



XIX INTERNATIONAL SCIENTIFIC CONFERENCE CONTEMPORARY PROBLEMS
OF ECONOMY, MANAGEMENT, FINANCE, INSURANCE AND BANKING

FACULTY OF LAW, ADMINISTRATION AND ECONOMICS,
THE MAZOVIAN UNIVERSITY IN PŁOCK

5th JUNE 2025, PŁOCK, POLAND

PROGRAMME

10.00-10.15 – Conference opening

- **Prof. dr hab. n. med. Maciej Słodki – Rector of the Mazovian University in Płock**
- **Dr hab. Rafał Kania, prof. AMP – Dean of the Faculty of Law, Administration and Economics, The Mazovian University in Płock**

THE FIRST INVITED PLENARY SESSION (session in English)

**Chairperson: Prof. dr hab. Jacek Grzywacz, Dr Anna Nowacka, Dr Mariola Szewczyk-Jarocka,
Dr Paweł Kaczmarczyk**

10.15 am – 10.25 am	Prof. dr hab. Heorhiy Cherevko (Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies of Lviv, Ukraine), Prof. dr hab. Iryna Cherevko (Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies of Lviv, Ukraine) - <i>Contemporary trends in the economy of Ukraine and its prospects</i>
10.25 am – 10.35 pm	Prof. Rimantas Dapkus (Vytautas Magnus University, Lithuania), Povilas Dapkus (Kaunas University of Technology, Lithuania) - <i>The improvement of public services in municipalities</i>
10.35 am – 10.45 am	Assoc. prof. Aina Caplinska (Daugavpils University, Latvia) - <i>Fintech development trends in the Baltic states</i>
10.45 am – 10.55 am	Prof. Simon Gelashvili (Ivane Javakhishvili Tbilisi State University, Georgia) - <i>Customer Research and Collaboration in Business Statistical Forecasting</i>
10.55 am – 11.05 am	Dr hab. Sebastian Skuza (Politechnika Poznańska, Poland) - <i>Innowacyjne metody finansowania systemu nauki i szkolnictwa wyższego</i>

Discussion 11.05 am – 11.20 am

SESSION I (session in English) Chairperson: Prof. dr hab. Janina Sawicka, Dr Mariola Szewczyk-Jarocka		SESSION II (session in English) Chairperson: Prof. dr hab. Joachim Osiński, Dr Katarzyna Młotkowska	
11.20 am -11.30 am	Salome Chkheidze, PhD (Georgian-American University, Georgia) - <i>Efficiency vs. Humanity: Can Modern Management Have It All? (Framing the debate between efficiency-driven approaches and people-centered leadership)</i>		Assoc. prof. Mariam Vardiashvili (Tbilisi State University, Georgia), Assoc. prof. Marina Maisuradze (Tbilisi State University, Georgia) - <i>Measurement of Fair Value of Nonfinancial Assets, the Basis for Transparency and Sustainability of Financial Statements</i>
11.30 am-11.40 am	Nino Gorgadze, MBA/PhD candidate (Tbilisi State University, Georgia), Eka Chokheli, PhD (Tbilisi State University, Georgia) - <i>Leveraging AI in Project Management: Adoption, Benefits, and Challenges in Georgia's IT Sector</i>		Prof. Svitlana Bondarenko (Kyiv National Economic University named after Vadym Hetman, Ukraine, Warsaw School of Economics, Poland), Oksana Nikishyna, PhD (State Organization "Institute Of Market And Economic & Ecological Researches of the National Academy of Sciences of Ukraine" of the National Academy of Sciences of Ukraine) - <i>Food Market Resilience: Economic-Mathematical Modeling of Dairy Industry Transformation Under European Integration</i>
11.40 am-11.50 am	Natia Zedginidze-Jishkariani, PhD (ALTE University, Georgia) - <i>Education Policy: Case of Georgia</i>		Assoc. prof. Iryna Verkhovod (Kyiv National Economic University named after Vadym Hetman, Borys Grinchenko Kyiv Metropolitan University, Ukraine), Prof. Svitlana Bondarenko (Kyiv National Economic University named after Vadym Hetman, Ukraine, Warsaw School of Economics, Poland) - <i>Ecosystem Approach to Social Sphere Analysis: Epistemological and Ontological Foundations of Ukrainian Society Transformation in the Context of European Integration</i>
11.50 am-12.00 pm	Mariami Jibuti, PhD (Ivane Javakhishvili Tbilisi State University, Georgia) - <i>Advancing Regional Development in Georgia through Integrated Spatial Planning: A Comparative EU Perspective</i>		Assoc. prof. Denys Verbar (Department of Economic Theory, Kyiv National Economic University named after Vadym Get'man, Ukraine), Assoc. prof. Mykhailo Mykhailiuk (Department of Economic Theory, Kyiv National Economic University named after Vadym Get'man, Ukraine) - <i>Resource and institutional factors of Ukrainian local communities' resilience in war conditions</i>
12.00 pm – 12.10 pm	Dr. Justyna, Klobukowska (Państwowa Akademia Nauk Stosowanych we Wrocławku, Poland) - <i>Sustainable finance – strategies, regulations and market directions</i>		Prof. Jan-Urban Sandal (Fil. Dr. Jan-U. Sandal Institute, Norway), Mariola Szewczyk-Jarocka, PhD (The Mazovian University in Plock, Poland), Assoc. prof. Beata Sadowska (University of Szczecin, Poland), <i>Causes and effects of social exclusion in light of opinions of cooperative bank customers – the case of Mazowieckie Province</i>
12.10 pm -12.20 pm	Đorđe Cvetković (University of Belgrade, Serbia), Sandra Jednak, PhD (University of Belgrade, Serbia) - <i>Investment for sustainability: how FDI drives sustainable development in Serbia</i>		Assoc. prof. Nana Zazadze (International Caucasus University, Business and Technologies Faculty, Georgia) - <i>Between Stagnation and Innovation: Labor Migration Patterns from Georgia and Estonia in the EU Context</i>
12.20 pm -12.30 pm	Ilona Jokhadze, PhD candidate (Georgian-American University, Georgia) - <i>The impact of communication barriers on employee productivity in the change management process</i>		Diana Micevičienė, PhD (Panevėžio Kolegija / State Higher Education Institution Lithuania), Laima Skauronė, PhD (Panevėžio Kolegija / State Higher Education Institution, Lithuania) - <i>The importance of the vision and mission of modern business organisations involved in logistics processes in the context of sustainable development</i>

