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NIKA**

**Czestochowa
University
of Technology**



**Faculty
of Management**



Multidimensional Management in the 21st Century

2023
MdM

F a M a

**1st
International Scientific Conference**

**23.02.2023 [ONLINE >
CZESTOCHOWA, POLAND**

CONFERENCE PROGRAMME



Centrum Prawa
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OPENING CEREMONY

10.00-10.20



Dr hab. inż. Iwona OTOLA, prof. PCz
Dean of the Faculty of Management
Czestochowa University of Technology, Poland

Ing. Andrzej SKIBIŃSKI Ph.D.
Conference Chair
Czestochowa University of Technology, Poland

PLENARY SESSION

SESSION 1

10.20–11.40

Chaired by: Dr hab. Mariola Piłatowska prof. UMK, Nicolaus Copernicus University, Poland
Wioletta Skrodzka Ph.D., Czestochowa University of Technology, Poland

Agata MESJASZ-LECH

Dr hab. prof. PCz, Director of Scientific Discipline Management and Quality Sciences
Czestochowa University of Technology, Poland

10.20

ZERO WASTE PHILOSOPHY IN CITIES

Bernd HALLIER

Professor Doctor, President of the European Retail Academy
European Retail Academy, Germany

Violen NENCHEVA

Ph.D.
European Retail Academy, Germany

10.40

IMPACTS OF CRISES 2020–2023 ONTO THE MANAGEMENT OF THE TEXTILE SECTOR

Liudmyla SHULHINA

Professor, Dr of Economics
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Ukraine

Oleksii KOFANOV

Ph.D. in Economics, Ph.D. in Engineering Sciences
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Ukraine

11.00

PERFORMANCE MARKETER ATTRIBUTES FOR STARTUP DEVELOPMENT

Mateusz ZAJĄC

Regional Director of Economic Education Programs, Banking's Law and Information Center

11.20

DEBT OF SMALL AND MEDIUM ENTERPRISES

PARALLEL SESSIONS

(SESSION 2, SESSION 3)

SESSION 2

11.50–13.15

Chaired by: **Dr hab. Agata Mesjasz-Lech prof. PCz**, Czestochowa University of Technology, Poland
Aneta Włodarczyk Ph.D., Czestochowa University of Technology, Poland
Ing. Iwona Gorzeń-Mitka Ph.D., Czestochowa University of Technology, Poland

Ghulam Mujtaba MALIK

Ph.D.

University of Szeged, Hungary

11.50

MONEY LAUNDERING LEGAL FRAMEWORK IN 21ST CENTURY: EU AND FATF ROLE

Judit MENDOZA AGUILAR

Doctor

University of La Laguna, Spain

12.05

Josue BARRERA SANTANA

Doctor

Instituto Tecnológico de Canarias, Spain

TRANSACTION VOLUME PREDICTION MODELS IN BANK BRANCHES: A CASE STUDY

Maria KMETY BARTEKOVA

Ph.D.

University of Economics in Bratislava, Slovakia

12.20

CREATION OF STRATEGIC DOCUMENTS FOR THE DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES IN SLOVAKIA

Olena KOFANOVA

Professor, Doctor of Pedagogical Sciences, Ph.D. in Chemistry

National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Ukraine

12.35

Oleksii KOFANOV

Ph.D. in Economics, Ph.D. in Engineering Sciences

National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Ukraine

Oleksandr BORYSOV

Ph.D. in Engineering Sciences

LLC "NluPRYM-LTD", Ukraine

ENVIRONMENTAL MANAGEMENT AND EXPRESS MONITORING OF SURFACE WATERS QUALITY

Jakub KINTLER

Ing. Ph.D.

University of Economics in Bratislava, Slovakia

12.50

BUSINESS DIMENSIONS OF CCI ENTITIES

Summary of session

13.05

PARALLEL SESSIONS

(SESSION 2, SESSION 3)

SESSION 3

11.50–13.15

Chaired by: Ing. Andrzej Skibiński Ph.D., Czestochowa University of Technology, Poland
Marcin Sitek Ph.D., Czestochowa University of Technology, Poland
Ing. Monika Sipa Ph.D., Czestochowa University of Technology, Poland

Kateřina MAZANCOVÁ

Ing.
Economic Faculty University of South Bohemia, Czech Republic

11.50

THE MOTIVATIONAL EFFECT AND IMPORTANCE OF SUBSIDIES AND PAYMENTS FOR AGRICULTURAL BUSINESS IN THE CZECH REPUBLIC

Liudmyla SHULHINA

Professor, Dr of Economics
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Ukraine

12.05

Yekateryna PIONTKOVSKA

National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Ukraine

Iryna PYLYPCHUK

National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Ukraine

A ROLE OF EXTERNAL BUSINESS COMMUNICATIONS UNDER CONDITIONS OF MARTIAL LAW IN UKRAINE

Radosław BIELECKI

Ing.
Universidade Nova de Lisboa, Portugal

12.20

MATCHING PATIENT CASES TO CLINICAL TRIALS

Volodymyr BYBA

National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Ukraine

12.35

USING OF SEASONALITY EFFECT IN PREDICTING DEMAND IN HOSTILITIES

Dorota CZAJKOWSKA

Bachelor's degree
Nicolaus Copernicus University in Toruń, Poland

12.50

THE ISSUE OF CRISIS MANAGEMENT WITH SPECIAL FOCUS ON NON-GOVERNMENTAL ORGANIZATION

Summary of session

13.05

SUMMARY AND CLOSING OF THE CONFERENCE

13.15

Aneta Włodarczyk Ph.D.

Conference vice-Chair
Czestochowa University of Technology, Poland