

Department of International Management | Collegium of World Economy
Warsaw, March 13, 2026

Managing Across Borders in Times of Uncertainty - Sustainability and Digital Transformation

Programme

Venue: *SGH Warsaw School of Economics, Building G, room 152 (al. Niepodległości 162, Warsaw) + MTeams (online)*

10:45 - 11:00 Registration

11:00 - 11:15 **Opening Remarks and Welcome Address**

Prof. Mariusz Próchniak, PhD, Dean of Collegium of World Economy, SGH Warsaw School of Economics, Poland

Prof. Mirosław Jarosiński, PhD, SGH Warsaw School of Economics, Poland

Session I **Human Capital, Technological Transformation, and Investment Dynamics in International Business**
11:15 - 12:30

Chair: Prof. Halina Brdulak, PhD, SGH Warsaw School of Economics, Poland

Soft Skills in the International Context

Prof. Jacek Miroński, PhD, SGH Warsaw School of Economics, Poland

Transversal Competences of Future Project Managers - the Perspective of Selected European Countries

Małgorzata Szafranowicz, PhD, SGH Warsaw School of Economics, Poland

Humanization Through Robotization in Warehouse Operations

Prof. Blazenka Knezevic, PhD, University of Zagreb, Croatia

Roundtripping FDI in OECD countries

Prof. Magdolna Sass, PhD, Institute of World Economics, Centre for Economic and Regional Studies, Hungary

Discussion

12:30 - 13:15 Lunch Break

Session II **Diversity, Inclusion and Sustainable Development in Managing International Enterprises**

13:15 - 14:15 *Chair: Prof. Magdolna Sass*

Designing Inclusive Business Models: Lessons from Disability-Inclusive Entrepreneurial Ecosystems

Prof. Miklós Kozma, PhD, Corvinus University of Budapest, Hungary

**Session II
(cont.)**

Sustainable Development of International Enterprises – Selected Aspects

Aleksandra Kubecka, MA, SGH Warsaw School of Economics, Poland

Megatrends in the Contemporary Global Economy: The Role of Foresight in Forecasting the Future and Organizational Adaptation

Prof. Małgorzata Stefania Lewandowska, PhD, SGH, Warsaw School of Economics, Poland

Discussion

14:15 - 14:45 *Coffee Break*

Session III Digital Transformation of International Businesses in Health Sector and Industry

14:45 - 16:15 *Chair : Prof. Mirosław Jarosiński*

Catastrophic healthcare expenditures in Poland and other European countries

Michał Aliński, PhD, SGH Warsaw School of Economics, Poland

Geographic Concentration of the Healthcare industry: Macroeconomic Evidence from Polish Voivodeships

Prof. Scott Hegerty, PhD, Northeastern Illinois University, Chicago, USA

Global Health Systems: Blockchain for Innovation and Data Integrity in Value Chains

Kathya Cordova Pozo, PhD, Radboud University, the Netherlands

Digitalization and Healthcare Access Index for European Union Countries

Dawid Majcherek, PhD, SGH Warsaw School of Economics, Poland

Discussion

16:15 - 16:30 **Closing Remarks**

Prof. Halina Brdulak & Prof. Mirosław Jarosiński