



Maribor, 16.05.2024

As part of the International Week 2024 event, which will take place from **May 20th to May 24th, 2024**, we will be hosting numerous foreign professors and representatives from foreign universities who will conduct lectures and workshops on interesting topics in the field of economics.

Below is a brief overview of the individual lectures.

You are cordially invited to listen and gain new knowledge!

With kind regards,

International Cooperation Office



- 20th May 2024 -

<i>Hour</i>	<i>Room</i>	<i>Lecture</i>
8.00 - 9.30	R04	Warehouse Management & Logistics Ana Cristina Amaro , Full Professor, Coimbra Business School, Portugal
8.30 - 10.00	R01	Strategic Planning Sabrina Kalinkova , Chief Assistant, University of National and World Economy, Bulgaria
9.00 – 10.30	R05	Introduction Gamification František Sudzina , Assistant Professor, Prague University of Economics and Business, Czech Republic
9.30 - 10.15	R02	Legal Problems with Restoration of the Rule of Law in Poland Michał Soćko , Attorney & Assistant Professor, Stefan Batory Academy of Applied Sciences, Poland
9.30 - 11.00	S2	The Contribution of Universities to Climate Protection and Sustainability in Municipalities Britta Groß , Climate Protection Manager, Esslingen University of Applied Sciences, Germany
9.30 – 11.00	R01	Beyond Fake News: The Significance of Media Literacy Sebin Thomas Babu , Lecturer, St. Ignatius of Loyola College, Lithuania



9.30 - 11.00	R04	Technologies and Drive Concepts in Transport Logistics - The Future of E-Mobility Stefan Bongard , Professor, Ludwigshafen University of Business and Society, Germany
9.30 - 11.00	S9	Digital Marketing (Focus on Content-Strategy, SEA, SEO) Stefan Eibl , Researcher & Lecturer, University of Applied Sciences Wiener Neustadt, Austria
10.15 - 11.00	R02	Sources of Polish Law Michał Soćko , Attorney & Assistant Professor, Stefan Batory Academy of Applied Sciences, Poland
11.00 - 12.30	S9	International Marketing Sabrina Kalinkova , Chief Assistant, University of National and World Economy, Bulgaria
11.00 - 12.30	R04	Interfaces of Marketing and Logistics in the Distribution of FMCG and DIY Goods Stefan Bongard , Professor, Ludwigshafen University of Business and Society, Germany
11.00 – 12.30	S2.1	Different Ways of Financing Initiatives on the Polish Internet Dariusz Baran , PhD, Andrzej Frycz Modrzewski University, Poland
12.00 – 12.30	P0.2	Presentation of the University of Economics in Wrocław Marzena Hanus , Administrative, Wrocław University of Economics and Business, Poland
12.00 – 13.30	S9	Behavioral Economics



		Omar Ameir , Assistant Professor & Head of Department of Human Resources, Moravian Business College Olomouc, Czech Republic
12.30 - 14.00	S2	Assistance to Ukrainian Citizens in Connection with the Ukraine-Russia War in the Example of a Benefit for Providing Accommodation and Food Under Polish Law Alojzy Pilich , Doctor Professor & Head of Department of Law and Security Sciences, Stefan Batory Academy of Applied Sciences, Poland
12.30 - 14.00	S10	Enterprise as the Main Link of Business Activity Tetiana Melnyk , Associate Professor, Zhytomyr Polytechnic State University, Ukraine
12.30 - 14.00	P0.2	Business Ethics, Disinformation, Advantages and Disadvantages of Generative AI Tomáš Sigmund , Lecturer, Prague University of Economics and Business, Czech Republic
13.30 - 15.00	S5	Economic Policy in Times of Crisis Tamás Szemlér , Head of Institute, Budapest Business University, Hungary
14.00 - 15.30	S2.1	Greenhouse Gas Emissions of Universities: Chances and Challenges on the Way to Greenhouse Gas Neutrality Britta Groß , Climate Protection Manager, Esslingen University of Applied Sciences, Germany
14.15 - 15.00	S2	Presentation of the University of Montenegro, Country, Culture



