

**22nd International Business and Economy Conference**

***Conference Venue***:

Poznan University of Economics and Business

Institute of International Business and Economics,

Al. Niepodległości 10

61-875 Poznań, Poland

<https://maps.app.goo.gl/jU13yLMK7MFkinfH8>

***Conference Chair***

Wei (Helena) He, Iona University, New York, USA, whe@iona.edu

***Host Institution Organizer***:

Paweł Śliwiński, Chair of the Department of International Finance,

Poznan University of Economics and Business, Poland, pawel.sliwinski@ue.poznan.pl

POZNAŃ, 3-4-5 JANUARY 2024

**PROGRAMME**

**Wednesday, 3rd January 2024**

**15:00 – 15:15 CET (9:00-9:15 EST)**, room 0.4 CEUE & Zoom 1

**Opening ceremony**

 Welcome speech by the Conference Chair - Wei (Helena) He

**15.15 – 16.15 CET (9:15-10:15 EST)**, room 0.4 CEUE & Zoom 1

**Keynote speech: Paweł Marszałek, THE FUTURE OF MONETARY SYSTEM**

16:15 – 16:30 CET (10:15-10:30 EST) Coffee break

**16.30 – 18.00 CET (10:30-12:00 EST)**, room 0.4 CEUE & Zoom 1

**Plenary session** (5 x 15 min. + 15 min. discussion) – session chair: Ewa Mińska-Struzik

1. Paweł Niszczota, Sami Abbas

GPT HAS BECOME FINANCIALLY LITERATE: INSIGHTS FROM FINANCIAL LITERACY TESTS OF GPT AND A PRELIMINARY TEST OF HOW PEOPLE USE IT AS A SOURCE OF ADVICE

1. Yaseen S. Alhaj-Yaseen, Fadi Fawaz, Anis Mnif

EVOLVING MARKET EFFICIENCY: NEW EVIDENCE FROM THE CHINESE MARKET

1. Wei He, Alexa Maggiacomo

THE IMPACT OF THE TECHNOLOGICAL SHIFT ON TRANSACTION NEEDS AMONGST COLLEGE STUDENTS

1. JohnSurej

IMPLICATIONS OF METAVERSE IN HIGHER EDUCATION MARKETING: AN EXPLORATORY ANALYSIS

1. Ning Gao, Muhammad Arif Qayyum, Wei He

WHAT IS IMPORTANT IN PAYMENT CHOICE: SELLER, BUYER OR UNDERLYING ASSET IN MERGER AND ACQUISITION?

18:00 – 18:15 CET (12:00-12:15 EST) Coffee break

**18:15 – 19.30 CET** (12:15-13:30 EST), room 0.4 CEUE & Zoom 1

**Session 1: FINANCE** (4 x 15 min. + 15 min. discussion)– session chair: Paweł Śliwiński

1. John Manley, NyoNyo Kyaw, Anand Shetty, Wei He

IMPACT OF EXCHANGE RATE MOVEMENTS ON MERGERS AND ACQUISITIONS: CHINESE EVIDENCE

1. Piotr Wybieralski

COUNTERPARTY RISK MITIGATION IN THE POLISH OVER-THE-COUNTER DERIVATIVES MARKET

1. Carlos Trejo-Pech, Saheed Orimadegun, Tom Gill, Jada Thompson, Margarita Velandia

FINANCIAL ANALYSIS OF SMALL-SCALE BROILER PRODUCTION IN RWANDA USING MONTE CARLO SIMULATION

1. Tomasz Nowak, Paweł Piotr Śliwiński

PRICE MANIPULATION AND ITS TARGETS: A FOCUS ON LISTED COMPANIES IN POLAND

**20:00 CET Dinner**: Brovaria Restaurant, Old Market Square, ul. Stary Rynek 73-74, Poznań, <https://maps.app.goo.gl/P4nWc7P1TruZtEcF8>

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**Thursday, 4th January 2024**

**10:00 – 11:00 CET Cultural event**: The Cathedral island, ul. Ostrów Tumski 17, Poznań, <https://maps.app.goo.gl/muvfkmLU85DxgCsS9>

<https://www.poznan.pl/mim/turystyka/en/>

**11:20 – 12:50 CET Cultural event**: Porta Posnania, ul. Gdańska 2, Poznań, <https://maps.app.goo.gl/sdeADtV8o4WNc3X86>

https://bramapoznania.pl/en/

**13:00 – 14:00 CET Lunch**: Dynks Restaurant, ul. Ostrówek 12, Poznań, <https://maps.app.goo.gl/rLF7GU93xPK9nf3W6>

**15:00 – 16.30 CET (9:00-10:30 EST),** room 0.4 CEUE & Zoom 1

**Session 2 : TECHNOLOGY & COMPETITIVENESS** (5 x 15 min. + 15 min. discussion, parallel session) – session chair: Paweł Niszczota

