

PUEB Horizons

A Doctoral Conference for Innovative Research

1-2 June 2026 / Poznań, Poland



Conference Program

DAY 1 (1st June)

8:00

Registration open
[Building A, ground floor]

9:00 – 9:15

Conference Opening
[Building A, Main Lecture Hall, 2nd floor]

9:15 – 10:15

Keynote Address #01
Responsible use of genAI in research
Prof. R. Faff, Corvinus University of Budapest
[Building A, Main Lecture Hall, 2nd floor]

10:15 – 10:30

Coffee break *[Building A, 2nd floor]*

10:30 – 12:00

Thematic workshop #1 – PART 1 [room 111A, Building A]
Dr I. Asanov (Kassel University) – Field experiments in economics (online)

Thematic workshop #2 PART 1 [room 2.21D, Building D]
Prof. A. Szymkowiak (PUEB) – SEM in Management Research – advanced level (on-site)

Presentation sessions (1A-1D)

Session 1A. Corporate Ownership and Business Groups [room 418A, Building A]

State-Owned Enterprises: Theoretical Approaches and Empirical Evidence

Péter Balogh (Eötvös Loránd University, Budapest)

Institutional Exit Threat and Dividend Payouts: A Difference-in-Differences Approach

Aleksander Freitag (Poznań University of Economics and Business)

One measure to rule them all: Revisiting the ambiguity of multinationality metrics

Patrik Vanek (Mendel University in Brno)

Session 1B. Artificial Intelligence and Organizational Transformation [417A, Building A]

The Impact of Generative AI on Strategic Decision-Making: Evidence from European SMEs

Betty Sumbah (*Mendel University in Brno*)

Negotiating the Legitimacy of Generative AI in Academic Work: An Institutional Logics Perspective on Teaching and Research Practices in Business Schools

Joanne Ch Tsoi (*Oslo Business School - Oslo Metropolitan University*)

Between Innovation and Oversight: Navigating the Ethical Dimensions of Generative AI Adoption in Middle Eastern Hospital Quality Management Systems

Samir Ahmad Dit Al Hakim (*Poznań University of Economics and Business*)

Session 1C. Labour Markets [103A, Building A]

Employment in the AI Economy: Reshaping the OECD Labor Market

Samia Al Kaakour (*Poznań University of Economics and Business*)

Conceptualising and Profiling Low-Skilled Labour: Evidence from PIAAC Data for Latvia

Jeļena Muhina (*University of Latvia*)

The impact of reforms in state-funded laboratory services on market concentration, accessibility, and patient co-payments (2015–2025)

Stella Lapina (*University of Latvia*)

Session 1D. ESG, CSR and Corporate Governance [Library room 1, Collegium Altum] (starts at 10:45)

Implementing ESG Strategies and CSRD/ESRS Sustainability Reporting in Poland: Evidence from a Mixed-Methods CAWI Survey of Professionals Across Sectors

Piotr Jędrzejewski (*Poznań University of Economics and Business*)

Employee Perceptions of Internal Corporate Social Responsibility: The Mediating Role of Trust in Employee Engagement

Md. Tota Miah (*Hungarian University of Agriculture and Life Sciences*)

Implications and Risk Management of Biofilms in the Food Industry: A Review

Wiktoria Studenna (*Poznań University of Economics and Business*)

12:00 – 13:00

Lunch break (*Building A, 2nd floor*)

13:00 – 14:00

Keynote Address #02

The Mobility of Nations: Refugees, Migrants & Polarization in the Long 20th Century

Prof. Theocharis Grigoriadis, *Free University of Berlin*

(*Building A, Main Lecture Hall, 2nd floor*)

14:15 – 15:45

Thematic workshop #1 – PART 2 [111A, Building A]

Dr I. Asanov (*Kassel University*) – *Field experiments in economics (online)*

Thematic workshop #2 PART 2 [2.21D, Building D]

Prof. A. Szymkowiak (*PUEB*) – *SEM in Management Research – advanced level (on-site)*

Presentation sessions (2A-2C)

Session 2A. Energy Transition and Climate Policy [Library room 1, Collegium Altum]

The Value of Hydrogen Mobility for Public-Sector Customers in the Energy Transition

Lamia Gasimzada (Poznań University of Economics and Business)

Determinants of Photovoltaic Industry Development in Poland: A Driving Force Model

Kamil Nawrocki (Poznań University of Economics and Business)

Public perception on climate neutrality policies – case of Poland

Piotr Czerniejewski (Poznań University of Economics and Business)

Session 2B. Sustainable Logistics and Mobility [417A, Building A]

Bridging the Gap Between Theory and Practice: Expert Perspectives on Determinants of Sustainable Logistics Implementation

Anna Preisner (Poznań University of Economics and Business)

Strategic Management Conceptual Frameworks for Drone-Based Distribution: Leveraging Parcel Locker Infrastructure in Polish Urban Logistics

Vignesh Karthikeyan Raghunathan (University of Szczecin)

The Impact of Changes in Travel Times on Employment and Mobility: Evidence from the Czech Republic

Štěpán Kučera (Mendel University in Brno)

Session 2C. Economy and Politics [418A, Building A]

Transforming Japan from Traditional to 'Soft Power' Economy

Miroslav Varbanov (University of National and World Economy, Sofia)

Convergence and Similarity Analysis: Comparison of Selected African Economies' Sectoral Structures

