

Time	Section	Room
<b>Wednesday (09.18.)</b>		
11:00-13:00	AIB-CEE Chapter Board meeting (members only)	Rooftop Café
13:00-15:30	Doctoral school workshop (invitation only)	Aquarium (J101)
	<b>Opening Ceremony</b>	
	<b>Greetings:</b> <i>Bruno van Pottelsberghe, president/rector Corvinus University of Budapest</i> <i>Łukasz Puślecki, Chair, AIB-CEE Chapter</i> <i>Miklós Stocker, Miklós Kozma Conference Chairs</i>	
16:00-18:30	<b>Keynote Address Panel:</b> <b>Navigating New Realms: Business Collaboration, Digitalization, and Innovation Redefining Success in Uncertain Times</b> <i>Jean-François Hennart, AIB fellow</i> <i>Roger Strange, AIB fellow</i> <i>András Becsei (OTP Bank)</i> <i>Viktor Sverla (MOL Group)</i>	Auditorium
18:30-21:00	<b>Welcome Reception</b> <i>Greetings: Zoltán Szántó, Vice Rector for Research CUB</i> Wine, refreshments and light dinner will be provided	Lounge & Fresh Corner
<b>Thursday (09.19.)</b>		
9:00-10:30	<b>1st Plenary:</b> <b>Jean-François Hennart: Do we need (new) theories in International Business?</b>	Auditorium
10:30-10:50	Coffee break	Lounge & Fresh Corner
10:50-12:20	<b>Panel 1: Opportunities and challenges for a grant application in CEE countries</b> Session Chair: <i>Attila Jámbor</i> Panel members: <i>Ákos Kengyel, Tony Fang, Judit Fekete, Mirosław Jarosiński</i>	Auditorium
10:50-12:20	<b>Panel 2: Innovative Horizons: Exploring Joint PhD Opportunities in the CEE Region</b> Session Chair: <i>Áron Perényi</i>	J301
12:30-14:00	Lunch	Lounge & Fresh Corner
14:00-15:30	<b>Networking session #1</b> Session Chair: <i>Mariola Ciszewska-Mlinarič</i> For researchers interested in: Marketing, Strategy, Human Resources, Sport, Diversity	Aquarium
14:00-15:30	<b>Networking session #2</b> Session Chair: <i>Mirosław Jarosiński</i> For researchers interested in: Digitalization, Innovation, Finance, Sustainability, Competitiveness, Education	J501
14:00-15:30	<b>European Insights: Sustainability, Digitalization, and Migration HR (EIBA World Café session)</b> Session Chairs: <i>Andreja Jaklič, Miklós Kozma</i> Table Chairs: <i>Noémi Sinkovics, Piotr Trąpczyński, Gyula Zilahy</i>	Rooftop Café
15:30-17:00	<b>2nd Plenary:</b> <b>Roger Strange: The art of writing IB papers and beyond – becoming a successful researcher in the IB field</b>	Auditorium
17:00-17:20	<b>Coffee Break</b>	Lounge & Fresh Corner
17:20-18:50	<b>Session 1</b> The Role of Corporate Governance in Sustainable Value Creation Session Chair: <i>Mike Troilo</i>	J301

17:20-18:50	<b>Session 2</b> Marketing Challenges in International Business Session Chair: <i>Attila Kajos</i>	J302
17:20-18:50	<b>Session 3</b> Competitiveness of CEE countries, Their Industries, and Firms Session Chair: <i>Viktória Endrődi-Kovács</i>	J304
17:20-18:50	<b>Session 4</b> Innovation and Collaboration in International Business Session Chair: <i>Łukasz Puślecki</i>	J101
21:00-00:00	<b>Nighttime Tour in the Castle District;</b> Meeting Point: Holy Trinity Memorial (Szentháromság tér)	

