



VIRTUAL
RESEARCH
DAY | 2026

SBS 
SWISS BUSINESS SCHOOL



ONLINE

13 February 2026
Zurich, Switzerland

Agenda

Research Workshop	Lecturer	Topic	Timing
		Opening Speech	09:00 - 09:15
01.	Dr. Carl Olsen	Academic Writing	09:15 - 10:00
02.	Prof. Dr. Milos Petkovic	Literature review by AI	10:15 - 11:00
03.	Dr. Nabira Zharkinbaeva	Case Study Method	11:15 - 12:00
04.	Ms. Shirley O'Donoghue	Project Management for Thesis Success	13:00 - 13:45
05.	Dr. Anchal Patak	Sample Design and Justification	14:00 - 14:45
06.	Dr. Anthony Wong	Engaging Stakeholders for Data Collection: Insights from Industry Experts	15:00 - 15:45
		Closing Remarks	15:45 - 16:00