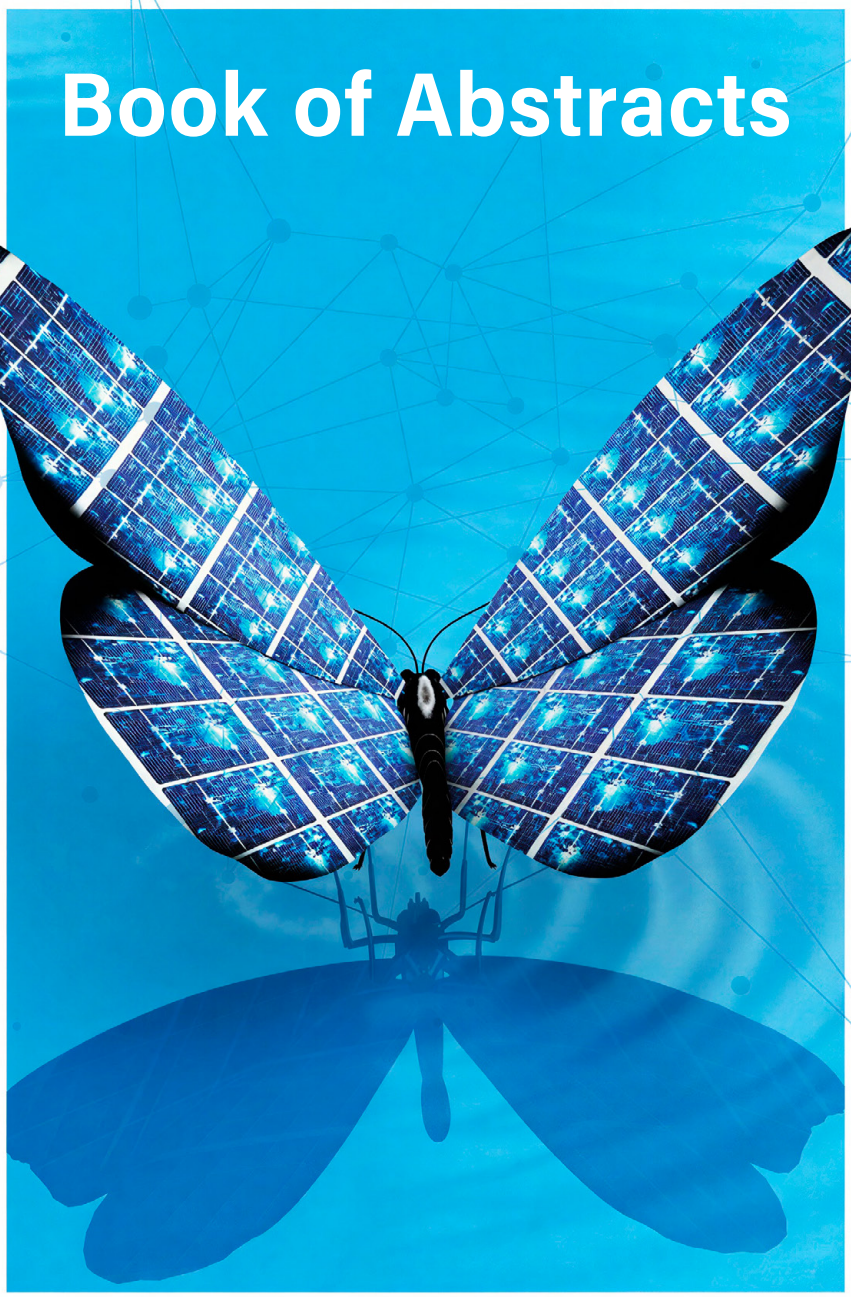
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XII International Scientific Conference

Innovations, Entrepreneurship and Leadership in the Digital Age. Theory and Practice

Minister of Science and Higher Education
Republic of Poland

WEKTORY NAUKI

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XII International Scientific Conference

Innovations, Entrepreneurship and Leadership in the Digital Age. Theory and Practice

The conference's theme focuses on the challenges and opportunities for the development of science, the economy, and management in the era of digital transformation. The event's program covers topics related to innovation in organizations, intellectual entrepreneurship, creativity in innovation processes, digitization, artificial intelligence, big data analysis, the Internet of Things (IoT), robotization, process automation, and the skills of the future. During the two-day conference, **25 presentations and debates** are scheduled, including plenary sessions featuring six distinguished keynote speakers representing renowned research centers from Europe, Africa, and North America.