## Friday (09.20.)

9:00-10:30	<b>Session 5</b> Advancing Responsible Business Education in the Face of Global Challenges & Teaching International Business in the Age of Global Disruptions Session Chair: <i>Mirosław Jarosiński &amp; Blaženka Knežević</i>	J301
9:00-10:30	<b>Session 6</b> Competitiveness of CEE countries, Their Industries, and Firms Session Chair: <i>Erzsébet Czakó</i>	J302
9:00-10:30	<b>Session 7</b> International Entrepreneurship, Cooperation and Networks Session Chair: <i>Tiia Vissak</i>	J303
9:00-10:30	<b>Session 8</b> Digital Enterprises and The Role of Digitalization in International Success Session Chair: <i>Miklós Kozma</i>	J304
9:00-10:30	<b>Session 9</b> Challenges in Global Value Chains in Regional Disruptions & Internationalization Theory and Practices in Various Industries Session Chair: <i>Andreja Jaklič</i>	J505
9:00-10:30	<b>Panel 3: Cross-cultural opportunities and challenges:</b> Strategies for Teaching, Research, and Leadership in Diverse Academic Environments Session Chair: <i>Noémi Sinkovics;</i> Panel members: <i>Mariola Ciszewska-Mlinarič; Michał Lemański, Anna Morgan-Thomas; Rob van Tulder</i>	J501
10:30-10:45	Coffee break	3 <sup>rd</sup> and 5 <sup>th</sup> Floor
10:45-12:15	<b>Session 10</b> International Strategy in an Uncertain Global Environment Session Chair: <i>Michał Zdziarski</i>	J301
10:45-12:15	<b>Session 11</b> Innovation and Collaboration in International Business Session Chair: <i>Nikolett Deutsch</i>	J302
10:45-12:15	<b>Session 12</b> Diversity and Inclusion in International Business Session Chair: <i>Henriett Primecz</i>	J303
10:45-12:15	<b>Session 13</b> Digital Enterprises and The Role of Digitalization in International Success Session Chair: <i>Witold Nowiński</i>	J304
10:45-12:15	<b>Panel 4: Future Readiness Panel:</b> <b>Navigating Sustainable Transitions in Uncertain Times</b> Session Chair: Rob van Tulder Panel members: <i>Diána Andri (Decathlon); Miklós Kozma; Gyula Zilahy</i>	J501
10:45-12:15	<b>JEEMS Paper Development Workshop</b> Session Chair: <i>Thomas Steger</i>	J505
12:15-13:45	Lunch	Lounge & Fresh Corner
13:45-15:15	<b>Session 14</b> Global Challenges in Sport Business Session Chairs: <i>Zsolt Havran &amp; Karolina Nessel</i>	J501

13:45–15:15	<b>Session 15</b> International Strategy in an Uncertain Global Environment Session Chair: <i>Miklós Stocker</i>	J301
13:45–15:15	<b>Session 16</b> International Human Resource Management in Difficult Economic Times Session Chair: <i>József Poór</i>	J302
13:45–15:15	<b>Session 17</b> Contemporary Challenges in International Finance Session Chair: <i>Inna Romanova</i>	J303
13:45–15:15	<b>Session 18</b> Diversity and Inclusion in International Business Session Chair: <i>Anna Hidegh</i>	J304
13:45–15:15	<b>JEEMS Paper Development Workshop</b> Session Chair: <i>Thomas Steger</i>	J505
15:15-15:30	Coffee break	3 <sup>rd</sup> and 5 <sup>th</sup> Floor
15:30-17:00	<b>Sessions 19</b> International Strategy in an Uncertain Global Environment Session Chair: <i>Piotr Trąpczyński</i>	J301
15:30-17:00	<b>Sessions 20</b> The Role of States in a Changing Global Environment Session Chairs: <i>Magdolna Sass &amp; Tony Fang</i>	J302
15:30-17:00	<b>Sessions 21</b> Influence of Emerging Market Multinationals in Europe Session Chair: <i>Ágnes Szunomár</i>	J303
15:30-17:00	<b>Sessions 22</b> Diversity and Inclusion in International Business Session Chair: <i>Sára Csillag</i>	J304
15:30-17:00	<b>Sessions 23</b> Marketing Challenges in International Business Session Chair: <i>Agnieszka Głodowska</i>	J505
15:30-17:00	<b>Panel 5: Editorial Desk Review Panel</b> ("How to avoid desk rejection in Q1 journals?") Session Chair: <i>Noémi Sinkovics</i> Panel members: <i>Amitabh Anand, Noemi Sinkovics, Roger Strange, Rob Van Tulder</i>	J501
17:00-18:00	<b>The Future of the AIB-CEE Chapter</b> Session Chair: <i>Łukasz Puślecki</i>	Auditorium
18:00-19:30	Dressing Break: Time to Change for the Gala Dinner	
19:30-22:00	<b>Gala Dinner and Award Ceremony</b> Greetings: <i>Péter Fehér, Vice President for International Relations, CUB</i> Acknowledgement of the outgoing AIB-CEE Board and Introduction of the new AIB-CEE Board	Main Building, Main Hall*
22:00-23:30	<del>Networking on the Waves: A Scenic Boat Tour</del> <i>Cancelled due to flood situation!</i>	<del>on the Danube</del>

