

Central and Eastern Europe in Transition Again? Rethinking International Business in a Changing World

12th AIB-CEE Chapter Annual
Conference 2026



CHAPTER
Central & Eastern Europe

21-23
September



12th Annual AIB-CEE Chapter Conference 2026

Programme

Poznań, 21–23 September 2026

Monday, 21 September 2026

TIME	ROOM	SESSION / EVENT
08:30	Registration desk / lobby (ground floor)	Registration
09:00–15:00	4.1, 2.21	Pre-conference Workshops: JIBP-JIBS Paper Development Workshop Doctoral Colloquium/Junior Faculty Consortium AIB-CEE Board Meeting
15:00–15:30	Auditorium B	Conference opening Barbara Jankowska, Sarianna Lundan, Andreja Jaklič, Łukasz Puślecki, Piotr Trąpczyński
15:30–16:30	Auditorium B	Business Keynote: CEE Goes Global: Building Competitive Firms in a Changing World Dawid Jakubowicz, CEO Kulczyk Investments Moderation: Prof. Barbara Jankowska, Poznań University of Economics and Business Rector
16:45–18:15	Auditorium B	Keynote Panel: CEE's Second Transition: From FDI-led Integration to Strategic Competitiveness? Moderator: Andreja Jaklič – University of Ljubljana Panelists: Sarianna Lundan – Aalto University Alvaro Cuervo-Cazurra – Northeastern University Ari Van Assche – HEC Montréal Discussant: Matevž Raskovic – Auckland University of Technology
18:15–19:30	Catering area (Floor 2)	Opening reception
19:30–21:00	Meeting point: front of the building	Poznań sightseeing

Tuesday, 22 September 2026

TIME	ROOM	SESSION / EVENT
08:00	Registration desk / lobby (ground floor)	Registration
09:00–10:30	4.1	Oxford Handbook Session Moderator: Thomas Steger – University of Regensburg Panelists: Arnold Schuh – WU Vienna Piotr Trąpczyński – Poznań University of Economics and Business Łukasz Puślecki – Poznań University of Economics and Business Agnieszka Głodowska – Krakow University of Economics Krzysztof Wach – Krakow University of Economics
09:00–10:30	1.1	S1: Global Value Chains, Friendshoring and Geopolitical Reconfiguration Chair: Magdolna Sass Paper IDs: 34, 45, 66, 97, 38
09:00–10:30	2.1	S2: Institutions, Institutional Change and the CEE Laboratory Chair: Erzsébet Czákó Paper IDs: 47, 92, 9, 60, 64
09:00–10:30	0.4	S3: Internationalization Strategies, Capabilities and Performance Chair: Mirosław Jarosiński Paper IDs: 25, 27, 41, 43, 46
09:00–10:30	0.6	S4: Innovation Ecosystems, Institutions and Competitiveness Chair: Małgorzata S. Lewandowska Paper IDs: 10, 16, 22, 18, 44
10:30–10:45	Catering area (Floor 2)	Coffee break
10:45–12:15	Auditorium B	Keynote speeches State capitalism and firm strategy — Alvaro Cuervo-Cazurra