The conference will be international in scope and will be held in a hybrid format. Participants are expected to include representatives from academia, businesses, public institutions, nongovernmental organizations, and the culture and education sectors. Thanks to the online broadcast, simultaneous interpretation, and the availability of recordings of the presentations, the conference's outcomes will be accessible to a wide audience even after the event concludes.



Purpose of the conference

The aim of the event is to disseminate the results of scientific research, strengthen cooperation between the scientific community and the socio-economic environment, and create a space for discussion on the directions of development for innovation, entrepreneurship, and leadership in the digital economy. The conference aligns with strategic directions for the development of science and serves as a key element in supporting the transfer of knowledge and technology to economic practice.



Venue and times

WSB University, 1C Cieplaka Street, 41-300 Dąbrowa Górnicza, Poland.

18 November: 09:00–15:30 • 19 November: 09:00–16:00.

All times are Polish local time (CET, UTC+1).

Online participation and interpretation

The conference will be held in a hybrid format, with online participation available via Zoom Webinar. The joining link and instructions will be sent to the email addresses provided in the registration form. Simultaneous interpretation will be provided during the conference.

Contacts

Organisation: innowacje@wsb.edu.pl • +48 32 295 93 59

Conference website and updates

https://wsb.edu.pl/xii-miedzynarodowa-konferencja-naukowa-innowacje-przedsiebiorczosc-i-przywodztwo-w-erze-cyfrowej-teoria-i-praktyka



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Programme

18 November

09:00–09:30	Opening lecture
09:30–10:30	Keynote speakers session: Leadership In Digital Age
10:30–11:30	Debate "New Perspectives In Strategic Economic Sectors"
11:30–11:45	Coffee break
11:45–13:30	Expert panel discussion with business leaders, in memory of Professor Mariusz Bratnicki
13:30–14:15	Lunch break
14:15–15:15	Keynote speakers session: Research that Drives Innovation
15:15–15:30	Day 1 closing remarks

19 November

09:00–09:30	Opening lecture
09:30–11:15	China Panel – The Digital World of Innovation: Insights and Inspiration from China
11:15–11:30	Coffee break
11:30–12:45	Expert panel discussion: Innovation in Business Practice
12:45–13:30	Lunch break
13:30–15:45	Thematic sessions
15:45–16:00	Conference closing remarks

THEMATIC SESSIONS

- Skills for the Future
- Digitalisation and Artificial Intelligence
- Entrepreneurship, Innovation and Change Management

Programme at a glance. The schedule is subject to change.



Keynote speakers



prof. Dominik Kanbach
HHL Leipzig Graduate School of Management in Germany



Assoc. Prof. Katarzyna Szczepańska-Woszczyna, PhD
WSB University



Assoc. Prof. Maurice Steinhoff, PhD
HHL Leipzig Graduate School of Management in Germany



Assoc. Prof. Rafał Żelazny, PhD
University of Economics in Katowice



Mariusz Michałek
PGE Energia Ciepła



Grzegorz Kinelski, PhD
ENEA S.A.



Lu Yuan
Lenovo Group Ltd.



Prof. Ma Xiujun
Peking University



Shei Wei
Baidu, Inc.



Keynote speakers



Roman Lafond
Founder, RMND (Beijing)



Wojciech Muras, PhD Eng.
WSB University



Jakub Stęchły, PhD
Veolia Group in Poland



Assoc. Prof. Marcin Lis, PhD
WSB University



Marek Zychla
Silesian Employers' Association
Lewiatan, Brembo Poland



prof. Łukasz Sułkowski
WSB University



The abstracts of the conference presentations

18 November

Opening Keynote



Prof. Katarzyna Szczepańska-Woszczyna, WSB University

Authentic Leadership and Digital Transformation of Enterprises

The digital transformation of enterprises requires not only the implementation of advanced technologies but also effective leadership that enables organizations to adapt to a rapidly changing business environment. In this context, authentic leadership, based on self-awareness, transparency, consistency of values, and trust-building, may play a significant role.

