

NETWORK OF INTERNATIONAL BUSINESS SCHOOLS

Annual Conference 2026

5-8 May



INTERNATIONAL
BUSINESS ACADEMY



network of international
business schools

CONTENTS

004

Welcome to the IBA

005

Locations + Map

006

About the Keynote Speakers

008

Welcome from the President of NIBS

010

Conference Programme

016

Networking Events

018

Practical Information

019

List of Participants



**BUSINESS EDUCATION FOR A CHANGING WORLD.
EXPLORING COLLABORATION, INNOVATION
AND GLOBAL IMPACT.**

WELCOME TO THE IBA!

Dear colleagues and partners,

It is a great pleasure to welcome you to the NIBS Annual Conference 2026 at the IBA – International Business Academy in Kolding, Denmark.

We sincerely thank you for joining us for this year's conference, "Business Education for a Changing World." Your participation reflects a shared commitment to developing business education that meets the demands of an ever-evolving global environment. At a time marked by geopolitical challenges, collaboration across institutions and borders is more important than ever.

At the IBA, we are committed to delivering education that works in the real world by combining academic knowledge with practical experience in close collaboration with industry. As one of Denmark's most internationally oriented business academies, we work with more than 100 partner institutions worldwide and actively engage in global knowledge exchange and student mobility.

Internationalisation is an integral part of our strategy and identity, and the NIBS network plays a vital role in this effort. Through strong partnerships, shared insights, and joint initiatives, we continuously develop our programmes and strengthen our ability to prepare students for the challenges and opportunities of a globalised world.

This conference offers a valuable platform to connect with peers from around the world, share insights,

and explore new perspectives and collaborations. We are proud to welcome participants from more than 30 countries, contributing to a diverse and dynamic community of educators and professionals.

We hope the conference will be both inspiring and rewarding, providing you with new ideas, meaningful discussions, and lasting connections.

Welcome to the IBA and to Kolding. We wish you a pleasant, productive, and enriching conference.

