



POZNAŃ UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

# Conference Programme Resilient and transforming Europe

**9-10 May 2024**

Jean Monnet Centre  
of Excellence Transform EU

Institute of International Business  
and Economics

Europe Direct Poznań



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

HONORARY PATRONAGE



PUEB Rector



POZNAŃ  
UNIVERSITY OF APPLIED SCIENCES

PATRONAGE



PAN  
POLSKA AKADEMIA  
UMIĘTNOŚCI



Polskie  
Towarzystwo  
Ekonomiczne



PTSE  
POLSKIE TOWARZYSTWO  
STATYSTYCZNE



PARTNERS & SPONSORS



EUROPE DIRECT  
Poznań



FUNDACJA UEP



UNIWERSYTET  
EKONOMICZNY  
W POZNANU



NOVOL



Enea



POZNAŃ UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

INSTITUTE OF INTERNATIONAL BUSINESS AND ECONOMICS

# International Conference

## *Resilient and transforming Europe*

### CONFERENCE PROGRAM

**Day 1, Thursday, 9th May (Location: PUEB's main building, Al. Niepodległości 10)**

09:00–09:30 || **Registration**

09:30–11:15 || **Opening plenary (Aula 2<sup>nd</sup> floor)**

#### ***Keynotes' speeches***

**Chair: Ewa Mińska-Struzik**

Laura Polverari <i>University of Padova, Italy</i>	The European Union in the age of permacrisis: opportunities, lessons learnt and prospects
Rob van Tulder <i>RSM Erasmus University and academic director of the Partnerships Resource Centre, Netherlands</i>	Never waste a good (poly)crisis. Why investing in sustainability is needed to enhance Europe's Resilience
Marzenna Weresa <i>Warsaw School of Economics, Poland</i>	Digitalization and Sustainability as New Areas of Research on Competitiveness

11:15–11:45 || **Coffee break**

11:45–12:45 || **Parallel sessions**

#### ***Internationalisation and competitiveness of businesses and industries in times of environmental, technological, geo-economic, and geo-political transformation (part 1) (Aula)***

**Chair: Marian Gorynia**

<b>Authors &amp; Affiliations</b>	<b>Paper title</b>
Oriekhova Tetyana <i>Vasyl' Stus Donetsk National University, Ukraine</i>	Priorities of Post-War Economic Recovery of Ukraine: Strategic Focus on European Integration
Tamás Szintia <i>University of Public Service, Budapest, Hungary</i>	Energy Situation and Prospects in East Central Europe
Martin Dangerfield <i>University of Wolverhampton, UK</i>	The Visegrad Group and the Ukraine War: End of Resilience?



EUROPE DIRECT  
Poznań



Regionalna  
Inicjatywa  
Doskonałości



INSTITUTE OF INTERNATIONAL BUSINESS AND ECONOMICS

***Impact of twin (green and digital) transformation on cross-border trade in goods and services (Room No. 236A)***

**Chair: Milena Ratajczak-Mrozek**

<b>Authors &amp; Affiliations</b>	<b>Paper title</b>
Kuźnar Andżelika <i>Warsaw School of Economics, Poland</i>	The impact of economic sanctions on Iran-EU trade dynamics: challenges and opportunities in times of global transformation
Stefaniak Joanna <i>University of Gdańsk, Poland</i>	Is the internal market working for business services? The case of Legal and Engineering
Cao Trang <i>Vienna University of Economics and Business, Austria</i>	The relationship between sustainability disclosure and firm performance in developing countries

12:45–13:00 || **Coffee break**

13:00–14:00 || **Parallel sessions**

***Building resilient supply chains in the post pandemic era: A focus on Europe (Aula)***

**Chair: Maciej Szymczak**

<b>Authors &amp; Affiliations</b>	<b>Paper title</b>
Pasierbiak Paweł, <i>Maria Curie-Skłodowska University in Lublin, Poland</i> Bobowski Sebastian <i>Wrocław University of Economics and Business, Poland</i>	Participation of VISE4 Countries in Global Value Chains: Evolution and Challenges
Ambroziak Adam <i>Warsaw School of Economics, Poland</i>	New EU Industrial Policy in resilient and transforming Europe
Michalski Bartosz <i>University of Wrocław, Poland</i>	Critical dependencies on China in the international trade. Comparative study of V4 economies