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TIME	ROOM	SESSION / EVENT
		When governments act as strategists: Geopolitical turmoil and global strategy theory — Ari van Assche Moderator: Piotr Trąpczyński
12:15–13:00	Catering area (Floor 2)	Lunch break
13:00–13:05	Ground floor	Group photo
13:15–14:45	4.1	NCN-DFG Beethoven Project Seminar: From Outsiders to Legitimate Actors. What Polish subsidiaries in Germany reveal about CEE firms in advanced markets Tobias Dauth – HHL Leipzig Graduate School of Management Thomas Steger – University of Regensburg Piotr Trąpczyński – Poznań University of Economics and Business Ilan Alon – Ariel University; University of Agder Noemi Sinkovics – Newcastle University Anna Morgan-Thomas – University of Glasgow
13:15–14:45	2.1	S5: Digital Internationalization and Industry 4.0 Chair: Blaženka Knežević Paper IDs: 36, 68, 71, 99, 72
13:15–14:45	0.4	S6: Geopolitical Risk, Sanctions and Business Resilience Chair: Tomasz Dorożyński Paper IDs: 33, 62, 74, 75
13:15–14:45	0.6	S7: Industrial Transformation, GVCs and Strategic Upgrading Chair: Dávid Losonci Paper IDs: 21, 35, 15, 13, 87
14:45–15:00	Catering area (Floor 2)	Coffee break
15:00–16:30	Auditorium B	Plenary Panel: From Knowledge Production to Knowledge Responsibility: Reimagining International Business Research in CEE Moderator: Agnieszka Chidlow – University of Birmingham, Chair RRB Panelists: Barbara Jankowska – Poznań University of Economics and Business Andreja Jaklič – University of Ljubljana Desislava Dikova – WU Vienna Mariola Ciszewska-Mlinarič – Kozminski University Piotr Zaborek – SGH Warsaw School of Economics
16:30–16:45	Catering area (Floor 2)	Coffee break
16:45–18:15	4.1	Special Session – Poznań School of Competitiveness: Contributions and Implications for Competitiveness Research in CEE Moderator: Andreja Jaklič – University of Ljubljana Panelists: Marian Gorynia – Poznań University of Economics and Business Svetla Marinova – Aalborg University Marin Marinov – Aalborg University Arnold Schuh – WU Vienna Krzysztof Oblój – Kozminski University
16:45–18:15	0.4	S8: AI and International Business Chair: Anna Morgan-Thomas Paper IDs: 29, 48, 37, 76
16:45–18:15	0.6	S9: ESG, Governance and Responsible International Business Chair: Jurgita Sekliuckienė Paper IDs: 17, 23, 39, 79, 19
16:45–18:15	1.1	S10: Leadership, Human Capital and Organizational Transformation Chair: Ninel Seniuk Paper IDs: 6, 24, 40, 32, 77, 85
19:30–22:00	Poznań International Fair	Gala Dinner

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Wednesday, 23 September 2026

TIME	ROOM	SESSION / EVENT
08:00	Registration desk / lobby	Registration
09:00–10:30	Auditorium B	Meet the Editors Moderator: Ilan Alon – International Journal of Emerging Markets – Ariel University / University of Agder Panelists: Noemi Sinkovics – European Management Journal – Newcastle University Agnieszka Chidlow – International Business Review – University of Birmingham Ari Van Assche – Journal of International Business Policy – HEC Montréal Tony Fang – Journal of International Business Studies – Stockholm University Desislava Dikova – Journal of East-West Business – WU Vienna Krzysztof Wach – Entrepreneurial Business and Economics Review / International Entrepreneurship Review – Krakow University of Economics Thomas Steger – Journal for East European Management Studies – University of Regensburg
10:30–10:45	Catering area (Floor 2)	Coffee break
10:45–12:15	Auditorium B	Business Plenary: CEE in a Fragmenting World: Attracting Global Business and Expanding Beyond the Region Moderator: Desislava Dikova – WU Vienna Panelists: Marcin Garbarczyk – Vice-President, Samsung Electronics Poland Marcin Olszewski – Board Member, Profile VOX Katja Lozina – Director, Investor Relations Department, City of Poznań Andrzej Łyko – CEO, Polish Chamber of Commerce of Importers, Exporters and Cooperation
12:15–13:15	Catering area (Floor 2)	Lunch break
13:15–14:45	4.1	Open session: A Practical Guide to Automated Machine Learning for International Business Research Ilan Alon, Tatyana Tsukanova
13:15–14:45	1.1	S11: Comparative Advantage, Innovation and National Competitiveness Chair: Anze Burger Paper IDs: 50, 65, 69, 93
13:15–14:45	2.1	S12: SME Internationalisation, Relationships and Strategic Renewal Chair: Krzysztof Wach Paper IDs: 8, 20, 30, 98
13:15–14:45	0.4	S13: Business Model and Collaborative Innovation Chair: Miklós Kozma Paper IDs: 12, 52, 82, 78
13:15–14:45	0.6	S14: Digital Transformation of Markets, Work and Operations Chair: Blaženka Knežević Paper IDs: 14, 26, 55, 54
14:45–15:00	Catering area (Floor 2)	Coffee break
15:00–16:30	4.1	Panel: China and central and southeastern Europe (CESEE): between buzzwords, geopolitical vocabularies and tangible impacts; Matevz Raskovic – Auckland University of Technology
15:00–16:30	1.1	S15: FDI, Business Environments and Location Competitiveness Chair: Miklós Stocker Paper IDs: 56, 63, 81, 83, 3
15:00–16:30	2.1	S16: Knowledge, Ambidexterity and Innovation Capabilities Chair: Wioletta Mierzejewska Paper IDs: 28, 58, 31, 61, 57
15:00–16:30	0.4	S17: Leadership and Sustainability-Oriented Transformation Chair: Małgorzata S. Lewandowska Paper IDs: 7, 67, 11, 42
15:00–16:30	0.6	S18: Teaching, Learning and Responsible AI in International Business Chair: Michał Lemański Paper IDs: 51, 70, 84, 86, 88
16:30–18:00	Auditorium B & Catering area (Floor 2)	Closing ceremony & reception

