



International, interdisciplinary scientific conference

**Sustainable and Socially Responsible Development
in the Network of Socioeconomic Relations**

Triple Helix for Sustainable Development

CONFERENCE PROGRAM

16-17 June 2025

WSB Merito
University Gdansk



PROGRAM

Conference venue

WSB Merito University Gdansk, Al. Grunwaldzka
238A, 80-266 Gdansk, Poland, Building

Monday, June 16, 2025

9.30-10.00	The registration desk opened/Welcome coffee – main building by the Plant Wall		
10.00-12.00	<p>Auditorium A - C002 Plenary Session (hybrid): LINK Session concierge: MARCIN PANEK, WSB Merito University in Gdansk, Poland</p> <p>ARTUR KOZŁOWSKI, WSB Merito University in Gdansk, Poland, CONFERENCE OPENING – WELCOME SPEECH MACIEJ KOLASIŃSKI, Merito Center for University Development, Poland ALAN ATKISSON, Independent Author and Senior Advisor, Sweden, FUTURE-THINKING: EVERYTHING FROM VISIONING TO STRATEGIC PLANNING MALIHA HASHMI, Saudi Arabia, FROM CRADLE TO CRADLE – HEALTH, HARMONY, AND THE HUMAN FUTURE RICHARD LITTLE, Cumbria University, United Kingdom, EDUCATING FOR SUSTAINABILITY LEADERSHIP (OR ANTI-LEADERSHIP?) TIMA BANSAL, Ivey Business School (Western University), Canada, DESIGNING A BETTER FUTURE FOR ALL: INTEGRATING SYSTEMS THINKING INTO STRATEGIC MANAGEMENT</p>		
12.00-12.30	Coffee break – 1 st floor C104		
12.30-14.00	<p>Track sessions 1: <i>Attitudes Toward Sustainability</i> (hybrid) Session chair: PETER KRIŠTOFÍK Room: C101 LINK</p> <p>OŁĘGS NIKADIMOVS, The Business of Doing Good: An Empirical Analysis of Corporate Social Responsibility and Consumer Behavior in Latvia TOMASZ SMORGOWICZ, The Evolution of CSR (Corporate Social Responsibility) in Poland 2020–2022. From Crisis response to ESG strategy JOANNA MYŚLIŃSKA-WIEPROW, Sustainability Risks in The Context of Alternative Investments ARTURO CAPASSO, Exploring the Twin Transition: Evidence from Italian Internationalized Agrifood Firms COSIMA VALENTINO, Exploring Travelers' Attitudes Toward Sustainable Tourism</p>	<p>Track sessions 2: <i>Attitudes Toward Sustainability</i> (hybrid) Session chair: ARNOLD BERNACIAK Room: C103 LINK</p> <p>KATARZYNA IWIŃSKA, Women's Energy Citizenship: Barriers, Strategies, and Gendered Perspectives in Poland's Energy Transition PRZEMYSŁAW STACH, The State of CSRD Readiness - Awareness, Attitudes, and Challenges AGNIESZKA CHĘŚ, Exploring the Understanding of Environmental Sustainability of Luxury Products – A Cross-Cultural Study VARTIKA DUTTA, RATISH BHATT, Sustainability and Its Relevance in The Indian Context – Issues and Challenges JANG HYU PARK, AI-Assisted Cultural Discourse for Socially Responsible Tourism: A Case of Korean Street Food in Global Streaming Networks</p>	
14.00-15.00	Lunch – 1 st floor University canteen		
15.00-16.30	<p>Track sessions 3: <i>Education and Public Awareness in Creating Sustainable Development Practices</i> (hybrid) Session chair: ARTURO CAPASSO Room: C101 LINK</p> <p>PRZEMYSŁAW STACH, Discipline-Specific AI Adoption in Higher Education: Insights for Advancing Quality Education and Sustainability (SDG 4) JOANNA HARDUKIEWICZ, A Multimodal Analysis of Media Coverage on the 2024 Economic Situation in the World on the Example of Selected Economist Covers ALDONA DOBRZYCKA-KRAHEL, Evaluating Environmental Education in Sustainable Development Practices SERGIO MIRANDA, Sustainability of Artificial Intelligence in Education KATARZYNA SMULSKA, ALICJA SZOSTKIEWIECZ, Adult Learning through Building Networks of Partnerships in the Wikinomic Sphere in the Context of Sustainable Development</p>	<p>Track sessions 4: <i>Attitudes Toward Sustainability, Education and Public Awareness in Creating Sustainable Development Practices</i> (hybrid) Session chair: OŁĘGS NIKADIMOVS Room: C103 LINK</p> <p>BARBARA GRZEŚ, Managing Human Capital Agility as A New Dimension of Organizational Social Responsibility AGATA BASIŃSKA-ZYCH, From Organizational Culture to Health Culture in Knowledge-Based Enterprises: Towards a Conceptual and Operational Framework – a Qualitative Approach PIOTR OLAF ŻYLICZ, Explicit and Implicit Attitudes Toward Environmental Sustainability: A Cross-Cultural Examination in India and Poland FRANCESCA PELUSO, Business Models for Socially Responsible Development in The Coral Network. A Case Study from Italy JUAN J. JIMENEZ-MORENO, M. GABRIELA LAGOS-RODRIGEZ, Do Sector and Size Drive Sustainability in SMEs?</p>	<p>Track sessions 5: <i>Education and Public Awareness in Creating Sustainable Development Practices</i> (hybrid) Session chair: PIOTR OLAF ŻYLICZ Room: C102 LINK</p> <p>MICHAEL RADIN, Sustainable Learning, Digitalization & AI Practical Models and Innovations JOOST PLATJE, Sokrates Benchmarking in Socio-Economic Research ALEKSANDRA WOŹNIAK, Time Perspective as A Missing Dimension of Organizational Culture Supporting Sustainable Development TOMASZ CZAPRAN, Integrating Diversity Management and Employee Awareness into Sustainable Development Practices in Czech IT and Robotics Organizations RAJAE LAHSSIOUI, A Literature Review on The Evolution of CSR towards ESG Integration</p>