## Saturday (09.21.)

08:30-10:00	<b>"Meet the Editor" session</b> (JIBP, JEER, SBED, EBER, EMJ, BMR, JEEMS) Panel members: <i>Rob van Tulder, Witold Nowinski, Amitabh Anand, Agnieszka Głodowska, Noémi Sinkovics, Henriett Primecz, Thomas Steger</i>	J301
10:00-11:15	<b>"Meet the Researcher" session: Personal Insights of an Inspiring Academic Career by Jean-François Hennart</b>	J301
11:15-11:30	Coffee break	Lounge
11:30-18:00	PhD workshop: Qualitative Research Professor: <i>Viktor Dörfler</i>	J301
11:30-18:00	PhD workshop: Systematic Literature Review Professor: <i>Amitabh Anand</i>	J304
19:00-00:00	<b>Sightseeing Tour in Downtown Pest; Meeting Point: Sisi Statue (Madách tér)</b>	

All events will be held at Corvinus University of Budapest Gellért Campus (entrance at 9. Mátyóki út, 1118 Budapest) except stated otherwise.  
\*This event will be in a different venue. Main building is at 8. Fővám tér, 1093 Budapest (two tram stops eastwards by tram lines 47-49)

## Detailed Program of Sessions

### Session 1

#### The Role of Corporate Governance in Sustainable Value Creation

Room: **J301**

Session Chair: **Michael Troilo**

1. Adrian Josef Amon: The Role of Cooperatives in Sustainable Value Creation: A Comparative Analysis of Germany and Italy
2. Sagnika Datta, Neeraj Dwivedi: Driving Global Sustainability: Organizational Innovations in Circular Economy Practices
3. Deepali Dhingra, Neeraj Dwivedi: Divergent Interlocking Directors' Experience and External Knowledge Sourcing
4. Deepali Dhingra, Neeraj Dwivedi: Do Interlocking Directorates Impact Product Innovation? Evidence from India

### Session 2

#### Marketing Challenges in International Business

Room: **J302**

Session Chair: **Attila Kajos**

1. Ana Brochado, Rufino Joana, Rui Moreira de Carvalho: M-commerce adoption from generation z e-buyers
2. Md Mahbulul Haq: Sports Technology Innovation: Transforming Fan Engagement
3. Petra Magyar, Kökény László: Isn't a comfortable bed enough? - Expectations and the main causes of satisfaction during the choice of accommodation among Generation Z leisure ski tourists
4. Bozena Pera, Agnieszka Hajdukiewicz: Organic Farming and Market Development in the European Union in Times of Global Economic Turbulences
5. Aneta Lejčková: Unveiling the forbidden: Methodological insights into taboo consumption research

