

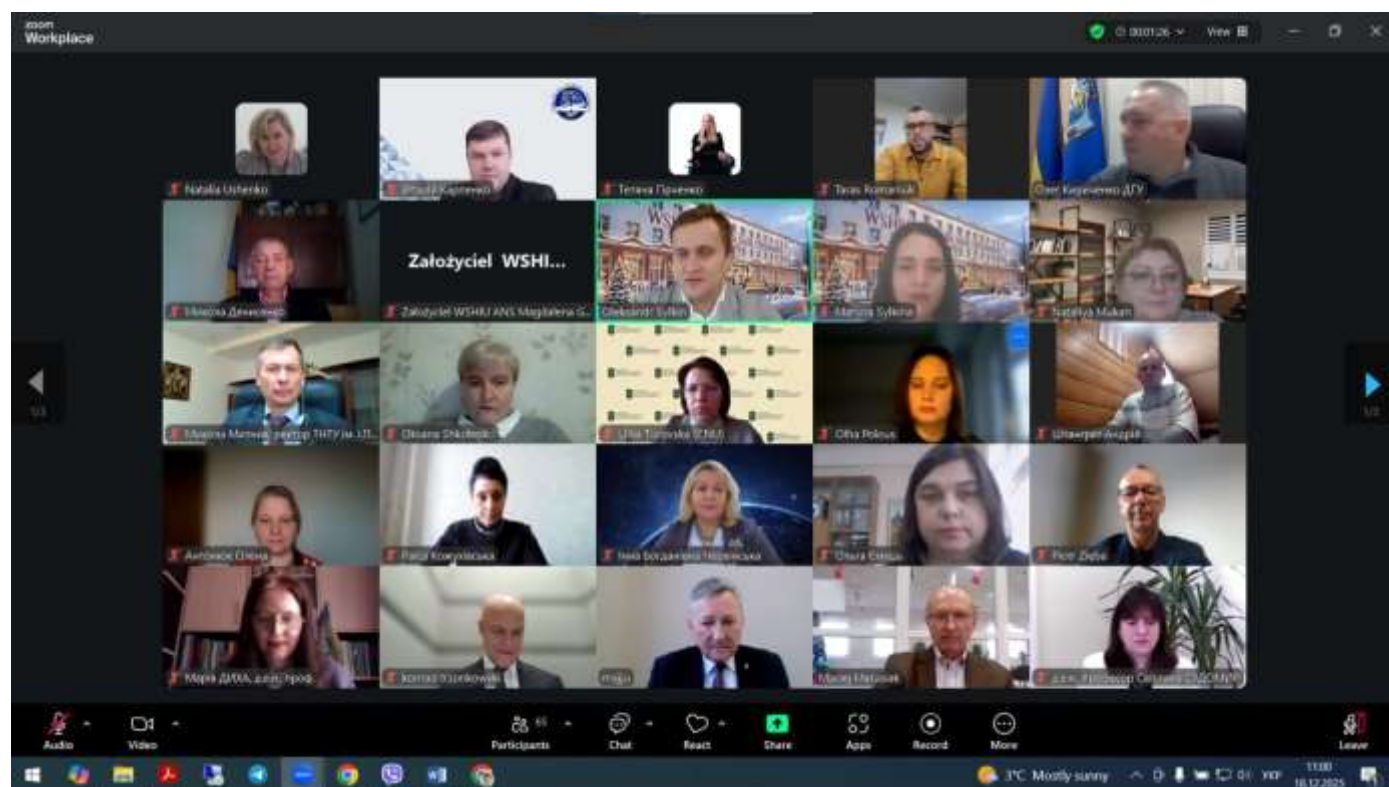
18.12.2025 р. відбулася 1st International Scientific and Practical Conference «Planning and Ensuring Sustainable Development of Socio-Economic Systems» на базі WSHIU Akademia Nauk Stosowanych, Poznan, Poland.

Хмельницький національний університет виступив співорганізатором конференції.

Сергій МАТЮХ, ректор Хмельницького національного університету виступив із вітальним словом.

Марія ДИХА, Валерій ДИХА, Сергій МАТЮХ на пленарному засіданні презентували доповідь на тему: «**Macroeconomic Transformations of Ukraine and Poland under Contemporary Turbulent Conditions**».