The aim of this presentation is to examine the role of authentic leadership in supporting the digital transformation of enterprises. Particular attention will be given to organizational trust, employee engagement, openness to innovation, and the development of an organizational culture that encourages change. The presentation will also address leaders' responsibility for the ethical and sustainable dimensions of technological transformation, highlighting the importance of authentic leadership in strengthening organizational resilience and competitiveness.



Keynote Speakers Session: Leadership in Digital Age

Prof. Dominik Kanbach, HHL Leipzig Graduate School of Management

Beyond the GenAI hype: Where AI Creates New Business, and What Universities Can Do

Generative AI has spread faster than any technology before it, yet most of its use remains shallow. Individuals report higher productivity, while far fewer firms see any effect on their results. This keynote asks where generative AI actually creates new business value. Drawing on a framework built from 680 real-world use cases and published in the Review of Managerial Science, it separates two groups of applications: those that make an existing business faster, cheaper or better, and those that enable new offers, new ways of reaching customers and new decisions. Most of the activity sits in the first group. The entrepreneurial opportunity lies in the second.

The talk then turns to a case from inside academia: a university chair run as an agentic organisation, in which AI agents support research, teaching, transfer and integrity work, and nothing goes out without human release. The case shows what changes when an organisation is built around AI instead of adding AI to it, and why rules, verification and human judgment matter more than the model itself. It closes with clear ideas on what universities can do now.



Maurice Steinhoff, PhD, HHL Leipzig Graduate School of Management

AI as your Co-Founder

Artificial Intelligence is transforming the way businesses are created, developed, and managed. Beyond its traditional role as a technological tool, AI is increasingly becoming a strategic partner in entrepreneurship, supporting individuals and teams throughout the process of building and scaling new ventures. The concept of "AI as Your Co-Founder" explores how artificial intelligence can act as a virtual business partner, contributing to idea generation, market research, business planning, product development, marketing strategies, and decision-making.

This presentation examines the opportunities offered by AI-powered tools for entrepreneurs, start-ups, and small businesses, particularly in situations where financial resources, time, and human expertise are limited. By using generative AI, machine learning, and data analytics, entrepreneurs can accelerate business development, identify market opportunities, automate repetitive tasks, and test innovative ideas with greater efficiency.

However, treating AI as a co-founder also raises important questions concerning trust, responsibility, creativity, data security, and the limitations of automated decision-making. While AI can provide valuable insights and support strategic processes, human judgment, leadership, emotional intelligence, and accountability remain essential elements of successful entrepreneurship.

The main objective of this presentation is to explore how the collaboration between humans and artificial intelligence can redefine entrepreneurship and lower the barriers to starting a business. It aims to demonstrate that AI is not simply a tool for increasing efficiency but a potential partner in innovation, capable of helping transform ideas into viable business ventures.

Keywords: Artificial Intelligence, Entrepreneurship, AI Co-Founder, Startups, Generative AI, Business Innovation, Digital Transformation, Business Development.



Keynote Speakers Session: Research That Drives Innovation

Wojciech Muras, PhD, Netology

AI in control: Four Dimensions of Technological Sovereignty

The rapid development of artificial intelligence creates new opportunities for innovation and competitive advantage, while raising important questions about technological independence, data confidentiality, and intellectual property protection. In a knowledge-based economy, the ability to create and develop AI-driven innovations requires not only access to advanced technologies but also control over data, AI models, and proprietary intellectual property (IP).This presentation introduces a four-dimensional framework for technological sovereignty in artificial intelligence, encompassing data, AI models, computing power, and skills. It argues that maintaining control over these critical resources is becoming an essential condition for secure innovation, the protection of intellectual property, and sustainable competitive advantage. The central question is: Are we truly in control of the artificial intelligence we use?



