

SBS Swiss Business School Hosts 13th International Research Conference on Strategic Leadership and Resilience in a Disruptive World

Zurich, October 24, 2025 — The Swiss Business School (SBS) successfully held its 13th *International Research Conference (SBS-IRC 2025)*, bringing together academics, doctoral students, and industry experts from across the globe to explore the theme “*Strategic Leadership and Resilience in a Disruptive World: Rethinking Business Practices in the Age of AI, Geopolitical Tensions, and Sustainability.*”

The conference, chaired and hosted by **Professor Dr. Miloš Petković**, Head of Research at SBS Swiss Business School, offered a full-day program dedicated to critical discussions on how leaders and organizations can remain resilient amid technological, political, and social disruption.

Opening Remarks and Keynote Session

The event was formally opened by **Professor Dr. Bert Wolfs**, Academic Dean of SBS Swiss Business School, who emphasized the urgency of preparing for a world increasingly shaped by artificial intelligence, global uncertainty, and the need for human-centered leadership.

Dr. Wolfs highlighted that while higher education has historically focused on cognitive and intellectual competencies, the future of work requires “human skills” — the ability to build trust, navigate complexity, and lead ethically in an AI-driven era. He also stressed the importance of *practice-oriented research* that bridges theory and business practice, reflecting SBS’s mission to integrate applied innovation with academic excellence.

Following the opening, **Mr. Uroš Mikić**, CEO of Flow Ninja Studio, delivered the keynote presentation moderated by **Mr. David Wright**, Head of Quality Education at SBS. Mikić, a young tech entrepreneur, shared insights on “*Harnessing AI for Strategic Business Growth.*” Drawing from his experience leading an international IT company, he discussed the opportunities and challenges of integrating AI into business operations, from sales and customer management to ethical considerations and data privacy.

The keynote dialogue underscored that while AI presents significant potential for efficiency and innovation, success ultimately depends on leadership culture, regulatory awareness, and responsible implementation.

Expert Panels and Doctoral Research Presentations

The morning sessions included three thematic panels moderated by SBS faculty members — **Professor Dr. Carl Olsen, Professor Dr. Richard Beswick, and Mr. David Wright** — featuring researchers and practitioners from multiple regions. Discussions addressed emerging topics such as technological innovation, macroeconomic shifts, and the intersection of sustainability and leadership in volatile contexts.

In the afternoon, the conference transitioned to the **Research Paper Presentation Panel**, featuring six peer-reviewed papers selected from 27 submissions. The session showcased the diversity and quality of applied research being conducted by SBS doctoral candidates and international collaborators.

Research paper presentations: six applied studies

The conference research panel showcased six selected papers (from 27 submissions). Each paper contributed applied insights into leadership, temporal governance, forecasting, supply-chain information, sustainability and SME resilience.

• Dr. Peter Inkpen — “Strategic Leadership and Organizational Resilience in a Disrupted World”

Dr. Inkpen introduced the *Leadership–Culture–Performance (LCP) Nexus*, a diagnostic and developmental framework that treats resilience as a system-level capacity, linking leadership intent to cultural interpretation and system response. The LCP Nexus reframes resilience as an embedded organisational capability that requires cultural fluency, symbolic leadership, and evidence-based interventions across sectors.

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• Mr. Thomas Walenta — “Rethinking Time in Program Management”

Walenta offered a theoretical and practical *Temporal Governance Framework* integrating Western (Chronos, Kairos) and Eastern (Qi/Tai Chi) temporal logics. He argued that program leaders require **temporal ambidexterity** — the capacity to govern both quantitative schedule metrics and qualitative, situational timing — to improve decision-making in long, complex programs. Case illustrations demonstrated how hybrid time perspectives can reduce delay, improve pivoting and enhance program outcomes.

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· **Mr. Veljko Drakulić — “Traditional vs Advanced Stock-Price Forecasting Models”**

Drakulić’s paper compared classical fundamental/technical approaches with newer AI/machine-learning models. He identified benefits in predictive accuracy from AI models, while cautioning about interpretability, model-drift, data snooping and the need for hybrid frameworks that combine human judgement with algorithmic assistance for investment decisions.

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· **Dr. Charles J. Tawk — “Strategic Leadership and Resilience in Sustaining Lebanese SMEs During Crisis”**

Using Lebanon as a contextually rich case, Dr. Tawk examined how strategic leadership enhances SME resilience and organisational performance under persistent crisis conditions. He emphasised leadership visibility, governance, and human-centred practices (training, resource allocation) as prerequisites for proactive resilience — not reactive crisis management — and proposed a practical “seesaw” resilience model for small organisations.

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· **Racha Abou Chahine — “Strategic Drivers and Institutional Challenges in Implementing Sustainable Practices in the UAE Healthcare Sector”**

Abou Chahine presented empirical findings and a conceptual framework (Sustainability Reported Outcome Measures, SROMs) linking sustainability adoption to leadership visibility, training, resources and governance. Her work argued that sustainability must move from compliance to culturally embedded practice and be integrated into value-based healthcare metrics to protect quality and patient safety.

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· **Enshuai Yu — “Information Hostage: How Inter-firm Proprietary Information Sharing Induces Supply-Chain Locking”**

Yu presented ongoing PhD research demonstrating that greater proprietary information sharing can produce locked-in supplier relationships (high exit costs), potentially reducing supply-chain flexibility. Using quasi-natural experiments and contract-based measures, he documented settings where regulatory shocks

changed the proprietary value of shared information and led to measurable effects on supplier termination and relationship continuity. The findings highlight trade-offs between coordination gains and the risk of reduced re-configurability in volatile environments.

A Platform for Collaboration and Innovation

Throughout the conference, participants engaged in dynamic Q&A sessions, exchanging perspectives on AI ethics, leadership in digital economies, program management, and global research collaboration.

Professor Petković highlighted in his closing remarks that the SBS International Research Conference continues to serve as a bridge between academia and practice:

“Our mission is to provide a platform for innovative and applied research that not only advances academic knowledge but also supports leaders and organizations in navigating disruption with resilience and foresight.”

Continuing the SBS Research Tradition

The 13th SBS-IRC once again affirmed SBS Swiss Business School’s position as a hub for international research dialogue and innovation. By connecting scholars, doctoral students, and practitioners, the event demonstrated how applied research can inform sustainable leadership and responsible use of emerging technologies.

SBS extends its gratitude to all presenters, moderators, and attendees who contributed to the success of this year’s conference and looks forward to continuing this tradition of global research collaboration in 2026.