***Poster Session (Hall in front of Aula)***

<b>Authors &amp; Affiliations</b>	<b>Poster title</b>
Arman, Saleh Md. <i>Poznan University of Economics and Business, Poland</i>	Consumer Intentions and Behaviour facilitating Circular Economy Transition
Bartosik-Purgat Małgorzata, Grzegorzczak Tomasz, Guzek Monika, Rakowska Wiktoria, Balboa Patricia Renee, Johnson Ryne <i>Poznan University of Economics and Business, Poland</i>	Factors Influencing the Acceptance of Augmented Reality in Young E-Consumers' Decisions: Insights from Cross-Cultural Qualitative Research



## INSTITUTE OF INTERNATIONAL BUSINESS AND ECONOMICS

Bartosik-Purgat Małgorzata, Grzegorzczak Tomasz, Rakowska Wiktoria <i>Poznan University of Economics and Business, Poland</i>	Young consumers' acceptance of Augmented Reality (AR) in e-commerce in light of bibliometric analysis – does culture matter?
Bednarska Marlena, Łuka Paweł <i>Poznan University of Economics and Business, Poland</i>	Understanding the attitude-behavior gap in circular economy practices implementation in the context of MSMEs – a research framework
Bednarska Marlena, Olszewski Marcin <i>Poznan University of Economics and Business, Poland</i>	Artificial intelligence-driven changes in service workplaces – a research proposition
Bentyn Zbigniew, Konecka Sylwia, Szymczak Maciej <i>Poznan University of Economics and Business, Poland</i>	Cold chain as a resilience feature of the supply chain in changing conditions of the environment
Cabańska Judyta <i>Poznan University of Economics and Business, Poland</i>	From emigration to immigration. 20 years after Poland's EU accession
Czyżewska-Misztal Dorota <i>Poznan University of Economics and Business, Poland</i>	European Digital Innovation Hubs in Poland as intermediaries supporting digital transformation of SMEs
Feder-Sempach Ewa, Szczepocki Piotr <i>University of Lodz, Poland</i>	CAPM Structural Change across Countries and Industries. The Impact of the COVID-19 Pandemic on European Companies
Łowicki Bartosz <i>Poznan University of Economics and Business, Poland</i>	Sustainable development in the arms industry
Jurczak Marcin <i>Poznan University of Economics and Business, Poland</i>	Polish transport in a modern Europe – 20 years of change
Hadryś Alicja, Guzek Monika <i>Poznan University of Economics and Business, Poland</i>	Women on board as a factor supporting sustainable development of enterprises
Hązła Marcelli <i>Poznan University of Economics and Business, Poland</i>	Role of transnational corporations in shaping the globalisation process in 20th and 21st centuries
Jankowska Olga, Warych Krzysztof, Józefczak Letycja <i>Poznan University of Economics and Business, Poland</i>	Fair trade principles and sustainable development goals: exploring connections and impacts
Kwiatkowska Agata, Rogowski Wojciech <i>Poznan University of Economics and Business, Poland</i>	Linkages between inequality and climate change
Majewska Justyna, Truskolaski Szymon, Bryl Łukasz <i>Poznan University of Economics and Business, Poland</i>	The impact of EU accession on Polish economy
Messikh Omar, Stępień Beata <i>Poznan University of Economics and Business, Poland</i>	Rationale and economic consequences of implementing Halal certification
Mierzejewska Katarzyna, Woźniak-Jasińska Katarzyna <i>Poznan University of Economics and Business, Poland</i>	Remote work and subjective well-being in the experience of Polish employees
Niezgoda Agnieszka <i>Poznan University of Economics and Business, Poland</i>	The role of residents' relationships with tourists in achieving sustainable tourism goals
Nowak Tomasz, Śliwiński Paweł Piotr <i>Poznan University of Economics and Business, Poland</i>	Different crimes, same targets? Exploring the victims of price manipulation and insider trading



