studia stacjonarne II stopnia, kierunek: Master in International Business (2026/2027)

Katedra	Instytut	imię i nazwisko promotora	maksymalna liczba osób, które dany promotor może przyjąć na seminarium na tym kierunku studiów	temat seminarium - maksymalnie 350 znaków (ze spacjami)	zasady przyjęć
Department of Business Relationship and International Marketing	Institute of International Business and Economics	dr hab. Bartosz Deszczyński, prof. UEP	3	Relationship marketing in international business: managing customer relationships; marketing communication using CRM tools, social media, PR campaigns; managing employee relationships; implementing CRM-class IT systems	Email or in-person contact with the supervisor to preliminarily discuss the topic and obtain approval for seminar registration.
Department of International Competitiveness	Institute of International Business and Economics	prof. dr hab. Marian Gorynia	8	Strategy and international competition	Contact the supervisor by email or in person for permission to enroll in the seminar
Department of International Management	Institute of International Business and Economics	dr hab. Alicja Hadryś, prof. UEP	5	Human Capital in Innovation Management – Diversity, Inclusion, and Leadership.	E-mail or personal contact with the supervisor in order to obtain permission to enroll for the seminar
Department of European Studies	Institute of International Business and Economics	dr hab. Piotr Idczak, prof. UEP	9	European Union – organization and functioning. European funds supporting the socio-economic development of countries and regions. Sustainable development of cities and urbanized areas	Contacting the supervisor by email or in person to obtain consent to join the seminar
Department of Macroeconomics and Development Research	Institute of Economics	dr hab. Baha Kalinowska-Sufinowicz, prof. UEP	5	Global Labour Market Challenges: Inequality, Discrimination and Macroeconomic Dynamics	E-mail or personal contact with the supervisor in order to obtain permission to enroll for the seminar
Department of European Studies	Institute of International Business and Economics	dr hab. Ida Musiałkowska, prof. UEP	4	The seminar comprisess the following aspects such as economic aspects of European integration, including climate and digital transition; financing of development processes in a given region/ country/enterprise; challenges of the development processes of Latin American economics; health policy and biotech companies development	E-mail or personal contact with the supervisor in order to obtain permission to enroll for the seminar

Department of International Finance	Institute of International Business and Economics	dr hab. Paweł Niszczota, prof. UEP	6	Behavioral economics and behavioral finance, and the application of artificial intelligence (especially Generative AI) in economics, finance and management. More details on: (1) seminar at https://hai.ue.poznan.pl/Seminar.pdf; (2) studies carried out by head of seminar at https://hai.ue.poznan.pl	Short meeting on Teams, confirming interest in topics relevant to seminar.
Department of Business Relationship and International Marketing	Institute of International Business and Economics	dr hab. Milena Ratajczak-Mrozek, prof. UEP	4	Marketing in companies' international activities (topics related to various aspects of B2B and B2C marketing important for companies, social organizations, sports organizations, etc., taking into account the international aspects of these activities; master thesis needs to include own empirical qualitative or quantitative research, not just the data description)	Email contact with the potential supervisor to obtain consent to register for the seminar. The email should indicate the initial idea of the topic of the thesis and planned research
Department of International Finance	Institute of International Business and Economics	dr hab. Konrad Sobański, prof. UEP	2	Contemporary Issues in International Finance: [1] Fintech companies, blockchain technology, and cryptocurrencies. [2] Economic consequences of the COVID-19 crisis and major geopolitical events, such as the full-scale Russian invasion of Ukraine and international sanctions imposed on Russia. [3] International financial and currency markets. International investment. [4] International capital flows, balance of payments, exchange rates. [5] International corporate finance. Corporations in international financial markets	E-mail or personal contact with the supervisor in order to obtain permission to enroll for the seminar