

THE 6th INTERNATIONAL STUDENT CONFERENCE

„Challenges in the fields of management, finance, security and modern engineering”

15th of May 2024

PROGRAMME

9:45-10:00

WELCOMING ADDRESS BY AUTHORITIES OF HELENA CHODKOWSKA UNIVERSITY OF TECHNOLOGY AND ECONOMICS, WARSAW.

STUDENTS' PRESENTATIONS

10:00-10:15

Marta VALERO RAMIREZ

(University in Malaga, Spain)

“Digital marketing”

10:15-10:30

Marta RUIZ PIMANTEL

(University in Malaga, Spain)

“The branding of products and the identity it gives to the company”

10:30-10:45

Martyna BOROWSKA

(Helena Chodkowska University of Technology and Economics, Poland)

“Practical use of data science and machine learning methods in business management- Customer data segmentation in the face of changing products and service markets”

10:45-11:00

Danyil DIVONCHYK

(Helena Chodkowska University of Technology and Economics, Poland)

“Practical use of data science and machine learning methods in business management – Customer support ticketing bot”

11:00-11:15

Oriana STRZELECKA

(Helena Chodkowska University of Technology and Economics, Poland)

“Persuasive influence of music in advertising and in trade- the analysis of the results of study”

11:15-11:30

Benjamin GROS

(Université Clermont Auvernet, France)

“The influence of marketing in sport”

11:30-12:00 – DISCUSSION OF PANELIST and BREAK

12:00-12:30

Luna LE GOFF

(Université Clermont Auvernet, France)

Aurélie BRANIA

(Université Paris-Est Créteil, France)

“Social entrepreneurship”

12:30-12:45

Amelia TUL

(Helena Chodkowska University of Technology and Economics, Poland)

“The psychology of motivation”

12:45-13:00

Wiktoria PTASZEK

(Helena Chodkowska University of Technology and Economics, Poland)

“Perfectionism and the risk of burnout”

13:00-13:15

Hamdi SALMA BLEILA

(Universidad do País Basco, Spain)

“Scammers on the phone”

13:15-13:30

Aleksandra WŁUDARCZYK

(Helena Chodkowska University of Technology and Economics, Poland)

“Faces of terrorism in the XXI century”

13:30-13:45

Kacper OCZYKOWSKI

(Helena Chodkowska University of Technology and Economics, Poland)

“Nuclear Power Cars -design of future or part of history?”

13:45 – DISCUSSION OF PANELIST AND CONCLUSION