

studia stacjonarne I stopnia, kierunek: Bachelor and Business Administration

Katedra	Instytut	imię i nazwisko promotora	maksymalna liczba osób, które dany promotor może przyjąć na seminarium na tym kierunku studiów	temat seminarium - maksymalnie 300 znaków (ze spacjami)	zasady przyjęć
Department of International Economics	Institute of International Business and Economics	dr Łukasz Bryl	12	Global Internet Economy	Student's interest in the seminar topic, email or personal contact to get the permission to attend the seminar
Department of European Studies	Institute of International Business and Economics	dr Dorota Czyżewska-Misztal	12	National economies and regions facing global challenges (digitalisation, artificial intelligence, climate change, resilience, sustainable development etc.)	Student should be interested in the seminar's topics. Email or personal contact to get the permission to attend the seminar
Edukacji i Rozwoju Kadr	Ekonomiczno-Społeczny	dr Joanna Furmańczyk	8	Diversity in the contemporary organisations. The subject matter of that seminar is diversity in contemporary organisations. The diversity means to have people of varying backgrounds, education, sex, age, nationality and culture all working in the same organisation	Email or personal contact to get the permission to attend the seminar: joanna.furmanczyk@ue.poznan.pl
Department of Logistics	Institute of International Business and Economics	dr inż. Szymon Grabański	2	Innovations in logistics. Transport and warehousing technologies	Email or personal contact to get the permission to attend the seminar
Department of International Marketing	Institute of International Business and Economics	dr Aleksandra Hauke-Lopes	6	International marketing - cultural differences, challenges and strategies	The order of submissions is decisive. Email or personal contact with the promoter in order to obtain consent to sign up for the seminar
Microeconomics	Economics	dr Sonia Huderek-Glapska	4	Sustainable consumption. Sustainable production. ESG organizational strategy	Email or personal contact to get the permission to attend the seminar
Department of European Studies	Institute of International Business and Economics	dr Piotr Idczak	12	The European Union – its organization and functioning in practise. Fundraising and development of projects aimed at supporting social and economic growth	Contacting the promotor by email or personal contact to obtain a consent to join the seminar.
Department of International Competitiveness	Institute of International Business and Economics	dr Aleksandra Kania	6	Strategies of companies in conditions of economic uncertainty	grade average above 4.0, email or personal contact to get the permission to attend the seminar

Department of International Competitiveness	Institute of International Business and Economics	dr Anna Matysek-Jędrych	12	Functioning of companies, sectors and countries on the global market - strategy, policy, and development drivers	Contact the supervisor by email or in person for permission to enroll in the seminar
International Finance Department	Institute of International Business and Economics	dr Paweł Niszczoła	4	Behavioral economics and the application of large language models (GPT, ChatGPT) in economics and management. More details on: https://hai.ue.poznan.pl/Seminar.pdf	Short meeting on Teams, confirming interest in relevant topics.
Edukacji i Rozwoju Kadr	Ekonomiczno-Społeczny	dr Olena Shelest-Szumilas	4	Migration and labour market in the digital economy	E-mail or personal contact with the promoter in order to obtain permission to sign up for the seminar, strong analytical skills
Department of European Studies	Institute of International Business and Economics	dr Magdalena Śliwińska	12	Sustainable and ethical markets and business models. Competitiveness and the requirements of sustainable development. Transformation of the EU economy towards sustainable market economy. EU sustainability policies and regulations towards business. Sustainable global economy. Fair Trade	interview
Department of International Marketing	Institute of International Business and Economics	dr Łukasz Małys	12	International marketing with particular emphasis on marketing strategies on the B2B and B2C market, operational marketing activities, relationship marketing and corporate social responsibility	Email or personal contact to get the permission to attend the seminar