

International Scientific Conference:

DEVELOPMENT IN BUSINESS, FINANCE AND MANAGEMENT

March 5-6, 2025, Licealna 9, Zielona Góra

under the auspices of **H.M. Rector of the University of Zielona Góra**
Prof. Dr Wojciech Strzyżewski



PROGRAM SCHEDULE

First Day, Wednesday, March 5th, 2025, Licealna 9, Zielona Góra

09.00-10.00 REGISTRATION

10.00-10.40 OPENING CEREMONY

CHAIR Assoc. Prof. Dr Anna SANIUK, Vice Dean, University of Zielona Góra

WELCOME

Prof. Dr Wojciech STRZYŻEWSKI, RECTOR of University of Zielona Góra

Assoc. Prof. Dr Andrzej BISZTYGA, DEAN of Faculty of Law and Economics, UZ

Assoc. Prof. Dr Sebastian SANIUK, DIRECTOR of Institute of Management Sciences and Quality, UZ

10.40-11.40 PLENNARY SESSION, Language: English

CHAIR Assoc. Prof. Dr Anna SANIUK, Vice Dean, University of Zielona Góra

10.40-11.10 Prof. Ing. Lilia DVOŘÁKOVÁ, CSc., Doc. Ing. Jiří VACEK, Ph.D.

University of West Bohemia, Pilsen

Small and medium-sized enterprises in the service sector in the conditions of Industry 4.0 and Society 4.0

11.10-11.40 Prof. M.A. Dagmar CAGÁŇOVÁ, Ph.D., Vice-Rector for Internationalisation,
Newton University, Prague

Global Reach, Local Challenges: The Journey of Internationalization

11.40-12.15 COFFEE BREAK

First Day, Wednesday, March 5th, 2025, Licealna 9, Zielona Góra

12.15-14.45 SESSION I, Language: English

CHAIR Prof. M.A. Dagmar CAGÁŇOVÁ, Ph.D., Vice-Rector, Newton University, Prague

12.15-12.45 **Ing. Vladimíra Hedvika LACHEB, Doc. Ing. Jana HINKE, Ph.D.**, University of West Bohemia, Czech Republic, **Prof. Dr Dirk BEYER**, Hochschule Harz, University of Applied Sciences, Germany

Corporate Tax and Macroeconomic Factors on Company Performance in the EU27

12.45-13.15 **Ing. Lucie ZIEBOVÁ, Doc. Ing. Jana HINKE, Ph.D.**, University of West Bohemia, Czech Republic, **Prof. Dr Dirk BEYER**, Hochschule Harz, University of Applied Sciences, Germany

Corporate Income Tax Rates and Their Role in Shaping Investment and Organizational Decisions of Multinational Enterprises

13.15-13.45 **Ing. Sára SEDLÁKOVÁ, Doc. Ing. Jana HINKE, Ph.D., Prof. Ing. Lilia DVOŘÁKOVÁ, CSc.**, University of West Bohemia, Czech Republic

Gender diversity on management board of listed companies in the V4 in the context of the EU directive

13.45-14.15 **Ing. Marie ČERNÁ, Ph.D., Ing. Pavlína HEJDUKOVÁ, Ph.D.**, University of West Bohemia, Czech Republic

Labor market in the era of sustainability – crucial topics

14.15-14.45 **Ing. Veronika KOMOROUSOVÁ, Ph.D., Ing. Jan POKORNÝ**, University of West Bohemia, Czech Republic

Bankruptcy and Forecasting with using AI

15.00-16.00 DINNER

16.00-16.45 WALK AROUND THE OLD TOWN

19.00-23.00 GALA DINNER

Second Day, Thursday, March 6th, 2025, Licealna 9, Zielona Góra

09.00-11.00 SESSION II, Language: Polish

CHAIR Prof. Dr Bożena SKOŁUD, Vice Rector, Silesian University of Technology

09.00-09.30 **Dr hab. Ewa PŁACZEK, prof. UE**, Uniwersytet Ekonomiczny w Katowicach
Narzędzia transformacji cyfrowej w logistyce humanitarnej

09.30-10.00 **Barbara ROSIŃSKA**, Prezes Zarządu Oddziału Okręgowego w Zielonej Górze
Stowarzyszenia Księgowych w Polsce,
Stowarzyszenie Księgowych w Polsce: wczoraj, dziś i jutro. Przyszłość zawodu księgowego w dobie AI

10.00-10.30 **Mgr inż. Piotr OSTRĘGA**, Polska Izba Biegłych Rewidentów, RO w Zielonej Górze
Wybrane zagadnienia stosowania jednolitych plików kontrolnych w raportowaniu zarządczym

10.30-11.00 **Dr hab. inż. Ewa WIĘCEK-JANKA, prof. PP**, Politechnika Poznańska
Wypalenie zawodowe – kondycja pracowników naukowych na uczelni wyższej – rok 2025

11.00-11.30 COFFEE BREAK

11.30-13.10 SESSION III, Language: Polish

CHAIR Assoc. Prof. Dr Ewa WIĘCEK-JANKA, Director, Poznan University of Technology

11.30-12.10 **Dr hab. inż. Piotr KURYŁO, prof. UZ**, Uniwersytet Zielonogórski
3D printing wyzwaniem rozwoju i biznesu

12.10-12.40 **Dr Anna ŁOBOS**, Uniwersytet Zielonogórski
Zastosowanie teorii gier w rozwiązywaniu problemu przecen

12.40-13.10 **Dr Magdalena WASYLKOWSKA**, Uniwersytet Zielonogórski
Predykcja bankructwa na przykładzie przedsiębiorstw z sektora budowlanego

13.10-13.20 CONFERENCE CLOSING

CHAIR Assoc. Prof. Dr Anna Saniuk, Vice Dean, University of Zielona Góra

13.20-14.20 LUNCH BREAK

ORGANIZING COMMITTEE

Assoc. Prof. Dr Ing. Anna Saniuk

Dr Maciej Kozaryn

Dr Ing. Anna Łobos

Dr Magdalena Wasylkowska

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SCIENTIFIC COMMITTEE

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Prof. Dr Ing. Lilia Dvorakova, University of West Bohemia, Czech Republic

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Prof. Dr Petia Genkova, University of Applied Sciences, Osnabruck, Germany

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Assoc. Prof. Dr Ewa Płaczek, University of Economics in Katowice, Poland

Assoc. Prof. Dr Ing. Marcin Relich, University of Zielona Góra, Poland

Assoc. Prof. Dr Tomasz Rokicki, Warsaw University of Life Sciences, Poland

Assoc. Prof. Dr Ing. Sebastian Saniuk, University of Zielona Góra, Poland

Prof. Dr Ing. Bożena Skołod, Silesian University of Technology, Poland

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Ing. Pavlína Hejduková, Ph.D., University of West Bohemia, Czech Republic