

### Student Interest Groups at PUEB

The aim of these groups is to deepen and spread knowledge, to develop research skills and to practice practical application of knowledge and skills through the joint work and studies of the members.

Interest Group	Mentor	Department	Institute	Description
SKN Zrównoważonego Biznesu „Trade Fair” (Sustainable Business „Trade Fair”)	dr Magdalena Śliwińska	Department of European Studies	Institute of International Business and Economics	<a href="https://www.facebook.com/profile.php?id=100076250531230">https://www.facebook.com/profile.php?id=100076250531230</a> TRADE FAIR's Sustainable Business Student Club brings together people interested in the topics of sustainable and ethical business. We gather information about new innovations and business models that support sustainability and fair trade, have discussions about their nature, but most importantly we actively promote these ideas and encourage the local community to get involved.
Studenckie Koło Naukowe Qualitas	Dr inż. Beata Paliwoda Dr inż. Katarzyna Joachimiak-Lechman	Department of Standardized Management Systems	Institute of Management	The aim of “Qualitas” is to expand knowledge in the field of a systemic approach to management, with particular emphasis on quality, environment and occupational health and safety.  We are interested in the quality of products as perceived by producers and consumers. We conduct research on the ecological impact of production on the environment as well as the effectiveness of Management Systems according to the prevailing international standards of the ISO series. In addition, we organize trainings, such as training for the internal auditor of the Integrated Management System, conferences, workshops and charity fundraising. If you want to develop your knowledge in the field of product quality and ecology, join us!  <b>Keywords:</b> quality, environment, ISO, management, product
Studenckie Koło Naukowe HAI: Humans & AI (HAI: Humans & AI Student Interest Group)	dr Paweł Niszczoła	Department of International Finance	Institute of International Business and Economics	<a href="https://www.facebook.com/profile.php?id=100087217161683">https://www.facebook.com/profile.php?id=100087217161683</a> The aim of the Student Interest Group is to acquire, deepen and promote knowledge at the intersection of economics, management, psychology and computer science, in particular regarding the impact of new artificial intelligence technologies on human behavior.



Interest Group	Mentor	Department	Institute	Description
				For example, we study and discuss how the increased presence of sophisticated natural language processing models such as GPT-3 will affect society. See this link for an illustration of its capabilities: <a href="https://www.theguardian.com/commentisfree/2020/sep/08/robot-wrote-this-article-gpt-3">https://www.theguardian.com/commentisfree/2020/sep/08/robot-wrote-this-article-gpt-3</a> .
Studenckie Koło Naukowe TAX (TAX IG)	dr Marcin Spychała	Department of Public Finance	Institute of Finance	The 'TAX' Interest Group is a group of friendly and ambitious students. We meet after lectures to discuss mind-boggling issues and to think how to spread a knowledge about taxes among students. Every year in May we organise series of lectures called 'Majówka Podatkowa' and many other lectures with prominent tax advisory companies.
Studenckie Koło Naukowe Maksimus (Maksimus IG)	mgr Julia Jastrzębek	Department of Macroeconomics and Development Research	Institute of Economy	<p>The aim of the 'Maksimus' Interest Group is to expand the theoretical and practical knowledge in the field of macroeconomic and cooperate actively with students at home country and abroad. Those taking part in the activities of 'Maksimus' can improve and develop their analytical skills and conduct their own empirical studies. We organise seminar meetings and training sessions with business practitioners. The members of "Maksimus" also actively take part in conferences and other events related to the broadly understood field of economics (especially macroeconomics).</p> <p><b>Keywords:</b> macroeconomics; macroeconomic policy; economic growth; labour market</p>
Studenckie Koło Naukowe Gospodarki Żywnościowej (Food Economy IG)	dr Michał Borychowski	Department of Macroeconomics and Agricultural Economics	Institute of Economy	<p>Students' Interest Group of Food Economy, area of scientific interest:</p> <ul style="list-style-type: none"><li>- problems of functioning of the food economy,</li><li>- macroeconomics,</li><li>- agricultural and food markets,</li><li>- food security,</li><li>- bioenergy,</li><li>- rural development,</li></ul>



