

# PUEB Horizons

A Doctoral Conference for Innovative Research

1-2 June 2026 / Poznań, Poland



## Conference Program

### DAY 1 (1<sup>st</sup> June)

8:00

Registration open  
*[Building A, ground floor]*

9:00 – 9:15

Conference Opening  
*[Building A, Main Lecture Hall, 2<sup>nd</sup> 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, 2<sup>nd</sup> floor]*

10:15 – 10:30

Coffee break *[Building A, 2<sup>nd</sup> 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] - Katarzyna Perez

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] - Justyna Rój

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] - Michał Pilc

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) - Barbara Borusiak

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, 2<sup>nd</sup> 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, 2<sup>nd</sup> 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] - Sonia Huderek-Glapska

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] - Marcin Jurczak

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] - Beata Stępień

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, 2<sup>nd</sup> 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] - Piotr Zmyślony

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] - Piotr Michoń**

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] - Milena Ratajczak-Mrozek**

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, 18<sup>th</sup> floor; for registered participants*)**

**DAY 2 (2<sup>nd</sup> 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, 2<sup>nd</sup> 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, 2<sup>nd</sup> 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 Igaroola (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, 2<sup>nd</sup> floor]**

**14:30 – 15:00**

**Coffee break (Building A, 2<sup>nd</sup> 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)