Prof. Joanna Kurowska-Pysz, WSB University

Innovation Transfer from Research to Business

In an era of rapidly evolving global intelligence and profound worldwide transformation, managing academic units that transfer knowledge and innovation to the economy requires a fundamental paradigm shift in science-business cooperation. Guided by the conviction that science transforms the world, this presentation examines how the Technology Transfer Centre at WSB University in Dąbrowa Górnicza bridges innovative academic ideas with business perspectives. To balance scientific curiosity with commercial applicability, the Centre has cultivated an academic micro-ecosystem fostering individual and networked learning, future-oriented competencies, and trend anticipation. Alongside systematic Technology Readiness Level (TRL) assessments, intellectual property protection, themed innovation laboratories, and Industry PhDs, flagship institutional initiatives, most notably the Science4Business project, play a pivotal role. Co-financed under the European Funds for a Modern Economy 2021–2027 programme with the Minister of Science and Higher Education as Lead Partner, Science4Business is implemented by a consortium led by WSB University with the KOMAG Institute of Mining Technology and Jan Długosz University in Częstochowa. The project strengthens technology-transfer personnel, establishes an Innovation Portal, and operates a "Development Incubator" that provides mini-grants for prototyping, testing, and market adaptation. Together with interdisciplinary R&D consortia across cybersecurity, agriculture, electromobility, and medicine, these mechanisms accelerate commercialisation into spin-offs and licenses

Dariusz Michalak, PhD Eng., MBA

From Research Institute to Innovation Partner: Responding to Changing Market Needs"

Research institutes are expected not only to generate knowledge, but also to respond to complex and rapidly changing industrial needs. This presentation explores how the KOMAG Institute of Mining Technology is evolving from a provider of specialised services into a long-term innovation partner for industry. It will discuss closer cooperation with industry and a better understanding of its needs, the development of multidisciplinary teams and the integration of engineering expertise with modern technologies. Examples of ongoing projects will illustrate how these capabilities are transformed into practical solutions supporting industrial and environmental decisions. The presentation will also describe the Science4Business project and its role in strengthening cooperation with companies, matching market needs with research expertise and supporting the transition from concept to implementation.

19 November

Opening Keynote



Prof. Łukasz Sułkowski, WSB University

Artificial Intelligence in the Innovation Ecosystem

Artificial Intelligence (AI) is becoming one of the key drivers of transformation in modern innovation ecosystems. Its rapid development and implementation are changing the way businesses, universities, research institutions, startups, and public organizations create, develop, and implement innovative solutions. AI offers new opportunities to improve productivity, support decision-making, accelerate research and development processes, and create new business models.

This presentation explores the role of Artificial Intelligence in shaping contemporary innovation ecosystems, with particular emphasis on its impact on collaboration between different stakeholders, knowledge exchange, entrepreneurship, and technological development. It also examines how AI-powered tools, including machine learning, generative AI, and predictive analytics, contribute to the creation of new products, services, and processes.

At the same time, the growing importance of AI raises significant challenges related to data privacy, ethical responsibility, cybersecurity, intellectual property, and the potential transformation of the labor market. Therefore, successful integration of AI into innovation ecosystems requires not only technological advancement but also appropriate organizational strategies, regulatory frameworks, and cooperation between industry, academia, and policymakers.

The presentation aims to demonstrate that Artificial Intelligence is not merely a technological tool but a strategic factor influencing the future of innovation, competitiveness, and sustainable economic development.

Keywords: Artificial Intelligence, Innovation Ecosystem, Digital Transformation, Innovation Management, Generative AI, Entrepreneurship, Technological Development.

China Panel – The Digital World of Innovation: Insights and Inspiration from China



Roman Lafond, Founder, RMND (Beijing)

Seven days in Beijing — what WSB University's study visit revealed about China's innovation system

In September 2026 a WSB University delegation spent a week in Beijing with Baidu, Lenovo, Xiaomi, NIO, Tencent and Peking University. The moderator opens the panel with the observations that framed those meetings: how Chinese companies turn AI research into deployed products within months, the role of partnerships between companies, local governments and universities, and what European organisations can realistically learn from this model.

Shi Wei, Senior Expert, AI Value-added Services, Baidu AI Cloud (Baidu, Inc.)

Baidu's AI Industry Development Centre Model and Industrial AI Deployment

The talk presents how Baidu brings artificial intelligence into industry: from concrete deployments such as machine-vision quality inspection and industrial-intelligence systems to the AI Industry Development Centre model, built together with local governments and universities, which organises computing power, models, talent and industry use cases at the level of a region, from agriculture to manufacturing. It shares how the model works, results and lessons from deployments, and what the model's expansion abroad could mean for regions in Poland and Europe.