INTERNATIONAL
CONFERENCE
ALERTS



ALL CONFERENCE ALERT
ACADEMIC CONFERENCES AT A GLANCE

Conference venue

WSB Merito University Gdansk, Al. Grunwaldzka
238A, 80-266 Gdansk, Poland, Building C

Monday, June 16, 2025

16.30-17.00	Coffee break – 1 st floor C104		
17.00-18.30	Track sessions 6: <i>AI, Public, Private, University Partnerships, and Labor</i> (hybrid) Session chair: DIANA ROKITA-POSKART Room: C101 LINK	Track sessions 7: <i>International Cooperation for Sustainable Development</i> (hybrid) Session chair: KATARZYNA SMULSKA Room: C103 LINK	
	MICHAŁ PAJAŁ , Critical Assessment of Artificial Intelligence Challenges and Risks Threatening Sustainable Development	KRZYSZTOF ZIÓŁKOWSKI , From Waste to Wealth: Trading Paper Scraps for a Sustainable Future	
	MAREK TROSZYŃSKI , The Impact of Generative AI on Employment: Evidence from Poland's Labor Market	KHRYSTYNA NASADIUK , The Role of International Cooperation and Multilinguality for the Sustainable Development of the Modern University Staff with a Particular Focus on Academics as War Refugees – is Knowledge of English Enough?	
	DONATA ADLER , The Interrelation Between Digital Competencies and Work-Life Balance Among Academic Staff at Selected Public Universities in Europe	MAŁGORZATA WRÓBLEWSKA , The New EU Carbon Tax as A Tool for Promoting Sustainable Development	
	DOMINIK FRANCZAK , Smart Technologies for the Planet: Modern Solutions for a Sustainable Future	SADANANDA SAHOO , Challenges of Sustainable Migration Governance: A study of student migration from India to the Global North	
	AMPARO SERENO ROSADO , The Role of Remote Work and the Four-Day Workweek in ESG. The Portuguese case	BEATA KRAWCZYK-BRYŁKA , HPC (High Performance Computing) – Technology for a Sustainable Future	
20.00-23.00	Gala dinner: ArtBistro by progres (Slowackiego 17, Gdansk)		