Warm regards,



Carsten Vikkelsø
Rector

LOCATIONS

Host Institution

International Business Academy (IBA)
Havneparken 1
Kolding, Denmark

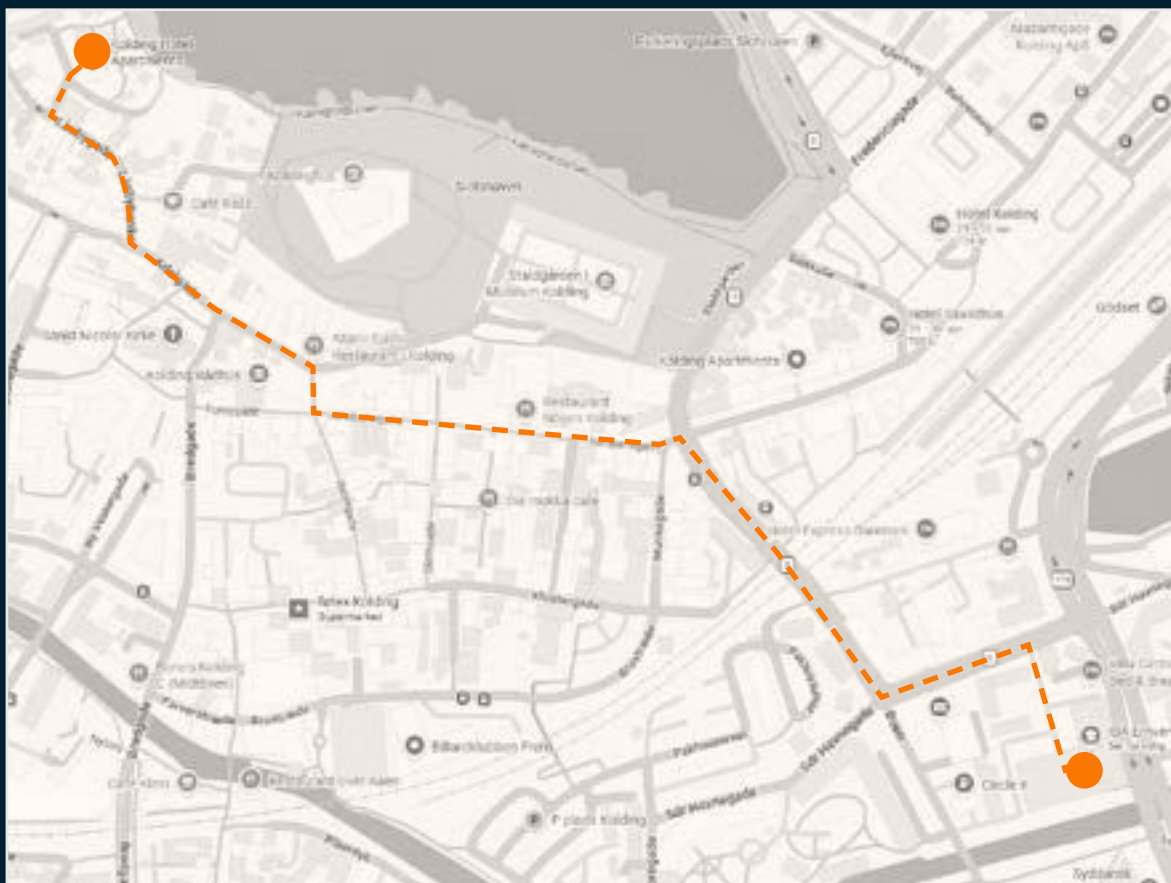
Accommodation

Kolding Hotel Apartments
Kedelsmedegangen 2
Kolding, Denmark

The hotel is situated on the lakeside, under a medieval castle, in central Kolding.

You are right next to the city center and the old quarter of Kolding. This district has many cafés, shops and takeaway restaurants.

IBA International Business Academy is approximately a 14 minute walk from Kolding Hotel Apartments.



Managing Director, Global Impact Institute

DR. UWE BRANDENBURG

Dr. Uwe Brandenburg is a leading expert in the internationalization of higher education, renowned for shifting the sector's focus from administrative processes to measurable societal impact.

As the Managing Director of the Global Impact Institute in Prague and an Associate Professor at Universitat Rovira i Virgili (Spain), Dr. Brandenburg bridges the gap between academic theory and practical, data-driven institutional strategy.

He is perhaps best known as the lead author of the landmark Erasmus Impact Study, which fundamentally redefined how we understand the link between student mobility and employability.

A provocative and influential thinker, he co-authored the seminal article "*The End of Internationalization*," challenging the industry to move past commercial interests and return to the core values of global engagement.

His current work champions Internationalisation in Higher Education for Society (IHES), a movement dedicated to ensuring that international activities provide tangible benefits to local communities and address broader social challenges.

With a PhD from the University of Bristol and a background in Political Science and Islamic Studies, Dr. Brandenburg brings a unique

multidisciplinary lens to his work. He is a frequent keynote speaker and consultant, specializing in impact assessment, intercultural competence, and the evolution of global education systems.



Professor of Public Education, Maynooth University

PROFESSOR GERT BIESTA

Professor Gert Biesta is widely recognized for his profound philosophical inquiries into the purpose and future of global education. Professor Biesta's work serves as a critical conscience for the field, urging educators to look beyond data-driven metrics toward the human heart of teaching.

He is internationally acclaimed for his critique of "learnification," the modern trend that reduces education to a mere economic transaction or a technical process of skill acquisition. Instead, Biesta proposes a holistic framework for education built on three pillars: Qualification, Socialization, and Subjectification.

His seminal works, including *The Beautiful Risk of Education* and *The Rediscovery of Teaching*, argue that the "risk" of education is not a failure to be managed, but a vital space where students are invited to exist as responsible, independent subjects in a complex world.

A Fellow of the British Academy and a member of the Education Council of the Netherlands, Professor Biesta's influence extends from deep philosophical discourse to national policy advising.

