba.sk](mailto:Jan.Papula@fm.uniba.sk)

**Dr. Silvio Cardinali**, Vice President, AGBRP; Department of Management, Università Politecnica Delle Marche, Ancona, Italy. Email: [s.cardinali@staff.univpm.it](mailto:s.cardinali@staff.univpm.it)

**Dr. Devon Johnson**, Vice President-AGBRP, Professor, Department of Marketing, Montclair State University, NJ, USA. Email: [johnsonde@mail.montclair.edu](mailto:johnsonde@mail.montclair.edu)

**Dr. Sivakumar Venkataramany**, Burton D. Morgan Chair Professor of Business Enterprise, Dauch College of B & E, Ashland University, OH, USA. Email: [svenkata@ashland.edu](mailto:svenkata@ashland.edu)

**Dr. Rajeshwari Narendran**, Professor and Director, NTPC School of Business, Noida, India. E-mail: [director@nsb.ac.in](mailto:director@nsb.ac.in)

**Dr. Mario H. Ogasavara**, Professor of International Business, ESPM, (Escola Superior de Propagandae Marketing), Sao Paulo, Brazil. Email: [mario.ogasavara@espm.br](mailto:mario.ogasavara@espm.br)

### Conference Organizing Committee

**Dr. Matus Barath**, Faculty of Management, Comenius University Bratislava

**Dr. Peter Madzik**, Faculty of Management, Comenius University Bratislava

**Dr. Juraj Mikuš**, Faculty of Management, Comenius University Bratislava

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**Dr. František Olšavský**, Faculty of Management, Comenius University Bratislava

**Dr. Petra Milošovičová**, Faculty of Management, Comenius University Bratislava

**Dr. Vincent Karovič**, Faculty of Management, Comenius University Bratislava

## **GREETINGS FROM THE CONFERENCE PATRON**

**Prof. Marek Števček, DrSc.**

Rector & President of University

Comenius University Bratislava, Slovak Republic



Dear Esteemed Participants and Delegates,

It is a pleasure to welcome you to the 20th Academy of Global Business Research and Practice (AGBRP) Conference in Bratislava. Hosted in partnership with Comenius University Bratislava, this milestone conference is held under the theme “Sustainable, Digital, Innovative: Navigating Global Business in an Age of Complexity,” reflecting the critical intersections shaping our global future.

As one of Europe’s leading academic institutions, Comenius University strongly supports international collaboration, interdisciplinary research, and innovation that address global economic, technological, and societal challenges. The discussions and research presented at this conference contribute meaningfully to advancing sustainability, digital transformation, and responsible innovation.

I wish all participants a stimulating and productive conference and trust that your engagement in Bratislava will inspire lasting academic and professional collaborations.

With best regards,

Prof. Marek Števček, DrSc.

Rector, President, Comenius University Bratislava, Slovak Republic

## MESSAGE FROM THE DEAN

### Professor Peter Starchon

Dean & Professor of Marketing, Faculty of Management,  
Comenius University Bratislava, Slovak Republic  
Principal Chair – 20th AGBRP Conference



Dear Esteemed Participants and Delegates,

It is my great pleasure to welcome you to the 20th Academy of Global Business Research and Practice (AGBRP) Conference in Bratislava, Slovak Republic. Hosted in collaboration with the Faculty of Management, Comenius University Bratislava, this milestone conference is convened under the theme “Sustainable, Digital, Innovative: Navigating Global Business in an Age of Complexity.”

The conference provides a vibrant platform for scholars, practitioners, and policymakers to exchange insights on sustainability, digital transformation, innovation, artificial intelligence, and global business strategy. Such interdisciplinary dialogue is essential for addressing the complexities of today’s rapidly evolving global environment.

I extend my sincere appreciation to the organizing committee, keynote speakers, editors, reviewers, sponsors, Faculty of Management and staff of Comenius University Bratislava, students and all participants for their commitment and contributions. I encourage you to engage actively in the sessions and to take advantage of the opportunities for collaboration and knowledge sharing.

I wish you a stimulating and rewarding conference experience in Bratislava.  
Warm regards,

Prof. Peter Starchon  
Dean & Professor of Marketing, Faculty of Management, Comenius University  
Bratislava, Slovak Republic

## KEYNOTE SPEAKER-1

### **Mrs. Zuzana Gentner Vavrová**

Policy Coordinator, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission, Brussels, Belgium



Mrs. Zuzana Vavrová has been working at the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship, and SMEs, since 2019. Currently, she is part of the Strategy: Single Market and Industrial Policy team, focusing on horizontal coordination of crosscutting issues related to the Single Market, industrial policy, and competitiveness. Before joining the European Commission, she spent more than a decade at the European Parliament, working across diverse policy areas, including regulation of financial services, Single Market and digital economy, as well as transatlantic relations and horizontal coordination. While posted in the European Parliament's Office in Washington, D.C., she was responsible for outreach and liaison with the U.S. Congress and federal agencies on a wide array of policies. Mrs Gentner Vavrova holds degrees in European studies, economics and finance, and linguistics and literature.

## KEYNOTE SPEAKER-2

### Dr. Karol Blížnák

Vice President, AI in Customer Support, SAP SE,  
Walldorf, Germany



Dr. Karol Blížnák is a seasoned technology executive with deep expertise in artificial intelligence, data analytics, and digital product innovation. He has held senior leadership roles across product engineering, digital product management, services, sales, and customer success, enabling him to drive end-to-end innovation and scalable business impact.

In his current role as AI Chief Product Officer at SAP, Dr. Blížnák leads the development of a centralized, scalable AI innovation platform for customer support services—advancing the concept of “Run AI like a factory.” His work integrates Business AI, Ethical AI, and Governed AI, leveraging Machine Learning, Agentic AI, Generative AI, Large Language Models, and Big Data Analytics to transform business processes into intelligent digital workflows.

Dr. Blížnák holds a Doctorate in Management and is a respected author in international academic and practitioner journals. A sought-after keynote speaker, he regularly shares insights on AI strategy, data leadership, digital transformation, and cloud-enabled innovation, combining strategic vision with a results-driven, people-centric leadership approach.

## KEYNOTE SPEAKER-3

### Mr. Talal Rafi

Economist, former Director at Ernst & Young, World Economic Forum, IMF Fiscal Affairs Forum columnist, Visiting Faculty at the Central Bank of Sri Lanka.



Mr. Talal Rafi is an economist specializing in macroeconomic policy, public finance, and sustainable development. He is a former Director at Ernst & Young (EY) and has worked with Deloitte, the Asian Development Bank, and USAID. He is a member of the World Economic Forum Expert Network, a regular columnist for the IMF Fiscal Affairs Forum, and a Visiting Faculty at the Central Bank of Sri Lanka. His work has been published by the World Bank, IMF, World Economic Forum, and other leading institutions.

## KEYNOTE SPEAKER-4

### Dr. Emil Velinov

Director of MBA Program, Newton University,  
Industry Fellow, Prague, Czechia



Dr. Emil Velinov is an accomplished academic and industry professional with extensive experience in international management education, research, and executive leadership. He speaks eight languages and is actively involved in major international research and development projects funded by the Bavarian–Czech Agency for Higher Education and the Erasmus+ Programme.

He has taught a wide range of management disciplines across business schools in Europe and the Middle East, bringing strong global and practice-oriented perspectives into the classroom. Dr. Velinov also brings over ten years of industry experience, having worked with leading multinational organizations including General Electric, Oracle, and Škoda Auto.

Dr. Velinov has authored more than fifty publications indexed in Scopus and Web of Science and currently serves as the Director of the English-taught MBA Program at NEWTON University, where he focuses on developing future-ready leaders for an increasingly complex global business environment.

## **SUPPORTING JOURNALS**

*FIIB Business Review* (Scopus Q1- 7.2, WoS - 2.5, ABS & ABDC) Editor-in-Chief, Dr. Sudhir Rana.

*International Journal of Services, Economics and Management*, Inderscience publication (SCOPUS). Editor in Chief, Prof. Natalia Kryvinska

*Review of Management Literature* (Scopus 3.5); Editor-in-Chief, Dr. Sudhir Rana.

*Journal of Global Business Research and Practice*,  
(A Journal of the Academy of Global Business Research and Practice, USA)

*Journal of Human Resource Management*, published by Comenius University's Faculty of Management

*Marketing Science & Inspirations*, published by Comenius University's Faculty of Management.

Book of Readings, (SCOPUS Index), Springer Publication.

All accepted papers will be published in the AGBRP Conference Proceedings with an ISBN number

*NOTE: All the submissions again will undergo the editorial policies and review process.*

## ACADEMIC PARTNERS



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UNIVERSITY  
BRATISLAVA



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## STRATEGIC PARTNERS



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## 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.