Interest Group	Mentor	Department	Institute	Description
				<p>- globalization processes, - the economics of consumption. We encourage You to cooperate. The research is interdisciplinary and there is no limit for its scope.</p> <p><b>Keywords:</b> food economy, food security, bioenergy, rural development</p>
Studenckie Koło Naukowe HaeR (HR IG)	-	Department of Labour and Social Policy	Institute of Socio-Economics	<p>The organisation is a place for active and open-minded people, who want to develop themselves in the field of Human Resource Management (HRM). During our meetings we discuss current topics in HRM, present our bachelor's and master's theses (especially drafts of employee surveys) and learn specific skills (e.g. how to use company data in order to improve personnel policies). We also organise workshops and lectures on key personnel management issues with professionals from recognized companies.</p> <p><b>Keywords:</b> human resources, recruitment, employee survey</p>
Studenckie Koło Naukowe Pryzmat (Pryzmat IG)	dr hab. Jacek Trębecki, prof. UEP; dr inż. Marcin Leszczyński	Department of Economic Journalism and Public Relations	Institute of Socio-Economics	We are interested in public relations, communication and image creation. We participate in workshops and seminars, we prepare various tv productions.
Studenckie Koło Naukowe Socjologiczno-Filozoficzne Intersophia (Intersophia IG)	dr Damian Luty	Department of Sociology and Business Ethics	Institute of Socio-Economics	We discuss social policy in Poland, meet people who work in social policy sector, discuss sociology and philosophy in contemporary world.
Studenckie Koło Naukowe Pecunia Moderna (Pecunia Moderna IG)	dr hab. Katarzyna Perez, prof. UEP	Department of Investment and Financial Markets	Institute of Finance	Pecunia Moderna IG is a place where you gain practical skills, knowledge and experience in the area of money, financial investments and reporting. We offer a wide range of events to Pecunia Moderna members and other university students: starting with workshops with KPMG, EY or BDO companies on financial and ESG reporting& investments; moving to the PUEB Expert Investors Visits on financial



Interest Group	Mentor	Department	Institute	Description
				<p>markets&amp; investments; ending with the Poznan Business Summit, where students present their research on money, financial investments and accounting. We also take part in activities organized by the University, e.g. for teenage students. If you want to do more than just a regular finance or accounting study program, our Pecunia Moderna IG Group is for you!</p> <p>We are interested in among others finance, accounting and monetary policy. We prepare lectures and workshops, in order to develop our knowledge and hands-on skills.</p> <p><b>Keywords:</b> money, financial markets and investments, financial reporting, ESG reporting, ESG investments.</p>
Studenckie Koło Naukowe Bankier (Studenckie Koło Naukowe Bankowości i Pośrednictwa Finansowego) (Banking IG)	dr hab. Krzysztof Waliszewski, prof. UEP / dr Anna Warchlewska	Department of Money and Banking	Institute of Finance	<p>We deal with broadly understood issues of finance, banking, financial intermediation and financial advisory services through the organization of conferences, preparation and presentation of papers and trips to conferences.</p> <p><b>Keywords:</b> banking, financial intermediation, financial advisory</p>
Studenckie Koło Naukowe EUrope (Europe IG)	dr Judyta Cabańska	Department of European Studies	Institute of International Business and Economics	Scientific Club EUrope
Studenckie Koło Naukowe Biznesu Międzynarodowego Synergy Group (Synergy Group IG)	dr Aleksandra Kania	Department of International Competitiveness	Institute of International Business and Economics	<p>Synergy Group – created in 2004; the initiative of International Business students, focused on challenges and opportunities faced by companies in the process of internationalisation.</p> <p>Mission – ‘Achieving synergy by improving skills and international collaboration’</p> <p>The main challenges Synergy Group wants to face include:</p> <ul style="list-style-type: none"> <li>– adaptation to the dynamically developing environment and impact on them,</li> </ul>