Науково-педагогічні працівники ХНУ (Павло ГРИГОРУК, Ірина ЗАКРИЖЕВСЬКА, Віталій КАРПЕНКО, Валентина ЛУК'ЯНОВА, Оксана ПРОСКУРОВИЧ) брали активну участь у роботі конференції, обговоренні доповідей.



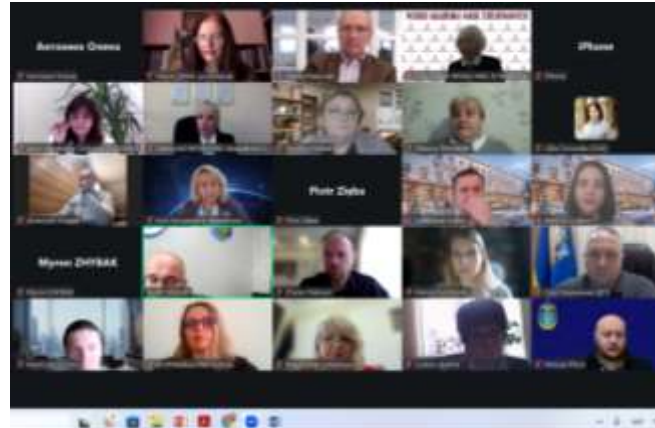
Вітальні слова до учасників конференції:

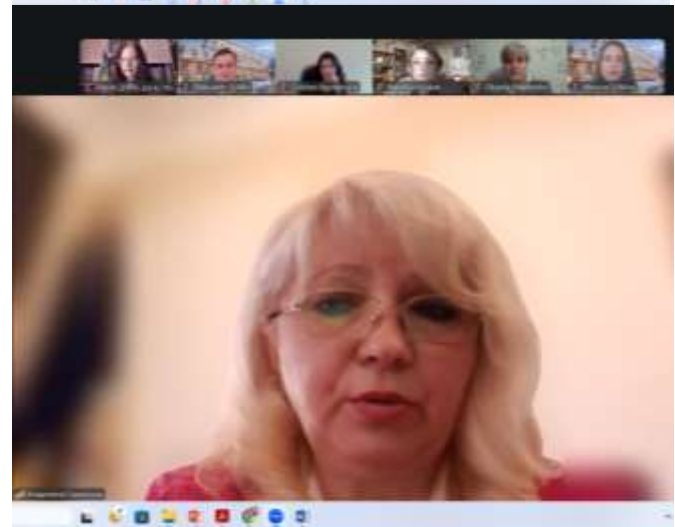
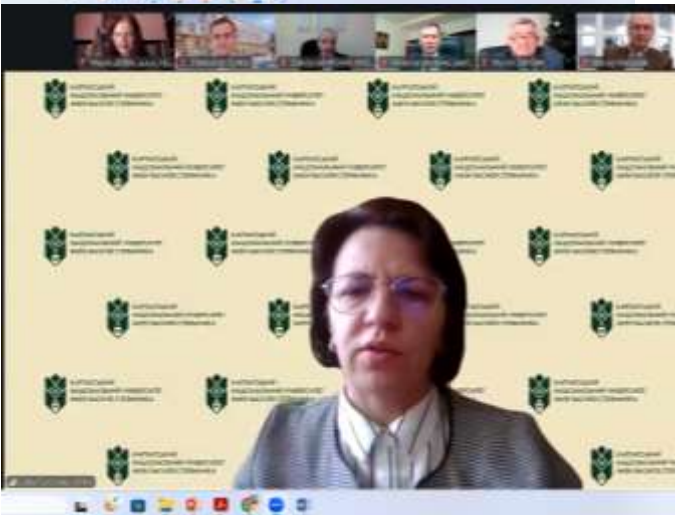