**PROGRAM AT A GLANCE**  
**Day 1, January 7, 2026**  
**Inaugural Session, Time: 1400- 1730**

1300-1400	REGISTRATION & OPENING RECEIPTION	
1400-1500	SESSION I	ROOM : HISTORICAL AULA
1400-1500	OPENING CEREMONY	<p><b>Slovakia National Anthem</b>  *Opening and Welcome Remarks  <b>Prof. Sivakumar Venkataramany</b>, Chair, AGBRP Board of Directors.  Burton D. Morgan Chair Professor of Business Enterprise, Dauch College of B &amp; E, Ashland University, USA  *Opening and Welcome Remarks  <b>Prof. Marek Števček</b>, DrSc. Rector &amp; President of University, Comenius University Bratislava, Slovakia  *Welcome Remarks by Conference Principal Chair  <b>Prof. Peter Starchon</b>, Dean, Faculty of Management, Comenius University Bratislava, Slovakia  * Opening and Welcome Remarks  <b>Prof. Devon Johnson</b>, Vice President-AGBRP, Professor, Department of Marketing, Montclair State University, NJ, USA.  *Inaugural Address by Conference Principal Chair  <b>Prof. Gouher Ahmed</b>, AGBRP Vice President and from Horizon University College, UAE  <b>All Delegates Group Photo</b></p>
1500-1530	KEYNOTE 1	<p><b>Her Excellency, Zuzana Gentner Vavrová</b>  Policy Coordinator, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission, Brussels, Belgium</p>
1530-1600	KEYNOTE 2	<p><b>Dr. Karol Bližnák</b>  Vice President, AI in Customer Support, SAP SE, Walldorf, Germany</p>
1600-1630	COFFEE BREAK (FOYER)	
1630-1700	KEYNOTE 3	<p><b>Mr. Talal Rafi</b>,  Economist, former Director at Ernst &amp; Young, World Economic Forum, IMF Fiscal Affairs Forum columnist, Asian Development Bank, USAID and Visiting Faculty at the Central Bank of Sri Lanka.</p>
1700-1730	KEYNOTE 4	<p><b>Dr. Emil Velinov</b>  Director of MBA Program, Newton University, Industry Fellow, Prague, Czechia</p>

## Day 2, January 8<sup>th</sup>, Thursday, 2026

Session	Timings	Room1	Room 2	Room 3
Session I IDs	0930- 1100	Track-1 19,12, 28, 92, 33, 42	Track-2 85,18,32,5,11,15	Track-9/Dissertation 25,13,35,37,39,44
<b>TEA BREAK</b>				
Session II IDs	1130- 1300	Track-1 48,57,71,72,86,91	Track-2 21,31,34,40,46,23	Track-9/Dissertation 38,59,62,63,73,78
<b>LUNCH</b>				
Session III IDs	1400- 1530	Track-1 30,93,94,95,96,66	Track-2 54,60,64,70,76,84	Track-9/Dissertation 81,83,87,97,98,99, 101
<b>TEA BREAK</b>				
<b>SOCIAL EVENING IN THE MOYZES HALL</b>				

D= Dissertation, T= Track, IDs = Paper ID number

## Day 3, January 9<sup>th</sup>, Friday, 2026

Session	Timings	Room1	Room 2	Room 3
Session I IDs	0930- 1100	Track-6 14,3,26,29,41,51	Track-7 1,2,27,53,65,68	Track-8 9,17,43,50,45,52
<b>TEA BREAK</b>				
Session II IDs	1130- 1300	Track-6 58,67,77,80	Track-4 6,36,74,82,89,7	Track-8 55,56,69,75,90, 93
<b>LUNCH</b>				
Session III IDs	1400- 1530	Track-3 20,47,61, 10, 100	Track-5 24,8,16,79,88,49	
<b>TEA BREAK</b>				

D= Dissertation, T= Track, IDs = Paper ID number

**Time: 1630-1730**  
**VALEDICTORY FUNCTION**  
**Certificates and Awards, (Room: 1)**

**DETAIL CONFERENCE PROGRAM**  
**Track-1: AI, Innovation & the Responsible Digital Enterprise**  
**ROOM-1, SESSION -I**

TIME	DAY 2: THURSDAY 8 <sup>TH</sup> JANUARY 2026			
0930-1100	SESSION :1:	ROOM -1	TRACK	CHAIR
0930-0945	<b>Competitive Sessions</b>	<i>ID: 19</i>	1	Prof. Devon Johnson, Vice President-AGBRP, Professor, Department of Marketing, Montclair State University, NJ, USA.
0945-1000		<i>ID: 12</i>	1	
1000-1015		<i>ID: 28</i>	1	
1015-1030		<i>ID: 92</i>	1	
1030-1045		<i>ID: 33</i>	1	
1045-1100		<i>ID: 42</i>	1	

	<b>TRACK-1</b>
<b>Paper ID:19</b>	Stefan Janovjak. <b>Peng! GmbH, Switzerland.</b> <i>From MbO to MbFL: Management by Fuzzy Logic</i>
<b>Paper ID:12</b>	Jose Sanchez-Gutierrez, <b>Marketing &amp; Intl. Business Department-CUCEA / University of Guadalajara, Mexico</b> , Tania Elena Gonzalez-Alvarado, <b>Marketing &amp; Intl. Business Department-CUCEA / University of Guadalajara, Mexico</b> . Luis Alberto Bellon-Alvarez <b>MKT &amp; Intl. Business Department-CUCEA / University of Guadalajara, Mexico</b> , and Pilar Morales-Valdez. <b>Marketing &amp; Intl. Business Department-CUCEA / University of Guadalajara, Mexico</b> . Research on SMEs Innovation and Competitiveness: Insights from Theoretical–Prescriptive Tensions
<b>Paper ID:28</b>	Peter Knížat <b>Comenius University in Bratislava, Slovakia</b> and Mária Bohdalová. <b>Comenius University in Bratislava, Slovakia</b> . A transformation from real space to functional space: an empirical application on electronic toll data
<b>Paper ID:92</b>	Martin Krajcik, <b>Faculty of Management, Comenius University, Slovakia</b> . Rastislav Kulhanek, <b>Faculty of Management, Comenius University, Slovakia</b> . Lucia Kocisova <b>Faculty of Management, Comenius University, Slovakia</b> . and Michal Gregus. <b>Faculty of Management, Comenius University, Slovakia</b> . The Role of Artificial Intelligence in Enhancing Decision-Making in Agile Teams
<b>Paper ID:33</b>	Marián Čvirk, <b>Faculty of Commerce, Bratislava University of Economics and Business, Slovakia</b> , Katarína Gubíniová, <b>Faculty of Management, Comenius University Bratislava, Slovakia</b> , Silvia Komara, <b>Faculty of Economic Informatics, Bratislava University of Economics and Business, Slovakia</b> , and Gabriela Pajtinková Bartáková, <b>Faculty of Management, Comenius University Bratislava, Slovakia</b> . Fear or Gear? Introduction to Exploring the Perception of Artificial Intelligence from the Perspective of Future Managers
<b>Paper ID:42</b>	Marharyta Chepeliuk, <b>Simon Kuznets Kharkiv National University of Economics, Ukraine</b> . <b>Strategic Business Transformation Under Force Majeure and Global Security Risks: AI-Based Management Tools, Digital Resilience and International Security Indices</b>

**Track – 1: AI, Innovation & the Responsible Digital Enterprise**  
**ROOM-1, SESSION II**

TIME	DAY 2: THURSDAY 8 <sup>TH</sup> JANUARY 2026			
1130-1300	SESSION :2:	ROOM - 1	TRACK	CHAIR
1130-1145	<b>Competitive Sessions</b>	ID: 48	1	Dr. Martin Krajcik, Faculty of Management, Comenius University, Slovakia,
1145-1200		ID: 57	1	
1200-1215		ID: 71	1	
1215-1230		ID: 72	1	
1230-1245		ID: 86	1	
1245-1300		ID: 91	1	

