



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) *Sustainability in international business: Concepts, relevance, implementation and metrics* (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** *From greenwashing to genuine change: The real sustainability in international business* (Igor Todorovič, PhD, Prof., University of Banja Luka, Faculty of Economics, BiH)

10.30 – 11.45 **Lecture 2** *From aquaculture to aquaponics in international business* (Alfonso Reyes Alvarado, PhD, Prof., University of Ibagué, Colombia) (online presentation)

11.45 – 12.00 **Coffee break**

12.00 – 13.15 **Good practice presentation 1** *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 2** *Sustainability implementation: Electro-industry* (Iskraemeco, d.d., mag. Dalija Delić, Sustainability Specialist)

18.30 **Social program: Guided tour around Maribor** Meeting point: University of Maribor, Slomškov trg 15 (in front of the building)





Tuesday, September 10, 2024

- 8.00 – 8.30 **Registration of students/
Refreshments**
- 8.30 – 9.45 **Lecture 3** *Sustainable cybersecurity in international business* (Scott J. Shackelford, JD, PhD, Prof., Indiana University, Kelley School of Business, USA)
- 10.00 – 11.30 **Workshop 1** *A strategic view of value chain sustainability* (Tjaša Štrukelj, PhD, Prof., University of Maribor, Faculty of Economics and Business, Maribor, Slovenia)
- 11.30 – 12.00 **Coffee break**
- 12.00 – 13.15 **Good practice presentation 3** *Sustainability implementation: Sports equipment industry* (ELAN Group, Slovenia; Anita Jerala Peterman, MSc, Procurement Manager and Sustainability Coordinator for the Sports Division)
- 13.30 – 14.45 **Lunch** (Restaurant IZUM, Prešernova 17, Maribor)
- 15.00 – 16.15 **Good practice presentation 4** *Sustainability implementation: Household appliances industry* (BSH Household Appliances, Nazarje; Mrs. Marjanca Repše, Director of Management Systems) (online presentation)
- 18.30 **Social program: Sport activity
(volleyball)** Meeting point: University of Maribor, Slomškov trg 15 (in front of the building)

Wednesday, September 11, 2024

- 8.30 – 9.00 **Registration of students/
Refreshments**
- 9.00 – 10.30 **Good practice presentation 5** *Sustainability implementation: Brewing industry* (Pivovarna Laško Union d.o.o. (Part of the Heineken company), Mr. Blaž Medja, Sustainability Manager)
- 10.30 – 11.45 **Good practice presentation 6** *Sustainability implementation: Synthetic fibre industry* (Aquafil Italy, S.P.A, Mrs. Martina Santoni, Sustainability Communication Practitioner) (online presentation)
- 11.45 – 12.00 **Coffee break**
- 12.00 – 13.15 **Good practice presentation 7** *Sustainability implementation: International discount stores* (HOFER Slovenia; Mr. Bor Trček, Director National Sustainability and Quality Assurance)
- 13.30 – 14.45 **Lunch** (Restaurant IZUM, Prešernova 17, Maribor)
- 15.00 – 16.30 **Workshop 2** *Sustainability in international business: Triggers and facilitating mechanisms* (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** *Challenges of sustainable international business practices and their overcoming mechanisms* (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** *Future trends on sustainability in international business* (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** Meeting Point: University of Maribor, Slomškov trg 15 (in front of the building)

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**