		Slavica Martinović , Business Secretary, University of Montenegro, Montenegro
14.30 – 16.00	P0.2	Determinants of Silver Banking Joanna Bednarz , Professor, University of Gdańsk, Poland



- 21st May 2024 -

<i>Hour</i>	<i>Room</i>	<i>Lecture</i>
8.00 - 9.30	R04	Education Process in Economic Studies: Zhytomyr Polytechnic Insights and Digital Solutions Kateryna Orlova , Associate Professor, Zhytomyr Polytechnic State University, Ukraine
9.30 - 11.00	Blue room	The Taxation of Polish Enterprises Anna Spoz , PhD & Lecturer, University College of Enterprise and Administration in Lublin, Poland
9.30 - 11.00	S7	Free Trade Agreements Ebru Arıcıoğlu , Assistant Professor, Mersin University, Turkey
9.30 - 11.00	R01	Determinants of Silver Banking Magdalena Markiewicz , Assistant Professor & Deputy Dean for Development and Cooperation, University of Gdańsk, Poland
9.30 - 10.00	R04	Presentation of Polytechnic Institute of Castelo Branco Nádia Lima Martins , Senior Officer, Polytechnic Institute of Castelo Branco, Portugal
9.45 - 10.45	PC	Scenario Planning and Strategic Solutions



		Kristina Grumadaite , Lecturer & Erasmus+ coordinator, St. Ignatius of Loyola College, Lithuania
10.00 - 11.00	R04	Students Online Platforms Nádia Lima Martins , Senior Officer, Polytechnic Institute of Castelo Branco, Portugal
10.00 - 11.30	S10	Sea Transport and the Global Economy Ersin Firat Akgul , Assistant Professor, Bandirma Onyedi Eylul University, Turkey
11.30 - 13.00	S5	Risk Management Kata Váradi , Head of Institute of Finance & Associate Professor, Corvinus University of Budapest, Hungary
12.30 - 14.00	S2	Measuring and Interpreting Brand Performance Olena Yushkevych , Professor, Zhytomyr Polytechnic State University, Ukraine
13.30 - 15.00	S3	Foundations of Digital Business Stefan Eibl , Researcher & Lecturer, University of Applied Sciences Wiener Neustadt, Austria
14.00 - 15.30	R03	Innovation – VR in Education Peter Verspecht , Programme Coordinator Supply Chain Management, Thomas More University College, Belgium
14.00 – 15.30	R01	Sustainable Tourism Management in Cities Agata Basińska-Zych , Assistant Professor, WSB Merito University in Poznań, Poland



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15.00 - 16.30	P2.8	Green Finance Fisnik Morina, Vice-Dean, Haxhi Zeka University, Kosovo
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- 22nd May 2024 -

<i>Hour</i>	<i>Room</i>	<i>Lecture</i>
8.00 - 9.30	S8	Building Competitive Advantage of Companies Magdalena Markiewicz , Assistant Professor & Deputy Dean for Development and Cooperation, University of Gdańsk, Poland
8.30 - 9.15	P1.4	Leadership and Self-Organisation in a Changing Environment Kristina Grumadaite , Lecturer & Erasmus+ coordinator, St. Ignatius of Loyola College, Lithuania
9.00 - 10.30	P1.5	Organizing Digital Companies Francesco Caputo , Associate Professor at the Department of Economics, Management, and Institutions (DEMI), University of Naples "Federico II", Italy
9.30 - 11.00	S7	Central Clearing Kata Váradi , Head of Institute of Finance & Associate Professor, Corvinus University of Budapest, Hungary
10.00 - 11.30	S8	The Conditions of Doing Business in Poland Anna Spoz , PhD & Lecturer, University College of Enterprise and Administration in Lublin, Poland
10.30 - 11.30	R05	Systems Thinking in Management