	<b>TRACK- 1</b>
<b>Paper ID:48</b>	Natalia Yehorchenkova, <b>Comenius University, Ukraine</b> , Oleksii Yehorchenkov, <b>Comenius University, Slovakia</b> , Ľubomír Macák, <b>Institute of Spatial Planning, Slovakia</b> , Filip Polonský, <b>Institute of Spatial Planning, Slovakia</b> , and Július Hanus, <b>Institute of Spatial Planning, Slovakia</b> . AI-Ready Spatial Planning: Challenges, Gaps and Opportunities in Building Territorial Decision-Support Systems
<b>Paper ID:57</b>	Jürgen Pak, <b>Comenius University, Slovakia</b> , and Stefan Wahl, <b>St. Elisabeth University, Slovakia</b> . Essential Project Management Functions in Healthcare AI Integration
<b>Paper ID:71</b>	Vladimír Hojdík, <b>Faculty of Business Management, Bratislava University of Economics and Business, Bratislava, Slovakia</b> , and Kristián Drugda, <b>Faculty of Business Management, Bratislava University of Economics and Business, Bratislava, Slovakia</b> . Convergence and Differentiation in Global AI Tool Ecosystems: A Cross-Country Analysis of Machine Learning Development Practices
<b>Paper ID:72</b>	Peter Štetka, <b>Bratislava University of Economics and Business, Slovakia</b> , and Diana Pallérová, <b>Bratislava University of Economics and Business, Slovakia</b> . Translating Digital Readiness into AI Adoption: A Cross Country Analysis of European Enterprises
<b>Paper ID:86</b>	Mohammadreza Tatlari, <b>Faculty of Business Management, University of Economics in Bratislava Bratislava, Slovakia</b> . Artificial Intelligence and the Transformation of Price and Market Dynamics
<b>Paper ID: 91</b>	Michal Gregus, <b>Faculty of Management, Comenius University, Slovakia</b> ; Lucia Kocisova, <b>Faculty of Management, Comenius University, Slovakia</b> ; Anna Drahan <b>Faculty of Management, Comenius University, Slovakia</b> ; and Ema Majerovicova. <b>Faculty of Management, Comenius University, Slovakia</b> . Agile Beyond Projects: A Conceptual Framework for Knowledge-Intensive Institutions – Part 2

**Track – 1: AI, Innovation & the Responsible Digital Enterprise**  
**ROOM-1, SESSION III**

TIME	DAY 3: Thursday 8TH JANUARY 2026			
1400-1530	SESSION :3:	ROOM - 2	TRACK	CHAIR
1400-1415	<b>Competitive Sessions</b>	ID: 30	1	Dr. Rastislav Kulhanek, Faculty of Management, Comenius University Bratislava, Slovakia,
1415-1430		ID:93	5	
1430-1445		ID:94	5	
1445-1500		ID:95	4	
1500-1515		ID:96	4	
1515-1530		ID:66	3	

	<b>TRACK- 1</b>
<b>Paper ID:30</b>	Okai Ozbal, <b>ISG Business School, France</b> , Omer Topaloglu, <b>Fairleigh Dickinson University, United States</b> , and Teoman Duman, <b>Epoka University, Albania</b> . Driver-Based Brand Equity in Ride-Hailing
<b>Paper ID:93</b>	Gabriela Dubcová, <b>Bratislava University of Economics and Business</b> . Jana Kissová, <b>Bratislava University of Economics and Business</b> , and Nora Grisaková, <b>Bratislava University of Economics and Business</b> . Status Quo of An Implementation of Corporate Sustainability Reporting Directive
<b>Paper ID:94</b>	Gouher Ahmed, <b>Horizon University College</b> . Muthina Jayanth, <b>BITS Pilani Dubai Campus, UAE &amp; Universiti Sains Malaysia, Malaysia</b> . Ayush Kumar, <b>Manipal Academy of Higher Education Dubai</b> and Aqila Rafiuddin, <b>BITS Pilani Dubai Campus, UAE &amp; Universiti Sains Malaysia, Malaysia</b> . Climate Finance Interdependencies and Carbon Emissions: A Deep Learning and Machine Learning Analysis of Renewable vs Non-Renewable Markets
<b>Paper ID:95</b>	Christian Holzer, <b>Comenius University Bratislava, Faculty of Management, Slovakia</b> and Milan Fekete, <b>Comenius University Bratislava, Faculty of Management, Slovakia</b> . Value-oriented prioritization of infrastructure measures through network segmentation and criticality analysis
<b>Paper ID:96</b>	Ján Papula, Faculty of Management, <b>Comenius University Bratislava, Slovakia</b> . Katarína Maľáková, <b>Faculty of Management, Comenius University Bratislava, Slovakia</b> . Nikola Salajová, <b>Faculty of Management, Comenius University Bratislava, Slovakia</b> . and Andrea Gažová, <b>Faculty of Management, Comenius University Bratislava, Slovakia</b> . Behavioral Determinants of Digital Adoption in Public Administration
<b>Paper ID:66</b>	Martin Maris, <b>Slovak University of Agriculture in Nitra, Slovakia</b> . The Green Sustainability Practices Implemented by EU Companies: The Case Study of Vysegrad countries

## Track-2 Entrepreneurship & Innovation for Impact

### ROOM-2, SESSION 1

TIME	DAY 2: THURSDAY 8 <sup>TH</sup> JANUARY 2026			
0930-1100	SESSION :1:	ROOM -2	TRACK	CHAIR
0930-0945	<b>Competitive Sessions</b>	ID: 85	2	Prof. Anna Pilková, Faculty of Management, Comenius University Bratislava
0945-1000		ID: 18	2	
1000-1015		ID: 32	2	
1015-1030		ID: 5	2	
1030-1045		ID: 11	2	
1045-1100		ID: 15	2	

	TRACK-2
<b>Paper ID:85</b>	Sandra Schwarz Lamy, <b>SPECTRA Centre of Excellence EU in Bratislava, Slovakia. Urban</b> management towards smart and sustainable cities
<b>Paper ID:18</b>	Petr Balunov, <b>Graduate School of Management, St. Petersburg University, Russia, and</b> Yulia Ilina, <b>Graduate School of Management, St. Petersburg University, Russia.</b> Is Equity-Crowdfunding Campaign Success a Signal of a Firm Post-Crowdfunding Performance?
<b>Paper ID:32</b>	Takao Fujiwara, <b>Toyohashi University of Technology, Japan.</b> Pareto Distribution and Research & Development Productivity among Biotech Firms with Negative Equity during the COVID-19 Shock
<b>Paper ID:5</b>	Punyashlok Dwibedy, <b>Indian Institute of Management, Indore, India, and</b> Caruna Bhat, <b>S. P. Jain Institute of Management &amp; Research, Mumbai, India.</b> Platform Adoption in Small Business: Joint Effects of Informal Competition and Hybrid Employment
<b>Paper ID:11</b>	Rayala Vamsi Krishna, <b>Department of Management Studies, Sri Venkateswara University, Tirupati, Andhra Pradesh, India, and</b> P. Raghunadha Reddy, <b>Department of Management Studies, Sri Venkateswara University, Tirupati, Andhra Pradesh, India.</b> Entrepreneurial Universities as Catalysts for Innovation: Evolving Models of Industry-Academia Collaboration for Global Impact
<b>Paper ID:15</b>	Nkhumeleni Luruli, <b>TUT, South Africa.</b> Green entrepreneurship and its effects on small business growth and performance

## Track-2 Entrepreneurship & Innovation for Impact ROOM-2, SESSION -1I

TIME	DAY 2: THURSDAY 8 <sup>TH</sup> JANUARY 2026			
1130-1300	SESSION :2:	ROOM - 2	TRACK	CHAIR
1130-1145	<b>Competitive Sessions</b>	ID: 21	2	Assoc. Prof. Marian Holienka, Faculty of Management, Comenius University Bratislava
1145-1200		ID: 31	2	
1200-1215		ID: 34	2	
1215-1230		ID: 40	2	
1230-1245		ID: 46	2	
1245-1300		ID: 23	2	

	TRACK- 2
<b>Paper ID:21</b>	Peace Anaba, <b>Africa Business School, Morocco</b> , David Hayes, <b>Africa Business School, Morocco</b> , and Nada Rih, <b>Africa Business School, Morocco</b> . Unlocking the Dual Impact of Digital Financial Services: Evidence from SMEs in Ghana
<b>Paper ID:31</b>	Iragavarapu Sridhar, <b>IIM Indore, India</b> , and Neha Singh, <b>Utkal University Odisha, India</b> . A Study on Impact of US Trade Tariffs on MSME Sector in India
<b>Paper ID:34</b>	Takao Fujiwara, <b>Toyohashi University of Technology, Japan</b> . Development of Quantum Startup Ecosystem in India
<b>Paper ID:40</b>	Milan Husar, <b>Comenius University, Slovakia</b> . Innovation Campuses as Spatial Drivers of Future Manufacturing
<b>Paper ID:46</b>	Maros Finka, <b>SPECTRA Centre of Excellence EU in Bratislava, Slovakia</b> , and Lubomir Jamecny, <b>SPECTRA Centre of Excellence EU in Bratislava, Slovakia</b> . STICS Projects Towards Quadruple Helix Based Innovative Ecosystems
<b>Paper ID:23</b>	Mbulaheni Mavhungu, <b>Tshwane University of Technology, South Africa</b> . Do Demographic Factors Predict Undergraduate Agricultural Students' Motivation for Entrepreneurship?

