

**24.10.2025**  
Zurich, Switzerland

## 13th SBS International Research Conference – SBS-IRC25

### MAIN THEME:

# **“Strategic Leadership and Resilience in a Disrupted World: Rethinking Business Practices in the Age of AI, Geopolitical Tensions, and Sustainability”**

*24.10.2025. Zurich, Switzerland*

The 13th SBS International Research Conference (SBS-IRC25) provides a dynamic platform for academics, business leaders, and policy-makers to critically examine how global disruptions—from rapid AI integration to geopolitical tensions and sustainability demands—are reshaping business strategies and leadership models.

This year's event will showcase innovative research, transformative practices, and future-oriented discussions on how organizations can lead with resilience and rethink their business strategies in a fragmented and rapidly evolving world.

We invite all academics, doctoral students (Ph.D. and DBA), and industry practitioners to submit their work or attend as participants. The conference will feature keynote speeches, expert panel discussions, and engaging academic paper presentations. 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

- **26 September 2025:** Submission of 500-word abstracts or full papers (\*)
- **03 October 2025:** Acceptance/Rejection notification to authors
- **10 October 2025:** Deadline for registration for academic paper presenters
- **17 October 2025:** Deadline for registration for participants without academic paper presentations

Paper submissions should be made as conference papers on the platform:

<https://jabr.sbs.edu/index>

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-IRC25**.

We look forward to your insights and participation as we continue building a global dialogue on resilience, strategy, and innovation.

***SBS Swiss Business School – Where Knowledge Meets Innovation***