12.30 pm -12.40 pm	Maria Arkaniam, PhD candidate (Georgian-American University, Georgia) - <i>Gamified Learning in Teams: A New Frontier for Stress Management and Organizational Efficiency</i>	Ana Chechelashvili, PhD (Visiting lecturer at Tbilisi State University, Georgia) - <i>The crucial role of internal audit in strengthening ESG and Compliance frameworks</i>
12.40 pm – 12.50 pm	Prof. Kênia Barreiro de Souza (Federal University of Paraná, Brazil) - <i>Household Time Allocation and Labor Market Outcomes: Assessing the General Equilibrium Effects of Egalitarian Behavior</i>	Assoc. prof. Yurii Bytsiura (Dragomanov Ukrainian State University, Ukraine) - <i>Features and irrational manifestations of consumer behaviour in the context of information economy development</i>

12.50 pm – 1.05 pm Discussion

SESSION III (session in Polish) Chairperson: Dr Andrzej Jagodziński, Dr Leszek Pruszkowski, Dr Sławomir Kowalski		SESSION IV (session in English) Chairperson: Dr hab. Izabela Zawislińska, Dr Aleksandra Chmielewska
1.05 pm – 1.15 pm	Dr Dominik Borek (Szkoła Główna Handlowa w Warszawie, Ministerstwo Sportu i Turystyki) - <i>Administracyjnoprawne aspekty ochrony na wypadek niewypłacalności biur podróży w Polsce</i>	Assoc. prof. Tinatin Zeragia (Business and Technology University, Georgia) - <i>Digital Transformation in a Modern Organization, Opportunities and Challenges</i>
1.15 pm – 1.25 pm	Dr Patrycja Pudło (Uczelnia Państwowa im Jana Grodka w Sanoku), Weronika Piegdoń, studentka (Uczelnia Państwowa im Jana Grodka w Sanoku) - <i>Wpływu influencerów na decyzje zakupowe konsumentów z różnych pokoleń</i>	Assoc. prof. Giuli Keshelashvili (Ivane Javakhishvili Tbilisi State University, Georgia), Assoc. prof. Marine Chavleishvili (Ivane Javakhishvili Tbilisi State University, Georgia) - <i>Sustainable Value Chain Development in SMEs in Georgia: Technologies, Barriers, and Practical Integration</i>
1.25 pm – 1.35 pm	Dr Kamil Borowski (Państwowa Akademia Nauk Stosowanych im. Ignacego Mościckiego w Ciechanowie, Poland) - <i>Znaczenie fiskalne podatku od nieruchomości na przykładzie jednostek samorządu terytorialnego</i>	Assoc. prof. Nino Jgamadze (The University of Georgia), Nana Akhobadze, PhD Candidate (CX Hub), Natia Jibladze, PhD (Georgian National University SEU) - <i>Diagnosing the Systemic Gaps in Customer Experience Management: A Three-Dimensional Assessment Model from the Georgian Insurance Sector</i>
1.35 pm - 1.45 pm	Dr Anna Xymena Majkrzak (Akademia Nauk Stosowanych w Nowym Sączu, Poland) - <i>Rewitalizacja obszarów zdegradowanych w świetle wskaźników produktu i rezultatu</i>	Yulia Ulyanich, PhD (Uman National University, Ukraine), Assoc. prof. Vitalii Rybchak (Ignacy Mościcki State Academy of Applied Sciences in Ciechanów, Poland) - <i>Modern digital products and solutions in the activities of financial institutions of Ukraine</i>