Lu Yuan, General Manager, Workstations & Industrial Terminal Solutions,
Lenovo China Enterprise Business (Lenovo Group)

Building & Deploying Local AI Agents: Practical Cases in Industrial Scenarios

Drawing on Lenovo's hybrid-AI strategy, the talk shows how enterprises build and deploy AI agents on their own premises: from local large-model deployment on AI workstations and edge devices to integrated hardware-and-software solutions. Case studies from manufacturing, healthcare, retail, energy and ports — supply-chain quality approval, AI-assisted cytology screening, edge AI in restaurant chains, power plants and container terminals — illustrate the advantages of local deployment in data security, real-time response and cost, and the lessons learned in getting it done.

Prof. Ma Xiujun, Professor, School of Intelligence Science and Technology,
Peking University; Head, Distributed AI Laboratory

City-scale Distributed AI on a Shared World Model: An Agent-Network Platform for Urban Governance

A city's cameras, traffic signals and sensors are turning into a vast population of AI agents, but they perceive the world inconsistently, cooperate poorly and struggle to keep learning. The talk presents the city-scale distributed AI system developed by Peking University's Distributed Artificial Intelligence Laboratory: a unified "shared world model" gives heterogeneous agents one common view of the world, and a closed loop of perception, understanding, prediction, decision and execution lets them cooperate and evolve continuously. Using traffic-signal control and agent-based video surveillance as examples, it shows how structuring data at the edge sharply cuts storage, bandwidth and computing costs, and discusses what the architecture could offer European cities.



Thematic session Future skills

Piotr Romański, MA, PhD candidate at the Doctoral School of the Krakow University of Economics

From Using Artificial Intelligence to Creating Innovation: Generation Z Facing the Challenges of the Digital Future

The widespread adoption of artificial intelligence raises questions about which skills Generation Z representatives consider most important in the future workplace and what role creativity and experimentation play among them. The aim of this presentation is to identify young people's skills priorities and discuss their significance for organisations implementing innovation. The empirical basis of the study consists of original research conducted using the CAWI (Computer-Assisted Web Interviewing) method between April and June 2026 among 362 representatives of Generation Z. The analysis examines the selection and perceived importance of digital skills, taking into account the context of artificial intelligence tool usage and the anticipated impact of this technology on the labour market. Almost all respondents declared that they used artificial intelligence tools. At the same time, the development of innovative digital solutions and technological creativity were identified as priorities by 28.18% of respondents, while experimentation with new digital tools was indicated by 29.28%. Skills related to working with information and data, as well as cybersecurity, were selected more frequently. Cybersecurity and critical thinking received the highest average importance ratings. The presentation will highlight the diversity of declared skills priorities and explore ways of combining the responsible use of artificial intelligence tools with the development of creativity and a willingness to experiment. The findings will provide a basis for formulating recommendations for employers and universities preparing young people to work alongside technology.



Elman Alakbarzade, PhD candidate at WSB University

The rapid development of artificial intelligence and digital technologies

This paper explores the role of artificial intelligence and cybersecurity in identifying, preventing, and addressing emerging hybrid threats in the digital age. Particular attention is given to cyberattacks, disinformation campaigns, information manipulation, and the exploitation of critical digital infrastructure. The research examines how artificial intelligence can strengthen threat detection, improve risk assessment, and support more effective cybersecurity strategies. At the same time, it addresses the potential risks associated with the misuse of AI technologies, including automated disinformation and increasingly sophisticated cyber threats. The paper aims to highlight the importance of technological innovation, institutional cooperation, and strategic approaches to building digital resilience. It argues that integrating artificial intelligence into cybersecurity frameworks is becoming increasingly important for protecting national security and maintaining stability in an interconnected digital environment.



Thematic session
Digitalization and Artificial Intelligence

Anna Adamus-Matuszyńska, PhD, DSc, Associate Professor
at the University of Economics in Katowice

Digitalisation, Ethics and Public Relations: Challenges and Responsibilities of Communication in the Digital Age

The rapid development of digital technologies, including artificial intelligence and Big Data analytics, has fundamentally transformed public relations (PR) practices. The aim of this paper is to analyse the impact of digitalisation on ethical standards in the PR industry and identify the key dilemmas facing contemporary communication professionals. The paper discusses phenomena such as disinformation (fake news), deepfakes, automated content generation, as well as challenges related to privacy protection and algorithmic management on social media platforms. The study employs a critical review of the relevant literature and an analysis of case studies involving selected reputational crises caused by the unethical use of digital tools. The findings indicate that although digitalisation enhances the reach, speed and precision of communication, it also creates a significant risk of undermining public trust. Authenticity, transparency of actions and the responsible use of new tools (digital responsibility) are becoming new benchmarks of professionalism in the PR field. The paper concludes with recommendations for updating ethical codes and implementing control procedures in digital communication processes.



