



International Teaching Days - Workshops Offer

**12th-14th
May 2025**

Explore our catalog of workshops for this year's International Teaching Days. Learn about each course offering and find sessions that match your interests.

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Workshop Descriptions



Tuesday, 13th May

Timeslot from 09:30 to 11:30

Workshop 1: Karina Burgdorff Jensen, Denmark

The Art of Inside Sales – Win and Manage Clients in a Digital World

Description: In this session, you will work in teams on the challenges of an inside sales team. In the first step, you will quickly gain the necessary knowledge through videos and podcasts. With this experience and the knowledge of your team members, you will develop business solutions for an inside sales team operating in a digital world.

Workshop 2: Martin Potančok, Czechia

Value of Data and Analytics

Description: The workshop 'Value of Data and Analytics' aims to introduce the Value of Data and Analytics as a significant competitive advantage and provide prerequisites for the positions of analysts or consultants of managerial applications (directed to support business and strategic decision-making).

Workshop 3: Eva Jaderná, Czechia

Sustainable principles as part of consumer purchasing decisions

Description: This workshop will focus on sustainable practices and how consumers perceive sustainability principles. The research conducted by the SAU Department of Marketing and Management will be shared, exploring Czech consumer attitudes towards sustainable products, electromobility, and adoption barriers. Participants, including international consumers, will discuss these topics and explore ways to promote sustainability as a key factor in purchasing decisions.

Workshop 4: Dr. Leena Barshikar, India

Cross-cultural management from the perspectives of IHRM

Description: The workshop on "Cross Cultural Management from the perspective of IHRM" is well curated using the pedagogical tools of lecture and activities that aims to help the participants understand the fundamentals of the subject. The participants can look forward to understand the concept of role of IHRM in successfully managing the cross cultures and its application in today's era of globalization. The activities will help in engaging the participants and thereby fostering the key learnings of the session. The session will also be open to the Question and Answers and doubt solving for the participants.

Workshop 5: Juhani Kettunen, Finland

The world in Numbers

Description: First, there will be a lecture on the current state of the world economy, how a country analysis is structured, and how to find the data for the analysis. Then, students will be divided into groups, with each group studying a country from a different continent. After the study, the students will be mixed again to form new groups, each containing one student from each country. The students will then compare their results. Finally, there will be a summary of the results and a short Kahoot quiz.

Wednesday, 14th of May

Timeslot from 9:30 to 11:30

Workshop 1: Peter Frank Haarmans, The Netherlands

Crafting Your Future: Ikigai, AI, and Personal Branding

Description: This interactive workshop helps students discover their career purpose, navigate AI's impact on the job market, and build a strong personal brand. Using the Ikigai model, participants will reflect on their passions and skills while exploring AI tools for career growth—enhancing resumes, LinkedIn profiles, and personal narratives. By the end, students will have a clear personal brand, an AI-assisted elevator pitch, and strategies to stand out in a competitive job market.

Workshop 2: Øystein Klakegg, Norway

Sustainable business model – challenges in Norwegian salmon farming – and how to make the industry more sustainable

Description: This interactive workshop explores the sustainability challenges in Norwegian salmon farming, one of the world's largest aquaculture industries. Participants will learn about key issues such as feed production, transport emissions, sea lice, and waste management. Through group discussions, we will analyze real-world challenges and brainstorm sustainable solutions. The session concludes with a summary and open discussion. No prior knowledge of aquaculture is required—just curiosity and a willingness to engage!

Workshop 3: Najeb Masoud, United Arab Emirates

AI and Sustainable Innovation: Transforming Business Education and Organizational Strategy

Description: This workshop will explore the integration of Artificial Intelligence (AI) in business education and its role in fostering sustainable innovation within organizations. Participants will engage in interactive discussions and practical case studies to understand how AI-driven technologies enhance financial decision-making, corporate governance, and strategic management. The session will provide insights into AI applications in data analytics, risk assessment, and sustainability reporting, equipping students with the knowledge and skills needed to navigate the evolving business landscape. Through hands-on exercises and real-world examples, attendees will gain a deeper understanding of AI's transformative impact on business education and organizational performance.

Exclusive Workshop for professors: Volodya Shchegolev, Germany/China

Entrepreneurship and Intrapreneurship Education as a Construct: Curriculum Learning, Extra-Curriculum Learning, Resources Support, Entrepreneurial Spirit

Description: This workshop delves into four key components of entrepreneurship and intrapreneurship education: entrepreneurial spirit, curriculum learning, extracurricular learning, and resource support. Through a blend of research insights and hands-on experience, the session explores how universities, industry, startups, and government collaborate to create thriving academic entrepreneurship ecosystems. Special focus will be given to cross-cultural contexts, with practical examples from Israel, Germany, and beyond, highlighting ways to overcome cultural and psychological barriers in fostering innovation.