1.45 pm – 1.55 pm	Dr Maciej Kędziera (Uniwersytet Ekonomiczny w Krakowie, Poland) – <i>Strategiczne zarządzanie wiedzą jako czynnik rozwoju organizacji wysokiego ryzyka – studium przypadku NASA</i>	Prof. Nataliia Savytska (State Biotechnological University, Ukraine), Kateryna Polevych (State Biotechnological University, Ukraine) - <i>Business Resilience and Social Responsibility in Wartime: A Gender-Oriented Analysis</i>
1.55 pm – 2.05 pm	Dr Agnieszka Zwolenik (Akademia Nauk Stosowanych w Nowym Sączu, Poland) - <i>Rola podatków lokalnych w finansowaniu zadań gmin</i>	Assoc. prof. Nataliia Osadchuk (Pavlo Tychyna Uman State Pedagogical University, Ukraine) - <i>Mortgage lending in Ukraine under martial law</i>
2.05 pm – 2.15 pm	Dr Teresa Myjak (Akademia Nauk Stosowanych w Nowym Sączu, Poland) - <i>Problematyka transformacji cyfrowej w odczuciu młodzieży akademickiej</i>	Zhaklina Dhamo, PhD (Luarasi University, Albania) - <i>Measuring Reform Synchronization: An Empirical Study of Ease of Doing Business Score Correlations in the Balkans</i>
2.15 pm – 2.25 pm	Mgr Malwina Jankowska (Uniwersytet Szczeciński, Poland) - <i>Nowa era zarządzania zasobami ludzkimi. Pokolenie Z w roli pracowników</i>	Assoc. prof. Mariam Vardiashvili (Ivane Javakhishvili Tbilisi State University, Georgia), Assoc. prof. Marina Maisuradze (Ivane Javakhishvili Tbilisi State University, Georgia) - <i>Measurement of Fair Value of</i>

		<i>Nonfinancial Assets, the Basis for Transparency and Sustainability of Financial Statements</i>
2.25 pm – 2.35 pm	Dr Renata Stefaniak (Uniwersytet w Siedlcach, Poland) - <i>Współczesne wyzwania w zarządzaniu globalnym łańcuchem dostaw</i>	Nino Maghradze, PhD (University of Georgia, Georgia) - <i>Assessing the Development Trends and Financial Constraints of Georgia's Tourism Sector: A Strategic Perspective on Niche Market Potential</i>
2.35 pm - 2.45 pm	Mgr Emil Zelma (Politechnika Warszawska, Poland) - <i>Analiza działań podejmowanych przez przedsiębiorców zatrudniających pracowników i/lub gigerów w warunkach podwyższonej inflacji (od 2020 do 2023 r.)</i>	Irakli Leonidze, PhD candidate (Ivane Javakhishvili Tbilisi State University, Georgia) - <i>The Transfer of Estates to the State: A Comparative Economic and Regulatory Analysis of European Countries</i>
2.45 pm – 2.55 pm	Dr Dorota Ślażyńska-Kluczek (Uczelnia Łazarskiego, Poland) - <i>Uproszczenia i deregulacje w zakresie ESG - nowa perspektywa Unii Europejskiej</i>	Nino Maghradze, PhD Candidate (School of Business and Administrative Sciences, The University of Georgia, Tbilisi, Georgia) - <i>Assessing the Development Trends and Financial Constraints of Georgia's Tourism Sector: A Strategic Perspective on Niche Market Potential</i>
2.55 pm – 3.05 pm	Dr Paweł Antoszek (Uniwersytet Kazimierza Wielkiego w Bydgoszczy, Poland) - <i>Zróżnicowanie wynagrodzeń w województwie podkarpackim</i>	Mgr Emil Zelma (Politechnika Warszawska, Poland) - <i>Determinants of gig workers' satisfaction in cooperation with digital platforms</i>