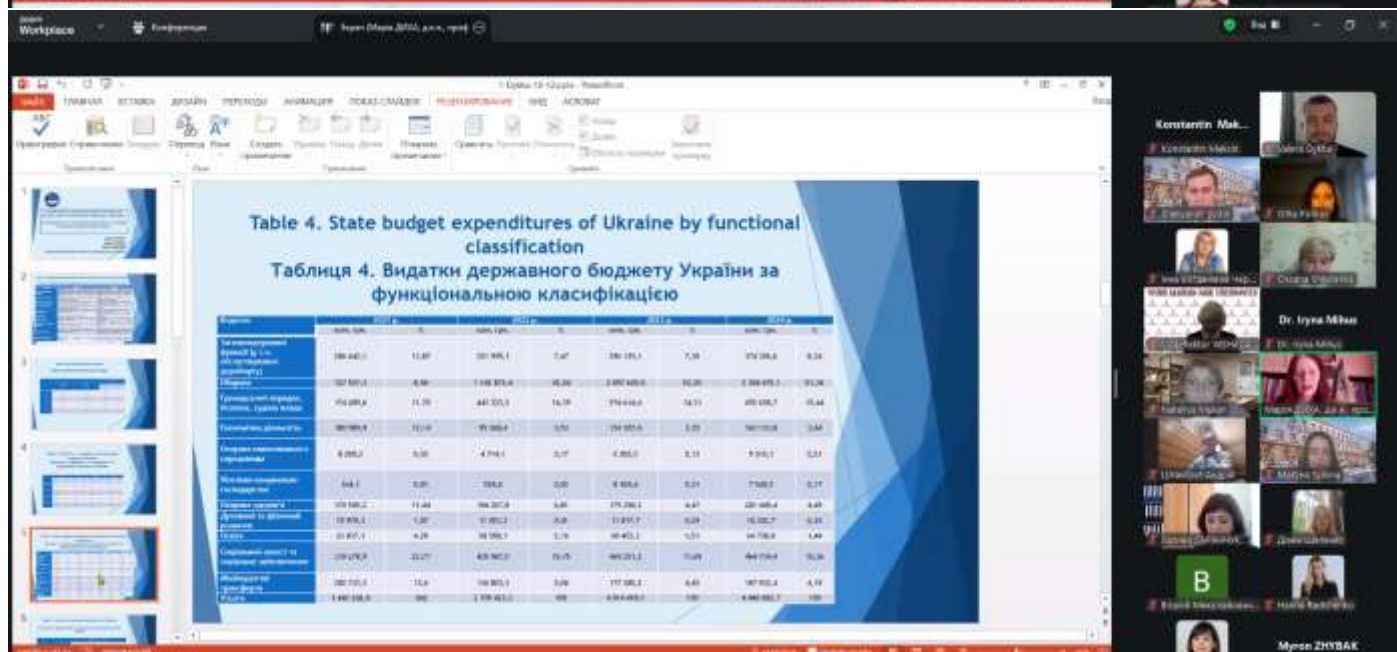
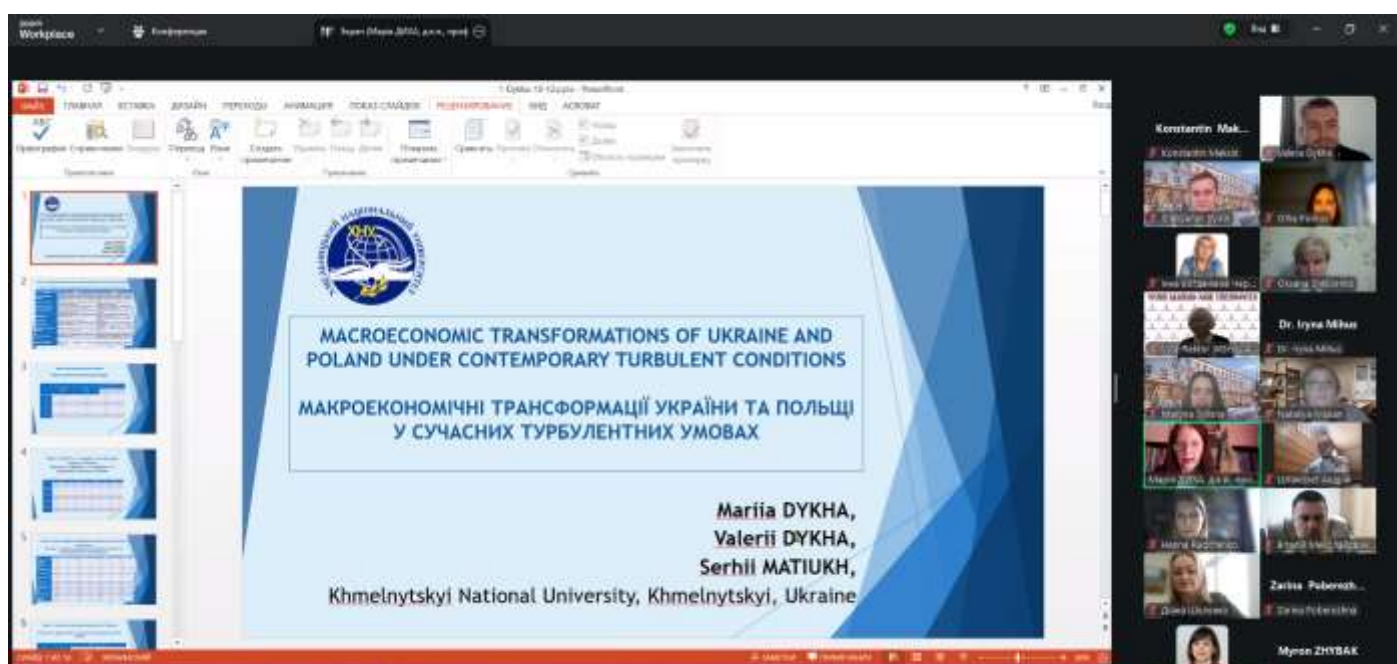
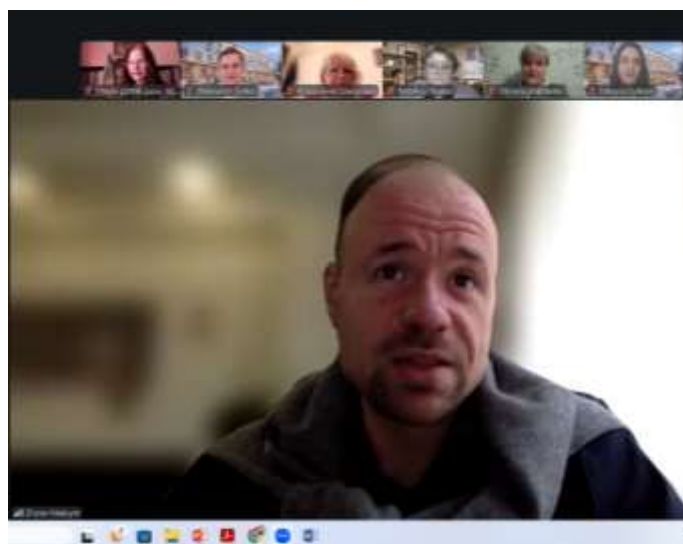
JULIAN MAJ – Rector of WSHIU University of Applied Sciences,
Major General, Professor, Doctor Habilitated
Poznan, Poland