Interest Group	Mentor	Department	Institute	Description
				<ul style="list-style-type: none"> <li>– anticipating and identifying future trends in the economy,</li> <li>– careful use of knowledge and experience.</li> </ul>
Studenckie Koło Naukowe Logistyki AElogic (AElogic IG)	prof. dr hab. Waldemar Budner	Department of Logistic	Institute of of International Business and Economics	<a href="https://www.facebook.com/aelogic">https://www.facebook.com/aelogic</a> The AELogic team works and develops at the PUEB's Department of International Logistics. Our students scientific association club is focused on the integration of theoretical and practical knowledge. We are engaged in organizing workshops, public lectures and site visits to expand our knowledge of the logistics operations of major corporations. In our spare time, we write scientific articles that help us learn more about logistics topics.
Studenckie Koło Naukowe Marketingu Międzynarodowego Advantis (Advantis IG)	dr Marcin Wieczerzycki	Department of International Marketing	Institute of International Business and Economics	Main research focus covers international marketing strategies. In particular, the use of electronic tools in creation and development of relations with final customers and its impact on co-creation and appropriation of value. Students collect various information and create case studies that help to analyze contemporary marketing strategies on different markets.
Studenckie Koło Naukowe Studenckie Centrum Badań Turystycznych EXPLORERS (EXPLORERS IG)	dr Natalia Latuszek	Department of International Economics	Institute of International Business and Economics	The members of the Students' Interest Group are engaged in research in the field of tourism. They conduct research, write papers, participate successfully in conferences. They also organize meetings with business practices both at the university and outside its walls. They visit hotels and other tourism related facilities with their owners or managers. They associate passionate travelers who share their experiences during slideshows.
Studenckie Koło Naukowe Portfolio (Portfolio IG)	dr Alicja Jajko-Siwiek	Department of Econometrics	Institute of Informatics and Quantitative Economics	SKN PORTFOLIO is a Students' Interest Group for people interested in applying quantitative methods (including: statistical and econometric) in practice. It is aimed at people who want to broaden their knowledge and analytical skills.
Studenckie Koło Naukowe Inżynierii Finansowej	dr Blanka Łęt	Department of Applied Mathematics	Institute of Informatics and Quantitative	Students' Interest Group of Financial Engineering is a group of young and highly-motivated future financial professionals. In our scientific development we concentrate on financial engineering and financial market.



Interest Group	Mentor	Department	Institute	Description
(Financial Engineering IG)			Economics	<b>Keywords:</b> financial engineering, derivatives, capital market, financial market
Studenckie Koło Naukowe Estymator (Estymator IG)	dr Maciej Beręsewicz	Department of Statistics	Institute of Informatics and Quantitative Economics	The Students' Scientific Club 'Estymator' consists of students from Faculty of Informatics and Electronic Economy and it closely collaborates with Department of Statistics. The main aim is to extend knowledge regarding methods of data analysis, statistical packages and visualization. <b>Keywords:</b> data analysis, statistics, statistical packages, visualisation
Studenckie Koło Naukowe Akademickie Koło Aplikacji Internetowych AKAI (AKAI IG)	mgr Mikołaj Maik	Department of Information Technology	Institute of Informatics and Quantitative Economics	AKAI UEP Students' Interest Group meets people who are interested in learning new technologies connected with Virtual and Augmented Reality domains. We pursue interdisciplinary discussions and research-based collaborations. AR glasses or VR cave are only examples devices that we use in our research.
Studenckie Koło Naukowe Inventum (Inventum IG)	dr hab. inż. Daniela Gwiazdowska, prof. UEP	Department of Natural Science and Quality Assurance	Institute of Quality Science	The Students' Interest Group SKN Inventum conducts research on various aspects of microbiological quality of food and cosmetic products. One of the research topics is designing new health-promoting products like fermented vegetable beverages, evaluating their microbiological quality and content of beneficial microorganisms. Other topic is the use of natural substances such as essential oils as a antimicrobial and antibiofilm compounds. Moreover, students compare microbiological quality of different kinds of products such as fermented milk products or vegetable juices (and many other products) evaluating their quality and microbiological safety. <b>Keywords:</b> microbiological quality, food safety, antimicrobial, biofilm, fermented products, beneficial microorganism, pathogens
Ekologiczne Studenckie Koło Naukowe Ekosfera (Ekosfera IG)	dr hab. inż. Katarzyna Wybieralska, prof. UEP	Department of Technology and Instrumental Analysis	Institute of Quality Science	Activities: • Laboratory tests. • Popularization of science - articles, oral and poster presentation at conferences and seminars. • Cooperation with various scientific centers, ecological foundations or companies.