### Session 3

#### Competitiveness of CEE countries, Their Industries, and Firms

Room: **J304**

Session Chair: **Viktória Endrődi-Kovács**

1. Péter Csizmadia, Sára Csillag, Karina Szászvári, Katalin Bácsi: Participation and/or knowledge control in a knowledge-intensive medium-sized company
2. Jude Edeh, Adeniyi D. Olarewaju: Do ties bind? Relational ties, dynamic capabilities and export performance in transition economies
3. Gábor Földes, György Drótos: Can coopeition even drive competition? Evidence from CEE telecommunication industry
4. Blaženka Knežević, Nika Šimurina, Nataša Kurnoga: Is economic freedom a prerequisite of sustainable development based on digital technologies? - An analysis of indices for EU member countries
5. Sejla Almadi: Where does the Pygmalion effect occur naturally? Investigating discriminative self-fulfilling prophecies at multi-level work expectation

### Session 4

#### Innovation and Collaboration in International Business

Room: **J101**

Session Chair: **Łukasz Puślecki**

1. Monika Zajkowska: Exploring customer involvement in new product development by companies' features
2. Qondeni Brenda Nxumalo, Gavkhar Turaeva: Nurturing Dynamic Innovation Capabilities: The Role of Leadership and System Thinking
3. Tomislav Baković, Domagoj Hruška, Lana Cindrić: Thriving Through Setbacks: Unpacking the Role of Psychological Safety in Fostering Organizational Commitment Post-Failure
4. Wioletta Mierzejewska, Patryk Dziurski, Erzsébet Czakó: Green innovation and firm's internationalisation

## Session 5

### Advancing Responsible Business Education in the Face of Global Challenges & Teaching International Business in the Age of Global Disruptions

Room: **J301**

Session Chair: **Mirosław Jarosiński & Blaženka Knežević**

1. Antonina Lisovskaia, Dmitry Kucherov: Enhancing career self-management of millennials: The case of a business school
2. David A. Wernick, Johanna Clancy, John D. Branch: The Belfast Distillery Company: Reviving an iconic spirits brand and taking it global
3. Xuan Trang Cao, Michal Lemanski, Michael Müller-Camen: Students' perception and behaviors towards sustainability: An intercomparison analysis of two HEIs in Austria and Vietnam
4. Anna Morgan-Thomas: Towards sustainable doctoral education: Policy insights and best practices for PhD by publication
5. David A. Wernick, Johanna Clancy, John D. Branch: Sheroes Hangout: Empowering acid attack survivors to face the future

## Session 6

### Competitiveness of CEE countries, Their Industries, and Firms

Room: **J302**

Session Chair: **Erzsébet Czakó**

1. Małgorzata Stefania Lewandowska, Arkadiusz Michał Kowalski, Dawid Majcherek, Scott William Hegerty: Addressing inequality: Examining economic, social, and healthcare disparities across EU member states
2. Lilac Nachum, Geoffrey Jones, Andrei Panibratov: Home country image and firms' international activity: When and how does it matter?
3. Ágnes Szukits, Róbert Marciniak: Is it worth adapting? - Adaptation through digital advancements and analytical culture
4. Zakaria Talouni, Aleksandra Rabczun: Exploring FDI Attractiveness in Poland: Insights from a Post-Emerging Economy

## Session 7

### International Entrepreneurship, Cooperation and Networks

Room: **J303**

Session Chair: **Tiia Vissak**

1. Mariola Ciszewska-Mlinarič, Desislava Dikova, Piotr Wójcik: Proactive environmental strategy and performance of internationalized SMEs: The role of business model innovation and competitive intensity
2. Tanja Evrosimovska, Jane Menzies, Wayne Graham, Jacqueline Burgess: Strategies used by high-tech early internationalizers in CESEE in foreign markets
3. Jakub Garncarz, Adam Michalik: The role of innovation on the internationalization process of SME companies' activities in Slovakia
4. Elena Pawęta: The role of entrepreneurial ecosystems in the internationalisation of born global firms: A systematic literature review