MAGDALENA GORSKA – President of WSHIU University of
Applied Sciences, Doctor of Social Science, President of the
Foundation for the Development of Science and Education
Poznan, Poland







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Gospodarka 6.0 - Finansowe i gospodarcze aspekty zapewnienia zrównoważonego rozwoju

(Economy 6.0 - Financial and Economic Aspects of Ensuring Sustainable Development)



WSHIU AKADEMIA NAUK
STOSOWANYCH
W POZNANIU

Prof. nadzw. dr Konrad Trzonkowski



Wyzwania ekonomiczne związane z transformacją w kierunku zrównoważonego rozwoju

- „Green Premium” (różnica w kosztach między technologią czystą a emisyjną).
- Wysokie koszty początkowe inwestycji (OZE, efektywność energetyczna, modernizacja infrastruktury).
- Długoterminowy zwrot kapitału – inwestycje wymagają planowania w perspektywie dekad.
- Ryzyka przejścia (*transition risks*): dekarbonizacja, spadek wartości aktywów wysokoemisyjnych (tzw. *stranded assets*).
- Ryzyka fizyczne: szkody klimatyczne powodujące straty gospodarcze i wzrost kosztów ubezpieczeń.
- Nierównomierna dostępność kapitału między krajami rozwiniętymi i rozwijającymi się.