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Parallel paper sessions

S1. Global Value Chains, Friendshoring and Geopolitical Reconfiguration

Tuesday, 22 September | 09:00–10:30 | Room: 1.1 | Chair: Magdolna Sass

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
34	Nearshoring as Disruptive Opportunity: Business Model Reconfiguration and CEE Firms' New Roles in Restructured Global Value Chains	Magdolna Sass - KRTK ELTE; Miklós Kozma - Corvinus University of Budapest
45	When Assets Cannot Move: Crisis-Driven Reconfiguration of a Location-Bound Service Value Chain in the Tourism Industry	Elzbieta Wasowicz-Zaborek - SGH Warsaw School of Economics; Piotr Zaborek - SGH Warsaw School of Economics
66	China's Role in Rewiring Central and Eastern European Automotive Aftermarkets during the EV Transition	Andreja Jaklič - University of Ljubljana, Faculty of Social Sciences
97	Eurointegration as a Theory-Bearing Context for International Business: From integration as explanandum to integration as explanans	Viktor Golovii - Nord University
38	Friendshoring Energy Security: U.S.–CEE Energy Diplomacy Evidence	Honorata Nyga-Lukaszewska - SGH Warsaw School of Economics; Kamil Harla - SGH Warsaw School of Economics

S2. Institutions, Institutional Change and the CEE Laboratory

Tuesday, 22 September | 09:00–10:30 | Room: 2.1 | Chair: Erzsébet Czakó

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
47	Populist politicians – charismatic political strategists or savvy political entrepreneurs? a micro-foundational perspective on institutional change and disruption	Matevz (Matt) Raskovic - Auckland University of Technology; Smita Singh - Auckland University of Technology
9	The role of institutional and macroeconomic environment in conducting international business. The case of CEE countries	Magdalena Suska - SGH Warsaw School of Economics
60	Institutional dependencies and data standardisation in CEE healthcare: a conceptual framework for understanding institutional change through hospital logistics and digital interoperability	Anna Gawrońska - Poznan University of Economics and Business
64	Probing Western Frameworks: Analysing CEE Through Korean Institutional Lenses	Zsófia Réka Pávai-Marossy - Budapest University of Economics and Business
92	Digitalization, Governance Quality, and Eco-Innovation: International Evidence	Rizwan Mushtaq - EDC Paris Business School; Zeinab Elbeltagy - Cairo University; Salman Bahoo - EDC Paris Business School

