

# PROGRAMME

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## International Student Seminar on Management and Financial Issues

May 13-15, 2019

Rzeszów University of Technology  
al. Powstańców Warszawy 12  
The Faculty of Management

Building P, ul. Poznańska 2

13:00-14:00 – LUNCH

## 14:00-16:00 PANEL I – SOCIAL MEDIA, MARKETING AND INNOVATIONS

- Benoy Porathukaran Luiz - Social media for business
- Catarina Gomes - The role of social media on consumer behavior
- Matěj Kuba - Content analysis of selected companies on social networks
- Lucie Ivanecá - Scent Marketing
- Natália Bukviarová - Marketing and AI
- Patrik Kováč - Marketing strategy of new restaurant in Karviná
- Tomáš Hercig - Hate speech in Czech republic
- Oksana Romaniec - Influence of Apple's products on modern society
- Aleksandra Paździor - Impact of globalization on international and intercultural marketing management
- Cătălina Plamadeala - Innovation in business

16:00-16:15 – COFFEE BREAK

## 16:15-18:15 PANEL II – MANAGEMENT AND SOCIAL ISSUES

- Petra Baronová - Draft management system for the company EX-krement
- Katarzyna Furgała, Weronika Dubiś - The global problem of unemployment
- Lenka Plačková - Green Business Management
- Thi Linh Dan Le - The role of Vietnamese women
- Martina Majchútová - Education is power
- Weronika Świeca - Position of women in leadership - the glass ceiling

- Isabel Machado - Mass Tourism - selected aspects
- Teona Khabeishvili - Invest In Georgia
- Sarath Thulaseedharan, Visakh Raj – Students satisfaction with University
- Eduard Luzar - Arms industry in Czech Republic and world and it's importance in economy

## Day 2

## 14 May

10:00-17:00 IGNACY ŁUKASIEWICZ MUSEUM OF OIL AND GAS INDUSTRY IN BÓBRKA

Study visit

## Day 3

## 15 May

9:00-11:00 PANEL III – THE PAST, PRESENT AND FUTURE OF ECONOMIC AND SOCIAL ENVIRONMENT

Room P-24 (5th floor)

- Paulina Potyrańska, Justyna Puzio - Sharing economy - economy of the future
- Mariana Santos - World Population Trends
- Joseph John - Major Innovations of the 21st century
- Szymon Smaga - Shadow economy
- Klaudia Rumanová - Are you ready for Industry 4.0
- Katarzyna Szpiech - Circular economy - building a new future
- Paulina Furtak, Wiktoria Daszyk - Inflation in Poland over the years
- Adrian Igielski - The end of American dream - major social and economic issues in the US
- Wojciech Soj dak, Maciej Ozimek - 5G - the future of mobile communication

- Norbert Drązek – Motive to introduce environmental management system in the context of an eco-innovative potential – a case of podkarpackie voivodeship.

11:00 – 11:15 COFFEE BREAK

11:15 – 13:15 PANEL IV – GLOBAL CAPITAL MARKETS AND TAXES

- Karolina Olszyńska - Impact of currency change on the euro for selected countries
- Martyna Cisoń, Kamila Gajda - Bitcoin as a form of electronic currency
- Sara Drozd - Taxation in Poland
- Paulina Szkutnicka - What does GDP not include?
- Aleksandra Dyl - Inflation, disinflation and deflation
- Łukasz Sym - Investing in stocks with RSI - the kernel and performances
- Jakub Stawarz - Behavioral biases and emotions in investment decision making process
- Natalia Marciniak, Patrycja Magdziak - Consumer awareness in the field of capital market
- Michał Mnich - Dangers of the Ponzi scheme
- Karolina Grot - Huda Beauty as an example of the fastest-growing beauty brand

13:15-13:25 BREAK

13:25-13:45 – AWARD CEREMONY AND CLOSING OF THE SEMINAR

13:45 - LUNCH



**THE FACULTY OF  
MANAGEMENT**  
RZESZOW UNIVERSITY OF TECHNOLOGY



**SILESIA  
UNIVERSITY**  
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ADMINISTRATION IN KARVINA



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