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INTERNATIONAL SCIENTIFIC CONFERENCE: “THE ERA OF SCIENCE DIPLOMACY: IMPLICATIONS FOR ECONOMICS, BUSINESS, MANAGEMENT AND RELATED DISCIPLINES”

Denisa Čiderová*

“Diplomacy is ‘the science or art of negotiation.’” (Charles de Martens, 1866, In: Freeman, 1997)

Terms “*diplomacy*”, “*science*” and “*art*” are marked by variability of interpretations, with the French painter **G. Braque** pointing at one of possible links between science and art: „*L’Art est fait pour trabler, la Science rassure.*” (Podolan, 2014).

Pivotal shift in the perception (of the complexity) of diplomacy is accentuated by editors of *The Oxford Handbook of Modern Diplomacy* (2013) **A. F. Cooper, J. Heine, R. Thakur** below:

“[T]here has been a fivefold change in the world of diplomacy:

- i. In the rapidly expanding numbers and types of actors, from governments to national private sector firms, multinational corporations (MNCs), non-governmental organizations (NGOs), and regional and intergovernmental organizations (IGOs).*
- ii. In the domain and scope of the subject matter or content, expanding rapidly to a very broad array of the different sectors of public policy and government activity that extend well beyond traditional ‘high issue’ foreign policy.*
- iii. In the levels at which diplomatic engagement and activity take place, from the local through the domestic-national to the bilateral, regional, and global, with globalization reducing the height of separation between the different layers.*
- iv. In the apparatus and machinery of foreign relations and diplomacy.*

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- v. *In the modes, types, and techniques of diplomacy.* (Cooper, Heine, Thakur, 2015, p. 6).

The London-based *Royal Society* publishing the world's oldest scientific journal in continuous publication *Philosophical Transactions of the Royal Society* (since 1665) identified the context in its *New Frontiers in Science Diplomacy* report (2010) as follows:

“*Science diplomacy*’ is still a fluid concept, but can usefully be applied to the role of science, technology and innovation in three dimensions of policy:

- Informing foreign policy objectives with scientific advice (*science in diplomacy*);
- Facilitating international science cooperation (*diplomacy for science*);
- Using science cooperation to improve international relations between countries (*science for diplomacy*).”

Five years later, the European Commissioner for Research, Science and Innovation **Carlos Moedas** reiterated the Royal Society’s three dimensions of science diplomacy in his speech *The EU approach to science diplomacy* presented at the European Institute in Washington in June 2015.

The University of Economics in Bratislava, operating in the European Higher Education Area and the European Research Area, celebrates 75th anniversary of its establishment in 2015. In the framework of this anniversary, the **International Scientific Conference for Doctoral Students and Post-Doctoral Scholars EDAMBA 2015** entitled “***The Era of Science Diplomacy: Implications for Economics, Business, Management and Related Disciplines***“ was held at the University of Economics in Bratislava on 21 – 23 October 2015.

Organised in the era of *science diplomacy* and *frontier research*, the International Scientific Conference EDAMBA 2015 entitled “***The Era of Science Diplomacy: Implications for Economics, Business, Management and Related Disciplines***” aimed to provide a forum for exchanging state-of-the-art knowledge and findings of doctoral students and post-doctoral scholars, fostering an interdisciplinary approach in research. Following the plenary session speech by **Roswitha Wiedenhofer**, R & D Coordinator at the University of Applied Sciences FH JOANNEUM, Austria, targeting the LEGEND project focused on measuring intellectual capital in Austria and Slovakia, more than 130 participants presented their findings and conclusions resulting from conducted research in the ensuing sessions. The sessions were thematically arranged in

line with profiles of the respective faculties at the University of Economics in Bratislava:

1. Economic Theory, Economic Policy
2. Finance and Banking
3. Marketing and Business Management, Trade and Services Management, International Business Management
4. Accounting, Business Informatics, Statistics, Actuarial Science, Econometrics and Operational Research
5. Financial Management, Business Economics and Management, Corporate Social Responsibility
6. Global Economics, International Economic Relations
7. Language and Culture in Business Environment

Corporate Social Responsibility (CSR) – presented in terms of latest trends on behalf of the University of Economics in Bratislava by **Gabriela Dubcová** – symbolised the *leitmotif* of the plenary session proceedings. Plenary session was held in cooperation with the Business Leaders Forum, represented by its Executive Director **Michal Kišša**, Senior Program Manager of CSR at Pontis Foundation, jointly with representatives of the *Via Bona Slovakia* awards: **Andrea Danihelová**, Head of Communication, Spokesperson, Východoslovenská energetika; **Jozef Kokoška**, Slovakia Corporate Citizenship Lead, Accenture Slovakia/Managing Director, responsible for Continuous Improvement and Industrialization initiatives at Accenture Technology in Europe, Latin America and Africa; and **Pavol Trnovec**, Corporate Affairs Director, GlaxoSmithKline.

Recent edition of the International Scientific Conference for Doctoral Students and Post-Doctoral Scholars EDAMBA 2015 – traditionally held at the University of Economics in Bratislava, owing to its country-wide exclusive membership in the *European Doctoral Association in Management and Business Administration* (EDAMBA) – entitled “**The Era of Science Diplomacy: Implications for Economics, Business, Management and Related Disciplines**“ substantially contributed to raising awareness of the *science diplomacy* concept and facilitated application of an interdisciplinary approach in research as well as new project-related initiatives.

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