3.05 pm – 3.20 pm Discussion

	SESSION V (session in English) Chairperson: Dr hab. Oleksii Sysoiev, prof. AMP, Dr Katarzyna Młotkowska		Warsztaty dydaktyczno-szkoleniowe dla uczestników konferencji i studentów
3.20 pm – 3.30 pm	Assoc. prof. Nana Zazadze (International Caucasus University, Tbilisi, Georgia) - <i>The Transformation of Human Capital in the Age of Artificial Intelligence: A Critical Analysis</i>	4.10 pm-4.30 pm	Dr Aleksandra Chmielewska (Akademia Mazowiecka w Płocku, Poland) - <i>Ewolucja modeli biznesowych w telewizji - Konsument w centrum uwagi</i>
3.30 pm – 3.40 pm	Prof. Levan Sabauri (Ivane Javakhishvili Tbilisi State University, Georgia), Assoc. prof. Nadezhda Kvatashidze (Ivane Javakhishvili Tbilisi State University, Georgia) - <i>From Integrated Thinking to Integrated Reporting: A New Paradigm in Corporate Disclosure</i>	4.30 pm-4.50 pm	Dr Andrzej Jagodziński (Akademia Mazowiecka w Płocku, Poland) - <i>Twoja pasja źródłem sukcesu i szczęścia</i>
3.40 pm – 3.50 pm	Nataliia Gvozdej, PhD (Pavlo Tychyna Uman State Pedagogical University, Uman, Ukraine), Assoc. prof. Vitalii Rybchak (Państwowa Akademia Nauk Stosowanych im. Ignacego Mościckiego w Ciechanowie, Poland) - <i>Kindness and compliance in war conditions</i>		
3.50 pm – 4.00 pm	Assoc. prof. Olesia Demianyshyna (Department of Finance, Accounting and Economic Security, Pavlo Tychyna Uman State Pedagogical University, Ukraine) - <i>Use of digital technologies in management reporting: trends and prospects</i>		

4.00 pm – 4.10 pm	Denys Virovets, PhD (Borys Grinchenko Kyiv Metropolitan University, Ukraine), Sergiy Obushnyi, PhD (Borys Grinchenko Kyiv Metropolitan University, Ukraine) - <i>Investment multi-agent AI systems</i>
4.10 pm – 4.20 pm	Petrit Dollani, PhD (University of Tirana, Albania & Warsaw School of Economics, Poland) - <i>An Overview of Business Process Outsourcing in Albania and other Western Balkan Countries</i>
4.20 pm – 4.30 pm	Prof. Olha Shulha (Borys Grinchenko Kyiv Metropolitan University, Ukraine) - <i>Prerequisites for ensuring economic security of the agricultural sector in the context of sustainable development</i>
4.30 pm – 4.40 pm	Assoc. prof. Oksana Kazak (Borys Grinchenko Kyiv Metropolitan University, Ukraine), Mykola Dakhno, Postgraduate student of the Department of International Economy (Borys Grinchenko Kyiv Metropolitan University, Ukraine) - <i>Smart Cities and Digital Infrastructure: Economic Models for Innovation-Based Urban Logistics</i>
4.40 pm – 4.50 pm	Assoc. prof. Oksana Kazak (Borys Grinchenko Kyiv Metropolitan University, Ukraine), Mariana Sulyma, PhD in Economics, Associate Professor (Borys Grinchenko Kyiv Metropolitan University, Ukraine) - <i>Startup Ecosystems in Eastern Europe: Financial Constraints and Strategic Responses</i>

4.50 pm – 5.05 pm Discussion



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STAROSTY PŁOCKIEGO
SYLWESTRA ZIEMKIEWICZA



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MIASTA PŁOCKA
ANDRZEJA NOWAKOWSKIEGO