## Session 8

### Digital Enterprises and The Role of Digitalization in International Success

Room: **J304**

Session Chair: **Miklós Kozma**

1. Anikó Almási: Digitalisation in the creative industries: What advantages and disadvantages do artists perceive from technological innovations?
2. Magda Górská Grginović, Anna Napiórkowska: Digitalization and sustainability as drivers of exports in SMEs: Evidence from European countries
3. Diana Hayrapetyan, Anna Veselova: Managing Digital Transformation and employee resistance
4. Izabella Jahn, Miklós Kozma: Business model change implications of the adoption of Smart Airport Systems – the case of Budapest Airport
5. Kristina Kundeliene: Embracing the cloud: The strategic shift in business management systems for digital enterprises

## Session 9

### Challenges in Global Value Chains in Regional Disruptions & Internationalization Theory and Practices in Various Industries

Room: **J505**

Session Chair: **Andreja Jaklič**

1. Udish Chalana Ranasinghe Hewage, Ricardo Malagueño, Januario Monteiro, Sean Ennis: On the relationship between global value chain entry and exit and SMEs' environmental practices: examining the role of trade facilitation
2. Krisztián Koppány, Brenda Murillo Villanueva, Magdolna Sass: Diverging development paths of 'factory economies': Hungary and Mexico compared
3. Halina Brdulak, Małgorzata Szafranowicz: Drivers and barriers of development of supply chains in 2022-2023: Local and global comparison
4. Nelly Maria Daszkiewicz: The role of innovative activities in internationalization of firms. The case of Polish exporters

## Session 10

### International Strategy in an Uncertain Global Environment

Room: **J301**

Session Chair: **Michał Zdziarski**

1. Katalin Cecília Balog, Szergej Vinogradov: The concept of organizational agility - a systematic literature review
2. Galina Shirokova, Lada Afanasenko, Daria Bolshakova, Ekaterina Kozachenko, Virginia Bodolica: Operating in a highly sanctioned environment: The case of high-tech companies in Russia
3. Tony Fang: Inclusive leadership: A Yin Yang approach
4. Neringa Gerulaitienė, Shyh-Jer Chen, Chiung-Weng Tsao, Tuan-Duong Nguyen, Ilona Baumane-Vītoliņa: Family business resilience and succession planning for sustainability: Multiple case studies from dynamic managerial capabilities perspective
5. Nikolett Tóth: Initial Steps in Managing the Talents of Potential Generation Z Project Managers

## Session 11

### Innovation and Collaboration in International Business

Room: **J302**

Session Chair: **Nikolett Deutsch**

1. Jude Edeh: The missing piece: The moderating role of process innovation persistence in product innovation, new product launch, and firm performance relationships
2. Evgeniia Saveleva, Margarita Gladkova, Artemiy Antsupov: Improving project performance: The role of cross-functional teams interaction and organizational design
3. Rohit Kumar: Is Fast Fashion Sustainable? Exploring the Role of Technology and Business Model Innovation
4. Jude Edeh, Samuel Kusi, Adeniyi Olarewaju: What determines SME export growth in transition economies? The role of infrastructure, digitalization, and innovation capabilities

## Session 12

### Diversity and Inclusion in International Business

Room: **J303**

Session Chair: **Henriett Primecz**

1. Ivan Amarantov, Virginia Bodolica, Galina Shirokova: Studying social sexual behavior: The role of founder self-esteem and gender egalitarianism
2. Hirra Pervez Butt, Regine Bendl, Simon Heß: A different shade of resources: Understanding the impact of co-working spaces on neurodivergent and neurotypical employees
3. Tim Gittins, László Letenyei: Roma informal entrepreneurs and municipal waste management in Hungary: a pilot project to estimate the extent of informally retrieved bulky waste
4. Andreas M. Hilger: The Impact of Multinational Corporations on Equality, Diversity, and Inclusion Norms in Europe