1. Tomasz Grzegorczyk

PRIVACY CONCERNS AND CONSUMER ACCEPTANCE OF MEDICAL INTERNET OF THINGS

1. Magdalena Rosińska-Bukowska

REQUIREMENTS FOR “BUSINESS 5.0”. THE IMPORTANCE OF INTELLECTUAL CAPITAL FOR THE SUSTAINABLE DEVELOPMENT OF CORPORATIONS

1. Rafał Śliwiński

NEW TECHNOLOGIES ENHANCING SALES PROCESS

1. Mateusz Passek

BIBLIOMETRIC ANALYSIS OF SUSTAINABLE COMPETITIVENESS

1. Anis Mnif, Fadi Fawaz

DOES HERDING BEHAVIOR EXIST IN THE CRYPTOCURRENCY MARKET?

**15:00 – 16.30 CET (9:00-10:30 EST),** room 0.5 CEUE & Zoom 2

**Session 3: ESG & CORPORATE STRATEGY** (5 x 15 min. + 15 min. discussion; parallel session)– session chair: Milena Ratajczak-Mrozek

1. Barbara Jankowska, Maria Kubala

THE ADOPTION OF ESG PRACTISES IN CORPORATE STRATEGIES: DOES CULTURAL BACKGROUND MATTER?

1. Anna Grudecka, Anna Napiórkowska, Marzanna K. Witek-Hajduk

INFLUENCE OF MULTINATIONAL CORPORATIONS’ ENVIRONMENTAL SUSTAINABILITY ON CONSUMERS’ PURCHASE INTENTIONS

1. Muhammad Mushafiq, Błażej Prusak, Magdalena Markiewicz

CORPORATE SOCIAL RESPONSIBILITY AND FORWARD DEFAULT RISK MEDIATED BY FINANCIAL PERFORMANCE AND GOODWILL

1. Agnieszka Łyskawa

IMPACT OF TRADE RECEIVABLES INSURANCE AND INVESTMENT INSURANCE ON THE MITIGATION OF POLITICAL RISK FROM A COMPANY PERSPECTIVE

1. Alicja Stankiewicz

THE IMPACT OF BEHAVIORAL FACTORS ON INSURANCE DECISION-MAKING

16:30 – 17:00 CET (10:30-11:00 EST) Coffee break

**17:00 – 18.30 CET (11:00-12:30 EST),** room 0.4 CEUE & Zoom 1

**Session 4 : MANAGEMENT & INSTITUTIONS** (5 x 15 min. + 15 min. discussion; parallel session) – session chair: Justyna Światowiec-Szczepańska

1. Mohammad Hasan Galib

NATIVE ADVERTISING: CONTRIBUTION TOWARD CONSUMER'S PURCHASE INTENTION

1. Wenqing Gao, Wei He, Shaomeng Jia

A REVIEW ON AMERICAN SENIOR HOUSING AND MORTGAGE DECISIONS

1. Konrad Bugiera

THE ROLE AND FUNCTIONS OF BUSINESS ASSOCIATIONS AS MEDIA FOR KNOWLEDGE TRANSFER

1. Magda Górska Grginović

UNVEILING THE IMPACT OF MANAGER CHARACTERISTICS ON SME INTERNATIONALIZATION

1. Justyna Światowiec-Szczepańska

THE IMPACT OF DIVERSIFICATION STRATEGY ON CORPORATE VALUE AND PERFORMANCE - STRATEGIC AND FINANCIAL PERSPECTIVE

**17:00 – 18.30 CET (11:00-12:30 EST)**, room 0.5 CEUE & Zoom 2

**Session 5: SUSTAINABILITY & SOCIAL IMPACT** (5 x 15 min. + 15 min. discussion; parallel session )– session chair: Fadi Fawaz

1. Beatriz Castilla Ramos

“I WAS A SARI”: SUCCESSFUL SOCIAL ENTERPRISE IN MUMBAI, INDIA

1. Magdalena Śliwińska

CHALLENGES OF SUSTAINABLE MARKET TRANSFORMATION. THE CASE OF FAIR TRADE

1. Łukasz Małys

TRAITS OF SUSTAINABLE DEVELOPMENT LEADER COMPANIES

1. Miłosz Łuczak

CROWDINVESTING AS A MODERN FORM OF CROWD INVOLVEMENT (PRELIMINARY RESEARCH RESULTS)

1. Monika Agnieszka Andrzejczak

RRSO: RELIABILITY OF CALCULATING THE INDICATOR IN THE CONTEXT OF ASSESSING THE TOTAL COST OF A CONSUMER CREDIT

**19:00 CET Dinner**: Bazar 1838 Restaurant, ul. Paderewskiego 8, Poznań, <https://maps.app.goo.gl/ACDkbquUkniP1DQSA>

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**Friday, 5th January 2024**

