

ICIB 2024: Trends in Sustainable International Business

Organized, sponsored, & hosted by the

[Sustainable International Business \(SIB\) research center](#)

International Business School Maastricht (IBSM)

Domain of International Business & Communication (IBC)

[Zuyd University of Applied Sciences](#)

Brusselseweg 150, 6217 HB, Maastricht, the Netherlands



chaired by

Prof. Dr. ir. Nikos Kalogeras (SIB chair, Zuyd UAS)

Supported by



Thursday 26 september 2024

9:00 – 10:15	Registration & Welcome (morning) Drink	Main hall of the first floor (in front of the auditorium BR1.21)
10:15 – 10:30	Opening & Welcome by Prof. Dr. Ir. Nikos Kalogeras (SIB Chair, Zuyd UAS & CORMEC-Wageningen University & Research)	Room BR1.32
10:30 – 10:45	Welcome by Mrs. Yvette Froeling (dean of IB&C, Zuyd UAS)	Room BR1.32
10:45 – 11:00	Welcome by Mrs. Eefje Willems & Mrs. Manon Niesten (programme managers of the International Business Academy, Zuyd UAS).	Room BR1.32
11:00 – 11:30	Keynote speech - 1: <i>Education for Change – Graduates with a Responsible Global Mind</i> by Dr. Jeanine Gregersen – Hermans (Senior Researcher at SIB/Zuyd UAS).	Room BR1.32
11:30 – 12:00	Keynote speech - 2: <i>Sustainable Digitalisation – The Case of Kerkrade</i> by Dr. Burak Can (Associate Prof. head of the dept. of Business Analytics & Digitalisation, SBE, UM).	Room BR1.32
12:00 – 13:00	Time for afternoon or rest break	Aquarium (next to the VITAM canteen, at the ground floor you may take a lunch)

Session 1: Social Media & Sustainability 13:00 – 14:00 , Room: BR1.32 Chair: <u>Prof. Dr. Aristeidis Bitzenis</u> (University of Macedonia, Greece)		
13:00 -13:20	Social Media Detoxification of Millennials: An Exploratory Study (Michelle Ncube & <u>Sofia Daskou</u>)	Room: BR1.32
13:20 – 13:40	Managing Social Media Storms in High-Impact Industries: The Role of ESG Compliance and Effective Communication (<u>Konstantinos Rigopoulos</u>).	Room: BR1.32 Online presentation
13:40 – 14:00	Sustainability App (<u>Fatima Cremer & Muhammad Ajmal</u>)	Room: BR1.32
Session 2a: Digital Economy & Sustainability (parallel session) 14:15 – 15:15 , Room: BRB.11 Chair: <u>Dr. Sofia Daskou</u> (University of Neapolis-Pafos, Cyprus)		
14:15 – 14:35	Digital Economy: A Literature Review & Research Directions in Business & Economics (<u>Aristeidis Bitzenis & Nikos Koutsoupias</u>).	Room BRB.11 Online presentation
14:35 – 14:55	Artificial Intelligence and Machine Learning in Production Efficiency Enhancement and Sustainable Development: A Comprehensive Bibliometric Review (<u>Aristeidis Bitzenis, Nikolaos Koutsoupias, Marios Nosios</u>)	Room BRB.11 Online presentation
14:55 – 15:15	Machine Learning in Social Sciences and Humanities Research: An Extensive Literature Review (<u>Aristeidis Bitzenis, Nikolaos Koutsoupias, Marios Nosios</u>)	Room BRB.11 Online presentation
Session 2b: Sustainability in Higher Education (parallel session) 14:15 – 15:15 , Room: BR1.32 Chair: <u>Dr. Jeanine Gregersen-Hermans</u> (Zuyd University of Applied Sciences, the Netherlands)		
14:15 – 14: 35	Entrepreneurship in Education: The EU Policy Agenda and Implementation Initiatives (<u>Sofia Boutsiouki</u>)	Room: BR1.32 Online presentation