Interest Group	Mentor	Department	Institute	Description
				Projects: Ecological cosmetics, Renewable energy, Environmental pollution, Green technologies, Gardens of Poznan, Organic vs. conventional farming.
Studenckie Koło Naukowe CommodityLab (CommodityLab IG)	dr hab. Renata Dobrucka, prof. UEP	Department of Commodity Science and Ecology of Industrial Products	Institute of Quality Science	SKN CommodityLab was created at Department of Industrial Products Quality and Ecology. The main aim of CommodityLab is the realization of students' own passions and interests. The research works are mainly related to: packaging design, testing active and intelligent packaging systems, testing of packaging and packaging materials, testing of innovative cosmetics, testing of industrial products.  <b>Keywords:</b> Commodity, Packaging, Cosmetics, Products
Studenckie Koło Naukowe Ekobiznesu (Ecobusiness IG)	dr inż. Joanna Witczak	Department of Commodity Science and Ecology of Industrial Products	Institute of Quality Science	Student Interest Group 'Eco-Business' is active in the field of sustainable economy and business. We deal with circular economy, life cycle assessment (LCA), environmental impact and footprint of product and organisation (PEF, OEF, CFP, WFP, etc.), ecodesign, ecoinnovation and green marketing.
Studenckie Koło Naukowe Towaroznawstwa Żywności Spectrum (Spectrum IG)	dr hab. inż. Inga Klimczak, prof. UEP, dr inż. Maria Sielicka-Różyńska	Department of Food Commodity Science	Institute of Quality Science	Students' Interest Group of Food Commodity Science 'Spectrum' is an association integrating students from all levels of the Faculty of Commodity Science with a special interest on food science. It is represented by students who wish to expand their knowledge and improve their skills through participation in different projects focussed on food product design, shaping food properties, quality and safety issues. Students have an opportunity to take part in conferences to present the results of their research, in seminars, workshops and prepare and publish their first manuscripts.  <b>Keywords:</b> food product design, food quality and safety, consumer research, sensory analysis
Studenckie Koło Naukowe NEXUS (Nexus IG)	dr inż. Sylwia Sady	Department of Natural Science and Quality Assurance	Institute of Quality Science	NEXUS Interest Group associates students and PhD students interested in developing their knowledge in the following fields: renewable energy technologies, especially searching for alternative raw materials e.g. for solar cells, waste management, widely understood environmental protection.



Interest Group	Mentor	Department	Institute	Description
				Members of NEXUS Interest Group carry out their researches in a multidimensional manner, which enables them to improve their scientific and non-scientific interests, as well as thoroughly and comprehensively prepares them for future professional career. Members present the results of their work at national and international conferences for students, PhD students and research groups.
Studenckie Koło Naukowe Research & Analysis	dr Adrianna Szyszka	Department of Market Research and Services Management	Institute of Marketing	We conduct quantitative and qualitative marketing research and we train in SPSS program. We also organize workshops for high school students.
Studenckie Koło Naukowe Neuro-marketingu (Neuromarketing IG)	dr Anna Rogala	Department of Marketing Strategies	Institute of Marketing	The Neuromarketing Students' Interest Group's functioning focuses on: research of images and videos based on the eye movements tracking, behavioral studies of individual and group using the camera system; study of the behaviour of the elderly; research of psychophysiological reactions. It is open for people fascinated with modern methods of research and interested in neuroscience, marketing, cognitive science and psychology. Members of the Club are allowed to use the equipment of Consumer Research Laboratory for their research projects.
Studenckie Koło Naukowe E-commerce (E-commerce IG)	dr Marcin Lewicki	Department of Commerce and Marketing	Institute of Management	Students' Interest Group E-commerce is one of the oldest at Poznan University of Economics and Business. The main purpose of its activity is to acquire and popularize the knowledge about electronic commerce among students. Our activities include (among others): monitoring situation within e-commerce, organizing meetings and cooperation with e-businesses, participation in e-commerce research and conferences.  <b>Keywords:</b> Internet, e-commerce, e-marketing, consumer behaviour in the Internet
Studenckie Koło Naukowe Ekonomiki Inwestycji i Nieruchomości Propertus (Propertus IG)	dr Łukasz Strączkowski, dr Maciej Koszel	Department of Investment and Real Estate	Institute of Management	Students' Interest Group 'Propertus' is a society connecting people with passion for real estate. In the last academic year we organised two big events about investing in real estate market. We are developing and increasing our knowledge. If You are interested in real estate market we invite to our Organization!