S3. Internationalization Strategies, Capabilities and Performance

Tuesday, 22 September | 09:00–10:30 | Room: 0.4 | Chair: Mirosław Jarosiński

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
25	Digital courage and the microfoundations of springboard internationalization	Agnieszka Malecka - University of Economics in Katowice; Gregor Pfajfar - School of Economics and Business, University of Ljubljana
27	The Effects of Export Entry on Wage Inequality in Slovenian Firms	Gaja Mavri - University of Ljubljana; Anze Burger - University of Ljubljana; Miroslav Verbic - University of Ljubljana
41	Selective Reconfiguration as the Missing Mechanism in Springboard Internationalisation: Evidence from a Mid-tier Economy Multinational	Piotr Wojcik - Kozminski University; Anna Morgan-Thomas - Adam Smith Business School, University of Glasgow; Mariola Ciszewska-Mlinarič - Kozminski University
43	Learning by OFDI: Building Strategic Assets through Internationalisation. Evidence from the Warsaw Stock Exchange	Tomasz Dorożyński - University of Lodz; Olivier Brunel - University of Lyon; Magdalena Godek-Brunel - ESCE International Business School, OMNES Education; Anetta Kuna-Marszalek - University of Lodz
46	Leveraging Relational Ties for Export Performance: The Roles of Innovation and Capacity Utilisation	Adeniyi D. Olarewaju - Maynooth University; Jude Edeh - Inseec Business School

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S4. Innovation Ecosystems, Institutions and Competitiveness

Tuesday, 22 September | 09:00-10:30 | Room: 0.6 | Chair: Małgorzata S. Lewandowska

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
10	Innovation, Intellectual Property, and Competitiveness in the European Union: Evidence from a Panel Data Analysis	Raluca Robu - Bucharest University of Economic Studies
16	Public Support, Ecosystem Mechanisms, and Firm Competitiveness: Additionality Pathways in European Exporting and Non-Exporting SMEs	Małgorzata Stefania Lewandowska - SGH Warsaw School of Economics; Marzenna Anna Weresa - SGH Warsaw School of Economics; Aleksandra Kubecka - SGH Warsaw School of Economics
22	Deep tech ecosystems in the CEE countries	Beata Batorowicz - SGH Warsaw School of Economics
44	International Consultancy Projects as Policy Instruments: Why Sustained Cross-Border Collaboration between Business Schools, Policy Institutions, and Industry Works	Immanuel Azaad Moonesar - Mohammed Bin Rashid School of Government; Yulia Aray - Graduate School of Management, Saint Petersburg State University; Olesya Ustimenko - Graduate School of Management, Saint Petersburg State University; Ioannis Christodoulou - Graduate School of Management, Saint Petersburg State University
18	The role of women's leadership in the development of sustainability-oriented innovations: evidence from baltic listed companies	Jurgita Sekliuckienė - Kaunas University of Technology; Hanna-Leena Pesonen - Jyväskylä University School of Business and Economics

S5. Digital Internationalization and Industry 4.0

Tuesday, 22 September | 13:15-14:45 | Room: 2.1 | Chair: Blaženka Knežević

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
36	Internationalization performance and challenges of Estonian born digital firms	Karl Erik Öim - University of Tartu; Oliver Lukason - University of Tartu; Tiia Vissak - University of Tartu
68	Digital transformation as a driver of internationalization for manufacturing SMEs - a process approach. Case study of a manufacturing company	Paulina Żmijowska - University of Economics in Katowice; Michal Kucia - University of Economics in Katowice
71	Industry 4.0 as SME cross border e-commerce enabler and internationalization propeller: evidence from industrial companies	Magda Gorska Grginovic - SGH Warsaw School of Economics; Martina Tomasetig - University of Udine; Blazej Suszynski - SGH Warsaw School of Economics
99	Networks and the Internationalization of Digital Platforms: The Case of BOL	Tairi Leis - University of Tartu
72	When Do Institutions Matter for Business Digitalization? Insights from CEE in the Context of the EU	Agnieszka Głodowska - Krakow University of Economics, Dorota Kuder - Krakow University of Economics

