



BRNO FACULTY OF BUSINESS
UNIVERSITY AND MANAGEMENT
OF TECHNOLOGY



BRNO
INTERNATIONAL
WEEK

October 29th – November 1st 2024
Brno, Czech Republic

BIW 2024 SCHEDULE

Tuesday, October 29th

11:00 - 13:00	A Financial Stability Report for the Czech Republic and the Western World Alexander Bramerdorfer P384
13:00 - 15:00	Green Human Resource Management for Powering a Greener World Liga Peiseniece E337
18:00	Dinner

Wednesday, October 30th

8:00 - 10:00	HRM: Recruitment and Selection Georgios Theriou P287
9:00 - 11:00	Global Business Expansion: Exploring Models, Processes, and Entry Strategies Cesar Augusto Moya P292
9:00 - 11:00	Responsible Innovation by Life Cycle Assessment of Products and Processes Cosmin Gruescu P163
10:00 - 12:00	Economic Crisis Agnė Šimelytė E342

12:00 – 13:00	Lunch	
13:00 - 14:30	Social Media Guided Marketing Strategies in Tourism Ifigenia Mylona	E337
13:00 - 14:00	Faculty Tour	
15:00 - 17:00	Intercultural and Communication Skills in the Context of COIL Practice Joan Solé-Pla	P160
18:00 - 23:00	Opening ceremony	

Thursday, October 31st

9:15 - 10:00	CEITEC Visit
10:15 - 12:15	one-on-one meetings
12:15 - 13:15	Lunch
13:15 - 15:15	one-on-one meetings

18:00 - 23:00	Farewell Dinner
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Friday, November 1st

9:00 - 12:30	one-on-one meetings
12:30 - 13:00	Lunch
14:00 - 15:30	Social Programme

Wi-Fi: eduroam ([instructions](#))

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