CIRCULAR ECONOMY



TRANSFORMACJE ZMIANY KAPITAŁU LUDZIEGO W CZASACH KRYZYSU I WYKŁADKÓW ZWYKŁYCH I WYKŁADKÓW WYKŁADKÓW

*Asystent kierownika oddziału, profesor
Ewelina Nalepa-Rybczyńska,
profesor wydziału ekonomii i zarządzania
Kolegium Zarządzania i Ekonomii
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w Katowicach*

Pomoc, która sprawdziła się w czasie kryzysu

*Asystent kierownika oddziału, profesor
Ewelina Nalepa-Rybczyńska,
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LVIV POLYTECHNIC NATIONAL UNIVERSITY

Nataliya Mukan

**Physician's Managerial Competence:
Application in Professional Practice**

Managerial Competence of a Modern Physician and its components

Deontological (values and attitudes)	Cognitive (knowledge)	Functional (skills)	Reflective (abilities)
- professional values, norms, professional ethics, and standards - motivation to acquire managerial competence - commitment to self-improvement, CPD - focus on achieving success	- knowledge of resources, personnel, and time management - establishing and maintaining constructive professional relationships - teamwork	- to make effective managerial decisions - to develop the professional community - to plan, organize, monitor, and evaluate CPD and professional activities - to collaborate	- to engage in reflective and timely needs for CPD - to critically analyze information - to exercise self-control and to monitor the activities of others - commitment to continuous professional improvement

5 | Lviv Polytechnic National University

Demand is rising: the sample volume problem will worsen

Cancer incidence alone implies more biopsies and more slides.

WHO/IARC projection: >35M new cancer cases in 2050, a 77% increase from 2022

More cases → more tissue sampling, more immunohistochemistry, more complexity (time per case)

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide with a green header and footer. The header contains the logo of the Carpathian National University named after Vasyl Stefanyk and the text "1st INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE «PLANNING AND ENSURING SUSTAINABLE DEVELOPMENT OF SOCIO-ECONOMIC SYSTEMS» at December 2023". The main body of the slide features the title "«INTEGRATION OF TECHNOLOGIES BASED ON ARTIFICIAL INTELLIGENCE AND EMOTIONAL INTELLIGENCE INTO THE EDUCATIONAL PROCESS»" and its Ukrainian equivalent "«ІНТЕГРАЦІЯ ТЕХНОЛОГІЙ ШТУЧНОГО ТА ЕМОЦІЙНОГО ІНТЕЛЕКТІВ В ОСВІТНІЙ ПРОЦЕС»". Below the title, it lists the speaker: "Inna CHERVINSKA, professor, doctor of pedagogical sciences, Vasyl Stefanyk Carpathian National University, Ivano-Frankivsk, Ukraine" with the email "inna.chervinska@carpu.edu.ua". The slide also includes images of the university building, a woman (Inna Chervinska), and a graphic of two hands holding glowing spheres labeled "IQ" and "EQ". On the left side of the Zoom window, a vertical list of thumbnails shows other slides. On the right, a vertical strip of video thumbnails shows the faces of the meeting participants.

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Iryna Mihus

Iryna Mihus

The **main purpose** of the study is to systematize the evolution of AI and analytics approaches to corporate and finance fraud detection and to assess their practical impact in real organizational settings.

The **main purpose** of the study is to systematize the evolution of AI and analytics approaches to corporate and finance fraud detection and to assess their practical impact in real organizational settings.

The research pursues three interrelated objectives:

- 1) to trace the historical progression from statistical and rule based systems to deep learning, graph based models and explainable AI;
- 2) to evaluate the performance and governance implications of these technologies across different sectors;
- 3) to formulate recommendations for embedding AI driven fraud analytics into enterprise risk management and AI governance framework consistent with ISO 31000:2018 and ISO/IEC 42001:2023.

In doing so, the article contributes to bridging the persistent gap between technical AI innovation and responsible corporate governance in the field of fraud prevention.