**14:00 – 15:15 CET Cultural event**: Croissant Museum, Old Market Square, ul. Klasztorna 23, Poznań, <https://maps.app.goo.gl/V1som23Bx29t7RK5A>

<https://rogalowemuzeum.pl/en/>

**16:00 – 17.30 CET (10:00-11:30 EST),** room 0.4 CEUE & Zoom 1

**Session 6: GLOBALIZATION & REGIONALIZATION** (5 x 15 min. + 15 min. discussion; parallel session)– session chair: Wei (Helena) He

1. Ewa Mińska-Struzik

DIGITALLY DELIVERABLE SERVICES AS AN OPPORTUNITY TO OVERCOME THE MIDDLE-INCOME TRAP

1. Paweł Piotr Śliwiński

RETHINKING GLOBALIZATION: CHANGING GLOBALIZATION LEADERS AS A SIGNAL OF THE REGLOBALIZATION PROCESS

1. Hela Ben Hassine Khalladi, Fadi Fawaz, Anis Mnif

[AN EMPIRICAL ANALYSIS OF THE IMPLEMENTATION OF IMF PROGRAMS IN ECONOMIC/POLITICAL TRANSITION COUNTRIES](https://ibec-info.org/2024/conftool/index.php?page=adminPapersDetails&form_id=40)

1. Łukasz Wróblewski

BUSINESS CYCLES IN THE NONEMU BORDER REGIONS: TOWARDS CONVERGENCE OR DIVERGENCE?

1. Emmanuel Oseifuah

EFFICACY OF ECONOMIC AND FISCAL INTERVENTION POLICIES TO MITIGATE COVID-19 IMPACT IN LOW-INCOME ECONOMIES

**16:00 – 17.30 CET (10:00-11:30 EST)**, room 0.5 CEUE & Zoom 2

**Session 7: MACROECONOMICS & FINANCIAL MARKETS** (5 x 15min. + 15 min. discussion; parallel session)– session chair: Konrad Sobański

1. Zakaria Talouni

FDI INFLOWS AND THEIR DETERMINANTS: A CROSS-COUNTRY PERSPECTIVE ON POLAND AND MOROCCO

1. Michał Boda, Marta Karaś, Michał Stachura

A DIAGNOSIS OF THE EUROPEAN BANKING SYSTEM RESPONSE TO SIGNIFICANT FINANCIAL CRISES OVER THE PAST TWO DECADES

1. Mahmood Hussain, Jay Kang

THE FINANCIAL AND BANKING BEHAVIOR OF GENERATION Z: AN EXPLORATORY STUDY

1. David Folsom, Xiang Gao, Rebecca Preze, Qifeng (Charles) Wu

AUDIT FEES, COST OF DEBT, AND DEBT COVENANT COMPLIANCE ASSURANCE

1. Konrad Sobański

THE ROLE OF STABLECOINS IN THE MODERN ECONOMY: IMPLICATIONS OF THE DIGITAL MONEY REVOLUTION

**17:30 – 17:45 CET (11:30-11:45 EST),** room 0.4 CEUE & Zoom 1

**Closing Remarks**

17:45 – 18:00 CET (11:45-12:00 EST) Coffee break

**18:00 – 18:30 CET (12:00-12:30 EST),** room 0.4 CEUE & Zoom 1

 **Executive Meeting**



**Information videos on the Poznań University of Economics and Business:**

[Poznań University of Economics and Business - FROM HERE TO THE FUTURE - YouTube](https://www.youtube.com/watch?v=cJ5b61neqtk&list=PLYVTPctqa9nuolJETgp3cq9hFII_8wjpm)

[PUEB Research Impact – YouTube](https://www.youtube.com/watch?v=sxIT27PseS8)

[Strategy of Poznan University of Economics and Business for the years 2021-2024 - YouTube](https://www.youtube.com/watch?v=SZ4ZxzDt5JI)

[Gender equality as a value in PUEB - YouTube](https://www.youtube.com/watch?v=ynVyl4z5SFA&list=PLYVTPctqa9nvbsTwVo-SI61pIoB2YfA_e&index=1)

[Inclusion for disabled in PUEB – YouTube](https://www.youtube.com/watch?v=v7d3u1_YIiU&list=PLYVTPctqa9nvbsTwVo-SI61pIoB2YfA_e&index=2)

[Ethnic diversity as a value in PUEB - YouTube](https://www.youtube.com/watch?v=7iyXw-02vik&list=PLYVTPctqa9nvbsTwVo-SI61pIoB2YfA_e&index=3)