## Track-2 Entrepreneurship & Innovation for Impact

### ROOM-2, SESSION-1II

TIME	DAY 2: THURSDAY 8 <sup>TH</sup> JANUARY 2026			
1400-1530	SESSION :3:	ROOM - 2	TRACK	CHAIR
1400-1415	<b>Competitive Sessions</b>	ID: 54	2	Prof. Mbulaheni Mavhungu, Tshwane University of Technology, South Africa.
1415-1430		ID: 60	2	
1430-1445		ID: 64	2	
1445-1500		ID: 70	2	
1500-1515		ID: 76	2	
1515-1530		ID: 84	2	

	TRACK- 2
<b>Paper ID:54</b>	Sabina Janíkovičová, Bratislava University of Economics and Business, Slovakia, and Mária Barteková, Bratislava University of Economics and Business, Slovakia. Opportunities and Risks of Accelerated Digitalization in the Management of Small Enterprises in the Post-COVID Period
<b>Paper ID:60</b>	Anna Pilková, Comenius University Bratislava, Faculty of Management, Slovakia, Juraj Mikuš, Comenius University Bratislava, Faculty of Management, Slovakia, Marian Holienka, Comenius University Bratislava, Faculty of Management, Slovakia, and Yuliia Fedorova, Comenius University Bratislava, Faculty of Management, Slovakia. Voices of Inclusive Diversity: How Women, Youth, and Senior Entrepreneurs Address Social and Environmental Challenges in Europe
<b>Paper ID:64</b>	Sivakumar Venkataramany, Ashland University, United States. The Influence of Culture on Diaspora Investments: The Case of India
<b>Paper ID:70</b>	Katharina Felleitner-Goll, Comenius University Bratislava, UAS Technikum Wien, Austria, and Marian Šuplata, Comenius University Bratislava, Slovakia. The European Venture Mosaic: Drivers, Ecosystems, and Institutional Contexts in Established vs. Transition Economies
<b>Paper ID:76</b>	Veronika Volfová, Bratislava University of Economics and Business, Faculty of Business Management, Slovakia, Jindra Peterková, Moravian Business College Olomouc, Department of the Business Administration and Entrepreneurship, Czechia, Nora Grišáková, Bratislava University of Economics and Business, Faculty of Business Management, Slovakia, and Štefan Kumber, Moravian Business College Olomouc, Department of the Business Administration and Entrepreneurship, Czechia. Evaluation of the innovation performance of the V4 countries
<b>Paper ID:84</b>	Lukas Vetteská, Comenius University Bratislava, Faculty of Management, Slovakia. Sectoral patterns of CO <sub>2</sub> emissions and employment in Slovakia

## Track 9: Doctoral Research Forum ROOM-3, SESSION-1

TIME	DAY 2: THURSDAY 8 <sup>TH</sup> JANUARY 2026			
0930-1100	SESSION :1:	ROOM -3	TRACK	CHAIR
0930-0945	Doctoral Research Forum	ID: 25	9	Prof. P. Raghunadha Reddy Pamuru, Department of Management Studies, Sri Venkateswara University, Tirupati, Andhra Pradesh, India.
0945-1000		ID: 13	9	
1000-1015		ID: 35	9	
1015-1030		ID: 37	9	
1030-1045		ID: 39	9	
1045-1100		ID: 44	9	

	TRACK-9
<b>Paper ID:25</b>	Qian Huang, <a href="#">Lincoln University, New Zealand</a> ; Muhammad Umar, <a href="#">Lincoln University, New Zealand</a> ; Faith Jeremiah, <a href="#">Lincoln University, New Zealand</a> ; Lahiru Abeysuriyagunasekara, <a href="#">Lincoln University, New Zealand</a> ; Robert Radics, <a href="#">Lincoln University, New Zealand</a> . Strategic Decisions for Green Innovation R&D in Agribusiness: Comparing Competition and Co-opetition under R&D Risk, Demand Uncertainty, and Information Asymmetry
<b>Paper ID:13</b>	Mohamed Eisa Ibrahim Abdalla, <a href="#">University of Szeged, Hungary</a> . The relationship of Industrial Policy on Poverty Reduction in Sudan
<b>Paper ID:35</b>	Esau Wesa, <a href="#">University of Szeged, Hungary</a> . The Nexus between Public Debt, Fiscal Policy, Institutional Quality and Economic Growth in Sub-Saharan Africa
<b>Paper ID:37</b>	Otabek Kasimov, <a href="#">University of Szeged, Uzbekistan</a> . The relationship between education and economic development: A bibliometric study from 1992 to 2025 using Bibliometrix and R software
<b>Paper ID:39</b>	Christopher Danis, <a href="#">Comenius University Bratislava Faculty of Management, Slovakia</a> . Linking Big Five Personality Traits to Implicit Leadership Theories: Implications for the Slovak Cultural Context
<b>Paper ID:44</b>	Sabina Rýzková, <a href="#">Comenius University Bratislava Faculty of Management, Slovakia</a> ; Lujza Gunišová, <a href="#">Comenius University Bratislava Faculty of Management, Slovakia</a> . ESG-Driven Purchasing Behavior and Market Implications in Slovakia and Czechia

## Track 9: Doctoral Research Forum ROOM-3, SESSION-2

TIME	DAY 2: THURSDAY 8 <sup>TH</sup> JANUARY 2026			
1130-1300	SESSION :2:	ROOM - 3	TRACK	CHAIR
1130-1145	Doctoral Research Forum	ID: 38	9	Dr. Peter Madzik, Faculty of Management, Comenius University Bratislava
1145-1200		ID: 59	9	
1200-1215		ID: 62	9	
1215-1230		ID: 63	9	
1230-1245		ID: 73	9	
1245-1300		ID: 78	9	

	TRACK- 9
<b>Paper ID:38</b>	Nino Tsomaia, <b>Faculty of Management, Comenius University in Bratislava, Slovakia.</b> The human side of Industry 5.0
<b>Paper ID:59</b>	Alexandra Sekáčová, <b>Faculty of Management Department of International Management and International Relations, Comenius University in Bratislava, Slovakia;</b> Terézia Bežáková, <b>Faculty of Management Department of International Management and International Relations, Comenius University in Bratislava, Slovakia.</b> Transparency Gap: Comparing Single Market Performance and EU Institutional Communication
<b>Paper ID:62</b>	Milan Minárik, <b>Faculty of Management, Comenius University in Bratislava, Slovakia;</b> Urban Kováč, <b>Faculty of Management, Comenius University in Bratislava, Slovakia.</b> PCA vs Nelson–Siegel: A Comparative Analysis of Euro-Area Yield Curve Factors (2004–2025)
<b>Paper ID:63</b>	Nino Tsomaia, <b>Faculty of Management, Comenius University in Bratislava, Slovakia.</b> Organizational Culture as a Key Factor in Human-Centric Industry 5.0 Transformation
<b>Paper ID:73</b>	Martina Holotňáková, <b>Slovakia;</b> Monika Zatrochová, <b>Slovakia.</b> The impact of digitalization on human resources in the food industry and agriculture
<b>Paper ID:78</b>	Lujza Laudárová, <b>Faculty of Management Comenius University in Bratislava, Slovakia.</b> The Role of Digital Marketing in Higher Education Institutions: A Scoping Review

**Track 9: Doctoral Research Forum**  
**ROOM-3, SESSION- 3**

TIME	DAY 2: THURSDAY 8 <sup>TH</sup> JANUARY 2026			
1400-1530	SESSION :3:	ROOM - 3	TRACK	CHAIR
1400-1415	<b>Doctoral Research Forum</b>	ID: 81	9	Dr. Sara Hendrick, University of North Colorado, USA
1415-1430		ID: 83	9	
1430-1445		ID: 87	9	
1445-1500		ID: 97	9	
1500-1515		ID: 98	9	
1515-1530		ID: 99	9	
1530-1545		ID: 101	9	

