

**23.10.2026**  
Zurich, Switzerland

## 14th SBS International Research Conference – SBS-IRC26

### MAIN THEME:

# “Bridging Knowledge and Practice: AI, Sustainability and Human-Centered Business Research Beyond 2030”

**23 October 2026** • *Online via Microsoft Teams*

The 14th SBS International Research Conference (SBS-IRC26) provides a dynamic platform where researchers, executives, professionals, and practitioners converge to exchange cutting-edge insights at the intersection of business, technology, and economics. As the world accelerates beyond the 2030 benchmarks, organizations and societies face profound questions that demand rigorous research and grounded practice.

This year’s conference invites critical dialogue on the forces reshaping our world: the expanding role of artificial intelligence – and the boundaries of what it cannot do; sustainability commitments that must outlast 2030 targets; the human dimensions of an aging population and a transforming workforce; macroeconomic uncertainties; and the ethical foundations – accountability, empathy, and trust – on which resilient organizations are built.

We invite academics, doctoral students (Ph.D. and DBA), business leaders, and industry practitioners to submit their research or attend as participants. The conference will feature a keynote address, expert panel discussions, and paper presentations across four thematic breakout tracks. Certificates of attendance will be issued to all registered participants, and academic paper presenters will receive official presentation certificates.

### WE WELCOME SUBMISSIONS ON TOPICS INCLUDING, BUT NOT LIMITED TO:

#### **I. Strategic Leadership and Organizational Resilience**

- Leadership agility and foresight in uncertain markets
- Organizational resilience and business continuity planning
- Change management and digital leadership
- Strategic transformation through crises

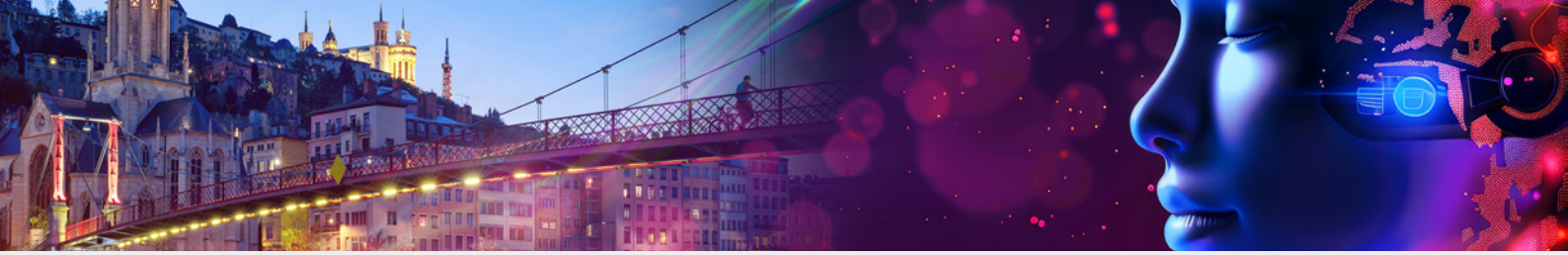
#### **II. Artificial Intelligence and Business Practices**

- AI-driven decision-making and innovation
- Human-AI collaboration and ethical leadership

- AI in finance, marketing, and HR management
- AI governance and regulatory implications

#### **III. Geopolitics, Global Trade, and Risk Management**

- Global supply chain resilience strategies
- Strategic responses to geopolitical instability
- De-risking and regionalization of business operations
- Economic policy shifts and their impact on business



#### IV. Sustainability, Ethics, and ESG Integration

- ESG reporting and strategic alignment
- Ethical leadership in AI-integrated organizations
- Green innovation and circular economy strategies
- Purpose-driven business and stakeholder capitalism

#### V. Industry 5.0 and the Future of Work

- The human-centric workplace in a tech-driven era
- Digital talent management and reskilling
- Remote leadership and hybrid work culture
- Emotional intelligence and adaptive leadership

### KEY DATES TO REMEMBER

- 25 September 2026: Submission of 500-word abstracts or full papers (\*)
- 02 October 2026: Acceptance / Rejection notification to authors
- 09 October 2026: Deadline for registration for academic paper presenters
- 16 October 2026: Deadline for registration for participants without academic paper presentations

**23 October 2026: Conference Day**

### CONFERENCE BOARD

The SBS-IRC26 Conference Board brings together an international group of academics, researchers, and business professionals committed to advancing applied business knowledge and practice.

#### SBS-IRC26 Conference Board Members

Prof. Dr. Milos Petkovic

Mr. Milos Baštanin

Ms. Seti Hamzehlou

Dr. Cristina Rodriguez

Dr. Anchal Pathak

Dr. Anthony Wong

Dr. Peter Inkpen

Ms. Lilla Peczely

Dr. Munir Abdulaziz

**PAPER SUBMISSIONS SHOULD BE MADE AS CONFERENCE PAPERS ON THE PLATFORM:**

**SUBMIT**

Accepted papers will be considered for publication in the  
*SBS Journal of Applied Business Research.*

*Agenda will be shared respectfully.*

Thank you for contributing to SBS-IRC26.

We look forward to your insights and participation as we continue building a global dialogue on AI, sustainability, and human-centered business research.

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