THE BROAD BANDING INITIATIVE

Section / Case	AI Models & Techniques	Fraud Typologies Detected	Key Quantitative Results	Explainability & Auditability Insights	Organizational Impact	Supporting Literature
Retail Sector	LSTM (recurrent attention) with real-time stream analytics (Kafka + Spark)	Synthetic refund fraud, loyalty point manipulation, account takeovers	12 million transactions/day analyzed; 98% of fraudulent attempts blocked pre-settlement; false positives reduced by 22%; operational accuracy improved by 30%	Model interpretability through feature attribution maps linked anomalous time intervals and repetitions to fraud probability	Enhanced real-time monitoring; structured customer refund protocols; reduced annual loss by USD 1.8 million.	Went & Bhattacharya (2018); Cavallaro et al. (2018)

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Microsoft PowerPoint presentation slide titled "CONSUMER BEHAVIOUR MOTIVATION: BRANDS ON THE BRAIN". The slide features a central graphic of a brain with various icons (gears, lightbulb, eye, book, etc.) connected to it. The text "CONSUMER BEHAVIOUR MOTIVATION: BRANDS ON THE BRAIN" is displayed below the graphic. The presentation is being viewed in a Zoom window, with a sidebar on the right showing a list of participants: Konstantin Mak..., Dr. Iryna Mihus, and others.