Kingsley Ikani (University of Economics, Katowice)

Russian Monetary Policy & the Persistence of Global Socialism

Seda Adsoy (Free University of Berlin)

15:45 – 16:00

Coffee break (Building A, 2nd floor)

16:00 – 17:30

Thematic workshop #1 – PART 3 [111A, Building A]

Dr I. Asanov (Kassel University) – Field experiments in economics (online)

Thematic workshop #2 PART 3 [2.21D, Building D]

Prof. A. Szymkowiak (PUEB) – SEM in Management Research – advanced level (on-site)

Presentation sessions (3A-3C)

Session 3A. Economy and Society [418A, Building A]

Implementation of an age-friendly city concept – a comparison of selected European cities

Agnieszka Soloch (Poznań University of Economics and Business)

Matchday exposure and sponsor returns: Evidence from UEFA's new competition format

Eliasz Czajkowski (Poznań University of Economics and Business)

Consumer Behaviour in the Sharing Economy: Evidence from the Czech Republic

Martina Opálková (Mendel University in Brno)

Session 3B. Migration, Ageing and Social Policy [417A, Building A]

Strategy, Policy, and Migration Management – A Systematic Literature Review

Karolina Skorupska (*Poznań University of Economics and Business*)

Historical and Spatial Effects of Korean Migration on Postwar Japanese Politics

Chenyang Sun (*Free University of Berlin*)

Iranian Pension Scheme: Structure and the Challenge of Minimum Pensions

Shima Jowzi (*Poznań University of Economics and Business*)

Session 3C. Business Networks [Library room 1, Collegium Altum]

Social and Business Relationships in Business Networks: Theoretical Foundations, Network Dynamics, and Open-Source Contexts

Anna Gruszczyńska-Radecka (*Poznań University of Economics and Business*)

Determinants of Renewable Energy Startups Innovativeness in the Nordic Countries

Kamil Nowak (*Poznań University of Economics and Business*)

Business Networking and Business Resource Diversion: A Normative Institutional Theory

Edwin Zu-Cudjoe (*Prague University of Economics and Business*)

17:45 – 18:45

City tour (*for registered participants*)

19:00 – 21:00

**Social event and best paper award ceremony
(*Collegium Altum, Terrace, 18th floor; for registered participants*)**

DAY 2 (2nd June)

9:00 – 10:30

**Open Workshop #1 [236A, Building A]
Pitching Research (on-site)
Prof. R. Faff, Corvinus University of Budapest**

10:30 – 11:00

Coffee break (Building A, 2nd floor)

11:00 – 12:00

**Discussion Panel:
Impact-driven research – how much are policy recommendations important?
Prof. Katarzyna Szarzec (PUEB), Prof. Ewa Mińska-Struzik (PUEB)
Prof. R. Faff (Corvinus University of Budapest), Prof. Lubor Lacina (Mendel University),
Prof. Theocharis Grigoriadis (Free University in Berlin)
[111A, Building A]**

12:00 – 13:00

Lunch break (Building A, 2nd floor)

13:00 – 14:30

**Open workshop #2 – PART 1 [room 2.21D, Building D]
Adeel Ali Qureshi (PUEB) – AI-based systematic literature review (on-site)**

**Open workshop #3 [111A, Building A]
Pablo Secades (Elsevier) – Mendeley as a reference management software (online) link:
<https://elsevier.zoom.us/j/99159203318?pwd=HikzExA4rMfwbZGsm4X5RSEa6ieGoM.1>**

**3MT Competition
[236A, Building A]**

Samir Ahmad Dit Al Hakim (PUEB)

The 3:00 a.m. Mistake: Redesigning Hospital Quality Management System through Generative Artificial Intelligence

Wojciech Chudziński (University of Szczecin)

Machine-Assisted Valuation: Optimization of Peer Group Analysis.

Eliasz Czajkowski (PEUB)

Matchday exposure and sponsor returns: Evidence from UEFA's new competition format

Sagar Gaikwad (Norwegian School of Economics)

Radical innovation through ecosystems

Marceli Hązła (PUEB)

The Role of Transnational Corporations in the Globalisation Process After 2000

Ayomide Igbaroola (PUEB)

*How Does Water Footprint Labelling Shape Purchasing Intention for Low Water Footprint Food Products?
A Case Study of Polish Consumers*

Vignesh Karthikeyan (University of Szczecin)

Strategic Management Conceptual Frameworks for Drone-Based Distribution: Leveraging Parcel Locker Infrastructure in Polish Urban Logistics

Julita Żebrowska (PUEB)

Parental Financial Socialization and Subjective Financial Well-being of Emerging Adults in Poland

Poster Session
[Building A, 2nd floor]

14:30 – 15:00

Coffee break (Building A, 2nd floor)

15:00 – 16:30

Open workshop #2 – PART 2 [2.21D, Building D]
Adeel Ali Qureshi (PUEB) – AI-based systematic literature review (on-site)

16:30 – 17:00

Closing session (3MT / Poster awards)
[111A, Building A]

Conference venue:

Building A – al. Niepodległości 10 (Main Lecture Hall, 111A, 103A, 417A, 418A)

Building D – ul. Towarowa 55 (2.21D)

Collegium Altum – ul. Powstańców Wielkopolskich 16 (Library room 1, Terrace, 18th floor)