



INTERNATIONAL WEEK 2026

Programme booklet on Globalization,
Digitalization and Sustainability:
Managing Today´s Challenges

BSP Business and Law School – Campus Hamburg

**May
18th – 21st
2026**

Lounge (lectures open for everyone)

Programme for Tuesday, 19th May 2026

9:45 a.m. – 11:15 a.m.	all	Welcome, Presentation BSP, Presentation Partner Universities, Introduction into Programme
11:30 a.m. – 13:00 p.m.	Marius Matei (University of Economic Studies, Bucharest)	Foundations and Strategic Applications of Financial Management in Digital Business
01:45 p.m. – 03:15 p.m.	Myriam Wallert (Howest University of Applied Sciences, Belgium)	EU's CSRD-reports: basics explained
03:30 p.m. – 05:00 p.m.	Roland Pac (Citivas University, Warsaw, Poland)	The influence of macroeconomic factors on global managerial decision making

Programme for Wednesday, 20th May 2026

9:45 a.m. – 11:15 a.m.	Indira Kjellstrand (Kristianstad University, Sweden)	Organizing Sustainability
11:30 a.m. – 01:00 p.m.	Lai-Ling (Maria) Lang (LCC International University, Lithuania)	Developing Good Habits of Mind for AI-Driven Innovation
01:45 p.m. – 03:15 p.m.	Juan Carlos Lopez Robles (ESIC University Madrid)	Accessible Innovation: Creativity as a Fundamental Skill
03:30 p.m. – 05:00 p.m.	all	Research Networking Session

(Internal / closed seminars for specific student groups)

Alberto Morán Roa	AI, the shifting gaze, and the future of trust	Tuesday, 11:30 a.m.
Catalina Chinie	Building agile, creative and innovative organizational structures	Tuesday, 11:30 a.m.
Marion Mansberger	Combining Business, Local Government, and Early Education for Regional Sustainability: A Framework of Dependent Triangularity	Tuesday, 11:30 a.m.
Mihai Toma	Managing Uncertainty: Human Decision-Making and Responsible AI in Business	Tuesday, 11:30 a.m.
Fabrice Goffinet	AI – Ecological Disaster or a Drop of in the Atmosphere?	Wednesday, 9:45 a.m.
Catalin Valeriu Curmai	Global Value Chains – pursuing value in global context	Wednesday, 01:45 p.m.
David Gomez	Industrial Policy, Green Transitions and Developing Countries: Navigating Sustainability in a Fragmenting Global Economy	Wednesday, 01:45 p.m.



Dear Guests,

We are excited to welcome you at the BSP Business & Law School, Campus Hamburg – Get ready to explore, learn, network, collaborate and shape the future of Business. We are looking forward to seeing you in class.



Participants

Lectures participating in the BSP International Week

Catalina Chinie (Bucharest University of Economic Studies, Romania)
Catalin Valeriu Curmai (Bucharest University of Economic Studies, Romania)
Fabrice Goffinet (EPHEC, Belgium)
David Gomez (Richmond American University London, UK)
Indira Kjellstrand (Kristianstad University, Sweden)
Lai-Ling (Maria) Lang (LCC International University, Lithuania)
Juan Carlos Lopez Robles (ESIC University Madrid, Spain)
Marion Mansberger (Fachhochschule Wiener Neustadt, Austria)
Marius Matei (University of Economic Studies, Bucharest, Romania)
Alberto Morán Roa (ESIC University, Spain)
Roland Pac (Citivas University, Warsaw, Poland)
Mihai Toma (Bucharest University of Economic Studies, Romania)
Myriam Wallert (Howest University of Applied Sciences, Belgium)
Karen den Boer (Kristianstad University, Sweden)

BSP Organizing Committee

Daniel Horgos
(BSP Business & Law School,
Campus Hamburg, Germany)

Franziska Kahla
(BSP Business & Law School,
Campus Hamburg, Germany)

BSP International Office

Carina Webermann
Lisa Egbringhoff



Business & Law School
Campus Hamburg
Hochschule für Management und Recht