He remains a leading voice in the movement for World-Centred Education, challenging us to consider how education can help us live maturely on a vulnerable planet.

His presence at this conference offers a unique opportunity to engage with a thinker who consistently asks the most fundamental question in our field: What is education actually *for*?



A WELCOME FROM THE PRESIDENT OF NIBS

It is a real pleasure to welcome you to this year's NIBS conference.

IBA has built an outstanding international reputation over its 44-year history. It stands as a genuine beacon of internationalisation, an institution that not only talks about global engagement but lives it in practice. Its extensive network of partners across the world reflects a deep and sustained commitment to collaboration, exchange, and shared learning. The presence of the only Confucius Institute in Scandinavia is a powerful symbol of that global outlook, creating bridges across cultures and strengthening international understanding in meaningful ways.

Hosting a conference of this scale and quality is no small task. I would like to extend sincere thanks to the entire IBA team for their dedication, professionalism, and attention to detail in bringing this event together. The experience we are about to share is a direct result of your hard work, and it is very much appreciated.

As we gather here today, it is worth reflecting on what NIBS represents. People arrive at NIBS with different priorities and perspectives. Some come to develop case competitions, others explore business simulations or business plan initiatives. Many are looking for inspiration and new ideas to take back to their institutions, or connections that will support research, publications, and joint funding opportunities

Yet across all of these different motivations, there is something consistent. NIBS provides a network that supports and enables internationalisation in its many forms. More importantly, it brings together individuals who share a genuine commitment to that mission.

We often refer to NIBS as a "family," and while that can sound like a cliché, it reflects something real. This is a community where people are open, where ideas are shared generously, and where colleagues support one another's ambitions. It is a place where

you can test new thinking, build partnerships, and have honest conversations with peers who understand the challenges and opportunities of internationalisation.

That sense of trust and mutual support is what makes NIBS distinctive. It is what continues to give it strength and relevance in an increasingly complex and uncertain world, much like the LEGO bricks Denmark is famous for, we build something stronger and more resilient together brick by brick, member by member.

I hope that over the coming days you will reconnect with colleagues, form new partnerships, and leave with ideas and energy that will shape your work in the months and years ahead.

Thank you, and I wish you an inspiring and productive conference.



Hans van Oudheusden
President
Network of International Business Schools



CONFERENCE PROGRAMME

TUESDAY 5 MAY

Arrival & Welcome Reception

TIME	SESSION	LOCATION	DETAILS
12:00 – 17:00		IBA Auditorium	Pre-conference event: China Business Forum (free event, separate registration needed)
18:30 – 22:00	Welcome Reception	Kolding Castle Koldinghus 1, 6000 Kolding	Welcome Reception at Kolding Castle Welcome drinks and check-in from 18:30. A light buffet dinner will be served between 19:00 and 21:00

CONCERT AT KOLDING CASTLE

On Tuesday evening you get to experience a captivating fusion of East and West, where timeless Chinese melodies blend with the language of jazz.

Through elegant arrangements and improvisation, the band Bailian creates a vibrant and emotional atmosphere, inviting the audience into a unique cultural dialogue.