		Alfonso Reyes , Rector, University of Ibaguë, Colombia
11.00 - 12.30	S10	Pharmaceutical Supply Chain Steven Claus , Programme Coordinator Global Supply Chain Management, Thomas More University of Applied Sciences, Belgium
11.00 - 12.30	S2.1	Cost, Revenue, and Cash Flow in Shipping Ersin Firat Akgul , Assistant Professor, Bandirma Onyedi Eylul University, Turkey
11.00 - 12.00	P01	Stock Markets Kata Váradi , Head of Institute of Finance & Associate Professor, Corvinus University of Budapest, Hungary
11.00 - 12.30	P0.2	Sociological Imagination: Seeing Beyond the Obvious Sebin Thomas Babu , Lecturer, St. Ignatius of Loyola College, Lithuania
11.30 - 13.00	P2.7	Introduction to the Data Envelopment Analysis František Sudzina , Assistant Professor, Prague University of Economics and Business, Czech Republic
12.00 - 13.30	S8	Sustainability in SMEs Zsuzsanna Győri , Senior Researcher, Budapest Business University, Hungary
12.30 – 14.00	S10	EU NUTS 2 Regions

		Małgorzata Markowska , Associate Professor, Wroclaw University of Economics and Business, Poland
12.45 - 14.00	S2.1	Using PowerBI for Data Analysis and Decision Making Soňa Karkošková , Assistant Professor, Prague University of Economics and Business, Czech Republic
13.00 - 13.45	S9	Turkish Banking System Numan Zengin , Lecturer, Tokat Gaziosmanpaşa University, Turkey
13.45 - 14.30	S9	Risk and Performance in Banking Numan Zengin , Lecturer, Tokat Gaziosmanpaşa University, Turkey
13.45 – 15.00	S8	International Management Omar Ameir , Assistant Professor & Head of Department of Human Resources, Moravian Business College Olomouc, Czech Republic
14.00 – 16.15	S7	International Trade Ebru Aricioglu , Assistant Professor, Mersin University, Turkey
14.00 - 15.30	S2.1	Corporate Finance Topics (Time Value of Money, NPV, IRR, Bonds, Equity, Risk and Return, CAPM, Capital Structure, and Miller-Modigliani) Illustrated by Short Case Studies in Excel Nóra Felföldi-Szűcs , Assistant Professor & Head of Department, Corvinus University of Budapest, Hungary



14.30 - 15.45	P1.5	Building Young Expert Teams to Support Local Organisations: A CyberSystemic Approach Alfonso Reyes , Rector, University of Ibague, Colombia
15.00 - 16.00	P1.4	Social Enterprises Zsuzsanna Győri , Senior Researcher, Budapest Business University, Hungary



- 23rd May 2024 -

<i>Hour</i>	<i>Room</i>	<i>Lecture</i>
8.00 - 9.30	PA	Media Management Dariusz Baran , PhD, Andrzej Frycz Modrzewski University, Poland
8.00 - 9.30	P1.4	Place Marketing Krisztina Pecze , Assoc. Professor, Budapest Business University, Hungary
8.00 - 9.30	R01	EU Budget: Historical Experiences and Responses to Current Challenges Tamás Szemlér , Head of Institute, Budapest Business University, Hungary
8.00 - 9.30	R02	Non-financial Reporting Zsuzsanna Győri , Senior Researcher, Budapest Business University, Hungary
8.00 - 8.30	P0.1	Presentation of the University of Porto Glauce Campos , Senior Technician, University of Porto, Portugal

9.00 - 10.30	S3	Regional Data Visualization Małgorzata Markowska , Associate Professor, Wroclaw University of Economics and Business, Poland
9.45 - 11.15	R02	Data Analytics Soňa Karkošková , Assistant Professor, Prague University of Economics and Business, Czech Republic
10.00 - 11.30	R05	Information Ethics – Current Problems and System Perspective on Information Ethics Tomáš Sigmund , Lecturer, Prague University of Economics and Business, Czech Republic
10.30 - 12.00	P1.4	Leadership and Self-Organisation in a Changing Environment Kristina Grumadaite , Lecturer & Erasmus+ coordinator, St. Ignatius of Loyola College, Lithuania
10.30 - 12.00	P0.3	Service Marketing Krisztina Pecze , Associate Professor, Budapest Business University, Hungary
10.30 -12.00	P0.1	Integrity, Sustainability and Intellectual Capital Challenges in Management and Education – Environment, Social, Governance Reporting Requirements and Discussion Piotr Odrakiewicz , Adjunct Professor, Calisia University, Poland