Interest Group	Mentor	Department	Institute	Description
Studenckie Koło Naukowe Inwestycji Kapitałowych Profit (Profit IG)	dr Przemysław Grobelny	Department of Investment and Capital Markets	Institute of Management	<p>Students' Interest Group of Capital Investments "Profit". We're interested in stock exchange, Investment Banking, M&amp;A, trading and corporate finance. We meet every Monday with our guests – capital markets' experts. Besides this, we also conduct many projects e.g. London Study Excursion, Warsaw Study Excursion and analytic competition. We focus on teenagers' education too.</p> <p><b>Keywords:</b> capitalinvestments, business, capitalmarkets, stockexchange, investmentbanking</p>
Studenckie Koło Naukowe Kultura i Ekonomia Wina (Wine Culture and Economy IG)	dr Mateusz Mikutowski	Katedra Inwestycji i Rynków Kapitałowych	Institute of Management	<p>The aim of the 'Wine Culture and Economics' Students' Interest Group is to learn and promote wine culture; to study wine economics (production, consumption, pricing strategies, competition, market structures and institutional environment) and to establish cooperation with wine institutions and organizations. Our goals are realized by conducting workshops in cooperation with domestic and foreign wine companies. We are organizing trainings, seminars and study trips throughout the country and abroad.</p> <p><b>Keywords:</b> wine culture, wine economics, wine industry, wine market, wine research</p>
Studenckie Koło Naukowe Rachunkowości Konto (Konto IG)	dr hab. Marek Masztalerz, prof. UEP	Katedra Rachunkowości i Rewizji Finansowej	Institute of Accounting and Finance Management	<p>For the last 8 years Students' Interest Group of Accounting 'KONTO' has been operating under the Accounting Department at Poznań University of Economics and Business. The organisation not only gathers students from different faculties, interested in widely understood accounting, but also enables its members to participate in various kind of competitions and conference all over the country. The main objective of the association is to encourage students to participate in extracurricular activities, develop their knowledge in field of economics and pave the way for future academic and business careers. Besides that, 'KONTO' is an originator and coordinator of Poznań Accounting Days and countrywide Students' Scientific conference 'Rachunkowość Warta Poznania'.</p>
Studenckie Koło Naukowe Zarządzania Usługami Service Club	dr hab. Monika Dobska, prof. UEP	Katedra Badań Rynku i Usług	Institute of Marketing	<p>Students' Interest Group ZU Service Club provides a niche for those interested in services. We provide workshops to improve our members' skills and aim to explain them more about practical aspects of both Polish and International service</p>



Interest Group	Mentor	Department	Institute	Description
(Service Club IG)				industries. <b>Keywords:</b> service management, marketing of services, entrepreneurial marketing
Studenckie Koło Naukowe HRview (HRview IG)	dr Bartosz Marcinkowski; dr Sebastian Narojczyk	Katedra Zarządzania Zasobami Przedsiębiorstwa	Institute of Management	Our activities are focused on practical side of Human Resources. Our goal is to change the image of old-fashioned HR professional. Our actions include organizing workshops, lectures in cooperation with companies and writing articles based on our research.
Studenckie Koło Naukowe Psychologii Biznesu (Business Psychology IG)	dr Katarzyna Mierzejewska	Department of Organization and Management Theory	Institute of Management	The Students' Interest Group of Business Psychology was set up in 2014 and affiliates to the Department of Theory of Organization and Management. The Club is involved in the organization of meetings (lectures, seminars, presentations) that promote the use of psychological knowledge in business and related subjects. The Club members also conduct both scientific and commercial research that are socially useful in the field of business psychology.
Studenckie Koło Naukowe Rynku Lotniczego (Air Transport IG)	dr Sonia Huderek-Glapska	Department of Microeconomics	Institute of Economics	Students' Interest Group „KoNtRoL” is a new society at PUEB connecting people with a passion for aviation. Our main goal is to develop, acquire and spread knowledge on air transport market. We offer research, trainings, seminars with practitioners and aviation trips both domestic and international. We are a platform that enhances information flow between students and aviation employers. Through active participation in international conferences and international research projects we have established wide international academic contacts. So spread your wings with us! We would be very pleased to welcome you on board:)
Studenckie Koło Naukowe Finansów Przedsiębiorstw (Capital IG)	dr Bartosz Kabaciński	Department of Corporate Finance	Instytut Rachunkowości i Zarządzania Finansami	Capital IG focuses on practical application of corporate finance. We organise meetings with business experts covering different aspects of corporate life, e.g. valuation, risk management, finance partnering but also crucial issues like business ethics. We conduct a series of workshops regarding practical application of MS Excel in Corporate Finance. We also support scientific development of our members by organising interesting lectures and providing support to those students that wish to publish their first article. <b>Keywords:</b> corporate finance, valuation, financial analysis, risk management,



POZNAŃ UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

\_\_\_\_\_

Interest Group	Mentor	Department	Institute	Description
				business, financial management, workshops