WEDNESDAY 6 MAY

Conference Day 1

TIME	SESSION	LOCATION	DETAILS
09:00 – 09:20	Welcome	IBA Auditorium	<p>Welcome from the IBA Denmark and the NIBS Board. Carsten Vikkelsøe, <i>Rector of the IBA</i> Hans van Oudheusden, <i>President of NIBS</i> Ildikó Antal, <i>Director, IBA International & Confucius Institute</i></p>
09:20 – 10:20	Keynote Session 1	IBA Auditorium	<p>“Democracy, Climate change and the world – none of my Business, is it?”</p> <p>“Make a better world your business!” Dr. Uwe Brandenburg, <i>PhD, Managing Director of the Global Impact Institute, Prague, Czech Republic</i></p>
10:20 – 10:40	Introduction to New Members	IBA Auditorium	<p>Introductions and networking activity for new NIBS members and first-time delegates.</p>
10:40 – 10:55	NIBS Accreditation Awards	IBA Auditorium	<p>Presentation of NIBS accreditation certificates to member institutions demonstrating excellence in international business education.</p>
10:55 – 11:25	Coffee Break	IBA Canteen	
11:25 – 12:30	Members’ Opportunities Session	IBA Auditorium	<p>UCLL, Belgium Mario De Wolf, International Officer</p> <p>Hochschule Kaiserslautern, Germany Prof. Dr. Christian Armbruster</p> <p>University of Northern Iowa, USA Assistant Prof. Chris Schrage, <i>Global Opportunities Coordinator</i></p> <p>International Business School of Beijing Foreign Studies University Dr. Lili Dong</p> <p>Manchester Metropolitan University Dr. Mark Crowder</p> <p>Manchester Metropolitan University & The American College of Greece Dr. Mark Crowder & Dr. Marilena Antoniadou</p> <p>IBA International Business Academy, Denmark Ildikó Antal, Alla Rozova, Anna Barseghyan & Oksana Jørgensen</p> <p>Perdue School of Business, Salisbury University Prof. Irina Piatselchyts & Dr Memo Diriker</p> <p>The Global Undergraduate Awards</p>

TIME	SESSION	LOCATION	DETAILS
12:30 – 13:30	Lunch (optional campus tour)	IBA Canteen	
13:30 - 14:45	Workshops	IBA Auditorium	Erasmus+ Funding Opportunities for Strengthening Strategic Partnerships in Europe and Beyond Rune Wulff Christensen, <i>International adviser, International Education Programmes and Grants, Ministry of Higher Education and Science, Denmark</i>
13:30 – 14:45	Workshops	Room 5.02	Incorporating Data Analytics Teaching into the Business Curriculum, exploring innovative pedagogical approaches to integrating analytics and digital literacy in business programmes. Olga Sara, Global Director, Institute of Analytics, UK, (The global body for Data Analytics Professionals, https://ioaglobal.org/)
14:45 – 15:00	Coffee Break	IBA Canteen	
15:00 – 15:30	NIBS Innovation	IBA Auditorium	NIBS: Case Studies NIBS: Experts NIBS: Proceedings NIBS: What's next?
15:30 – 16:30	NIBS Research Session 1	IBA Auditorium	"From Silos to Studios: Rewiring Business Education" Dr. Adity Saxena & Mr. Ed Overes "How Business Education Shapes Graduate Employability in Times of Disruptions" Dr. Elisa Gagnon & Dr. Svetlana Davis
Evening	Networking Dinner	Den Gamle Grænsekro Koldingvej 51, 6070 Christiansfeld	A walking tour of Christiansfeld (a UNESCO site) and dinner at a traditional Danish inn. Departure at 18:30 from the IBA by bus to Christiansfeld and Den Gamle Grænsekro. Return departure from Den Gamle Grænsekro at 22:30. <i>If you wish to return earlier, you may book a taxi at the hotel reception at your own expense.</i>