What motivates us to this or that behavior?

Fogg's formula

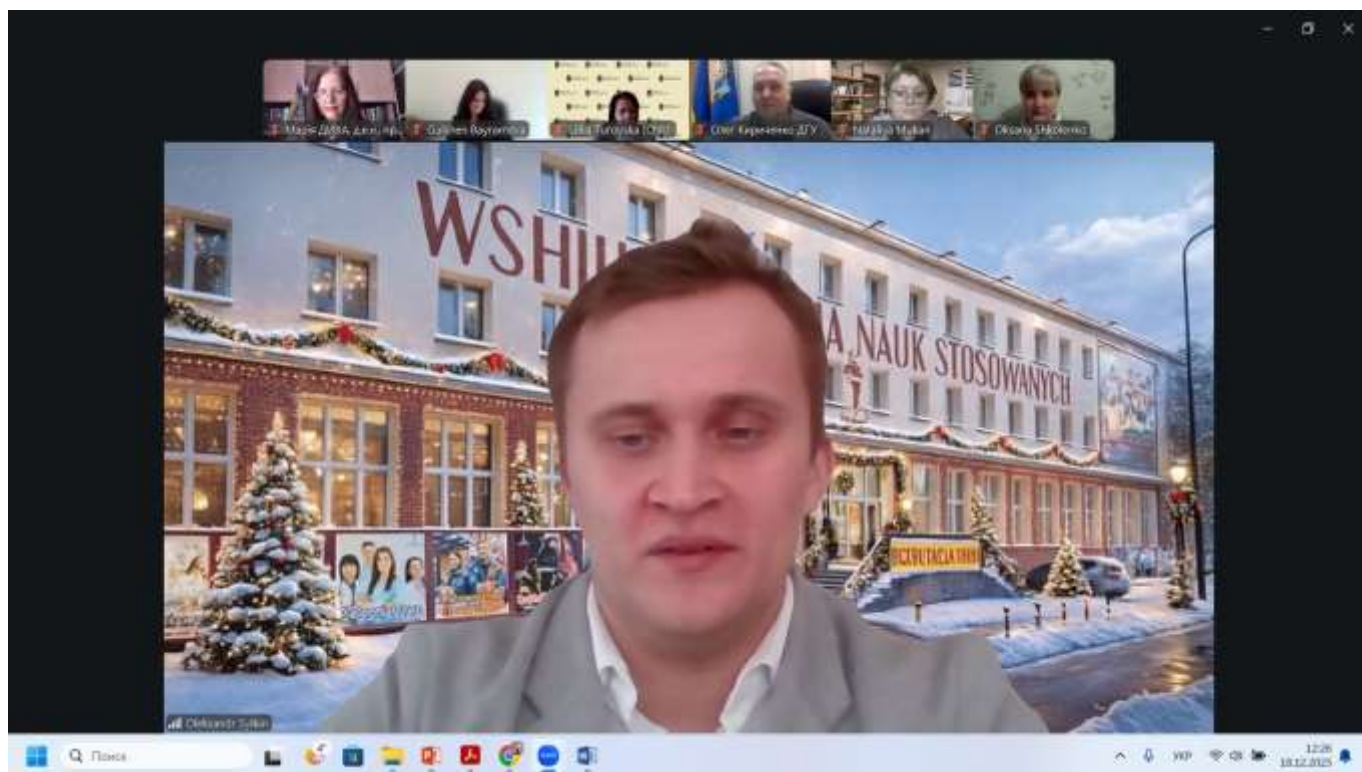
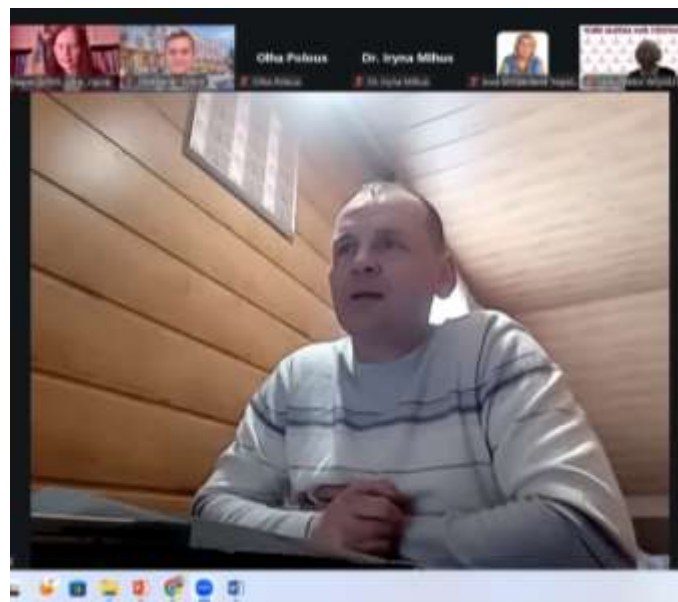
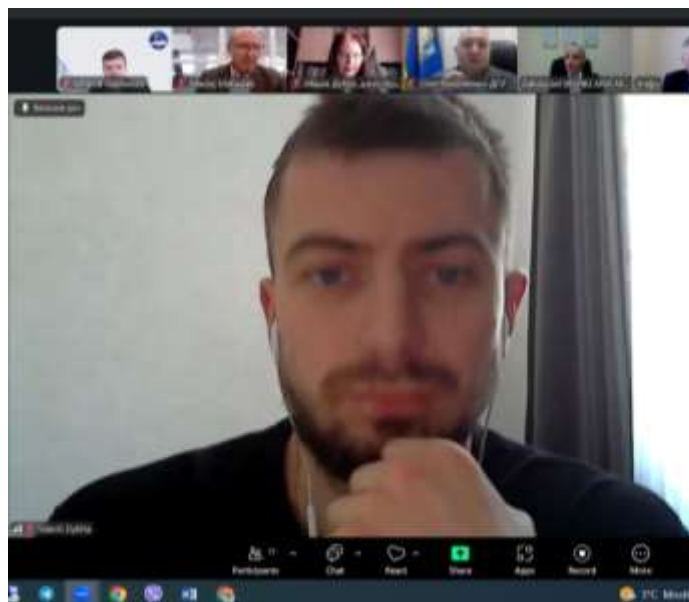
$$B = M \times P \times T$$

behavior motivation possibility trigger

A hand holding a puzzle piece labeled "motivation".

Zoom window showing a list of participants: Konstantin Mak..., Dr. Iryna Mihus, and others.

Zoom window showing a grid of participants in a video conference. The participants are arranged in a grid, with names displayed below their video feeds. The names include: Liubov Jarema, Dziekan, WSHIU Poznań, BM, and others. The Zoom interface shows a search bar at the bottom and a list of participants on the right.



Conference Moderator:



OLEKSANDR SYLKIN – PhD in Management, WSHIU University of Applied Sciences, Poznan, Poland



PAULINA KOLISNICHENKO - Vice-Rector for International Cooperation, WSHIU University of Applied Sciences, Poznan, Poland, Doctor of Economic Sciences, Full Member of the Ukrainian Technological Academy, Director of the Polish Branch, Kyiv, Ukraine



Підсумували роботу конференції, висловили слова вдячності доповідачам, усім учасникам конференції модератор Олександр СИЛКІН та проректор з міжнародної співпраці WSHIU Akademia Nauk Stosowanych (Poznan, Poland) Пауліна КОЛІСНІЧЕНКО.