

“Managing Across Borders in Times of Uncertainty – Sustainability and Digital Transformation”

March 13, 2026 | 11:00 a.m. – 5:00 p.m. (CET)

**International Seminar Organized by the Department of International Management
Collegium of World Economy | SGH Warsaw School of Economics**

Our Distinguished Guest Speakers:

Blaženka Knežević, PhD is a full professor with tenure at the Department of Trade and International Business at the Faculty of Economics and Business, University of Zagreb. She teaches courses: Information systems in retail; Economics of electronic commerce; Procurement management; Supplier relationship management; Inventories and supplier relationships in supply chains; Electronic commerce; Electronic procurement; Procurement management in the conditions of globalization. She participated in numerous scientific projects and published more than 200 papers in proceedings of scientific conferences, books, and academic journals. She is a member of several editorial boards of international journals and international scientific conferences. She mentored more than 300 theses at various study programs at the Faculty of Economics and Business Zagreb. She supervised two finished PhD thesis and supervises the ongoing research for two PhD thesis in progress.

Magdolna Sass, PhD is a senior researcher at and director of the ELTE KRTK Institute of World Economics and a recognized expert in international economics and political economy. Her research focuses on foreign direct investment, global value chains, and the integration of Central and Eastern European economies into the global economy, with particular attention to Hungary. She has published extensively on multinational enterprises, state capitalism, and industrial policy, and has contributed to international academic and policy debates on competitiveness and economic upgrading. She also teaches and supervises graduate students at the University of Szeged.

Miklós Kozma, PhD is an Associate Professor of entrepreneurship and innovation at Corvinus University of Budapest, specialising in business model innovation, digital firms and internationalisation. His recent work examines how digitalisation and ESG-driven innovation reshape firm strategies and sustainable value creation. He serves in leadership roles in the European International Business Academy and the Hungarian Economic Association and is an award-winning coach of international case competition teams.

Kathya Cordova-Pozo, PhD works at the Methodology Department, Nijmegen School of Management, Radboud University, the Netherlands. Holds degrees in Economics from Universidad Mayor de San Simón and in Business Administration from Universidad Católica Boliviana. Master's and PhD in International Economics and Politics, University of Grenoble, France. Collaborates with global organizations such as the World Health Organization (HRP), the Pan American Health Organization (PAHO), the United Nations Population Fund (UNFPA), European Commission, and universities across Latin America and Europe. Her expertise lies in research methodology—quantitative, qualitative—applied to intervention design and evaluation, particularly within health technology assessment, policy analysis, and decision-making.

Scott W. Hegerty, PhD is a Professor of Economics and serves as Chair of the "Pegasus" department of Philosophy, Economics, Geography & Environmental Studies, Anthropology, and Global Studies at Northeastern Illinois University in Chicago. He currently conducts research in international macroeconomics and in urban geography and has published more than 100 papers in peer-reviewed journals. He received his Ph.D. in Economics from the University of Wisconsin-Milwaukee.