Wednesday, 14th of May

Timeslot from 13:00 to 15:00

Workshop 1: Vladimir Stipek, Czechia

Digital taxation in EU - past and future

Description: This interactive seminar describes the history of digital taxation efforts, including OECD proposals, European Commission proposals, national-level regulations, the Digital Levy proposal, and the Digital Service Tax solution. Although these measures have not been fully implemented, the topic remains relevant in the EU. The question of how to tax digital activity without physical presence in the EU is still unresolved. This can be an important source for future fiscal policy.

Workshop 2: Dr. Satirenjit Kaur Johl, Malaysia

Eco-Innovation, AI, and Sustainable Energy in Malaysia

Description: This workshop explores how eco-innovation and AI can help Malaysia balance energy demands with sustainability goals. Participants will examine challenges and opportunities in adopting these technologies, from policy frameworks to workforce development. Through case studies and interactive discussions, discover how AI-driven solutions can enhance energy efficiency and accelerate the shift to renewable energy.

Workshop 3: Tetyana Lepeyko, Ukraine

Global Leadership in a Digital World

Description: The „Global Leadership in a Digital World“ workshop explores the evolving role of leadership in the era of digital transformation through a combination of a mini-lecture and interactive activities. Participants will engage in discussions on key leadership competencies required in a technology-driven environment, including digital literacy, adaptability, and cross-cultural communication.

Workshop 4: Katerina Pubalova, Czechia

Sustainable leadership - what it means and how to approach it?

Description: Within the workshop, we will tackle the definition of leadership and the topic of sustainable leadership, discussing its meaning and importance. Students will explore their own perceptions of the term. We will also examine how this type of leadership is connected to ESG (Environmental, Social, and Governance) and SDG (Sustainable Development Goals).

Exclusive Workshop for professors: Juraj Mišún, Slovakia

There ain't controlling (US) like controlling (DE)

Description: This workshop explores the conceptual divide between Kontrolle and Controlling in German-language business literature and its implications for management. Traditionally seen as a retrospective function, control evolved into controlling—a practice focused on informed, data-driven decision-making. However, this shift creates tension with classic management theory, where control is a forward-looking, proactive function. Through thought-provoking questions, the session invites participants to reflect on whether managers should focus on comparing the past or shaping the future—and how economics and social sciences intersect in modern management practice.

Wednesday, 14th of May

Timeslot from 15:30 to 17:30

Workshop 1: Marko Wetzer, The Netherlands

People are more than resources

Description: This workshop explores the impact of management styles on employee motivation, behavior, and performance. Discover how leadership influences workplace dynamics and learn strategies for fostering collaboration and engagement, especially in the context of today's workforce.

Workshop 2: Anzelika Berke-Berga, Latvia

Corporate Finance and Investment Project Valuation

Description: The workshop provides a practical exploration of investment project valuation techniques essential for assessing project feasibility and making informed financial decisions. Participants will learn key methods like Discounted Cash Flow, Net Present Value, and Internal Rate of Return to assess project feasibility and make better financial decisions. Risk analysis and scenario planning will also be covered. Through case studies and practical exercises, attendees will gain the skills to evaluate investment opportunities and navigate project challenges confidently.

Workshop 3: Meiny Visscher, The Netherlands

Culture and policy making in the energy transition

Description: This workshop introduces the Energy Culture Model and its role in shaping effective energy policies. Participants will explore how cultural elements influence energy use and policy effectiveness, moving beyond one-size-fits-all solutions. Through case studies and interactive exercises, attendees will practice applying the model to real-world scenarios.

Workshop 4: Dr. Svetlana Tatuskar, India

Financial Wellbeing- Retiring Young;

Description: Dreaming of financial freedom and an early retirement? This workshop provides a roadmap to achieving financial independence, allowing you to spend time on what truly matters—whether it's travel, hobbies, or family. Participants will explore key financial tools, from the Time Value of Money to pension plans, mutual funds, and estate planning. Gain insights into retirement strategies, behavioral finance, and creating sustainable income streams.

Workshop 5: Paulina Christiaens & Catherine Apers, Belgium

From ghosting to hosting: winning over stakeholders in digital change

Description: Effective stakeholder management is a critical competency for leaders navigating the challenges of digital transformation. This two-hour workshop is tailored for business students to develop a deeper understanding of stakeholder analysis, and to align and develop communication strategies and involvement techniques within the context of organizational change. Using an authentic case study, participants will engage in analytical and collaborative exercises, including a game on stakeholder delegation and involvement and a role play on communicating change to apply theoretical frameworks to real-world scenarios. The session ends with group presentations where participants synthesize their insights and propose actionable solutions to manage the transformation process. The key takeaway of the workshop is to equip participants with knowledge regarding effective change communication, stakeholder management, and involvement that will support their professional development in change leadership roles.

Exclusive Workshop for professors: Mirjam Arnoldy, The Netherlands

The Evolution of Research in Business Education

Description: This session explores the evolving role of research in business-related programs such as International Business, Tourism, and Entrepreneurship. With growing demand from the professional field for practical, solution-oriented outcomes, many universities of applied sciences in the Netherlands are shifting from traditional theses to final projects focused on creating professional products. The workshop invites discussion on the benefits and challenges of this transition for students, institutions, and industry, and how to balance academic rigor with real-world relevance.