



Faculty of Economics and Business



3rd International Summer School

"Sustainability in International Business"

September 6 – 14, 2024

Location: Faculty of Economics and Business, Razlagova 14, 2000 Maribor, Lecture Room P1.5

(Programme)

Friday, September 6, 2024

8.30 – 12.30 **Virtual event for participating students** (Via MS Teams) *The Concept of Sustainability in International Business* (Romana Korez Vide, PhD, Prof., Coordinator of International Summer School)

Monday, September 9, 2024

8.30 – 9.00 **Registration of students/ Refreshments**

9.00 – 9.15 **Opening addresses to students** *Jernej Belak, PhD, Prof., Vice-dean for International Cooperation*
Romana Korez Vide, PhD, Prof., Coordinator of International Summer School

9.15 – 10.30 **Lecture 1** *Sustainable cybersecurity in international business* (Scott J. Shackelford, JD, PhD, Prof., Indiana University, Kelley School of Business, USA)

10.30 – 11.45 **Good practice presentation 1** *Sustainability implementation: Brewing industry* (Pivovarna Laško Union d.o.o. (Part of the Heinken company), Mr. Blaž Medja, Sustainability Manager)

11.45 – 12.00 **Coffee break**

12.00 – 13.15 **Good practice presentation 2** *Sustainability implementation: Plastic manufacturing industry* (SKAZA d.o.o., dr. Urban Feguš, Head of Development)

13.30 – 14.45 **Lunch** (Restaurant IZUM, Prešernova 17)

15.00 – 16.15 **Good practice presentation 3** *Sustainability implementation: Electro-industry* (Iskraemeco, d.d., mag. Dalija Delić, Sustainability Specialist)

18.30 **Social programme: Guided tour around Maribor** Meeting point: University of Maribor, International Office, Slomškov trg 15, 2000





Tuesday, September 10, 2024

- 8.30 – 9.00 **Registration of students/
Refreshments**
- 9.00 – 10.30 **Lecture 2**
- 10.30 – 11.45 **Workshop 1**
- 11.45 – 12.00 **Coffee break**
- 12.00 – 13.15 **Good practice presentation 4**
- 13.30 – 14.45 **Lunch** (Restaurant IZUM,
Prešernova 17, Maribor)
- 15.00 – 16.15 **Good practice presentation 5**
- 19.50 **Social programme: to be
announced later**

From greenwashing to genuine change: The real sustainability in international business (Igor Todorović, PhD, Prof., University of Banja Luka, Faculty of Economics, BiH)

A strategic view of value chain sustainability (Tjaša Štrukelj, PhD, Prof., University of Maribor, Faculty of Economics and Business, Maribor, Slovenia)

Sustainability implementation: Sports equipment industry (ELAN Group, Slovenia; Mr. Leon Korošec, Vice President of the Elan Group, Director of the Winter Sports Division)

Sustainability implementation: Household appliances industry (BSH Household Appliances, Nazarje; Mrs. Marjanca Repše, Director of Management Systems)

Meeting point: University of Maribor, International Office, Slomškov trg 15, 2000

Wednesday, September 11, 2024

- 8.30 – 9.00 **Registration of students/
Refreshments**
- 9.00 – 10.30 **Lecture 3**
- 10.30 – 11.45 **Good practice presentation 6**
- 11.45 – 12.00 **Coffee break**
- 12.00 – 13.15 **Good practice presentation 7**
- 13.30 – 14.45 **Lunch** (Restaurant IZUM,
Prešernova 17, Maribor)
- 15.00 – 16.30 **Workshop 2**

From Aquaculture to aquaponics in international Business (Alfonso Reyes Alvarado, PhD, Prof., University of Ibague, Colombia)

Sustainability implementation: Synthetic fibre industry (Aquafile Slovenia d.o.o., to be announced later)

Sustainability implementation: International discount stores (HOFER Slovenia; Mr. Bor Trček, Head of Corporate Responsibility and Quality Assurance Departments)

The role and scope of sustainability implementation in international business (Romana Korez Vide, PhD, Prof., University of Maribor, Faculty of Economics and Business, Maribor, Slovenia)



Thursday, September 12, 2024

- 8.30 – 9.00 **Registration of students/
refreshments**
- 9.00 – 10.30 **Lecture 4** *Sustainable startups in the global economy* (Barbara Bradač Hojnik, PhD, Prof., University of Maribor, Faculty of Economics and Business, Maribor, Slovenia)
- 10.30 – 11.45 **Workshop 3** *What have we learned I?* (Romana Korez Vide, PhD, Assoc. Prof., University of Maribor, Faculty of Economics and Business, Maribor, Slovenia)
- 11.45 – 12.00 **Coffee break**
- 12.00 – 13.15 **Workshop 4** *What have we learned II?* (Romana Korez Vide, PhD, Assoc. Prof., University of Maribor, Faculty of Economics and Business, Maribor, Slovenia)
- 13.30 – 14.45 **Lunch** (Restaurant IZUM, Prešernova 17, Maribor)
- 18.30 **Social programme: Cinema night,
Maribor** Meeting Point: University of Maribor, International Office, Slomškov trg 15, 2000

Friday, September 13, 2024

Study tour to Gorenjska region, Slovenia

- 6.00 **Departure to Gorenjska region**
- 9.30 – 11.30 *Sustainable tourism at Bled* (Zavod za turizem Bled)
- 12.00 – 13.30 *Sustainability in the Ribno Alpine Resort, Bled*
- 14.00 – 16.00 **Lunch** (Pizzeria Briksen Bled)
- 16.00 **Return to Maribor**

Saturday, September 14, 2024

- 9.00 – 11.00 **Socializing event: Walk tour to Piramida, Kalvarija and the City Park or visit of Maribor
Regional Museum** (Meeting point: Faculty of Economics and Business, Razlagova 14 – in front of
the building)
- 13.00 – 14.00 **Lunch** (Restaurant Mango, Turnerjeva 17, Maribor)
Awarding of certificates