S6. Geopolitical Risk, Sanctions and Business Resilience

Tuesday, 22 September | 13:15-14:45 | Room: 0.4 | Chair: Tomasz Dorożyński

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
33	Beyond Country Risk - Cities as Granular Sites of Business Resilience under Radical Distress	Yuliya Shtaltovna - Hochschule Fresenius & Kyiv School of Economics; Killian McCarthy - Radboud University & Kyiv School of Economics; Olga Pismenna - Radboud University
62	Assessing the Effectiveness of EU Sanctions Against Russia from the CEE Foreign Trade Perspective	Agnieszka Hajdukiewicz - Krakow University of Economics; Bozena Pera - Krakow University of Economics
74	Geopolitical Riskwork: International Business and the Pendulum of Securitization	Anastas Vangelis - University of Ljubljana
75	Beyond War Damage: Sanctions-Protected Economies and the Transmission of Sanctions Spillovers - Evidence from Ukraine	Beata Stępień - Poznan University of Economics and Business; Szymon Truskolaski - Poznan University of Economics and Business

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S7. Industrial Transformation, GVCs and Strategic Upgrading

Tuesday, 22 September | 13:15–14:45 | Room: 0.6 | Chair: Dávid Losonci

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
21	The Automotive Transition Trap: Chinese EV Investments and the Associated Upgrading Limits in Hungary	Magdolna Sass - KRTK ELTE; Soma Balla - BUEB
35	Co-Location and Co-Evolution of German OEMs and Asian EV Investors in Hungary's Automotive Sector	Andrea Élteto - IWE CERS; Magdolna Sass - KRTK ELTE
15	Cashless Development and the Potential Impact of CBDC Introduction in the V4 Countries	Tomohiko Takahashi - Takushoku University
13	A smile-curve perspective of the drivers of CEE technology startups' outward direct investment	Andrea Szalavetz - KRTK ELTE; Magdolna Sass - KRTK
87	Digitalisation in the supply network – the case of the automotive industry	Dávid Losonci - Corvinus University of Budapest; Tamás Orosz - Wirtschaftsuniversität Wien

S8. AI and International Business

Tuesday, 22 September | 16:45–18:15 | Room: 0.4 | Chair: Anna Morgan-Thomas

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
29	Beyond Connectivity: AI and the Informational Basis of Internationalisation	Anna Morgan-Thomas - University of Glasgow, Adam Smith Business School; Zixuan Shi - University of Glasgow, ASBS
48	When SMEs adopt AI: Will newness and smallness still be a liability?	Mary Han - Toronto Metropolitan University; Tony Fang - Memorial University; Jane Zhu - Memorial University; Wendy Cukier - Toronto Metropolitan University
37	AI, SME internationalisation, and the uneven timing of partnership commitment	Jo Wright - Auckland University of Technology
76	AI-Enabled Sales Transformation in Digital Commerce: A Conceptual Work-in-Progress Short Paper	Rafal Śliwiński - Poznan University of Economics and Business