## INSTITUTE OF INTERNATIONAL BUSINESS AND ECONOMICS

Puweł Zuzanna <i>Poznan University of Economics and Business, Poland</i>	Does switching to renewable energy sources really ensure energy security for the European Union?
Ratajczak-Mrozek Milena, Hauke-Lopes Aleksandra <i>Poznan University of Economics and Business, Poland</i>	Towards conceptualisation of network position in internationalisation – a systematisation and directions for further research
Stępień Beata <i>Poznan University of Economics and Business, Poland</i>	How agile and internationally experienced companies respond to sanctions?
Sulimowska-Formowicz Monika <i>University of Economics in Katowice</i>	Organisational capabilities for digital disruption
Śliwińska Magdalena <i>Poznan University of Economics and Business, Poland</i>	Dispersed Hybrid Markets - Chance for Sustainable Market Transformation?
Śliwiński Rafał <i>Poznan University of Economics and Business, Poland</i>	Enterprise competitiveness by 2030
Talouni Zakaria, Lin Weizhong, Jankowska Barbara <i>Poznan University of Economics and Business, Poland</i>	Assessing China's Position in the Fourth Industrial Revolution Era: Emerging or Advanced Market?
Trąpczyński Piotr, Puślecki Łukasz, Maleszewska Zuzanna <i>Poznan University of Economics and Business, Poland</i>	Development of Post-Transition Country Firms' Legitimation Strategies in Advanced Economies: A Mixed-Method Study of Polish Subsidiaries in Germany
Wesołowska Monika <i>Poznan University of Economics and Business, Poland</i>	Europe without income borders: EU accession and income inequality in post-socialist countries.
Wybieralski Piotr <i>Poznan University of Economics and Business, Poland</i>	Utilisation Schemes of the Pre-settlement Risk Limits for Non-Financial Counterparty in the Polish OTC Derivatives Market

14:00–14:30 || **Lunch**

14:30–16:30 || **AIB-CEE plenary session** (hybrid format) (Room 236A and Aula)

<b><i>Building Resilient Ukraine in New Geopolitical Realities: What are the implications for international business theory and practice?</i></b>	
Lukasz Puslecki	Panel Chair, AIB-CEE Chapter Chair, Poznań University of Economics and Business, Poland
Taras Danko	Ukrainian Association for Management Development and Business Education UAMDBE Chair of the Board, Ukraine; National Technical University, Kharkiv Polytechnic Institute, Ukraine
Nataliia Krasnokutska	Comillas Pontifical University, Spain; National Technical University, Kharkiv Polytechnic Institute, Ukraine



INSTITUTE OF INTERNATIONAL BUSINESS AND ECONOMICS

Vas Taras	Vice-President Academy of International Business (AIB), University of North Carolina at Greensboro, USA
Lorraine Eden	Past President Academy of International Business (AIB), Texas A&M University, USA
Andreja Jaklic	Vice-Chair AIB-CEE, University of Ljubljana, Slovenia)
Barbara Jankowska	Past President European International Business Academy (EIBA), Poznań University of Economics and Business, Poland
Ewa Mińska-Struzik	Head of Institute of International Business and Economics, Poznań University of Economics and Business, Poland
Ida Musiałkowska	Head of Studies, Institute of International Business and Economics, Poznań University of Economics and Business, Poland
Piotr Trąpczyński	Discussant, V-ce Chair AIB-CEE, Poznań University of Economics and Business, Poland

16:30–16:40 || **Coffee break**

16:45–17:45 || **Parallel sessions**

<b><i>Managing business and social relationships by resilient and sustainable companies (Room No. 236A)</i></b>	
<b>Chair: Paweł Śliwiński</b>	
<b>Authors &amp; Affiliations</b>	<b>Paper title</b>
Nacewska-Twardowska Aleksandra <i>University of Lodz, Poland</i>	Unraveling the Dynamics of Central and Eastern European Countries in the Global Value Added Trade Network: A Social Network Analysis Approach
Castelli Chiara <i>Wiener Institut für Internationale Wirtschaftsvergleiche, Austria</i>	Understanding the reshoring phenomenon in the EU. Are multinational companies returning home?
Kuczevska Joanna <i>WSB Merito University Poznań</i> Aleksandra Borowicz <i>University of Gdańsk</i>	Navigating the digital shift. Examining the benefits and challenges of digital transformation for SMEs in Poland
Boitan Iustina Alina <i>Bucharest University of Economic Studies, Romania</i> Kamilla Marchewka-Bartkowiak <i>Poznan University of Economics and Business, Poland</i> Iorgulescu Filip Teodor <i>Bucharest University of Economic Studies, Romania</i>	Climate policies and carbon-neutrality transition - impact assessment on electricity prices across European Union member states



POZNAŃ UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

INSTITUTE OF INTERNATIONAL BUSINESS AND ECONOMICS

***Internationalisation and competitiveness of businesses and industries in times of environmental, technological, geo-economic, and geo-political transformation (part 2) (Aula)***

