**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 |
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| 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 |

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| 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<br>(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 | 3 | 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 |