

Topics for the IBB interviews for admission in the academic year of 2026/2027

1. Discuss your understanding of current global economic trends and their impact on international business

- What are the key global economic trends today (e.g., globalization, digitalization, trade tensions, emerging markets growth)?
- How do economic trends like inflation, recession, or interest rate changes affect multinational companies?
- How do global supply chains respond to economic shifts and disruptions?
- How do trade agreements or tariffs influence international business decisions?
- How do economic trends differ between developed and developing countries?
- Can you give an example of a company that adapted successfully to global economic changes?

2. Why is being able to work well with different cultures a key to success in business around the world?

- How do cultural differences affect communication, negotiation, and management styles?
- Why is cultural awareness important when entering new international markets?
- How can companies adapt their marketing strategies to different cultures?
- How do cultural differences influence leadership and team collaboration in multinational companies?
- Can you provide an example of a company that succeeded or failed due to cultural understanding?
- What strategies help employees develop cross-cultural competence?

3. Discuss the role of major countries (or groups of countries) in the world economy and international trade

- Which countries or regions are currently leading global trade and investment?
- How do economic powers like the US, China, and the EU influence global markets?

- How do regional trade agreements (e.g., EU, NAFTA, or ASEAN) shape international business?
- Do you know any examples of regional trade agreements from your country?
- What role do emerging economies play in global value chains?
- How do political decisions or economic policies in major countries affect global business operations?

4. Discuss the role of sustainability in international trade and international business practices

- What is the difference between CSR, ESG, and sustainability in business?
- How do climate change and environmental regulations affect global supply chains?
- How can companies turn sustainability into a competitive advantage?
- How do consumers and investors influence corporate sustainability initiatives?
- What challenges do multinational companies face in implementing sustainable practices across countries?
- Can you give examples of companies that successfully integrated sustainability into their international business strategies?

5. Talk about how new technologies are changing the way companies do business all over the world

- How are technologies like AI, IoT, Big Data, and automation transforming global business operations?
- How do new technologies impact production?
- How can companies use technology to improve customer experience?
- What are the challenges of implementing technology across different countries?
- How do companies balance innovation with cost and risk management?
- Can you give examples of companies that gained a global advantage through technology adoption?