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INTERNACIONALIZÁCIA VZDELÁVANIA EKONÓMOV A MANAŽÉROV A VÝZVY DIALÓGU EURÓPA – LATINSKÁ AMERIKA

Abstract: *Within the present internationalisation strategy of the University of Economics in Bratislava the development of relations with universities from the European Union countries is a priority. Nevertheless, at the same time the need for strengthening the internationalisation oriented towards third countries is stressed, with a special attention paid to the policy of initiating and developing relations with universities from Latin America. The aim of this paper is to justify the above mentioned internationalisation policy, by highlighting those factors which contribute to the arguments in favour of intensifying relations with Latin America (i. e. the growing importance of the region in the global context, the potential of opportunities for international cooperation, and last but not least the cultural and linguistic affinity with Europe); to summarize the previous development and challenges of the dialogue LAC – EU¹; to present selected results of an empirical research focused on attitudes of relevant target groups towards the LAC – EU cooperation; and finally to outline one of possible efficient models of cooperation with Latin American universities based on the principles of “knowledge triangle”.*

Keywords: *internationalisation of universities, Latin America, LAC-EU dialogue, knowledge triangle.*

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Úvod

„Svet je len jeden, dnes to platí viac ako kedykoľvek predtým. Vzájomné vzťahy medzi rôznymi trendmi a tendenciami je taký úzky, že náš každodenný život môže rovnako ovplyvniť kríza baníctva v strednej Ázii ako záplavy v Južnej Amerike alebo vojna v subsaharskej Afrike. Či už ide o vírus ako AIDS alebo pandémiu spôsobenú prionovou nákazou, kontamináciu vody alebo nukleárne nebezpečenstvo, nekontrolované prisťahovalectvo alebo obchod s drogami, osud každého muža a každej ženy – bez ohľadu na rasu, kultúru či náboženské vyznanie – je nerozlučne previazaný s osudom všetkých obyvateľov zeme.“

Federico Mayor Zaragoza

¹ The abbreviation "LAC – EU" denotes bodies concerned: Latin America and the Carribeans – European Union. Skratka LAK – EÚ označuje príslušné regióny: Latinská Amerika a Karibik – Európska únia.