THURSDAY 7 MAY

Conference Day 2

TIME	SESSION	LOCATION	DETAILS
09:00 – 10:00	Keynote Session 2	IBA Auditorium	<p>“World-Centred Business Education in a Changing Global Landscape” Dr. Gert Biesta, <i>Professor of Public Education in the Centre for Public Education and Pedagogy, Maynooth University, Ireland</i></p>
10:00 – 10:45	Plenary	IBA Auditorium	<p>Business Education for a Changing World Morten Kier, <i>Associate Professor, IBA, Denmark</i> Gitte Marie Juhl, <i>Assistant Professor, IBA, Denmark</i></p>
10:45 – 11:15	Coffee Break	IBA Canteen	
11:15 – 12:30	The David Gillingham Awards	IBA Auditorium	<p>Introduction to the awards and outline of the session Dr. Mark Crowder Manchester Metropolitan University</p> <p>From Local Projects to Global Proof-of-Work: Making Experiential Learning Visible Across Borders Dr. Svetlana Davis, <i>Bishop’s University, Williams School of Business</i></p> <p>Outdoor Challenge Norway – Learning Beyond the Classroom Dr. Femke Sterckx, <i>UCLL University of Applied Sciences, Faculty of Management</i></p> <p>Student Sustainability Research Challenge: A Story of Learning Across Borders Dr. Marieta Velikova, <i>Belmont University and Ed Overes, Zuyd UAS</i></p> <p>A Day in My Life: A COIL Digital Storytelling Initiative Dr. Ciarán O’Carroll, <i>Technological University Dublin, Faculty of Business</i></p> <p>Global Talent, Local Roots: A 3I Model for Deepening International Student Engagement in China Dr. Lili Dong Beijing Foreign Studies University</p> <p>United States of Europe 2035: A Collaborative Online International Learning Initiative Dr. Marilena Antoniadou, <i>American College of Greece</i></p>

TIME	SESSION	LOCATION	DETAILS
11:15 – 12:30	The David Gillingham Awards	IBA Auditorium	<p>UBUNTU and SOUL: A New Architecture for Global Business Education Dr. Marieta Velikova, Belmont University, Jack C. Massey College of Business</p> <p>Deree Business Week: an Engagement Accelerator Dr. Marilena Antoniadou American College of Greece</p> <p>Voting for the award winner</p>
12:30 – 13:30	Lunch	IBA Canteen	
13:30 – 14:30	Competences for the Future Workforce	IBA Auditorium	<p>Business Education in the Age of AI Kim Plevoets, <i>Dean of the Faculty of Management, UCLL, Belgium</i></p> <p>Challenge-Based Learning (CBL) Rudi Madalijns, <i>Dean School of Business and Management, HOGENT University of Applied Sciences and Arts, Belgium</i></p> <p>Technical Skills in 55 Years+: A Case Study from the Czech Republic Dagmar Caganova, <i>Vice-rector for Internationalisation, NEWTON University in Prague</i></p> <p>Hands-on Change Management Experience Dr. Diederich Bakker, <i>Hanze University of Applied Sciences</i> & Brian Mohr, <i>Atria Learning and Development GmbH</i></p>
14:30 – 15:00	Coffee Break	IBA Canteen	
15:00 – 16:00	NIBS Research Session 2	IBA Auditorium	<p>“Learning, Leadership and Legacy: The benefits of International Business Case Competitions for Students, Coaches, and Universities” Dr. Mark Crowder & Dr. Marilena Antoniadou</p> <p>“Building Interregionalisation: A Call for a Research Network” Dr. Diederich Bakker</p>
16:00 – 16:30	NIBS Annual General Meeting (AGM)	IBA Auditorium	Updates from the NIBS Executive Committee and plans for the year ahead
16:30 – 16:45	Conference Closing	IBA Auditorium	
Evening	Gala Dinner & Dance	Hotel Koldingfjord Fjordvej 154 6000 Kolding	<p>Departure at 18:30 from the IBA by bus to Hotel Koldingfjord.</p> <p>Return departure from Hotel Koldingfjord at 23:30.</p> <p><i>If you wish to return earlier, you may book a taxi at the hotel reception at your own expense.</i></p>

NETWORKING EVENTS

WEDNESDAY 6 MAY

TRADITIONAL DANISH DINNER

Located in Christiandfeld, just south of Kolding, Den Gamle Grænsekro is a royally privileged inn, idyllically situated amidst fields and natural surroundings near the historic gingerbread town of Christiansfeld, which was inscribed on the UNESCO World Heritage List in July 2015.

The style of Den Gamle Grænsekro is both classically modern and steeped in tradition, meaning you will sense the echoes of history as you wander through its cosy corridors and charming rooms.

MUSIC AT DEN GAMLE GRÆNSEKRO

On Wednesday evening Life of a Busker tells the story of two musicians who followed their passion across the world, performing on the streets from Los Angeles to New York and beyond.