14:35 – 14:55	Navigating Global Workplaces: The Role of Cultural Intelligence in Fostering Sustainable Careers (<u>Tom Kuypers</u>, Bert van Hoof, Ankie Hoefnagels).	Room BR1.32
14:55 – 15:15	Integrating Sustainability into University Operations: The E@Zuyd Project (<u>Vito Reale</u>, Yolanda Remmels-Thonissen, Nikos Kalogeras).	Room BR1.32
15:15 – 15:30	Impact Network for Regenerative Futures (IN4RF) (<u>Marcus de Vries, Sanne van Oort Flore-Cajas, Jeanine Gregersen-Hermans</u>)	Room BR1.32
15:30 – 16:00	ICIB 2024 offers a Coffee break	Main hall of the first floor (in front of the auditorium BR1.21)
Session 3: Sustainable Business Models, Strategies, & Policies 16:00 – 17:40, Room: BR1.32 Chair: Prof. Dr. Ir. Nikos Kalogeras (Zuyd University of Applied Sciences, the Netherlands & CORMEC-Wageningen University & Research)		
16:00 – 16:20	Sustainable Logistics for the Used Clothing Sector (<u>Jules Verheesen, Glenn Bouwens, Norman Dytianquin, Nikos Kalogeras, Jeanine Gregersen-Hermans</u>).	Room BR1.32
16:20 – 16:40	Modern Challenges for Consumer Protection: ESG as potential Unfair Commercial Practice (<u>Vasiliki Papadouli</u>).	BR1.32 Online presentation
16:40 – 17:00	Sustainable Development and Taxation in EU. The evolution of UN SDG Goal No.16 (<u>Maria Karamanoli</u>)	BR1.32 Online presentation
17:00 – 17:20	Team Product Matrix Approach to the Product Strategy in Biotechnical Companies as a Basis of Development of a Sustainable Business Model (<u>Ivanova Iulia, Zubarev Ilya</u>)	BR1.32 Online presentation
17:20 – 17:40	Agricultural Cooperatives: Cause and Effect Diagram for Improved Sustainability Performance (<u>Myrto Paraschou, Nikos Kalogeras, Panagiota Sergaki, Gert van Dijk, Stefanos Nastis</u>)	BR1.32 Online presentation

Friday 27 September 2024

9:00 – 9:30	Keynote speech - 3: <i>Sustainability in the Era of Transitions – Tourism Destinations</i> by <u>Dr. Kyriaki Glyptou</u> (Senior Lecturer, Leeds Beckett University, UK).	Room BR1.32
Session 4: Sustainable Finance 9:30 – 10:30 , Room: BR1.32 Chair: Dr. Theo Benos (Zuyd University of Applied Sciences, the Netherlands)		
9:30 – 9:50	Mechanisms and Tools for Financing Sustainable Investments: A Comprehensive Literature Review (<u>Panagiotis Kontakos</u>)	Room BR1.32
9:50 – 10:10	From Profit to Value: Integrating Financial and Sustainability Ratios for Comprehensive Performance Measurement (<u>Damyan Fasulkov & Gaby Gijsberts-Engstfeld</u>).	Room BR1.32
10:10 – 10:30	Risk Management in Sustainable Foreign Direct Investments: A Literature Review on ESG and Global Challenges (<u>Panagiotis Kontakos</u>)	Room BR1.32
10:30 -11:00	ICIB 2024 offers a Coffee break	Main hall of the first floor (in front of the auditorium BR1.21)
11:00 – 12:00	Engage with IB Students & Experience SiTL! A tour to the International Business/IB (vertical) communities of learning and practice will be held. All conference participants will have the chance to experience the <u>Student in the Lead (SiTL)</u> innovative pedagogical approach, participate in the communities, taking the role of coaches and/or experts, discuss, engage and interact with our diverse in backgrounds IB students, who co-create on real life business challenges!	
12:00 – 12:45	Time for afternoon or rest break	IBC Staff room (ground floor)