[Neurodiversity as a value in PUEB - YouTube](https://www.youtube.com/watch?v=2dvO6-Ik7aM&list=PLYVTPctqa9nvbsTwVo-SI61pIoB2YfA_e&index=4)

**Discover the City of Poznań:**

Promotional video of the Polish Tourist Organization: <https://www.youtube.com/watch?v=iQnrFzU941Q>

Promotional video of the Poznań Convention Bureau: <https://www.youtube.com/watch?v=8PvD5Yl5GAo>

Image video of the City of Poznań: <https://www.youtube.com/watch?v=kksp_IvMOdk>

Study in Poznań: <https://www.youtube.com/watch?v=sAAohnzSsIs&list=PLmtewc6Mp4b5ZbomTF3-l26qS-YYa_zKd&index=26>



**Conference Program Chairs**

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The conference committee acknowledges great support and thanks many individuals for making our annual conferences happen. All reviewers and active contributors will be proudly acknowledged in the conference program and proceedings.

**IBEC Emeritus Members**

Gerald Albaum, University of Oregon & University of New Mexico, co-founder of the conference [granted 2007]

Edwin Duerr, San Francisco State University, co-founder of the conference [granted 2007]

Jay Kang, San Francisco State University, first treasurer [granted 2013]

John Manley, Iona University, program chair, conference chair, second treasurer [granted 2016]

**ABOUT IBEC**

IBEC is a non-profit organization registered in the USA, State of Tennessee. Members and participants are scholars from around the world interested in genuine scholarship in business disciplines related to international business and economies. The organization is directed by a conference chair who serves a three-year term, an assistant chair, a program committee composed of former chairs, and an editorial board composed of established scholars. We encourage new participants and interested scholars to work together with us and each other, learn from each other and define new ways for achieving true scholarship by utilizing new technologies and exchanging best practices.

In addition to seminar sessions on presented research during the annual conference, IBEC strives to add value by offering technical or special topic sessions, providing meetings for members to exchange ideas on research, teaching and potential cooperation, and features events related to the culture and economies of the host countries. We encourage reviewers and participants to assist authors in developing publishable papers and establishing lines of research.

**IBEC Timeline**

2002 – San Francisco, US

2003 – San Francisco, US

2004 – San Francisco, US

2005 – Hawaii, US

2006 – Hawaii, US

2007 – San Francisco, US

2008 – San Francisco, US

2009 – Udaipur, India (Co-Chairs: Shyam Lodha, Southern Connecticut State University, USA and John Manley, Iona University, USA)

2010 – Prague, Czech Republic (Co-Chairs: John Manley, Iona University, USA and Pavel Strach, VSEM College of Economics and Management, Czech Republic)

2011 – Guadalajara, Mexico (Co-Chairs: John Manley, Iona University, USA and Carlos Jose Omar Trejo Pech, Universidad Panamericana Guadalajara, Mexico)

2012 – Hawaii, US (Co-Chairs: John Manley, Iona University, USA and Bruce Heiman, San Francisco State University, USA)

2013 – Caen, France (Co-Chairs: John Manley, Iona University, USA and Ameeta Jaiswwal-Dale, University of St. Thomas, USA)

2014 – Tianjin, China (Co-Chairs: Dr. Carlos Trejo-Pech, Universidad Panamericana Guadalajara, Mexico and Dr. Zhao Hong, Tianjin Polytechnic University, China)

2015 – Bangkok, Thailand (Co-Chairs: Dr. Carlos Trejo-Pech, Universidad Panamericana Guadalajara, Mexico and Dr. Uree Cheasakul, Assumption University, Thailand)

2016 – Nürtingen, Germany (Co-Chairs: Dr. Carlos Trejo-Pech, Universidad Panamericana Guadalajara, Mexico and Dr. Erskin Blunck, Nürtingen-Geislingen University, Germany)

2017 – Puerto Montt, Chile (Co-Chairs: Dr. Carlos Trejo-Pech, University of Tennessee at Knoxville, USA and Dr. Carlos Pitta and Jenny Pulgar, Austral University of Chile at Puerto Montt, Chile)

2018 – San Francisco, US (Chair: Sharon V. Thach, Tennessee State University, USA)

2019 – Rouen, France (Chair: Sharon V. Thach, Tennessee State University, USA)

2020 – Bergamo, Italy (Chair: Sharon V. Thach, Tennessee State University, USA)

2021 – virtually, New Rochelle, New York (Chair: Pavel Štrach, ŠKODA AUTO University, Czech Republic)

2023 – virtually, Tennessee State University, USA (Chair: Wei He, Iona University, USA)

2024 – hybrid, Poznań University of Economics and Business, Poland (Chair: Wei He, Iona University, USA)