Lateef Adesola Akinyemi, PhD, University of South Africa and Lagos State University

Advancing Digitalisation via Artificial Intelligence, Machine Learning, and Energy-Aware Systems

Digitalisation and artificial intelligence (AI) are increasingly creating new opportunities to enhance operational effectiveness, sustainability, and decision-making in industry, the education sector, and engineering. This study examines the use of AI, machine learning (ML), computational intelligence, and analysis of data in designing cognitive systems for power management and engineering critical thinking. It specifically examines renewable energy microgrids incorporating wind energy, battery storage, solar photovoltaic (PV) systems, and edge/cloud computing for training and learning equipment used in academic settings. Therefore, AI-inspired methods can aid energy need prediction, condition-driven maintenance, fault detection, real-life monitoring and control, and optimality in resource allocation and management. This work equally explores the role of digital technologies in enhancing the reliability of systems, reducing operational expenses/costs, and offering support for data-driven or evidence-based decision-making. In addition, it takes into account challenges connected with the quality of data, cybersecurity, computational demands, responsible and sustainable implementation of cognitive technologies, and infrastructure constraints. Therefore, by integrating emerging computational approaches with real-world implementation, this study shows how digitalisation can support robust infrastructure, green energy use, and innovation in resource-limited environments. This study concludes by underlining benefits for interdisciplinary study and collaborative research among academics, policymakers, and industry practitioners.



Martyna Prandzioch, MSc Eng., Imagined Illusion

From Compliance to Responsible Innovation: How Does Risk Management Support the Safe Implementation of AI?

Artificial intelligence is increasingly becoming an integral part of organisational development strategies. However, its implementation involves not only technological opportunities but also new challenges related to security, accountability and risk management. In practice, organisations often treat innovation, cybersecurity and regulatory compliance as separate areas, leading to duplicated processes and making decision-making more difficult. Can these areas be integrated in a way that does not constrain innovation but instead supports its development? This presentation focuses on a practical approach to managing risks associated with the implementation of artificial intelligence. It will explore opportunities for integrating the requirements of ISO/IEC 27001, ISO/IEC 42001 and AI-related regulations, as well as the importance of common oversight and control mechanisms. The concept of the Integrated Cyber Governance and Resilience Model (ICGRM) will be presented as an example of how connections between requirements, risks and control mechanisms can be established. The aim of the presentation is to demonstrate that responsible technology management does not have to constitute a barrier to innovation, but can instead become the foundation for its safe and sustainable development.

Tomasz Jaworski, MA, PhD Candidate, WSB University

Managing Human-AI Collaboration (HAX) in Organisations: The SOKey Canva Framework for AI-Based Automation

As organizations transition from isolated artificial intelligence experiments to systemic automation, managing Human-AI collaboration (HAX) has emerged as a critical operational challenge. This presentation explores the theoretical and practical dimensions of integrating AI into organizational structures, drawing on empirical research conducted within Polish enterprises. A significant barrier to successful AI adoption is the lack of integrated management models capable of assessing and structuring organizational readiness for mixed HAX teams.

Thematic session Entrepreneurship, Innovation and Change Management



Karol Chaberka, MA, PhD candidate at the University of Economics in Katowice and the Industrial Development Agency JSC, Katowice Branch

Navigating the green transition: Does company size determine ESG strategy and workforce competence needs?

The rapid enforcement of environmental, social, and governance (ESG) regulations forces contemporary businesses to undergo profound structural transformations. A critical aspect of this transition is acquiring a workforce equipped with appropriate "green" competencies. Conducted study investigates whether an enterprise's scale, measured by employment size, acts as a differentiating factor in its approach to ecological strategies, ESG reporting readiness, and expected employee soft skills.

The empirical research was conducted within the REACCT project framework between November 2024 and February 2025, utilizing a survey dataset of 53 enterprises. Methodologically, the study employs a dual approach: correspondence analysis to evaluate relationships between qualitative variables regarding organizational ecological attitudes, and exploratory factor analysis (EFA) to reduce dimensions and identify latent structures among nine essential soft skills.