	TRACK- 9
<b>Paper ID:81</b>	Bibiana Konáriková Mackovčinová, Faculty of Management, Comenius University in Bratislava, Slovakia; Silvia Trelová, Faculty of Management, Comenius University in Bratislava, Slovakia. Intergenerational Approaches and Organizational Behavior in Harmonizing Work and Family among University Teachers in Slovakia
<b>Paper ID:83</b>	Radoslava Srutova, Comenius University in Bratislava, Slovakia. Employees' Perceptions of Leadership Behaviours Related to Cultural Diversity and Equal Opportunity in Slovak Organisations
<b>Paper ID:87</b>	Anna Jurisova, FMUK, Slovakia; Michal Palenik, FMUK, Slovakia. Unequal treatment of immigrant workers in EU with special focus on Slovakia and Austria
<b>Paper ID:97</b>	Muhammaed Rasheed Khalid, Girne American University, Turkey. Shanmugan Joghee, Horizon University College, UAE and Reema Nofal, Girne American University, Turkey. Consumer Buying Behaviour Toward Residential Apartment Purchases in India
<b>Paper ID:98</b>	Amara Ghafoor, Girne American University, Cyprus. Kakul Agha, Horizon University College, UAE and Murat Akkaya, Girne American University, Cyprus. Leaders and their Mental health issues during the post-COVID era: A literature review
<b>Paper ID:99</b>	Kashish Dua, Department of Humanities and Social Sciences, Jaypee Institute of Information Technology, Noida, India. Kanupriya Misra Bakhru, Department of Humanities and Social Sciences, Jaypee Institute of Information Technology, Noida, India. Naseem Abidi. Horizon University College, United Arab Emirates. Meta-Analytical Evidence on LGBTQ+ Inclusive Practices and Sustainable HRM
<b>ID:101</b>	Anjum Azeez, Girne American University, Turkey Shafiq Ur Rehman Girne American University, Turkey and Murat Akkaya. Girne American University, Turkey. The Influence of Leadership Communication on Organizational Effectiveness

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

### ROOM-1, SESSION -I

TIME	DAY 3: FRIDAY 9 <sup>TH</sup> JANUARY 2026			
0930-1100	SESSION :1:	ROOM -1	TRACK	CHAIR
0930-0945	<b>Competitive Sessions</b>	ID: 14	6	Prof. Simone Severini, UNIMC Italy, Italy;
0945-1000		ID: 3	6	
1000-1015		ID: 26	6	
1015-1030		ID: 29	6	
1030-1045		ID: 41	6	
1045-1100		ID: 51	6	

	TRACK-6
<b>Paper ID:14</b>	Lucia Vilcekova, Faculty of Management, Comenius University, Slovakia; Balu Jagadeesh, Rajagiri Business School, Kochi, India; Katarina Gubiniová, Faculty of Management Comenius University Bratislava, Slovakia; Gabriela Pajitnková Bartáková, Faculty of Management Comenius University Bratislava, Slovakia. The Evolution of Consumer Ethnocentrism and Buying Behaviour: Brand Management Implications in Slovakia
<b>Paper ID:3</b>	Deepak Sangroya, Jindal Global Business School, India; Nidhi Bisla, Jindal Global Business School, India. Green Consumption: Insights from Values, Norms, and Contexts
<b>Paper ID:26</b>	Precious Ezech, Université Internationale de Rabat Rabat Business School, Morocco; Christian Osakwe, Université Internationale de Rabat Rabat Business School, Morocco; Hayford Amegbe, Université Internationale de Rabat Rabat Business School, Morocco. A Bibliometric Analysis of Greenwashing in Marketing and Consumer Behaviour Research from 2001 to 2025
<b>Paper ID:29</b>	Devon Johnson, Montclair State University Montclair USA, United States; Sungyong Chun, Dankook University – Jukjeon Campus Yongin, South Korea. Prosocial Consumption and the Limits of Consumer AI Interactions
<b>Paper ID:41</b>	Matej Jasšo, Spectra Centre of Excellence Faculty of Management Comenius University Bratislava, Slovakia. Corporate Identity of Research Institutions - Spectra, Centre of Excellence Case Study

<b>Paper ID:51</b>	Sarah Victoria Mohr, <b>Hof University of Applied Sciences, Germany</b> ; Martin Lochmuller, <b>Hof University of Applied Sciences, Germany</b> ; Emil Velinov, <b>RISEBA University of Applied Sciences, Latvia</b> . Customer perceptions thru Virtual reality of luxury brands: A comparative study of Germany and Czechia
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## **Track-6: Marketing, Communication & Brand Strategy in a Green World** **ROOM-1, SESSION-II**

TIME	DAY 3: FRIDAY 9TH JANUARY 2026			
1130-1300	SESSION :2:	ROOM - 1	TRACK	CHAIR
1130-1145	<b>Competitive Sessions</b>	<i>ID: 58</i>	<b>6</b>	Prof. Naseem Abidi Professor, Department of Management, Horizon University College, UAE
1145-1200		<i>ID: 67</i>	<b>6</b>	
1200-1215		<i>ID: 77</i>	<b>6</b>	
1215-1230		<i>ID: 80</i>	<b>6</b>	

	<b>TRACK- 6</b>
<b>Paper ID:58</b>	Peter Starchon, <b>Comenius University Bratislava, Slovakia</b> ; Lucia Vilcekova, <b>Comenius University Bratislava, Slovakia</b> ; Nataliia Parkhomenko, <b>Comenius University Bratislava, Slovakia</b> ; Frantisek Olsavsky, <b>Comenius University Bratislava, Slovakia</b> . Digital Green Marketing in Agribusiness: Transforming Consumer Behavior through Purpose-Driven Communication
<b>Paper ID:67</b>	Weng Chi Lei, <b>Faculty of Business and Law University of Saint Joseph Macao, Macao</b> ; Teng Xu, <b>Faculty of Business and Law University of Saint Joseph Macao, China</b> . Event Brand Image and Revisit Intention: The Case of Xiamen Marathon
<b>Paper ID:77</b>	Frantisek Olsavský, <b>Comenius University Bratislava, Slovakia</b> ; Mukhriddin Kilichov, <b>Bukhara State University, Uzbekistan</b> ; Zuzana Mikulášová, <b>Comenius University Bratislava, Slovakia</b> ; Dilshod Nematov, <b>Institute for Professional Skills Upgrading Uzbekistan, Uzbekistan</b> . Linking Consumer Behavior and Sustainable Tourism through Cluster-Based Destination Development: Evidence from Slovakia and Uzbekistan
<b>Paper ID:80</b>	Simone Severini, <b>UNIMC Italy, Italy</b> ; Silvio Cardinali, <b>UNIVPM Italy, Italy</b> ; Alessandro Romoli, <b>University of International Studies of Rome, Italy</b> . Inside Sales in B2B Markets: A Systematic Review and ADO-Based Conceptual Framework

## Track – 3: Business Ethics, Governance & Corporate Responsibility

### ROOM-1, SESSION-III

TIME	DAY 3: FRIDAY 9 <sup>TH</sup> JANUARY 2026			
1400-1530	SESSION :3:	ROOM - 1	TRACK	CHAIR
1400-1415	<b>Competitive Sessions</b>	ID: 20	3	Prof. Anna Lašáková, Faculty of Management, Comenius University, Bratislava, Slovak Republic
1415-1430		ID: 47	3	
1430-1445		ID: 61	3	
1445-1500		ID: 10	2	
1500:1515		ID:100	3	

	TRACK- 3
<b>Paper ID:20</b>	Musiiwa Felicity Luruli. <b>Unisa, South Africa.</b> Contribution of stakeholder engagement towards business growth
<b>Paper ID:47</b>	Vanesa Dobos, <b>Comenius University Bratislava, Slovakia.</b> The Evolving Role and Competencies of Ethics and Compliance Managers
<b>Paper ID:61</b>	Dheeraj Shringi, <b>Mohanlal Sukhadia University Udaipur Rajasthan, India.</b> A Philosophical and Ethical Discourse on Finance-Management from Bhaj-Govindam of Shankaracharya
<b>Paper ID:10</b>	Ravi Venkatachalam, <b>Entrepreneur, India.</b> Entrepreneurial Culture of Nattukottai Chettiar in Tamil Nadu
<b>Paper ID: 100</b>	Parnian Jafari. <b>University of Basel, Slovakia.</b> The Technology-License Nexus: How Agentic AI Shape Social License to Operate Through ESG Practices in the Energy Sector

**Track – 7: Human Capital, Organizational Culture & the Future of Work**  
**ROOM-2, SESSION -1**

TIME	DAY 3: FRIDAY 9 <sup>TH</sup> JANUARY 2026			
0930-1100	SESSION :1:	ROOM -2	TRACK	CHAIR
0930-0945	<b>Competitive Sessions</b>	ID: 1	7	Prof. Rajeshwari Narendran, Director, NTPC School of Business, Noida, India.
0945-1000		ID: 2	7	
1000-1015		ID: 27	7	
1015-1030		ID: 53	7	
1030-1045		ID: 65	7	
1045-1100		ID: 68	7	

