

## XIII INTERNATIONAL SCIENTIFIC CONFERENCE EFFECTIVENESS IN BUSINESS

09.30– 09:55 Registration of participants,

10:00 – 10.15 Opening of the conference and welcoming of guests

His Excellency the Rector of the Jakub of Paradyż Academy in Gorzów Wielkopolski Professor Dr habil.Elżbieta Skorupska-Raczyńska

Dean of the Faculty of Economics Dr habil. Magdalena Byczkowska, Prof. AJP

	<b>Stationary presentations AJP</b>	<b>Main Library Online presentations Link available on the conference website <a href="http://www.konferencja-swb.ajp.edu.pl/">http://www.konferencja-swb.ajp.edu.pl/</a></b>
	<b><u>Session I</u> Moderator: dr Małgorzata Chojnacka</b>	<b><u>Session I nationwide</u> Moderator: dr Marcin Cywiński</b>
10:20	Tomasz Pisarek, Prezes Zarządu Kostrzyńsko-Słubickiej Specjalnej Strefy Ekonomicznej, President of the Management Board of the Kostrzyn-Słubice Special Economic Zone Maciej Borowski, Head of Marketing Department, Kostrzyn-Słubice Special Economic Zone S.A., <i>Investment opportunities in KSSSE</i>	Dr Eng. Joanna Nowicka, Academy of Applied Sciences Angelus Silesius in Wałbrzych, <i>The role of small companies in integrating scientific achievements with the business market</i>
10:30	Barbara E. Rampold, Director of ZUS Branch in Gorzów Wielkopolski, <i>ZUS - safe future.</i>	Dr habil. Eng.. Sylwia Dziejczak, prof. PRZ, Rzeszów University of Technology, <i>The importance of management involvement for the effectiveness of implementation and improvement of the quality management system in accordance with ISO 9001. Case study</i>
10:40	Professor Edward Urbańczyk, AJP in Gorzów Wielkopolski, <i>Financial analysis in the process of optimizing economic decisions</i>	M.Sc. Dariusz Jędrzycki (Wrocław Academy of Business), Dr Paweł Nowak (University of Lodz), M.Sc. Eng. Wiktor Ziętara (University of Lower Silesia), <i>Cybersecurity management in local government units</i>
10:50	Łukasz Dombek, Hospital Barlinek SP. z o.o., <i>Artificial Intelligence (AI) as a Physician's Assistant. Optimization of Costs and Working Time in the Healthcare Sector.</i>	Dr Agnieszka Grażul-Luft, Akademia Mazowiecka w Płocku, <i>Od image'u do personalbrandingu – o definiowaniu i perswazji w dyskursie dotyczącym kreowania wizerunku</i>
11:00	Mariusz Kaczorek, Future Nieruchomości Gorzów, <i>Off- and online marketing in the company brand and personal brand.</i>	Dr Eng. Janusz Bąk, Cracow University of Technology in Cracow, <i>The role of artificial intelligence in improving early recognition systems in the context of strategic management</i>
11:10	Xavier Szkuciak -Kawka Od Xavka, Radek Szkuciak – SMAKcoffeeTYczas, <i>Breaking old patterns as a step towards family business.</i>	Dr Teresa Myjak, Higher Vocational School in Nowy Sącz, <i>Forms and model of work of the future from the perspective of working students</i>
11:20	<b>Discussion</b>	Dr Agnieszka Wilczyńska-Strawa, Institute of Civil Aviation Management Warsaw, <i>Challenges of the labor market in the aviation industry</i>
11:30	<b>11:30 - 12.00 Coffee break</b>	Dr Eng. Bartosz Spsychalski, University of Kalisz <i>Increasing the effectiveness of using the Ishikawa cause-effect diagram in economic practice</i>