The statistical verification yielded surprising results. Chi-square tests and Kruskal-Wallis analyses demonstrated a complete lack of statistically significant differences ($p > 0,05$) across companies of different sizes regarding their perception of green policies as a competitive advantage, their ESG preparation methods, or their competence demands. Furthermore, EFA (KMO = 0,910) successfully extracted three universal competence pillars: professional independence, teamwork relations, and leadership capabilities.

The findings indicate a high degree of organizational homogeneity, suggesting that the green transition in the surveyed enterprises is at an early, reactive stage where challenges are perceived uniformly. Consequently, climate-driven transformation demands transversal, universal capabilities that remain consistent regardless of enterprise scale, offering vital insights for human resource management in the sustainable economy.



Kamil Decyk, PhD, University of Warmia and Mazury in Olsztyn

Innovation Activities of Service Sector Enterprises and the Level of Artificial Intelligence Adoption in European Union Countries

The aim of this study was to identify and characterise the relationship between the innovation activities of service sector enterprises and the level of artificial intelligence adoption across EU Member States. The study tested the hypothesis that countries with higher levels of innovation activity in the service sector achieve higher levels of AI technology adoption. A four-stage research procedure was applied, comprising: an analysis of the level of innovation activity among enterprises; an assessment of AI adoption levels; the identification of relationships using descriptive statistics and non-parametric Kruskal–Wallis and Mann–Whitney U tests; and an in-depth analysis using multiple linear regression models incorporating control variables (GDP per capita in PPS, GERD, and the share of large enterprises). The findings revealed considerable disparities in the levels of innovation activity and AI adoption across EU Member States. Countries characterised by very low levels of enterprise innovation activity exhibited significantly lower levels of AI adoption than the other groups of countries. At the same time, the linear nature of this relationship was not confirmed across the full range of values analysed. After accounting for control variables in the regression models, innovation activity did not emerge as an independent, statistically significant predictor of AI adoption. GERD, however, demonstrated a statistically significant effect. The results partially supported the research hypothesis. They demonstrated that AI adoption depends on a broader set of determinants than enterprise innovation activity alone. The findings may provide valuable support for shaping innovation and digital policies, as well as designing initiatives to promote AI implementation among service sector enterprises.



Poster Session

Anna Pira, MA, PhD Candidate,
Ośrodek Przetwarzania Informacji – Państwowy Instytut Badawczy

From Awareness to Action. The Role of Communication in University Cybersecurity Management

Higher education institutions operate in an environment of intensive information exchange, while at the same time processing data requiring special protection; consequently, cybersecurity has become not only a technological challenge, but also an organisational and communication one. Even advanced safeguards do not eliminate threats arising from user behaviour. The aim of the study is to develop a communication model supporting cybersecurity management at Polish universities. The CAWI-based survey (July–November 2025) collected 329 questionnaires, including 238 complete ones, of which 82 respondents declared having experienced a cybersecurity incident. The data were analysed using, among other methods, Spearman's rank correlation. The results revealed significant positive relationships: between message clarity and declared preventive behaviour ($\rho = 0.436$; $p < 0.001$), between trust in the university and readiness to report problems ($\rho = 0.634$; $p < 0.001$), and between risk awareness and preventive measures ($\rho = 0.479$; $p < 0.001$). The findings provide grounds for building an integrated communication model linking cybersecurity management with user awareness, trust and behaviour. The study is cross-sectional and based on respondents' declarations.

Karolina Ozga, Beata Tkacz, WSB University

Digital Transformation and Global Governance in the World of Science: Findings from a Pilot Study

Contemporary science is global in nature; however, the digital infrastructure supporting researchers remains outdated and fragmented, limiting mobility and collaboration. Together with my co-author, Beata Tkacz, we aim to present the findings of a unique pilot study conducted in two distinct markets: Poland and India. The objective of the research was to identify key barriers to coordination and doctoral supervision, as well as problems related to the isolation of doctoral research teams. The study provided the direct foundation for the development of the innovative Gloren.org platform. The presentation will discuss how the findings from the surveys informed the design of the system's functional modules, including AI-powered automated content moderation.



