

## ***“Managing Across Borders in Times of Uncertainty – Sustainability and Digital Transformation”***

***March 13, 2026 | 11:00 a.m. – 5:00 p.m. (CET)***

**International Seminar Organized by the Department of International Management  
Collegium of World Economy | SGH Warsaw School of Economics**

### **SGH-affiliated Session Chairs and Speakers:**

**Mirostaw Jarosiński**, PhD is an Associate Professor, Chair of the Department of International Management. SGH Academic Director of the CEMS Master’s in International Management Programme and Head of the Postgraduate Programme in Health-Care Management. Founder and former Director (2006–2011) of SGH’s first English-taught master’s in International Business. Former Director of the Institute of International Marketing and Management (2019–2020). His research focuses on Strategic Management, International Business, International Entrepreneurship, and Health-Care Management. He teaches at Bachelor’s, Master’s, MBA, and doctoral levels and is a visiting professor at Kaunas University of Technology, Lithuania. Author of numerous publications. He is a member of IEDF, AIELF, EIBA, and AIB. In 2016-2024 he served as Vice-Chair of the AIB Central and Eastern Europe Chapter. He held research fellowships at Memorial University of Newfoundland, Carleton University, and Harvard Business School.

**Halina Brdulak**, PhD is an Associate Professor at the Department of International Management, Collegium of World Economy. She is a Member of the Program Council of the United Nations Global Compact Network Poland, the Scientific Council of the Polish Economic Society and the program councils of “Logistics and Transport” and “Women and Business.” UNGC expert in responsible transport and Chair of the Climate Council. Member of the Polish Logistics Society and Honorary President of the International Women’s Forum. Chair of the Rector’s Committee for Social Responsibility at SGH (2021–2024) and mentor. Author of the annual TSL industry ranking published in Dziennik Gazeta Prawna (30th edition in 2025). Initiator of Lean implementation in Polish TSL, manager of “Lean Green” postgraduate studies, Kaizen Award auditor and consultant. Author of scientific and popular science publications on logistics, foreign trade, negotiations, sustainable development and new technologies.

**Jacek Miroński, PhD** is a Full Professor in the Department of International Management and Head of Postgraduate Programs in Public Relations, Coaching, and Mentoring. Former Academic Director of the CEMS MIM Program, institute deputy director, and department head. His research focuses on Organizational Behavior, Leadership, Acceptance and Commitment Training (ACT), Business Communication, and Cross-Cultural Management. He has taught at undergraduate, graduate, postgraduate, MBA, Ph.D., and executive levels at SGH, University of Minnesota, Aalto University, Modul University Vienna, ESADE, University of Porto, LAU in Lebanon, University of Rijeka, Groupe ISM (Senegal), and ESTICE (France). He has led training and consulting projects for Canal Plus, PZU, Bosch, and Samsung, and was formerly employed by Procter & Gamble and Radio Zet. Fulbright scholar at Columbia University and visiting researcher in Japan, Canada, Sweden, Spain, and Minnesota. Author of numerous papers and books.

**Małgorzata Stefania Lewandowska, PhD** is an Associate Professor and research and teaching fellow in the Department of International Management at the Collegium of World Economy, SGH. She holds a habilitation in management and quality sciences (2018), a PhD in economics and finance (2006), and an MBA from Université du Québec à Montréal (2002, with distinction). Her research focuses on international business management, innovation, enterprise competitiveness, open innovation, innovation policy, health economics, and strategic foresight. She has authored and co-authored books and articles presented at national and international conferences and teaches at undergraduate, graduate, and postgraduate levels at SGH. She participates in national and international projects, including Mazovia Global, New Economy Lab, I3U, REPESEA, SLIM, and Global SGH. Member of AIB and EIBA. Chairwoman of the International Business Master's Program Council (2020–2028).

**Małgorzata Szafranowicz, PhD** is an Assistant Professor at the Department of International Management at SGH Warsaw School of Economics. Her research focuses on the determinants of foreign expansion of enterprises and international management, with particular emphasis on cultural differences and managerial competencies. She is a participant in the international Erasmus+ project STEPS4EU, co-financed by the European Union, aimed at enhancing the soft skills of current and future project managers. She has authored and co-authored monographs and several articles in peer-reviewed scientific journals. Before joining SGH, she held top management positions in multinational companies in the excise goods industry, gaining extensive practical experience. She teaches bachelor's, master's, and postgraduate courses on internationalisation of enterprises, international management, and strategic management.

**Dawid Majcherek, PhD** is an Assistant Professor at the Department of International Management at SGH Warsaw School of Economics. He specializes in health economics, sports economics, econometrics, and spatial analysis. He holds a bachelor's and master's degree in quantitative Methods in Economics and Information Systems from SGH and is certified as a SAS Statistical Analyst. During his PhD studies, he participated in two research grants: New Economy Lab (NAWA) and an NCN grant on sports activity and social capital in Poland. He is the author of several publications in journals including PLOS ONE, Sustainability, IJERPH, and Health Policy. Since 2013, he has worked in the pharmaceutical industry on marketing, management, finance, pricing, and health and pharmacoeconomics. His research focuses on the impact of health and sports activity internationally, mainly in the EU.

**Aleksandra Kubecka, MA** is an Assistant at the Department of International Management at the Warsaw School of Economics. A graduate of SGH Warsaw School of Economics, she has been focusing on monitoring sustainable development and the SDGs of the 2030 Agenda since 2020. Her research interests include topics related to sustainable development, women in business, as well as equality and diversity. She is involved in teaching both bachelor's and master's courses.