## Session 13

### Digital Enterprises and The Role of Digitalization in International Success

Room: **J304**

Session Chair: **Witold Nowiński**

1. Karl Erik Öim, Tairi Leis: Exploring Failures in International Entrepreneurship
2. Raluca Georgiana Robu, Ioan-Radu Petriariu: Supply Chain Resilience through Business Network Management Technologies: The SAP Case
3. Tiia Vissak: Using non-fungible tokens (NFTs) for doing (international) business: evidence from Estonia
4. Zuzanna Zyta Maleszewska, Marceli Hązła: Born digital - internationalisation of companies in the context of the digital transformation of the world economy

## Session 14

### Global Challenges in Sport Business

Room: **J501**

Session Chair: **Zsolt Havran & Karolina Nessel**

1. Dávid Bózsik, Krisztina András: Made in Italy: Comparison of B2B-themed sponsorship and corporate hospitality services in Italian and Hungarian football
2. Zsolt Havran, Erzsébet Czakó, Attila Kajos: Sponsors of the European football championships, 1992-2024 – Are there shifts among MNEs?
3. Zsuzsanna Hentz: The part of the local government in connection with the local sport and on the standard of the social involving
4. Szczepan Kościółek, Adam Metelski, Karolina Nessel: Home Stadium Advantage Away from Home
5. Ágnes Szabó, Zsolt Havran, Tünde Máté: Leisure sport in the Central and Eastern European region – Lessons from the last years

## Session 15

### International Strategy in an Uncertain Global Environment

Room: **J301**

Session Chair: **Miklós Stocker**

1. Barbara Jankowska, Maria Kubala: The influence of headquarter-subsiary relationship on the implementation of sustainable practices in MNEs
2. Éva M. Kiss: Strategic Resilience: How Global Environmental Uncertainty Shapes Organizational Core Principles
3. Máté Molnár: Managing in Evolving and Turbulent Competition: Analyzing Eras and Trends in Sport through Metrics
4. John Parnell, Michael Davidson: Firm size, market and nonmarket strategies, and firm performance in Lithuania
5. Miklós Stocker, Balázs Molnár: Dynamic capabilities in cross-border acquisitions – Sustained competitive advantage of OTP Bank

## Session 16

### International Human Resource Management in Difficult Economic Time

Room: **J302**

Session Chair: **József Poór**

1. Dmitry Kucherov, Antonina Lisovskaia, Victoria Tsybova: Effects of socially responsible HRM on innovative work behavior
2. Levente Szabados, Ferenc Kiss: How real is AI adoption? Insights from Job Advertisements in Hungary (2019-2024)
3. Lili Eszter Kontra, Ágnes Szabó: Exploring the influence of national cultural factors on burnout syndrome: A comparative study of Hungary and Sweden
4. Zsuzsanna Szeiner, József Poór: Emerging issues of labour market and employment in V4 countries
5. Aleksandra Czarnecka, Maja Szymura-Tyc: The influence of leaders' attitudes and behaviors on international virtual teams effectiveness

## Session 17

### Contemporary Challenges in International Finance

Room: **J303**

Session Chair: **Inna Romanova**

1. Judit Burucs: Case study on "Sustainable" Cooperation against the Regional Financial Instability The European Banking Coordination (Vienna) Initiative
2. Endre Mihály Molnár, Ádám Németh: Private equity and innovation: a systematic literature review
3. Marina Kudinska, Irina Solovjova, Inna Romanova: Financial Sector Development in the EU CEE Countries
4. Tomohiko Takahashi: Technical Efficiency of D-Sibs in Ukraine during the conflict
5. Piotr Wybieralski: Pre-settlement risk mitigation in the over-the-counter derivatives market



