

Invitation

International Doctoral Seminars

January 15th, 2025, 16.00-18.00 (CET)

The Doctoral School of Wrocław University of Economics and Business (WUEB) is pleased to invite you to join the discussion in a series of International Doctoral Seminars which will be held online.

Objectives:

- presentation of doctoral students' research;
- creating an international forum of discussion between doctoral students and established academics;
- exchange of research experience.

The topic of the Fourteenth Seminar:

Sustainability in Business, Economic and Financial Research

Program of the meeting:

16:00 – Welcome address: **Prof. Bogusława Drelich-Skulska** (Vice-Rector for Accreditation and International Cooperation) and **Prof. Dominika Bąk-Grabowska** (Dean of Doctoral School of WUEB)

16.15 – Opening lecture by a keynote speaker: **Prof. Noemi Sinkovics** (Newcastle University Business School)

Noemi Sinkovics is Professor of Sustainable and Responsible Business at Newcastle University Business School (UK). She has a master's degree from WU Wien (Vienna University of Economics and Business) and a PhD from the University of Manchester. She is currently Visiting Professor at the University of Murcia, Spain and at the University of Vaasa's InnoLab in Finland. She previously worked at The University of Glasgow, United Kingdom, The University of Auckland, New Zealand and The University of Manchester, United Kingdom. Her research focuses on how businesses can balance their social, environmental, and economic objectives. She has been awarded many times for her outstanding research. She holds multiple editorial roles (e.g. European Management Journal, Critical Perspectives on International Business) and regularly publishes in top journals.

Title of lecture: **Charting Your Course: Navigating the Many Paths of Academic Success**

16:55 – Joanna Biernacka, Poznan University of Economics and Business, **Social Impact of Diversity Management by Inclusive Organizations**

17:15 – Weronika Muszyńska, SGH Warsaw School of Economics, **Networking competence and personal brand - opportunities to increase employability?**

17.35 – Muhaid Ali, Silesian University of Technology, Gliwice, **Application of Machine Learning Algorithms for the Prediction of Transport Mode Choice - Promoting Sustainable Transportation Systems**

Moderated by: **Prof. Artur Klimek**

Basic Features: held online via Teams; the language of the meeting: English; each participant will receive a certificate of attendance.

ATTENTION!

Registration for the meeting - to get a link to the meeting via Teams please fill in by January 14th 2025 form: <https://forms.office.com/r/E8ehfbDeFE>



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