Barbara Baczyńska, WSB University

Transfer of Research Findings into Educational Practice as a Source of Social Innovation

The transfer of research findings into practice can contribute to the development of social innovation and new approaches to social support. This poster presents an example based on research into the functions of leisure time in the rehabilitation of students with intellectual disabilities. The study involved 60 students from two special education institutions. Its findings provided the basis for an original functional - environmental model of leisure time, presented as a graphical scheme. The model connects three functions of leisure time - rest, play and developmental activities - with seven environmental settings: family, peer group, school, local neighbourhood, social institutions, cultural institutions and mass media, in relation to the emotional, social and cognitive areas of rehabilitation. The proposed transfer pathway involves identifying resources and barriers in these environments, using research findings to plan leisure opportunities, and strengthening cooperation between schools, families and local institutions. The model illustrates how research-based knowledge may inform the organisation of support, improve the use of community resources and create opportunities for greater social participation. It represents a potential source of social innovation. Keywords: knowledge transfer, social innovation, leisure time, rehabilitation, intellectual disabilities, environmental settings.

Joseph Brown, MA, PhD candidate at WSB University

The Role of AI and Digital Transformation in Driving Sustainable Innovation

Technology is changing the way we live, work, communicate, travel, and do business. Artificial intelligence is helping organizations analyse information, automate tasks, and make better decisions. At the same time, digital transformation is changing how businesses, governments, hospitals, schools, and other institutions operate. However, technological progress also creates challenges. We face climate change, pollution, resource shortages, and increasing amounts of electronic waste. This leads us to an important question: How can we use technology to improve our lives while protecting the environment and supporting future generations? The answer involves sustainable innovation. In this speech, we will explore how AI and digital technologies can help us use resources more efficiently, reduce waste, improve services, and create new sustainable solutions.



Jarosław Kacprzak, MA, WSB University

From Client ESG Requirements to Strategic Performance Indicators: A Sustainability Balanced Scorecard Framework for IT Companies

This poster presents a conceptual framework for translating client ESG requirements into strategically relevant and measurable indicators for B2B IT service companies. Drawing on the Sustainability Balanced Scorecard (SBSC), literature, standards and supplier-assessment practices, it proposes a five-stage process: identifying client requirements, organising reusable information, assessing strategic relevance, defining objectives and indicators, and reviewing results to inform management action.

Karolina Mucha-Kuś, PhD, WSB University

Green and SMART CITIES – the case study of Metropolis GZM, Poland

The development of smart and sustainable cities requires the implementation of innovative solutions aimed at reducing environmental impacts and improving the quality of urban life. The case study of the Metropolis GZM in Poland examines initiatives supporting the transition towards low- and zero-emission public transport and sustainable urban mobility. Particular attention is given to the development of alternative transport technologies, including hydrogen-powered buses, electric vehicles and the infrastructure necessary for their operation. The analysis also considers the role of coordinated metropolitan policies in improving public transport accessibility and reducing greenhouse gas emissions. Additionally, selected aspects of energy management are presented, including electricity and gas purchasing strategies and their potential economic benefits. The initiatives undertaken within the Metropolis GZM demonstrate how cooperation between municipalities, technological innovation and strategic planning can contribute to the development of greener and smarter urban areas. The case study highlights the opportunities and challenges associated with implementing sustainable mobility solutions across a metropolitan area comprising 41 cities and municipalities.



Lubomira Trojan, PhD, WSB University

Application on Design Thinking in the Management of the Reggion's Intangible Cultural Heritage

The management of intangible cultural heritage requires approaches that respond to the changing needs of communities while supporting the preservation and development of regional traditions, knowledge and cultural practices. The study examines the applicability of the design thinking method in managing regional intangible cultural heritage, with particular emphasis on its adaptation to the specific characteristics of cultural heritage management. The research was conducted using methodological triangulation, combining quantitative and qualitative approaches. Quantitative data were collected through a survey involving 381 respondents, while qualitative research included in-depth interviews and a quasi-scientific experiment conducted in the form of a design thinking workshop focused on intangible cultural heritage. The research aimed to assess the role of intangible cultural heritage in regional development, identify conditions for applying creative methods in heritage management and develop an adapted design thinking model. As a result, a dedicated process model was developed and tested, incorporating stages such as empathising, defining, co-creating and testing. The findings indicate that design thinking can provide added value in managing regional intangible cultural heritage by supporting stakeholder engagement, facilitating the identification of community needs and encouraging collaborative problem-solving. The proposed model offers practical guidance for heritage managers and supports the development of initiatives addressing social, cultural, economic and environmental challenges within regions.



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