

## Program

### III Międzynarodowej Studenckiej Konferencji Naukowej „Finanse - Rachunkowość - Zarządzanie” 25 marca 2026 roku

9.30 – 10.00 – Rejestracja

10.00 – 10.15 – Przywitanie uczestników konferencji

10.15 – 11.00 I sesja panelowa – *Praktycy o codziennych wyzwaniach w finansach i zarządzaniu* – sala 18KB

#### Paneliści:

Beata Kropiewnicka – Prezes Stowarzyszenia Księgowych w Polsce Oddział Białystok

Magda Woźniak – PLUM Sp. z o.o

Magdalena Maślińska – Prokopiak – LeasingTeam Sp. z o.o.

11.00 – 11.15 – przerwa kawowa

11.15 – 14. 15 – II sesja: *Wielowymiarowe spojrzenie na współczesne finanse i rynek* - prezentacje studenckie – sala 18 KB

1. Zuzanna Gabriela Ozygala, Renata Burchart, Uniwersytet Warmińsko-Mazurski, *Znaczenie etyki zawodowej dla jakości usług księgowych.*
2. Dominika Remiszewska, Politechnika Białostocka, *Mimikra behawioralna w marketingu - skuteczna technika czy ukryta manipulacja?*
3. Anita Remiszewska, Politechnika Białostocka, *Wpływ napięć geopolitycznych w Iranie na wartość spółek indeksu WIG20 w okresie luty-marzec 2026.*
4. Wiktoria Charkiewicz, Politechnika Białostocka, *Między pewnością a zwątpieniem: pokolenie Z wobec własnych kompetencji.*
5. Maja Hańczuk, Urszula Kobylińska, Politechnika Białostocka, *Wykorzystanie metody Customer Satisfaction Index na przykładzie banku PKO BP.*
6. Zofia Szubzda, Politechnika Białostocka, *KSeF jako narzędzie uszczelnienia luki VAT-owskiej w Polsce w świetle doświadczenia innych państw Unii Europejskiej.*
7. Urszula Toczek, Politechnika Białostocka, *Revolut - finansowa wolność czy cyfrowe ryzyko?*
8. Jakub Maternia, Maciej Bienia, Politechnika Rzeszowska, *Adopcja kryptowalut i technologii blockchain w świecie biznesu*
9. Izabela Zaniewska, Politechnika Białostocka, *Upadłość przedsiębiorstw w Polsce – analiza skali i struktury zjawiska*
10. Zuzanna Komuda, Filip Rudnik, Politechnika Białostocka, *Analiza rynku kredytów mieszkaniowych w Polsce w latach 2018-2025.*



**12.00 – 14.15 III parallel session *Shaping the Financial Landscape: AI Impact, Entrepreneurial Trends, and Student Competencies* - student research results – Sala 101 KB**

Keynote speech: Anuradha Iddagoda PhD, *Employee Engagement: A Remedy for Today's Organizational Challenges*

1. Azra Erez , Bulent Akkaya, Manisa Celal Bayar University, *Career Planning in the Age of Artificial Intelligence: University Students' Perspectives.*
2. Havvacan Erkoçak, Hamza Eren Demir, Manisa Celal Bayar University, *From Knowledge to Action: How University Students Manage Finances and Plan for the Future?*
3. Ibrahim Akkaya, Emine Türkan Ayvaz Güven, Manisa Celal Bayar University, *Digital Transformation in Human Resource Management: The Changing Strategic Role of HR.*
4. Gökçe Çimsöken, Manisa Celal Bayar University, Türkiye, *Using AI in Higher Education: What Students Think.*
5. Elif Eylül Kadan, Manisa Celal Bayar University, *The Transformation of Strategic Management: From Industry 1.0 to Industry 5.0.*
6. Jayanee Kosala, Hiranya Dissanayake, Wayamba University of Sri Lanka, Anuradha Iddagoda, University of Sri Jayewardenepura, *Smart Tech Smarter Bias How AI Is reshaping Millennial Investment Decisions.*
7. Siththi Sakeeka, Hiranya Dissanayake, Wayamba University of Sri Lanka, Anuradha Iddagoda, University of Sri Jayewardenepura, *Driving Sustainable Development Through Digital Transformation: The Mediating Role of Competitiveness in FinTech Adoption.*
8. R.K.A.D. Anusha Rajapaksha, Lincoln University, Malaysia , K. A. Kamal Gnanaweera, University of Sri Jayewardenepura, *The Pharmaceutical Industry's Field Managers' Perception of CSR: CSR Initiatives in Sri Lanka.*
9. G.K.P.D. Bandara, K.A.K Gnanaweera, *Factors Influencing Purchase Intention toward Electric Bikes as a Sustainable Mode of Transportation in the Colombo District, Sri Lanka.*
10. M. A. D. N. Perera, K.A.K Gnanaweera, University of Sri Jayewardenepura, *Exploring the Coffee Restaurant Development over Tea Consumption in Sri Lanka: Special Reference to Millennials and Generation Z.*

**14.15 – 14.30 Coffee Break**

**14.30 – 16.30 IV session *Sustainable Finance & Management 4.0: Balancing Profit, Technology, and Green Innovation* - student research results – Sala 101 KB**

11. B.G.Y Pamodani, K.A.K Gnanaweera, University of Sri Jayewardenepura, *Investigate the Factors Influencing Circular Economy Adaptation Behavior Among Apparel SMEs In Pamunuwa, Maharagama.*



12. D.S.T. Costa, K.A.K Gnanaweera, University of Sri Jayewardenepura, *Evaluating the Customer Satisfaction of Shopping Malls Standards in Sri Lanka.*
13. J.A.A.S. Nathasha, K.A.K Gnanaweera, University of Sri Jayewardenepura, *A Study of Suppliers' Sustainability Business Practices and Circular Economy Principles in Hardware Retail Business in the Colombo District.*
14. P.S.W. Wanigasekara, K.A.K Gnanaweera, University of Sri Jayewardenepura, *Public Perception of Service Quality in Municipal Supermarkets in Colombo, Sri Lanka; The Influence of Infrastructure, Management and Development Practices.*
15. B.V.N. Waidyarathna, K.A.K Gnanaweera, University of Sri Jayewardenepura, *Understanding Consumer Retention Following Service Failure: The Mediating Effect of E-Commerce Service Tolerance On Sri Lankan Consumers Repurchase Intentions.*
16. K.G.R. Senanayake, K.A.K Gnanaweera, University of Sri Jayewardenepura, *To identify the impact of factors on Consumer Behavior toward eco-friendly products: Does Perception of the Green Activity Trap mediate the relationship between the Factors and the Consumer Behavior toward eco-friendly products.*
17. S.N.T. Peiris, K.A.K Gnanaweera, University of Sri Jayewardenepura, *Impact of Regulatory Complexity on Solar Power Adoption Among Financially Capable Households: A Case Study of the Kalutara District.*
18. I.P.U. Vithana, K.A.K Gnanaweera, University of Sri Jayewardenepura, *Tourist harassment by Small-Scale Street Businesses (SSSBs) in Galle Fort: a study on its negative effects on destination selection.*
19. T.P.G.S.S. Sewvandi, K.A.K Gnanaweera, University of Sri Jayewardenepura, *Exploring the determinants of the acceptance of current generation to pursue the authentic masks and puppetry industry in Ambalangoda, Sri Lanka.*
20. K. A. K. Warsha, K.A.K Gnanaweera, University of Sri Jayewardenepura, *Factors That Mediate the Relationship Between Urban Farming Preference and Feasibility in Urbanized Area - Case Study in Kotahena.*

