

THE 8th INTERNATIONAL STUDENT CONFERENCE

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

22nd of May 2025

PROGRAMME

10:15-10:30

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

STUDENTS' PRESENTATIONS

10:30-10:45

Kateryna Dobrovolska

(Helena Chodkowska University of Technology and Economics, Poland)

“Consumer Preferences Towards Luxury Brands and Their Marketing Strategies – Analysis of Survey Results”

10:45-11:00

Oskar SOBOLEWSKI

(Helena Chodkowska University of Technology and Economics, Poland)

“Managing Diversity in Organisations”

11:00-11:15

Andreea Higiu

(Bucharest University of Economic Studies, Romania)

“Breaking Barriers: Accessibility in Business Applications”

11:15-11:30

Julia Mąkowska

(Helena Chodkowska University of Technology and Economics, Poland)

“Work Performance with Renewable Energy”

11:30-11:45

Evelyne SYLVA

(Université Paris-Est Créteil, France)

Eléonore NGUY

(Université Paris-Est Créteil, France)

Paul LEGENDRE

(Université Clermont Auvergne, France)

“The Art of Persuasion in Business: How to Influence without Manipulating”

11:45-12:00 – DISCUSSION OF PANELIST and BREAK**12:00-12:15****Artur GŁÓD***(Helena Chodkowska University of Technology and Economics, Poland)****“Basic Principals of Using Colour in Marketing - Based on My Bachelor's Thesis”*****12:15-12:30****Maria Frederica Marques Dias Oliveria da Costa***(Polytechnic Institute of Bragança, Portugal)****„The Importance of Internal Communication for Employee Motivation”*****12:30-12:45****Diogo DINIZ***(Polytechnic Institute of Bragança, Portugal)****“Leadership and Communication: how Leaders Influence through Speech”*****12:45-13:00****Carolina Magalhães Silveira***(Polytechnic Institute of Bragança, Portugal)****“Concept and Importance of Business Communication”*****13:30-13:15****Elżbieta Czarnecka***(Helena Chodkowska University of Technology and Economics, Poland)****„Risk and Uncertainty Management in Renewable Energy Investment Projects in Poland - between Strategy and Reality”*****13:15-13:30 – DISCUSSION OF PANELIST and BREAK****13:30-13:45****Oliwia PIETRZAK***(Helena Chodkowska University of Technology and Economics, Poland)****“Burnout and Employee Self-Esteem”*****13:45-14:00****Gaja Skoczewska***(Helena Chodkowska University of Technology and Economics, Poland)****“Cannibalism”*****14:00-14:15****Kinga Stokarska***(Helena Chodkowska University of Technology and Economics, Poland)****“Slivko”***

14:15-14:30

Laura Witkowska

(Helena Chodkowska University of Technology and Economics, Poland)

"Human Trafficking and how to Fight it"

14:30-14:45

Anna Boruch

(Helena Chodkowska University of Technology and Economics, Poland)

"Serial Killers and Modus Operandi"

14:45-15:00

Dominika Długotęcka

(Helena Chodkowska University of Technology and Economics, Poland)

"Juvenile Delinquency"

15:00-15:15 – DISCUSSION OF PANELIST and BREAK

15:15-15:30

Ewa Sarnacka

(Helena Chodkowska University of Technology and Economics, Poland)

„Dictatorship"

15:30-15:45

Michał Tański

(Helena Chodkowska University of Technology and Economics, Poland)

"Bitcoin"

15:45-16:00

Patrycja Trojan

(Helena Chodkowska University of Technology and Economics, Poland)

"The Psychology of Perpetrators"

16:00-16:15

Zofia Chochót

(Helena Chodkowska University of Technology and Economics, Poland)

"Necrophilia"

16:15-16:30

Osman Ali DORE

(Ankara Yıldırım Beyazıt University, Ankara, Turkey)

„Civil Engineering"

16:30 – DISCUSSION OF PANELIST AND CONCLUSION