



BRNO FACULTY OF BUSINESS
UNIVERSITY AND MANAGEMENT
OF TECHNOLOGY



BRNO
INTERNATIONAL
WEEK

October 16th – 19th 2023
Brno, Czech Republic

SCHEDULE OF BIW 2023

Monday, 16th October

9:30 – 10:30	Opening ceremony P292
10:30 – 11:00	Break
11:00 – 12:30	The Future of Europe After the War Alexander Bramerdorfer <i>FH Salzburg, Austria</i> P384
	Why Finance Matters and the Importance of Valuation Dimitrios Maditinos <i>International Hellenic University, Greece</i> Google Meet
12:30 – 13:00	Break
13:00 – 14:50	Managing Conflicting Demands and Supporting Sustainable Leadership Thierry Keuscher <i>Leuphana University of Lüneburg, Germany</i> E109
14:50 – 15:00	Break
15:00 – 16:30	Team Work: Negotiation and Stress Management Diana Woolfolk Ruiz <i>CETYS University, Mexico</i> P384

15:00 – 16:30	<p>Sustainable Product Development: Concepts, Implications and Criterias for Developing Products Cesar Augusto Díaz Moya <i>Universidad de Ibagué, Colombia</i></p> <p style="text-align: right;">Google Meet</p>
18:00	<p>Welcome Drink</p> <p style="text-align: right;">Area by P384 & P381</p>

Tuesday, 17th October

11:00 – 12:30	<p>Simulation Modelling for Decision-Making in Small Enterprises (Quantitative Methods in Economics) Astra Auzina-Emsina <i>Riga Technical University, Latvia</i></p> <p style="text-align: right;">E337</p>
12:30 – 13:00	Break
13:00 – 14:30	<p>Human Resource Management – Recruitment and Selection Georgios Theriou <i>International Hellenic University, Greece</i></p> <p style="text-align: right;">Google Meet</p>
14:30 – 15:00	Break

Wi-Fi: VutbrnonaFP, Eduroam ([instructions](#))

Wednesday, 18th October

9:00 – 10:30	<p>Development and Presentation of Sustainable and Environmentally Friendly Project Ideas Dzintra Atstaja <i>Riga Stradiņš University, Latvia</i></p> <p style="text-align: right;">E339</p>
15:00 – 16:30	<p>The Legal Challenges in Telemedicine from AI Act Perspective Karina Palkova <i>Riga Stradiņš University, Latvia</i></p> <p style="text-align: right;">Google Meet</p>
16:30 – 17:00	Break
17:00 – 18:50	<p>The Logo: Main Element of Brand Coherence Laurence Taupin <i>School of Industrial Biology, France</i></p> <p style="text-align: right;">Google Meet</p>
18:00 – 20:00	Tour of Brno

Thursday, 19th October

9:00 – 11:00	<p>Innovation Entrepreneurial Workshop</p> <p style="text-align: right;">Inprofo Lab</p>
17:00	<p>Farewell Dinner</p> <p style="text-align: right;">Gusto Plzenka Restaurant</p>

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