S9. ESG, Governance and Responsible International Business

Tuesday, 22 September | 16:45–18:15 | Room: 0.6 | Chair: Jurgita Sekliuckienė

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
17	ESG sentiment in social media and ESG controversies in MNEs: testing the direction of the relationship	Lukasz Bryl - Poznan University of Economics and Business
23	Board Interlocks and ESG Misconduct: How Do Board Interlocks Influence Organizational ESG Misconduct?	Ali Ahmad - Radboud University; Asif Saeed - Université Paris Est Créteil; Ali Nawaz Khan - Macau Millennium College
39	Determinants Influencing the Adoption of Environmental, Social and Governance Practices in Multinational Enterprises	Maria Kubala - Poznan University of Economics and Business; Barbara Jankowska - Poznan University of Economics and Business; Aleksandra Kania - Poznan University of Economics and Business
79	From Corporate Power to Sustainable Leadership: Multinational Corporations in the Global Economy	Magdalena Śliwińska - Poznan University of Economics and Business; Marian Gorynia - Poznan University of Economics and Business
19	Female executive leadership and sustainable outcomes: a conceptual framework for green innovation	Agnieszka Lopatka - Kaunas University of Technology; Jurgita Sekliuckienė - Kaunas University of Technology

S10. Leadership, Human Capital and Organizational Transformation

Tuesday, 22 September | 16:45–18:15 | Room: 1.1 | Chair: Ninel Seniuk

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
6	The Evolution of Expatriates: A Model of Psychological Transformation during International Assignments	Jasenko Ljubica - University of Split; Faculty of Economics Business & Tourism; Margaret Shaffer - University of Oklahoma; Sarah Henry - University of South Florida; Kyoungmin Lee - University of Oklahoma
24	Surviving the Volatile Workplace: A Follower-Centric Analysis of Leadership Preferences and Cultural Predictors Among Asian Future Talents	Katsumasa Watanabe - Chuo University
40	Beyond patents and R&D? The Institutional Foundations of High-Tech Competitiveness in CEE Countries	Olivia Marie Blanchard - Sloan School of Management, Massachusetts Institute of Technology, and Bratislava University of Economics and Business;

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ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
		Michaela Schonova - Bratislava University of Economics and Business
32	Women on Corporate Boards in Central and Eastern Europe: New Challenges for International HRM	Alicja Hadryś - Poznan University of Economics and Business; Agata Linkiewicz - Poznan University of Economics and Business
77	Beyond Return Migration: Community-Shaped Psychological Contracts and Organizational Mobility Among Skilled Migrants	Kyaw Min Han - Tohoku University
85	Humanization via robotization – a positive oxymoron explained on example of warehouse operations	Blaženka Knežević - University of Zagreb, Faculty of Economics and Business; Sanda Soucie - University of Zagreb, Faculty of Economics and Business; Bartłomiej Pieranski - Poznan University of Economics and Business

S11. Comparative Advantage, Innovation and National Competitiveness

Wednesday, 23 September | 13:15–14:45 | Room: 1.1 | Chair: Anze Burger

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
50	Scaling the Global Economic Ladder? The 3I Framework and Sustainable Comparative Advantage in CEE and Beyond	Małgorzata Stefania Lewandowska - SGH Warsaw School of Economics; Tomasz Dorożyński - University of Lodz; Arkadiusz Michał Kowalski - SGH Warsaw School of Economics; Dawid Majcherek - SGH Warsaw School of Economics
65	Investing in science, innovation activity and competitiveness: a cross-country comparison	Iris Kolesa - University of Ljubljana, Faculty of Social Sciences; Anze Burger - University of Ljubljana; Matjaz Crnigoj - Institute of Economic Research; Andreja Jaklič - University of Ljubljana, Faculty of Social Sciences
69	Digitalisation and the national competitive advantage of CEE countries	Maja Szymura-Tyc - University of Economics in Katowice; Michał Kucia - University of Economics in Katowice
93	Perceived External Environment, Dynamic Capabilities, and Firm-Level Competitiveness	Balazs Benedek Fejes - Corvinus University of Budapest; Miklós Stocker - Corvinus University of Budapest