	<b>TRACK- 7</b>
<b>Paper ID:1</b>	Sara Hendrick, <b>UNC, United States</b> ; Melissa Williams, <b>Emory University, United States</b> ; Emily Bianchi, <b>Emory, United States</b> . The Affective Benefits Men Receive from Parenthood Reverse During Unemployment
<b>Paper ID:2</b>	Sara Hendrick, <b>University of Northern Colorado, United States</b> ; Angie Schultz, <b>University of Northern Colorado, United States</b> . The Paradox of Breadwinning: Fathers are Less Identified with Work than Mothers
<b>Paper ID:27</b>	Leena Gehlot, <b>UCCMS Mohanlal Sukhadia University Udaipur India, India</b> ; Mehvash Baluch, <b>Geetanjali Institute of Technical Studies Udaipur India, India</b> ; Rajeshwari Narendran, <b>NTPC School of Business Noida India, India</b> . Mental Well Being Challenges for HR in Future of Work: A Framework to Identify Early Detection, Support Systems and HR Interventions
<b>Paper ID:53</b>	Pascal Mangold, <b>Comenius University Faculty of Management Bratislava, Slovakia</b> ; Lubica Bajzikova, <b>Comenius University Faculty of Management Bratislava, Slovakia</b> . The Paradoxes Beyond the Office - A Systematic Review of Organisational Culture, Employee Engagement, and Performance in Hybrid and Remote Work
<b>Paper ID:65</b>	Sivakumar Venkataramany, <b>Ashland University, United States</b> . The Case For Privatization of Pension Systems in the Era of Financial Globalization – Review of OECD Countries
<b>Paper ID:68</b>	Philip Reisberger, <b>Department of Management Faculty of Management Comenius University Bratislava Slovakia, Germany</b> ; Tobias Reisberger, <b>Department of Management Faculty of Management Comenius University Bratislava Slovakia, Germany</b> ; Lukas Copus, <b>Department of Management Faculty of Management Comenius University Bratislava, Slovakia</b> . Not All Cultures Are Equal: Organisational Culture and AI Adoption from a Competing Values Framework Perspective

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

### ROOM-2, SESSION-1I

TIME	DAY 3: THURSDAY 9 <sup>TH</sup> JANUARY 2026			
1130-1300	SESSION :2:	ROOM - 1	TRACK	CHAIR
1130-1145	<b>Competitive Sessions</b>	ID: 6	4	Dr. Emil Velinov Director of MBA Program, Newton University, Industry Fellow, Prague, Czechia
1145-1200		ID: 36	4	
1200-1215		ID: 74	4	
1215-1230		ID: 82	4	
1230-1245		ID: 89	4	
1245-1300		ID: 7	7	

	TRACK- 4
<b>Paper ID:6</b>	Eben Du Plessis, <b>TUT, South Africa</b> , Brian Mahosi, <b>Unisa, South Africa</b> , and Zuzi Mapanza, <b>TUT, South Africa</b> . Revolutionizing Credit Management: Navigating the Transformative Impact of the Fourth Industrial Revolution (4IR)
<b>Paper ID:36</b>	Jacobus van Burgsteden, <b>Department of Strategy and Entrepreneurship, Faculty of Management, Comenius University Bratislava, Slovakia</b> . Learning-Driven Strategy and Digital Transformation in Dairy Farming: Overcoming Barriers to Technology Adoption
<b>Paper ID:74</b>	Jan Bajčan, <b>PhD Student - Comenius University in Bratislava, Faculty of Management, Slovakia</b> , Lucia Kohnová, <b>Comenius University in Bratislava, Slovakia</b> , and Dominik Šteffko, <b>Comenius University in Bratislava, Slovakia</b> . ESG Insights: Analysis of the direction of Slovak companies based on annual reports
<b>Paper ID:82</b>	Agnieszka Pach-Gurgul, <b>Krakow University of Economics, Poland</b> , Piotr Stanek, <b>Cracow University of Economics, Poland</b> , and Marta Ulbrych, <b>Krakow University of Economics, Poland</b> . Determinants of Energy Efficiency in EU Industry
<b>Paper ID:89</b>	Mobashar Mubarik, <b>Vilnius University, Business School, Lithuania</b> , and Jaroslav Hulvej, <b>Comenius University Bratislava, Faculty of Management, Slovakia</b> . Supply Chain Networks, Composite Intensity, and Automation-Driven Resilience
<b>Paper ID:7</b>	Hari Prasad Pn, <b>Sri Venkateswara University, India</b> , and P. Raghunadha Reddy Pamuru, <b>Sri Venkateswara University, India</b> . The Role of IT-Leveraged Supply Chain Management in Enhancing Customer Value and Satisfaction: A Mediation Analysis

## Track – 5: Global Trade, Supply Chains & Strategic Realignment

### ROOM-2, SESSION-1II

TIME	DAY 3: FRIDAY 9 <sup>TH</sup> JANUARY 2026			
1400-1530	SESSION :3:	ROOM - 3	TRACK	CHAIR
1400-1415	<b>Competitive Sessions</b>	ID: 24	5	Prof. Peter Starchon, Principal Chair, Dean & Professor of Marketing, Faculty of Management, Comenius University Bratislava, Slovak Republic
1415-1430		ID: 8	5	
1430-1445		ID: 16	5	
1445-1500		ID: 79	5	
1500-1515		ID: 88	5	
1515-1530		ID: 49	5	

	TRACK- 5
<b>Paper ID:24</b>	Nik Lopatin, <b>Ashland University, United States.</b> Financial Imperfections, Market Rivalry, and Collusive Behavior in South American Export Markets
<b>Paper ID:8</b>	Maleepile Annah Ramogale, <b>Tshwane University of Technology, South Africa.</b> South Africa's Trade Position in Sadc: 2019-2024
<b>Paper ID:16</b>	P., Mohan Reddy, <b>Sri Venkateswara University, India.</b> The role of fintech in promoting financial inclusion-opportunities and challenges
<b>Paper ID:79</b>	Zaneta Lacova, <b>Comenius University in Bratislava, Slovakia;</b> Marian Suplata, <b>Comenius University in Bratislava, Slovakia.</b> Realignment of EU Member States' Trade: A Citizen Response
<b>Paper ID:88</b>	Diana Bednarčíková, <b>Comenius University Bratislava, Bratislava, Slovakia.</b> Transformation of Service Desk Processes: From Analog Support through Basic Digitalization to the Integration of Industry 4.0 Digital Technologies in IT Support Processes
<b>Paper ID:49</b>	Calvin Chong Kun Lee, <b>CQ University, Melbourne, Australia, Australia;</b> Gouher Ahmed, <b>Horizon University College, United Arab Emirates;</b> C Jayachandran, <b>Montclair State University, NJ USA, United States.</b> Eighty Years after V-J and V-E Day: World Order, Geo-strategic Choice, and the Rise of AUKUS as a Dual-Pillar Industrial and Technological Alliance

## Track – 8: Management Education, Policy & Institutional Impact

### ROOM-3, SESSION -1

TIME	DAY 3: FRIDAY 9 <sup>TH</sup> JANUARY 2026			
0930-1100	SESSION :1:	ROOM -3	TRACK	CHAIR
0930-0945	<b>Competitive Sessions</b>	ID: 9	8	Prof. Sivakumar Venkataramany, Burton D. Morgan Chair Professor of Business Enterprise, Dauch College of B & E, Ashland University, OH, USA
0945-1000		ID: 17	8	
1000-1015		ID: 43	8	
1015-1030		ID: 50	8	
1030-1045		ID: 45	8	
1045-1100		ID: 52	8	

	TRACK-8
<b>Paper ID:9</b>	Sara Hendrick, <b>University of Northern Colorado, United States</b> ; Kyle Ingram, <b>UC Riverside, United States</b> . Students Become More Self-Reflecting During Short-Term Study Abroad
<b>Paper ID:17</b>	Donjet Bislimi, <b>Comenius University, Bratislava, UNI, Prishtina, NIPHK, Prishtina, Kosovo</b> ; Michal Gregus, <b>Comenius University, Bratislava, Slovakia</b> ; Donart Bislimi, <b>York University, City College, Thessaloniki, Kosovo</b> ; Era Pireva, <b>National Public Health Institute of Kosovo, Prishtina, Kosovo</b> . Comparison of Institutional Management between Private and Public Health Institutions in Kosovo
<b>Paper ID:43</b>	Juergen Bleicher, <b>Baden Württemberg State Cooperative University, Germany</b> ; Emil Velinov, <b>RISEBA University of Applied Sciences, Latvia</b> ; Vasko Vassilev, <b>Transport University Todor Kableshkov - Sofia, Bulgaria</b> . The Role of University Internationalization at Home and Abroad in Advancing Collaborative Online International Learning: Reflections from the BLIC Project
<b>Paper ID:50</b>	Gerald Groshek, <b>University of Redlands, United States</b> . Paths to International Student Mobility: Resources, Barriers, Pandemics, and War
<b>Paper ID:45</b>	Veronika Gezik, <b>FMUK, Slovakia</b> ; Magdalena Musilova, <b>FMUK, Slovakia</b> ; Paulina Mihalova, <b>FMUK, Slovakia</b> . Teaching (and Learning) Sustainability – Case Studies in Management Education
<b>Paper ID:52</b>	Zuzana Ladzianska, <b>Comenius University Bratislava, Slovakia</b> ; Milan Husar, <b>Comenius University, Slovakia</b> . Innovative Educational Methods Focusing on Access to Stem Using the Concept of "Learning Through Play"