Tuesday, June 17, 2025

10.00-12.00	Company visit (Torus Formt building, Droszynskiego 24, Gdańsk) Meeting point: WSB Merito University Gdansk, Building C, Main Entrance		
12.00-12.30	Welcome Coffee – 1 st floor C104		
12.30-14.00	Track sessions 8: <i>Implementation of Public Policies for Sustainable Development</i> (hybrid) Session chair: SADANANDA SAHOO Room: C101 LINK	Track sessions 9: <i>Implementation of Public Policies for Sustainable Development, Student Panel</i> (hybrid) Session chair: JOOST PLATJE Room: C103 LINK	Meet Editors Session Session chair: MICHAŁ SZOSTAK, JAGIENKA RZEŚNY-CIEPLISKA Room: C102 LINK
	KATARZYNA WALECKA-JANKOWSKA, ANNA ZGRZYWA-ZIEMAK , Beyond Oversimplification of Business Sustainability? Analyzing Business Sustainability through the Lens of Large Language Models	ANNA MIRZYŃSKA , Semantic Field Analysis of the Circular Economy in Polish Political Discourse: A Path of Definitional Coherence	HAN WOO PARK , Editor-In-Chief, <i>Quality & Quantity</i>
	PAOLO ESPOSITO, MASSIMILIANO TUFO , Implementing Sustainable PPPs: Safeguarding Public Value in Motorway	SOFIA SHKUTA , Beyond Efficiency: The Human Cost of AI and the Need for Socially Responsible Innovation	JOANNA EJDYS , Editor-in-Chief, <i>Engineering Management in Production and Services</i>
	BARBARKA CYREK , Climate Change Communication in a Polish Governmental Campaign: A Case Study	MARZENA LEKSIŃSKA , Financial Awareness of Women as a Foundation for a Socially Responsible Economy	PUNIT ARORA , Deputy Editor, <i>Business and Society</i>
	JOANNA NIEŻURAWSKA , Corrupt Practices as An Effect of The Expansion of Social Bonding Capital and Their Impact on Economic Development: A Cross-Country Analysis	CLÁUDIO MIGUEL PELIANO GONÇALO, AFONSO MAURÍCIO COSTA , Comparison of ESG Practices in Portuguese and Polish Companies	
	MOHAMED SAEUDY , Rethinking Ecology Accountability: A Literature Review of Social Carbon Costs and the Future of Sustainability Accounting		

Tuesday, June 17, 2025		
14.00-15.00	Lunch – 1 st floor University canteen	
15.00-16.30	Track sessions 10: Sustainable Urban Development, Technology for a Sustainable Future (hybrid) Session chair: TOMASZ CZAPRAN Room: C101 LINK	Track sessions 11: Financing Sustainable Development, Technology for a Sustainable Future, Implementation of Public Policies for Sustainable Development (hybrid) Session chair: ANNA ZGRZYWA-ZIEMAK Room: C103 LINK
	BRYGIDA KLEMENS , Stakeholder Cooperation in The Triple Helix Model and Its Impact on Smart City Development. AI Role In These Processes	MAŁGORZATA BARAN , The Role of Consumer Perception of ESG in the Fashion Industry: Implications for Public Policies Promoting Sustainable Consumption
	MUHAMMAD KAMRAN , MICHAŁ SZOSTAK , Assessing the Impact of Digital Labor and Flexible Work-Life on Urban Sustainability Through the Mediating Role of Digital Innovation	PETER KRIŠTOFÍK , LEA SLAMPIAKOVA , Beyond Profitability: Behavioral and Sustainability Dimensions in Corporate Financial Management
	DIANA ROKITA-POSKART , MAŁGORZATA ADAMSKA , Global Talent, Local Impact: International Student Mobility and Regional Resilience in Poland's Non-Metropolitan Areas	JAN RYMARCZYK , Intelligent Factory as A Paradigm of Efficient and Sustainable Industrial Production in the 21st Century
	OLGA SACHANBIŃSKA-DOBRYŃSKA , The Legal Dimension of Urban Sustainability	URSZULA WYSOCKA , Two Faces of Sustainable Banking. The Bank's Significant Role in Financing Sustainability
	MATEJ ŠVIGELJ , The Strategic Role of Critical Minerals in Electric Vehicle Production	

PATRONAT HONOROWY:



MIECZYŚŁAW STRUK
MARSZAŁEK
WOJEWÓDZTWA POMORSKIEGO

More information:



Cedar