**Chair: Barbara Jankowska**

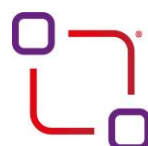
<b>Authors &amp; Affiliations</b>	<b>Paper title</b>
Dorożyński Tomasz, Kuna-Marszałek Anetta, Dobrowolska Bogusława <i>University of Lodz, Poland</i>	Does host country governance quality matter? Attracting FDI to the EU-13 Member States
Waśniowski Natan <i>University of Warsaw, Poland</i>	Unveiling the Pillars of European Economic Security Strategy: A Multifaceted Assessment of Competitiveness in Strategic Sectors
Savchenko Maryna, Shkurat Mariia <i>Vasyl' Stus Donetsk National University, Ukraine</i>	Assessment of investment attractiveness of countries: theoretical and methodological basis and practical implementation

17:45–18:00 || **Closing remarks (Aula)**

19:30–22:00 || **Gala Dinner (Concordia Taste, ul. Zwierzyniecka 3/1)**



EUROPE DIRECT  
Poznań



Regionalna  
Inicjatywa  
Doskonałości

**Day 2, Friday, 10th May (Location: Building D, ul. Towarowa 55)**

09:30–11:00 || **Roundtable (Room No. 4.1.)**

<b>ESG and beyond – a debate with business leaders</b>	
Kinga Baran	<i>Product Manager, WithSecure</i>
Maja Rutkowska	<i>Group Human Resources Director, Amica Group</i>
Agata Stańda	<i>Chief Strategy &amp; Sustainability Officer, SOLARIS Bus &amp; Coach</i>
Jakub Paduch	<i>Attorney &amp; Sustainability Expert, Wielkopolska Development Fund</i>
Katarzyna Kosel	<i>Member of the Board, MAKRO Cash &amp; Carry Poland</i>
Krzysztof Panek	<i>CEO, Browar Fortuna</i>
Rob van Tulder	<i>RSM Erasmus University and academic director of the Partnerships Resource Centre, Netherlands</i>
Piotr Trąpczyński	<i>Poznan University of Economics and Business, Poland</i>

11:00–11:30 || **Coffee break**

11:30–13:30 || **Workshops and Special Events**

**I. Presentation of awards in the competition for the best undergraduate and graduate theses in the field of international economics and business (Event in Polish)**

**(Room No. 4.1.)**

**II. PhD Student Workshop:** A workshop tailored for PhD students and authors of theses nominated for the competition for the best thesis in international economics and business, providing valuable insights and guidance on research methodologies and publication strategies

**(Room No. 3.3.)**

**III. Visit to Enigma Museum** (earlier registration needed)

13:30–14:00 || Lunch





POZNAŃ UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

INSTITUTE OF INTERNATIONAL BUSINESS AND ECONOMICS

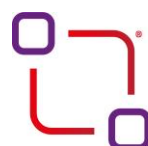
14:00–15:30 || **Plenary session**

<b><i>Transformation of the European Union and its transformative role in the world (Session in Polish) (Room No. 4.1.)</i></b>	
<b>Chair: Ida Musiałkowska</b>	
<b>Authors &amp; Affiliations</b>	<b>Paper title</b>
Menkes Jerzy <i>Warsaw School of Economics, Poland</i>	Unia Europejska wobec rozpadu międzynarodowego porządku gospodarczego
Kłos Agnieszka <i>Warsaw School of Economics, Poland</i>	Koordinacja polityki fiskalnej w Unii Europejskiej - dylematy jej egzekwowania
Falkowski Krzysztof <i>Warsaw School of Economics, Poland</i>	Ekoinnowacyjność Unii Europejskiej w kontekście realizacji koncepcji zrównoważonego rozwoju
Stefaniak Joanna <i>University of Gdańsk</i> Joanna Kuczevska <i>WSB Merito University Poznań</i>	Ewolucja rozwoju rynku wewnętrznego Europejskiej
Czermińska Małgorzata Garlińska-Bielawska Joanna Ulbrych Marta <i>Cracow University of Economics, Poland</i>	Potencjał współpracy Unii Europejskiej z wybranymi państwami Południowoafrykańskiej Wspólnoty Rozwoju w świetle umowy o partnerstwie gospodarczym.

15:30–16:00 || **Closing remarks (Room No. 4.1.)**



EUROPE DIRECT  
Poznań



Regionalna  
Inicjatywa  
Doskonałości