**Track-8: Management Education, Policy & Institutional Impact**  
**ROOM-3, SESSION -II**

TIME	DAY 3: FRIDAY 9TH JANUARY 2026			
1130-1300	SESSION :2:	ROOM - 3	TRACK	CHAIR
1130-1145	<b>Competitive Sessions</b>	ID: 55	8	Prof. Jan Papula, Vice-Dean for Quality and Public Relations, Professor Faculty of Management, Comenius University Bratislava
1145-1200		ID: 56	8	
1200-1215		ID: 69	8	
1215-1230		ID: 75	8	
1230-1245		ID: 90	5	
1245-1300		ID: 93	5	

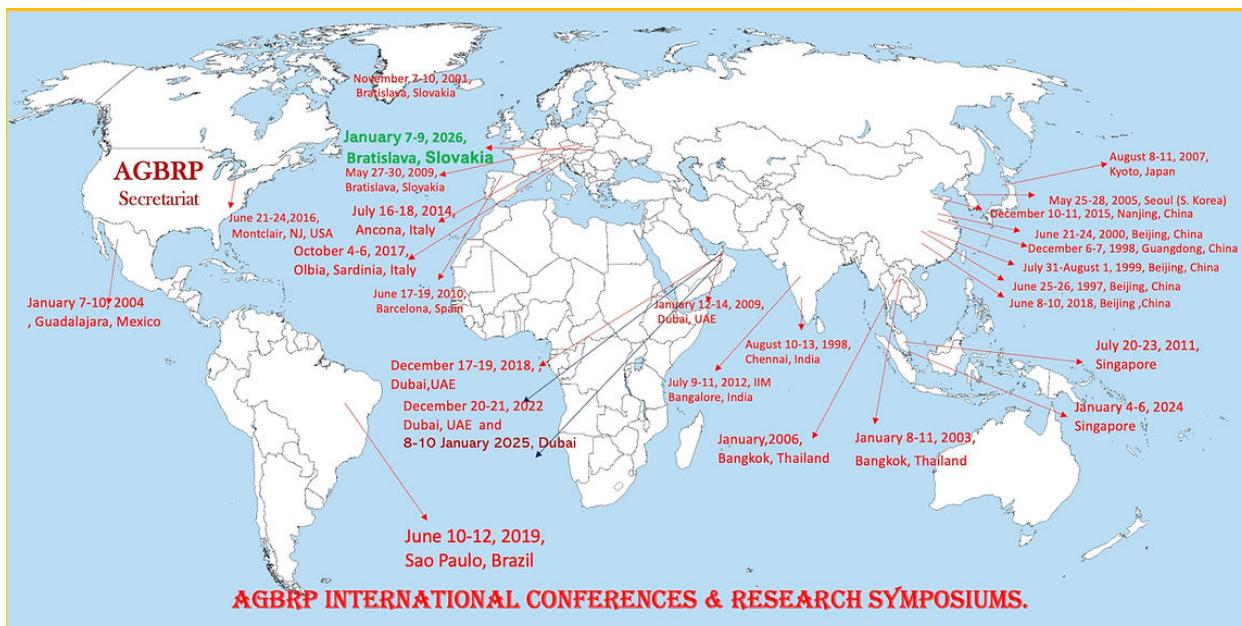
	<b>TRACK- 8</b>
<b>Paper ID:55</b>	Hadeel Al-Maaitah, <b>Department of Business Administration, Business School, The Hashemite University, Zarqa, Jordan, Jordan.</b> Systemic Barriers to Implementing the Jordanian National Qualifications Framework (JNQF) and Proposed Organisational Interventions
<b>Paper ID:56</b>	Zuzana Ladzianska, <b>Slovak University of Technology in Bratislava, Slovakia;</b> Zuzana Chodasova, <b>Slovak University of Technology in Bratislava, Slovakia;</b> Matej Jaššo, <b>Slovak University of Technology in Bratislava, Slovakia;</b> Milan Husár, <b>Slovak University of Technology in Bratislava, Slovakia;</b> Sila Ceren Varis Husar, <b>Slovak University of Technology in Bratislava, Slovakia.</b> The education aimed at developing the knowledge and skills of the student reflecting the requirements of the 21st century
<b>Paper ID:69</b>	Anton Lisnik, <b>The Slovak University of Technology in Bratislava, Slovakia;</b> Ivan Katrenčík, <b>The Slovak University of Technology in Bratislava, Slovakia.</b> The potential of using the new higher education law in the Slovak Republic to prepare graduates for the future global labor market
<b>Paper ID:75</b>	Benedykt Olszewski, <b>Krakow University of Economics, Poland.</b> The Productive vs. Protective State in the Age of AI and ESG Regulation: A Constitutional Political Economy Perspective
<b>Paper ID:90</b>	Hamza Naim, <b>K R Mangalam University, India;</b> Aqila Rafiuddin, <b>Bits Pilani Dubai Campus, United Arab Emirates;</b> Gouher Ahmed, <b>Horizon University College, United Arab Emirates;</b> and Akhilesh Kumar, <b>G L Bajaj Institute of Technology and Management.</b> Market connectedness and spillover across different indices: Evidence from Asia-Pacific Region.
<b>Paper ID:93</b>	Gabriela Dubcová, <b>Bratislava University of Economics and Business, Slovakia.</b> Jana Kissová, <b>Bratislava University of Economics and Business, Slovakia.</b> and Nora Grisaková, <b>Bratislava University of Economics and Business, Slovakia.</b> Status Quo of An Implementation of Corporate Sustainability Reporting Directive



## ACADEMY OF GLOBAL BUSINESS RESEARCH AND PRACTICE (1995-2026)

The Academy of Global Business Research and Practice (AGBRP) is a not for profit organization registered in NJ USA, dedicated to promote academic research and scholarship that would facilitate effective teaching and student learning. While the academics are deeply committed to educate the millennials with the knowledge and the skills needed for careers and entrepreneurial forays it is equally important to establish an accessible ecosystem, and facilitate continuous education, mentoring and guidance. The AACSB vision highlights the world's thirst for education, economic development, and quality of life and in view of this transformative change it "called on the academics to address the needs of the students they educate and the industries they serve." It further emphasizes the imperative need for the academics and organizations from across industries and sectors to collaborate and engage each other more closely than ever before to co-educate and co-create ideas for common good.

Today there is an increased emphasis on engaging CSR programs and non-profit sector in critical areas in education, health, water, food and nutrition, entrepreneurship, environment and sustainability issues across communities. Since these programs also comply with the UN sponsored Millennium Development Goals the academic entities like the AGBRP have an opportunity to network and co-develop research studies, case studies, conferences, training programs, and other outreach activities that will have a positive impact on communities.



Driven by such trends the AGBRP propose to engage with a global network of academics from across disciplines, executives from business and industry, policy makers, consultants and NGOs interested in education, healthcare, food and nutrition, entrepreneurship, and sustainability issues. To make it more inclusive and accessible the AGBRP membership will be free. The international conferences, research symposiums and other events will be co-designed and co-organized in cooperation with academic institutions and other organizations, and the events will be delivered using the traditional, hybrid and or online formats.

Using a similar model, we have successfully organized 19 major international conferences and 7 research symposiums under the banner of the Society for Global Business and Economic Development (SGBED). Following SGBED initiatives, the Academy will continue to organize research conferences and events, publish original research papers and case studies in peer-reviewed journals with a column dedicated to practitioner perspectives. The AGBRP publications will be licensed under the creative commons and facilitate open access.

### **Distinguished Keynote Speakers**

#### **Notable Government Leaders**

Notable speakers at the AGBRP conferences over the years include China: The Vice- Premier Hon. Li Lanqing, Madame Wu Yi, Ministry of Foreign Trade and Economic Cooperation, Hon. Chen Yuan, Dy. Governor of Peoples' Bank of China, Hon. Wang Guangxian, Dy. Governor of Guizhou Province; India: Her Excellency Justice Fathima Beevi, Governor of Tamil Nadu, The Tamil Nadu Hon. K. Anbazhagan, Minister of Education, The US Consulate General Ms. Michele J. Sison, Slovakia; The Charge D'Affairs of the USA in Slovakia, Mr. Douglas C. Hengel, Hon. Ivan Miklos, Deputy Prime Minister of Slovakia for Economic Affairs, Hon. Lumomir Fogas, Deputy Prime Minister of Slovakia for Legislation and Maria Kadlecikova, Deputy Prime Minister of Slovakia for European Integration.