Their music blends heartfelt pop with real-life experiences, creating intimate songs about love, identity, and the courage to follow your own path.

Den Gamle Grænsekro has a long and fascinating history dating back to around the year 1600. Since then, the royally privileged guesthouse has provided the setting for historic events, royal visits, and festive occasions across generations.

It was also here that King Christian X, on 10 July 1920, mounted his white horse before riding into Southern Jutland. Den Gamle Grænsekro is also known as Frederikshøj Kro and is often referred to locally as "Grænsekroen."

THURSDAY 7 MAY

GALA DINNER & DANCE AT HOTEL KOLDINFJORD

On Thursday evening Los Fuegos delivers an explosive fusion of Latin American rhythms, reggae, rock and Balkan influences. With vibrant melodies and powerful percussion, the band creates an energetic live experience that invites everyone straight to the dance floor.



FRIDAY 8 MAY

Conference Day 3 - Industry Visits

TIME	SESSION	LOCATION	DETAILS
08:30			Departure from the IBA <i>We are going to walk to the company, approx. 20 min.</i>
09:00–10:00			Introduction to Smurfit Westrock (https://www.smurfitwestrock.com/) During this session, we will present who we are, what we do, and share selected customer cases. <i>Half of the group will attend the presentation, while the other half will visit the production area and experience the full process — from paper to a corrugated box.</i>
10:00–11:00			Group rotation <i>The groups will switch. The participants who were in production will join the presentation, while the others will visit the production facilities.</i>
11:00–11:30			Joint wrap-up and Q&A
11:30 – 12:00			Walk back to the IBA
12:00 – 13:00			Lunch at the IBA
13:30 –			Departure by bus from the IBA Campus
14:30 – 16:00			Social Visit to LEGO House, Billund
16:15 –			Possible drop-off at Billund Airport (<i>for those who register for this option</i>)
17:30 –			Return to the IBA Campus for participants staying an additional night or travelling to Copenhagen



PRACTICAL INFORMATION

KOLDING

Located in the heart of Denmark, Kolding is one of the larger cities, known for its strong tradition in business education. Today, it is home to four higher education institutions offering a wide range of academic and extracurricular opportunities. With a population exceeding 90,000, Kolding municipality strikes a perfect balance — large enough to provide an abundance of social, sports, recreational, and cultural activities, yet small enough to maintain a warm, welcoming atmosphere.

Kolding is situated in one of Denmark's fastest-growing and most economically vibrant regions, making it highly accessible by air, road, and rail. Denmark is renowned for its low crime and accident rates, and Kolding offers students a safe and secure environment. The compact size of the city makes it easy to explore on foot, with most major attractions within walking distance. Cycling, a popular and convenient way to get around, is also well-supported with excellent infrastructure.

Communication is rarely a challenge, as most Danes speak fluent English, making it easy to navigate shops, public transportation, and daily life.

TRANSPORTATION

Kolding, a charming city in southern Denmark, is well connected and easy to reach from several major transport hubs. One of the most common routes is via Copenhagen, Denmark's capital.

From Copenhagen Airport (CPH), you can take a direct train to Kolding operated by DSB, Denmark's national railway company. The journey takes roughly 2½ to 3 hours and offers a comfortable ride through the scenic Danish countryside.

Alternatively, you can **rent a car at the airport** and drive across Zealand, over the Great Belt Bridge, and down through Funen into Jutland — a trip of around 3 hours, depending on traffic.

Another convenient option is to **travel through Billund**, home to Billund Airport (BLL), which is the closest major airport to Kolding at just about 40 kilometres away.

Billund offers frequent flights to other European cities, making it a practical gateway for international visitors. From Billund Airport, you can reach Kolding by bus or car in roughly 45 minutes.

Buses run regularly between the airport and Kolding's main station, or you can take a taxi or rental car for more flexibility.



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EDUCATION THAT WORKS!



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