10.45 - 12.15	S3	<p>Sustainable Development</p> <p>Dženana Đurković, Teaching Assistant, University of Montenegro, Montenegro</p>
11.00 - 12.30	P0.2	<p>Business Planning Technology</p> <p>Tetiana Melnyk, Associate Professor, Zhytomyr Polytechnic State University, Ukraine</p>
11.00 – 12.30	R04	<p>Sources of Polish Law</p> <p>Alojzy Pilich, Doctor Professor & Head of Department of Law and Security Sciences, Stefan Batory Academy of Applied Sciences, Poland</p>
11.30 - 14.00	P1.4	<p>Stock Market Game</p> <p>Gergely Fazakas, Associate Professor, Corvinus University of Budapest, Hungary</p>
11.30 - 13.00	S10	<p>Dynamical Methods in Capital Budgeting and Business Planning - A Seminar Case Study to Forecast Business Cash Flow with Monte Carlo Simulation, Sensitivity Analysis, and Decision Trees</p> <p>Nóra Felföldi-Szűcs, Assistant Professor & Head of Department, Corvinus University of Budapest, Hungary</p>
11.45 – 13.00	P0.3	<p>Beyond Fake News: The Significance of Media Literacy</p> <p>Sebin Thomas Babu, Lecturer, St. Ignatius of Loyola College, Lithuania</p>



12.00 - 13.00	PO.1	<p>Integrity, Sustainability, and Intellectual Capital Challenges in Management and Education in the Era of ESGs and Artificial Intelligence – Dilemmas</p> <p>Piotr Odrakiewicz, Adjunct Professor, Calisia University, Poland</p>
12.00 - 13.30	S4	<p>Economic Consequences of the War in Ukraine: Ukrainian and International Perspective</p> <p>Kateryna Orlova, Associate Professor, Zhytomyr Polytechnic State University, Ukraine</p>
12.30 – 13.15	PO.2	<p>Sustainable Tourism Management in Cities</p> <p>Agata Basińska-Zych, Assistant Professor, WSB Merito University in Poznań, Poland</p>
12.30 – 13.00	PB	<p>Presentation of Thomas More University and the Country</p> <p>Saskia Verswijvel, International Coordinator & Program Coordinator, Thomas More University of Applied Sciences, Belgium</p>
12.30 - 14.00	R04	<p>Supply Chain Management & Sustainability</p> <p>Ana Cristina Amaro, Full Professor, Coimbra Business School, Portugal</p>
12.30 - 14.00	P2.8	<p>Design Thinking Method in Teaching and Learning</p> <p>Joanna Bednarz, Professor, University of Gdańsk, Poland</p>
13.00 - 14.30	PO.1	<p>Behavioral Management</p>



		Omar Ameir , Assistant Professor & Head of Department of Human Resources, Moravian Business College Olomouc, Czech Republic
13.00 - 14.30	S9	Patient Perceptions and Sustainable Healthcare: Understanding Digital Anxiety in Turbulent Economic Environment Silvester Krčméry , Assistant Professor & Coordinator of the Human Resources Strategy for Researchers, Comenius University Bratislava, Slovakia
13.15 – 14.00	P0.2	Policy Tools of Sustainable Tourism Management in Cities Agata Basińska-Zych , Assistant Professor, WSB Merito University in Poznań, Poland
15.00 - 16.30	P1.4	Corporate Finance Gergely Fazakas , Associate Professor, Corvinus University of Budapest, Hungary
15.00 - 15.45	P0.3	Positive Leadership Julita Majczyk , Assistant Professor, University of Warsaw, Poland
15.45 - 16.30	P0.3	Negotiations Julita Majczyk , Assistant Professor, University of Warsaw, Poland
16.30 - 18.00	P0.3	Time Management



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		Silvester Krčméry , Assistant Professor & Coordinator of the Human Resources Strategy for Researchers, Comenius University Bratislava, Slovakia
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- 24th May 2024 -

<i>Hour</i>	<i>Room</i>	<i>Lecture</i>
9.30 - 10.15	P0.2	Complexities of Gender Through Sociological Lens Sebin Thomas Babu , Lecturer, St. Ignatius of Loyola College, Lithuania