S12. SME Internationalisation, Relationships and Strategic Renewal

Wednesday, 23 September | 13:15–14:45 | Room: 2.1 | Chair: Krzysztof Wach

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
8	When routines unsettle partnerships: emotional responses and commitment decisions in SME internationalisation	Jo Wright - Auckland University of Technology; Antje Fiedler - Auckland University
20	Market Environmental Changes and Relationship Violations in International SME Partnerships: A Comparative Qualitative Study	Lidia Danik - SGH Warsaw School of Economics; Agnieszka Plesniak - SGH Warsaw School of Economics
30	Strategic Renewal as Negotiation: How Polish SMEs Manage Evolving Paradoxes in Internationalisation	Anna Morgan-Thomas - Adam Smith Business School, University of Glasgow; Mariola Ciszewska-Mlinarič - Kozminski University; Piotr Wojcik - Kozminski University
98	Organizing for Legitimacy in Advanced Markets: Configurations of Polish MNE Subsidiaries in Germany	Łukasz Puślecki - Poznan University of Economics and Business; Piotr Trąpczyński - Poznan University of Economics and Business; Barbara Jankowska - Poznan University of Economics and Business

S13. Business Model and Collaborative Innovation

Wednesday, 23 September | 13:15–14:45 | Room: 0.4 | Chair: Miklós Kozma

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
12	Turning “Aha” into a Hook? Serendipitous Narratives and Resource Provider Engagement	Renfei Gao - University of Manchester; Honglan Yu - University of Sheffield; Nicolas Li - Manchester Metropolitan University
52	Geopolitical Disruption, Business Model Innovation, and Digital Capabilities in Internationalised CEE Firms	Miklós Kozma - Corvinus University of Budapest; Magdolna Sass - KRTK ELTE
82	What firms do matters more than what they are: customer involvement and sustainable product design in Polish enterprises	Monika Zajkowska - SGH Warsaw School of Economics
78	Exploratory, exploitative and ambidextrous innovation among domestic and international companies: differences and similarities	Wioletta Mierzejewska - SGH Warsaw School of Economics; Patryk Dziurski - SGH Warsaw School of Economics

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S14. Digital Transformation of Markets, Work and Operations

Wednesday, 23 September | 13:15–14:45 | Room: 0.6 | Chair: Blaženka Knežević

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
14	Cultural value orientations and consumers' intentions to use augmented reality in online shopping: A cross-national study among young consumers	Malgorzata Bartosik-Purgat - Poznan University of Economics and Business; Wiktoria Rakowska - Poznan University of Economics and Business; Tomasz Grzegorzczak - Poznan University of Economics and Business; Jingshi Xu - Graduate School of International Studies, Yonsei University; Indra Ponnuswamy - University of New Haven
26	Digital Supply Chain Finance and Logistics Cost-Management Maturity in Pharmaceutical Cold Chains: A Configurational Perspective	Monika Bal - Poznan University of Economics and Business; Kinga Pawlicka - Poznan University of Economics and Business
55	When Does Business Model Innovation Create Value? The Role of Digital Transformation	Balázs Felsmann - Corvinus University of Budapest; Anett Dobos - Corvinus University of Budapest; János Kiss - Corvinus University of Budapest
54	Multidimensional Generative AI Embeddedness and Radical Product Innovation in European Firms	Chen Han - Lancaster University; Paul Hughes - Lancaster University

S15. FDI, Business Environments and Location Competitiveness

Wednesday, 23 September | 15:00–16:30 | Room: 1.1 | Chair: Miklós Stocker

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
56	Comparing SME Business Environments in the European Union and the United States: A Composite Indicator and Cluster Analysis Perspective	Viktória Endrodi-Kovács - Corvinus University of Budapest; Oleg Tankovsky - Ludovika University of Public Service
63	Why do some countries host more corporate headquarters? Path dependence versus country-level drivers of MNE growth	Patrik Evzen Vanek - Masaryk University/Mendel University in Brno; Eleanor Doyle - University College Cork; Michal Madr - Mendel University in Brno
81	Determinants of FDI Location Choice and Expected Support: Evidence from Polish Investors and Their Subsidiaries in Kazakhstan	Magdalena Kuczmarska - Nicolaus Copernicus University in Torun; Malgorzata Jaworek - Nicolaus Copernicus University in Torun
83	FDI data: problems for CEE IB research	Andreja Jaklič - University of Ljubljana; Magdolna Sass - KRTK ELTE
3	Born in the Shadows, Searching in the Light: Founding-Era Institutional Logic and the Directional Orientation of Firm Search in Post-Soviet Economies	Punyashlok Dwibedy - Indian Institute of Management Indore

