

THE 9th INTERNATIONAL STUDENT CONFERENCE

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

9th of December 2025

PROGRAMME

9:00-9:15

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

STUDENTS' PRESENTATIONS

9:15-9:30

Kinga Gil

(Helena Chodkowska University of Technology and Economics, Poland)

“Social media as a tool supporting entrepreneurship and leadership in modern organizations”

9:30-9:45

Iga Cackowska

(Helena Chodkowska University of Technology and Economics, Poland)

“The image of the criminal in the media and social attitudes towards the perpetrator of the crime”

9:45-10:00

Marius Daniel Iordache

(BUE-ASE Bucharest University of Economic Studies, Romania)

“AI. Revolution? Evolution? Or involution?”

10:00-10:15

Paulina Lisowska

(University in Malaga, Spain)

“The impact of AI on consumer behaviour analysis”

10:15-10:30

Krzysztof Ulaszewski

(Helena Chodkowska University of Technology and Economics, Poland)

“Opportunities and threats of using AI in organizational security management”

10:30-10:45

Ömer Arif Aydın

(Sakarya University, Turkey)

“Why AI lies: understanding misleading answers”

10:45-11:00

**Natalia Wiktorowicz,
Paulina Okuniewska**

(Helena Chodkowska University of Technology and Economics, Poland)

“Key factors that affects employee efficiency”

11:00-11:15 – DISCUSSION OF PANELIST and BREAK

11:15-11:45

**Nina Pacałowska,
Julia Jachacz,
Martyna Jankowska,
Conrad Krakowiak**

(Helena Chodkowska University of Technology and Economics, Poland)

“Challenges in Cybersecurity Management”

11:45-12:00

**Climent Noguera,
Daniel Obadía Alarcón**

(University in Malaga, Spain)

“Understanding Inditex: the organizational dynamics behind a global fashion leader”

12:00-12:15

**Gonçalo Pereira
Margarida Bacelar
Thomas Lima**

(Instituto Politécnico de Bragança, Portugal)

“Why smart teams make poor decisions: understanding groupthink”

12:15-12:30

Aleksandra Bonisławska

(Helena Chodkowska University of Technology and Economics, Poland)

“Equestrian industry management ”

12:30-12:45

Germán Escandón Ibarra

(Technische Hochschule Würzburg-Schweinfurt, Germany)

“The birth of Six Sigma: Motorola’s data-driven approach to quality improvement”

12:45-13:00 (online: meet.google.com/crr-yknx-rfz)

Julia Mąkowska

(Helena Chodkowska University of Technology and Economics, Poland)

“The dark factory within the framework of the ideal factory concept and the implementation of ESG criteria”

13:00-13:15 – DISCUSSION OF PANELIST and BREAK

13:15-13:30

**Silvia Sateriano,
Davide Paolini**
(LUMSA University, Italy)
“Brain drain in Italy”

13:30-13:45

Francesco Volpe
(LUMSA University, Italy)
“Italy vs Poland: Lifestyle differences”

13:45-14:00

Pietro Rosselli
(LUMSA University, Italy)
“Italy’s economic split: Why The North runs and The South waits?”

14:00-14:15

inż. Aleksander Anchimiuk
(Politechnika Białostocka, Poland)
“Autonomous Cyber Adversary: reshaping cyberdefense in the LLM era”

14:15-14:30

**Diana Durán Rey
Martina Gurtubay Oliver**
(Polytechnic Institute of Bragança, Portugal)
“Pixar: a psychological and organizational analysis of its creative culture central idea”

14:30-14:45

**Luca Stefan Maschiu
Radu Ciobotaru**
(Bucharest University of Economic Studies, Romania)
“Why do startups fail?”

14:45-15:00

**Miguel Cortes Arocas
Pablo Juncá Mateo**
(UCLM Universidad de Castilla- La Mancha, Spain)
(UNIE Universidad, Spain)
“The role of behavioural economics in daily financial decisions”

15:00 – DISCUSSION OF PANELIST AND CONCLUSION