## Session 18

### Diversity and Inclusion in International Business

Room: **J304**

Session Chair: **Anna Hidegh**

1. Carmen Svastics, Sára Csillag, Zsuzsanna Gyóri, Anna Laura Hidegh: Knowledge as power? Formal, non-formal and Informal learning in the career of entrepreneurs with disabilities
2. Jurgita Butkevicienė, Miklós Kozma: Network density to support people with disabilities in inclusive entrepreneurial ecosystems
3. Jane Wenzhen Lu, Qiuyue Shao: Foreign aid, entry barrier, and women entrepreneurship: Evidence from Africa
4. Réka Matolay, Éva Erika Révész, Andrea Toarniczky: Work integration for inclusion: Leadership challenges when diversity is a given, and inclusion is a must
5. Rita Tóth, Anna Laura Hidegh, Eline Jammaers: Enhancing Inclusive Leadership through Generative AI: A Discourse Analysis Approach

## Session 19

### International Strategy in an Uncertain Global Environment

Room: **J301**

Session Chair: **Piotr Trąpczyński**

1. Piotr Trąpczyński, Barbara Jankowska, Łukasz Puślecki, Zuzanna Maleszewska: Legitimacy-building of subsidiaries in a more developed host country: the case of Polish subsidiaries in Germany
2. Andreja Jaklič, Iris Koleša, Gaja Mavri, Anže Burger: Managing Risk in Foreign Affiliates in Times of High Global Uncertainties: Does Autonomy Matter?
3. Hui Zhang, Jane Wenzhen Lu: Nationalist Activism Against Host Country and MNEs' CSR in Home Country
4. János Tóth, Ágnes Pető: Optimization of functions of the project management office (PMO)

## Session 20

### The Role of States in a Changing Global Environment

Room: **J302**

Session Chair: **Magdolna Sass & Tony Fang**

1. Naeem Ashraf, Fahad Mehmood: Informal institutions and cross-border partnership dynamics: The case of carbon offset market
2. Lilac Nachum, Rajeev Sawant, Andrei Panibratov: The antecedents of political ties: Firms' internationalization strategies and their political ties
3. Magdalena Suska: Multinational enterprises, FDI and economic integration in East Asia
4. Magdolna Sass: Politics-driven internationalisation of companies through FDI – The case of Hungary

## Session 21

### Influence of Emerging Market Multinationals in Europe

Room: **J303**

Session Chair: **Ágnes Szunomár**

1. Ágnes Szunomár: Chinese EV battery investment in the Visegrad Four
2. Gabriella Tabajdi: The role of Chinese firms in the electric vehicle transition in the European Union
3. Sára Koczkás, Balázs Vaszkun: Chinese Management: What is it and why does it matter?
4. Ninel Seniuk, Alexander Sabantsev: Determinants of Chinese Foreign Direct Investment in the EU 2013-2022

## Session 22

### Diversity and Inclusion in International Business

Room: **J304**

Session Chair: **Sára Csillag**

1. Anna Morgan-Thomas, Noemi Sinkovics: Palimpsest territory: Language and the academic migration experience from the East to the West
2. Henriett Primecz, Beáta Nagy: Contested Diversity: Executive search in Central-Eastern European countries
3. Henriett Primecz, Anna Laura Hidegh, Almina Besic: The socialist legacy of childcare support and its impact on women's career in Central Eastern Europe
4. Sara Moghaddam Tabar, Christof Miska: Diversity, Equality, and Inclusion practices in MNEs across the CEE region



## Session 23

### Marketing Challenges in International Business

Room: **J505**

Session Chair: **Agnieszka Głodowska**

1. Md Mahbubul Haq: Examining the influence of perceived brand globalness and localness on brand credibility within globalized marketplaces
2. Ana Brochado, Alvaro Augusto de Rosa, Michael Troilo: European customers' perceptions of air travel: Investigating convergence via an IPA approach
3. Adam Oleksiuk: Artificial intelligence in global marketing campaigns through selected examples