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He is a leading figure in marketing management in Slovakia and serves as Chairman of the Scientific Council of the Faculty of Management, Comenius University Bratislava.

His academic work promotes interactive teaching and connects marketing theory with contemporary business practice and emerging trends. His research focuses on social media, new information and communication technologies in marketing communication, as well as branding and consumer behavior in international marketing. He is the founder and Chairman of the Editorial Board of the international scientific journal *Marketing Science and Inspirations* and serves on the editorial boards of several other scholarly journals. He also contributes to international scientific conferences and regularly presents his work in Slovakia and abroad.

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IN THE CURRENT GEOPOLITICAL AND ECONOMIC CLIMATE, WHAT SHOULD SLOVAKIA PRIORITIZE TO REMAIN COMPETITIVE WITHIN THE EU AND GLOBALLY?

Slovakia must prioritize the internationalization of its higher education system to produce a workforce capable of operating in a globalized market. This involves offering professional degree programs in multiple world languages specifically English, German, and French to align with the needs of multinational corporations and European institutions. Furthermore, the country should leverage the strategic position of Bratislava as a hub for international business and decision-making to bridge the gap between academic theory and global market practice.

DEMOGRAPHIC CHANGE IS RESHAPING LABOR MARKETS ACROSS EUROPE. HOW SHOULD SLOVAKIA RESPOND TO AGING, TALENT SHORTAGES, AND WORKFORCE TRANSFORMATION?

The primary response should be a dual strategy of retaining local talent and attracting international students. To combat the "brain drain," Slovakia must provide high-quality, internationally recognized education at home that mirrors the standards of Western Europe. Simultaneously, educational institutions should implement "reskilling" and "upskilling" through lifelong learning initiatives and micro-credentials to address the evolving needs of the workforce.

IF YOU COULD DEFINE ONE BOLD REFORM OR STRATEGIC SHIFT THAT WOULD SIGNIFICANTLY IMPROVE SLOVAKIA'S BUSINESS ENVIRONMENT, WHAT WOULD IT BE?

The most significant shift would be the systematic integration of the multilingual model into professional education. Moving beyond basic English proficiency to professional-level fluency in other major European languages (German and French) provides a distinct competitive advantage for the labor market. This shift ensures that graduates do not require extensive on-the-job training and can immediately enter high-value roles in multinational shared service centers and global corporations.

WHAT ACHIEVEMENT FROM 2025 ARE YOU MOST PROUD OF, AND WHY?

The most notable achievement is the elevation of the Faculty of Management to 4 Palmes of Excellence in the Eduniversal 2025 rankings. This classifies the institution as a "Top Business School with Significant International Influence". This milestone is significant because it is based on peer evaluation from deans worldwide, confirming that Slovak management education can compete with elite institutions in Scandinavia and Western Europe.

WHAT IS THE BIGGEST STRATEGIC CHALLENGE YOUR COMPANY IS CURRENTLY NAVIGATING?

Our primary strategic challenge is to strengthen our position as an international hub for management education by maintaining a culture of radical openness and excellence. We fulfill our social responsibility by providing world-class education and high-impact research that attracts international talent to our region. To succeed, we focus on maintaining excellence across four key pillars: delivering professional programs in multiple world languages that meet elite global standards, sustaining our status as a top-tier scientific workplace with significant international influence, expanding global partnerships to integrate students into international business environments, and actively cultivating a diverse academic ecosystem that addresses the evolving needs of the modern labor market.

HOW DO YOU FOSTER INNOVATION WITHIN YOUR ORGANIZATION, WHETHER THROUGH TECHNOLOGY, PEOPLE, OR BUSINESS MODELS?

Innovation is fostered through an ecosystem of mobility and global partnerships with institutions in the USA, Japan, and across Europe. By facilitating the movement of over 200 Erasmus students annually and encouraging faculty exchanges, the organization ensures a constant influx of global perspectives. Additionally, the curriculum is continuously updated to reflect digital marketing, process management, and ethics in the age of AI.

HOW IS AI OR DIGITAL TRANSFORMATION CHANGING YOUR INDUSTRY, AND HOW ARE YOU RESPONDING?

Digital transformation is shifting the focus of management education toward "AI literacy" as a core leadership competency. Rather than viewing AI as a technical "trick," it is being integrated into analysis and decision-making processes. The response includes training staff to utilize these tools and teaching students to manage the risks of AI, such as hallucinations and ethical biases, just as they would manage human teams.

WHAT LEADERSHIP QUALITY DO YOU BELIEVE IS MOST ESSENTIAL IN TODAY'S COMPLEX ENVIRONMENT?

The most essential quality is the ability to manage "global capital" a combination of linguistic, cultural, and professional adaptability. Modern leaders must be capable of operating in multicultural teams and virtual projects while maintaining a data-driven approach to decision-making. Ultimately, a leader must be able to translate theoretical knowledge into practical impact within a rapidly changing global context.