#### **Nobel Laureates & Leaders from Academia**

Former President of Montclair State University Dr. Irvin Reid, and President Dr. Susan A. Cole have delivered keynote at different conferences in China, Mexico, Bratislava and Bangkok; Dr. Edmund Phelps, Nobel Laureate in Economics delivered a keynote in Bangkok; and Dr. Ferid Murad, Nobel Laureate gave a keynote on science and development in Mexico. Dr. Peter Buckley, former President, Academy of International Business (AIB) delivered in keynote in Beijing; Dr. Howard Thomas, former AACSB President and Dean of the Singapore Management University, Provost & Professor Dr. Raj. Srivastava and Dr. G. Visvanathan, Chancellor, VIT University delivered a keynote in Singapore.

#### **Notable Business Leaders**

Dr. Raja Metra of World Bank, Mr. Max Qu, Chairman & CEO of HI Sun Technology Ltd, Mr. Steven Carroll, China Group Controller of Motorola, Mr. Bill Bowers, VP & Controller of Motorola, Mr. Peter O'Connor, CEO, Asia Pacific Region for CIGNA International, Dr. Michael Zip, MD, Henkel Investment CO. Ltd, Mr. David Ahlstrom, VP, Ericsson (China) Company Ltd, Mr. Andy Lai, Greater China Marketing Director for HP, Mr. John Parker, Chairman, American

Business Council, and Mr. Ron Sommers, CEO, Mangalore Power Co, Mr. Samir Hasina, Chairman of the Board of Directors of Slovnoft, Mr. Jozef Uhrik, General Manager of Volkswagen, Mr. Stefenec, President, Coca-Cola Beverages, Mr. Marian Nemec, President, National Bank and Mr. Ludomir Slahor, President, EXIMBank were invited to deliver keynote in Beijing, Chennai, Bangkok, Seoul, Kyoto and Bratislava.

## **Sponsors for Conferences & Research Symposia**

Some of our sponsors over the years

School of Business, Montclair State University, NJ

Curtin School of Management, Curtin University

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Italian Society of Management, Italy

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Martin Best Paper Award, EADA Business School, Barcelona

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NTPC School of Business, Noida, India

Academy of Renewable Energy, Environment Management and Sustainability, India/UAE

**20th International Conference of the Academy of Global Business  
Research and Practice**  
**Date: 7 - 9 January 2026**

**Conference venue**

The conference will be held at Comenius University Bratislava.  
<https://uniba.sk/o-univerzite/virtualnaprehliadka/>

**Transportation Options:**

[Click for more information on transportation recommendations.](#)

**Main Locations:**

- Historical Aula – (Opening Ceremony & Keynotes)
- Multimedia Room – (Parallel Panels & Discussions)
- Section Rooms – 8 rooms (Thematic Tracks)
- PhD Section Room – Dedicated space for doctoral presentations and mentoring

**Opening Ceremony Highlights (Historical Aula)**

<https://uniba.sk/o-univerzite/virtualnaprehliadka/>

**Social Events (Moyzes Hall)**

<https://fphil.uniba.sk/en/services/moyzes-hall/>

<https://fphil.uniba.sk/sluzby/moyzesova-sien-fif-uk/fotogaleria/>

**Conference Sessions**

Location: Comenius University Bratislava, Faculty of Management, Odbojárov 10, Bratislava, Slovakia

<https://maps.app.goo.gl/mRGwQBeYWmpzXeJk6>

**Transport Options from Airports**

Practical transport options from both Bratislava Airport and Vienna Airport to the Faculty of Management at Odbojárov 10, Bratislava:



**From Bratislava Airport (BTS)**

**Public Bus**

Bus No. 61 runs every ~15 minutes to central stops like Hlavná stanica, Trnavské Mýto, etc. Tickets cost about €1–3 and the trip takes ~25 min

From Hlavná stanica or Trnavské Mýto, take tram lines (e.g., 4 or 9) or a short taxi/Bolt/Uber ride (~€8–15) to Odbojárov 10 [reddit.com](#).

### Taxi or Ride-Hail

Taxi costs are typically €16–20 and the journey takes ~9 minutes  
Bolt and Uber operate at BTS for quick and convenient rides .



### From Vienna International Airport (VIE)

#### Direct Airport Bus (FlixBus / Slovak Lines / Terravision)

Departs directly to Bratislava city centre (usually Hlavná Stanica), with frequent service, 41 min travel time, cost €7–11

Once in Bratislava, use tram or taxi to reach Odbojárov 10 (~10 min).

#### Train via Vienna + Bratislava

Take ÖBB railjet or S-Bahn from Vienna Airport to Wien Hauptbahnhof (~15 min), then REX/ÖBB train to Bratislava (approx. 1 h), totaling ~1h15–1h30, cost ~€22–23.  
Finish with a local tram or taxi in Bratislava.

**Bratislava offers a reliable and affordable public transportation system, operated by Dopravný podnik Bratislava (DPB).** It includes buses, trams, and trolleybuses, which run frequently and connect all major parts of the city, including the conference venue at Odbojárov 10.

#### Ticket Information

90-min travel ticket: €1.70

30-min ticket: €1.00

24-hour ticket: €4.10

Tickets can be purchased via:

**Mobile apps:** IDS BK, Ubian, or Slovak Lines

Ticket machines at major stops and stations

SMS tickets (for Slovak SIMs only)

Validate your ticket immediately after boarding (via scanner or app).

Useful Routes to Faculty of Management

**Tram lines:** 4, 9 (stop: Odbojárov, Jelačičova)

Bus connections: from Trnavské mýto, Hlavná stanica or AS Mlynské nivy



## Taxi and Ride-Hailing Apps

Bratislava supports several modern taxi and ride-hailing services, offering cashless, reliable, and often cheaper alternatives to traditional taxis.



**Recommended Apps:** Bolt (most popular and affordable)

Uber

Hopin Taxi (local app with transparent pricing)

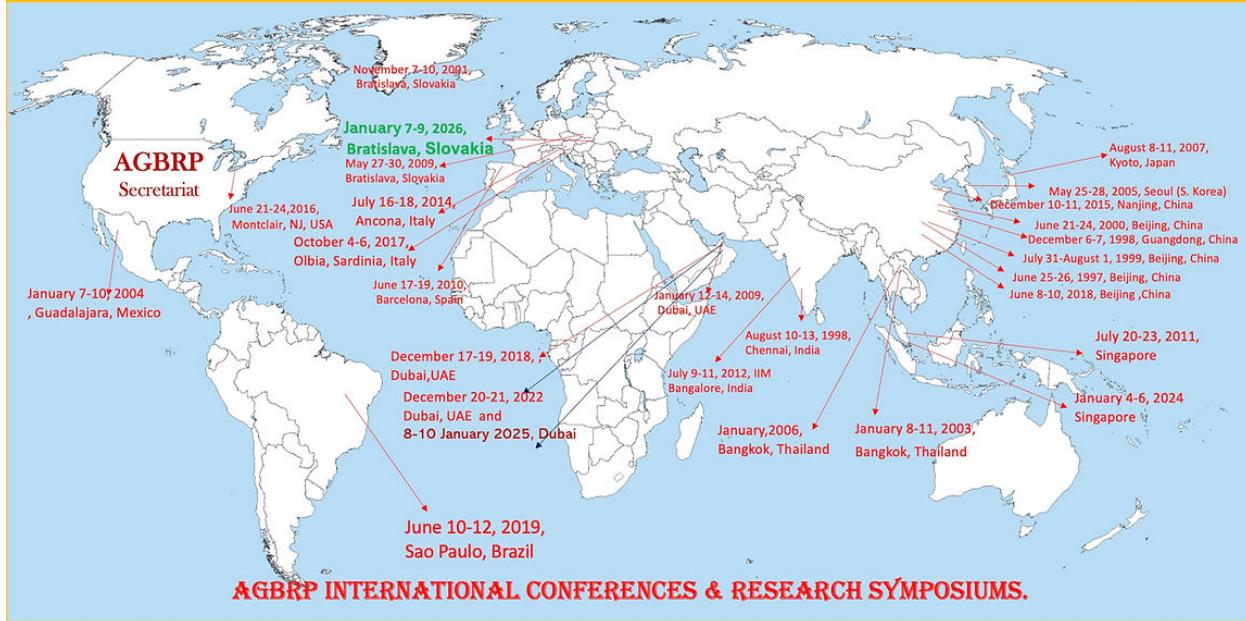
Liftago (combines multiple taxi providers)



**Payment (in EUR):**

All apps support in-app card payment, live driver tracking, and estimated pricing before booking.

**ACADEMY OF GLOBAL BUSINESS RESEARCH AND PRACTICE, USA**  
**27 GLOBAL CONFERENCES (1995-2026)**



Comenius University Bratislava, Slovak Republic

**CONFERENCE PROGRAM**

*January 7-9, 2026*

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