13:00 – 13:20	Keynote speech - 4: Sustainability in Higher Education - The Programme “Duurzaam Zuyd” by Laurien Kok-Hakkenbroek (Zuyd UAS, NL).	Room: BR1.32
Session 5: Sustainability & Circularity in Selected Countries 13:15 – 14:45, Room: BR1.32 Chair: Dr. Kyriaki Glyptou (Leeds Beckett University, UK)		
13:20 – 13:40	Enfasten the circular transition by identifying region-bound circular competences in South Limburg, the Netherlands (<u>Danielle Twardy-Duisters, Richard Martina</u>)	Room BR1.32 Online presentation
13:40 – 14:00	Member Opportunism and Cooperative Unity: An Empirical Study of Agricultural Cooperatives in Greece (<u>Theo Benos, Nikos Kalogeras, Panagiota Sergaki</u>)	Room BR1.32
14:00 – 14:20	Exploration of the Most Important Political, Social, Institutional and Cultural Factors affecting tax morale in Greece. Statistical Analysis of a Questionnaire based on the opinions of Greek citizens about Greek Economic, Political and Social Issues (<u>Panagiotis Mitrakos</u>)	Room BR1.32 Online presentation
14:20 – 14:40	An Exploration of the Impact of Overtourism and the City as Measures between 2014 and 2024 on the Work of Tour Guides: A Case Study of Amsterdam (<u>Annerose Zoetelief</u>)	Room BR1.32
14:40 – 15:00	ICIB2024 offers a Coffee break	Main hall of the first floor (in front of the auditorium BR1.21)
Session 6: Sustainable & Circular Cases 15:00 – 16:00, Room: BR1.32 Chairs: Drs. Poornima Belavadi / Mrs. <u>Gaby Gijsberts-Engstfeld</u>		
15:00 – 15:20	Diverse Paths to Sustainability: A Comparative Study of Gulpener and Bavarian Breweries (<u>Byron Andrew, Poornima Belavadi</u>)	

15:20 – 15:40	Investigating the Impact of Gamification on SDG Awareness in Higher Business Education (<u>Gaby Gijsberts-Engstfeld & Poornima Belavadi</u>)	
15:40 – 16:00	Closed Loop in the Textile and Clothing Sector - Current Status and Potential Feasibility of Implementation (<u>Marta Sokolowska-Sluszniak</u>)	
Session 7: Measuring & Managing Sustainability & Circularity 16:15 – 17:30, Room: BR1.32 Chair: Dr. Norman Dytianquin		
16:15 – 16:35	INCLUSIVE EDUCATION FOR ACHIEVING QUALITY EDUCATION IN UNESCO-BEST PRACTICES FOR MIGRANTS & REFUGEES (<u>Anastasia Psallida</u>)	Room: BR1.32
16:35 – 16:55	Finding and Measuring the Eleventh R - Transcending the Circular to the Regenerative Economy (<u>Norman Dytianquin</u>)	Room: BR1.32
16:55 – 17:15	Honest Conduct in Business and International Relations and the Example of Xenophon 'As Agesilaus (<u>Iakovos-Antonios Armaos</u>)	Room: BR1.32 Online presentation
17:15 – 17:30	Sustainability in Fashion: Increasing the Inventory Turnover (<u>Cynthia Mudamburi, Thomas Ntinelis, Norman Dytianquin, Nikos Kalogeras</u>).	Room: BR1.32
17:30 – 18:30	Drinks & Bites	IBC Staff room (on the left of reception at the ground floor you may take drinks/bites)

Saturday 28 September 2024

ICIB 2024: Closing Session

10:00 – 12:30

All conference participants are kindly invited after the closing session to the “Museum aan het Vrijthof” for the closing session of *ICIB 2024: Trends*

in Sustainable International Business. Located in the main square of Maastricht, the Fotomuseum aan het Vrijthof is a museum of photography in Maastricht. ICIB 2024 participants will have the chance to taste the local Limburgse vlaai (a PDO product), enjoy a drink, and say goodbye to each other till they meet again for the ICIB 2025!

“Museum aan het Vrijthof”
[Vrijthof 18, 6211 LD Maastricht](#)