S16. Knowledge, Ambidexterity and Innovation Capabilities

Wednesday, 23 September | 15:00–16:30 | Room: 2.1 | Chair: Wioletta Mierzejewska

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
28	Effect of Absorptive Capacity on Innovation Ambidexterity and SMEs' Export Performance: Moderating Role of Infidelity	Md Daud Ismail - Universiti Kebangsaan Malaysia
58	Beyond Technical Expertise - Transversal Competencies as a Missing Link in Engineering Project Innovation	Malgorzata Szafranowicz - SGH Warsaw School of Economics; Halina Brdulak - SGH Warsaw School of Economics
31	Managerial Routines, Digital Capacity and Internationalisation	Krystian Bigos - Krakow University of Economics; Dorota Kuder - Krakow University of Economics; Adam Michalik - Krakow University of Economics; Pawel Milka - Krakow University of Economics
61	Entrepreneurial Orientation and Ambidexterity: The Missing Role of Knowledge Transfer	Chen Han - Lancaster University; Paul Hughes - Lancaster University
57	From Algorithms to Advantage: How Agentic AI Shapes Strategic Creativity and Competitive Unpredictability	Chen Han - Lancaster University; Paul Hughes - Lancaster University

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S17. Leadership and Sustainability-Oriented Transformation

Wednesday, 23 September | 15:00–16:30 | Room: 0.4 | Chair: Małgorzata S. Lewandowska

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
7	Uncovering The Green Transition: Automated Machine Learning Evidence on Green Technology Adoption Among SMEs	Tatyana Tsukanova - EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland; Ilan Alon - Ariel University; University of Agder
42	From ESG Compliance to Regional Ecosystem Leadership: Corporate Spatial Responsibility and Managerial Action Modes of MNEs in Poland's Green Transition	Tomasz Dorożyński - University of Lodz; Rolf Dieter Schlunze - Ritsumeikan University; Xuesong Wang - Ritsumeikan University
67	ESG: Knowledge vs. Attitude of the University Students in Central and Eastern Europe	Inna Romanova - University of Latvia; Magdalena Markiewicz - University of Gdansk; Loredana Mirra - University of Rome Tor Vergata
11	Transition from ESG towards rational sustainability - A review on sustainability development and ESG evaluation process	Ivaylo Borisov Bonev - Sofia University

S18. Teaching, Learning and Responsible AI in International Business

Wednesday, 23 September | 15:00–16:30 | Room: 0.6 | Chair: Michał Lemański

ID	PAPER TITLE	AUTHORS AND AFFILIATIONS
51	Determinants of Effective Economic Education in Polish Schools: A Multi-Stakeholder Perspective	Tomasz Rachwał - Krakow University of Economics; Jakub Garncarz - Krakow University of Economics; Magdalena Golebiowska - Krakow University of Economics
70	Skills of the Future: Reassessing the Cognitive Skills of CEMS SGH students	Celina Solec Borowska - SGH Warsaw School of Economics
84	The Workbook Method: A Structured Response to Contemporary Pedagogical Challenges in International Business Education in Central and Eastern Europe	Sejla Almadi - Corvinus University of Budapest
86	Future leaders and complex past: International exchange students learn about SDG16 experiencing Jewish heritage	Michał Lemański - WU Vienna; Casey Watters - Bond University
88	Responsible use of AI tools in higher education: Perspectives of Asian and European Students	Michał Lemański - WU Vienna