

Sustainability in Business: Integrating Green Practices Across All Sectors

The event will feature distinguished guest speakers from various industries, sharing their insights and expertise on sustainable business and CSR. Additionally, our talented students will present their research and thesis findings.

10:30 AM Welcome and Opening Remarks: Dr.Olesya Meskina

KEYNOTE SPEAKERS:

10:45 AM Company Project Presentations: Netflix – A Vision of Sustainable
– **12:30 PM** Marketing. **Yasmeen Friday, Duhaa Rakkani, Milana Perova, Grace Manupugni Hannah.**

Capstone Projects

Dilles Dara Sustainable Video Marketing

Sofia Navarro : Branding in the Digital Age: How the Need for Validation Drives Identity Construction on Social Media for Young People and Business

Luis Lourenço: AI-Powered Business Analysis: Unlocking Predictive Insights for Strategic Advantage

Maxime Treulier: Technology and Innovations

Abbas Huseynadze: Business Implication of Government Policies

12:30 PM **Lunch**

1:15 PM **Khulan Berger**

Swiss Sustainability Leader, National Coordinator Switzerland of The Climate Reality Project, Advisory Board Member Peregrine Global Services.

The Future of Sustainable Business. Exploring global trends and future directions in sustainable business practices.

1:45 PM **Dr. Anita Andziak**

SSBM

Coral Reef Conservation through VR Technology: Case Study of the Red Sea and Pacific Ocean Reefs

2:15 PM **Dr. Barbora Bruant Gulejova**

Science-based Sustainability Expert, Science Ambassador in Society, Professor SSBM on Innovation for Sustainability

Crucial role of science and research for sustainable development

2:45 PM –

3:00 PM

Conclusion and closing