11:40		Dr Anna Kroenke, Łomża Academy Warsaw, <i>Work and career of young generations in the face of changes in the labor market</i>
11:50		<b>Discussion</b>
	<b>Sesja II</b> <b>Moderator: dr Albin Skwarek</b>	<b>Sesja II international</b> <b>Moderator: dr Marcin Cywiński</b>
12:00	Dr habil. Tomasz Bogajewski, Prof. AJP in Gorzów Wielkopolski, <i>Economic effects of climate change</i>	PhD candidate Yasin Sahnoun, Hungarian University of Agriculture and Life Sciences, (MATE) <i>Optimizing the Impact of Virtual Team Building: A Comprehensive Study on Strategies for Enhancing Cohesion and Performance</i>
12:10	Dr Tomasz Orzech, Academy of Applied Sciences in Wałbrzych, <i>National Economy as an Element of the State's Defense Policy</i>	Lecturer Tharindu Udayanga Kamburawala with Ms. Dilmini Abeyrathne Department of Economics University of Sri Jayewardenepura Sri Lanka <i>"Innovation as an Engine of Growth: Evidence from Different Income Economies."</i>
12:20	Dr Nina Orzech, Land Forces Academy in Wrocław, <i>Education and its contemporary transformations</i>	MBA, PhD candidate Masum Miah, Hungarian University of Agriculture and Life Sciences (MATE), Effects of Green HRM practices on Employee Green Behavior : <i>The role of Environmental Knowledge Management and Green Self-efficacy for greening education institutions in Bangladesh.</i>
12:30	M.Sc. Maciej Sałatarow, AJP in Gorzów Wielkopolski, <i>Chess as a tool for increasing effectiveness in business</i>	W.M.D.Madusanka Dissanayaka, Senior Lecturer at the Department of Public Administration, University of Sri Jayewardenepura, Sri Lanka. PhD candidate at Graduate School of Public Administration, NIDA, Thailand. <i>"Towards Effective SOE Reforms in Sri Lanka: Lessons from Global Practices."</i>
12:40	Dr Albin Skwarek, AJP in Gorzów Wielkopolski, <i>Counteracting the grey economy as a result of SME activity</i>	PhD Szonja Jenei, Szilvia Mdosne Szalai, (Széchenyi István University, Győr, Hungaria) <i>Enhancing Employee Retention in Small Businesses through an Innovative Methodology'</i> .
12:50	Dr Anna Bielawa University of Szczecin, <i>Frugal innovations in the development of enterprises</i>	MSc Bence Végvári, Hungarian University of Agriculture and Life Sciences (MATE), <i>Consumer Motivations of Second Hand Clothing Purchases: A pilot study in Hungary</i>
13:00	Discussion	PhD Monika Klein - Business School of Innovation, Berlin, Germany <i>Creative Industries and fraud</i>
13:10	<b>13:10 -13:40</b> <b>Lunch break</b>	13:10-13:20 Discussion
13:40		<b>13:20 - 13.40</b> <b>Lunch break</b>
	<b>Session III</b> <b>Moderator: Dr Małgorzata Chojnacka</b>	<b>Session III international</b> <b>Moderator: Dr Marcin Cywiński</b>
13:40	Aleksandra Telbuch, Kacper Gaszewski, Łódź University of Technology <i>Flexible forms of employment as the future of organizational management</i>	Ruslana Seleznova, PhD, WSKZ, Wrocław, Poland, <i>Meta universe concept in e-business'</i>

13:50	Joanna Kraśniewska, Łódź University of Technology, <i>Using Artificial Intelligence in Building an Employer Brand</i>	Musabek Akilbaev, PhD, Prof. Shymkent, Kazakhstan, <i>'Newest trends in education on a base of internet technologies'</i>
14:00	Dariusz Kacperczyk, eq system technology sp. z o.o. Warszawa, <i>Use of artificial intelligence in modern production management: intelligent planning of human resources and production tasks</i>	Natalia Pyryatinskaya, PhD, Prof, Kyiv Medical University, Ukraine, <i>'Medical business in Ukraine'</i>
14:10	Dr Małgorzata Chojnacka, AJP in Gorzów Wielkopolski, <i>Characteristics of the Polish hospital of the future – Delphi analysis</i>	Kostiantyn Sapun, PhD student, Warna Free University, Bulgaria, <i>'International tourism new politics'</i>
14:20	Dr Przemysław Szczuciński, AJP in Gorzów Wielkopolski, <i>Innovativeness of the regional economy - the case of the Lubuskie Voivodeship</i>	Lozova G.M., PhD in Economics, Associate Professor Taras Shevchenko National University of Kyiv, Ukraine,
14:30	Dr Michał Kuściński, AJP in Gorzowie Wielkopolskim, <i>AI in logistics centers and intermodal transport.</i>	Kharkovenko Ruslana Volodymyrivna, Associate Professor, Candidate of Medical Sciences, Vinnytsia National Medical University named after M. Pirogov, Ukraine, <i>"Interdisciplinary Programs Oriented Towards Market Needs - The Mission of a Modern University"</i>
14:40	Dr Jakub Marszałkiewicz, AJP in Gorzów Wielkopolski, <i>Cultural Differences as an Important Aspect of Communication in Business</i>	Illya Kulibaba, student, Anglia Ruskin University, Great Britain, <i>'Small and Medium-Sized Business and Marketing'</i> .
14:50	Dyskusja	Dyskusja
15:00	<b>Zakończenie konferencji</b>	