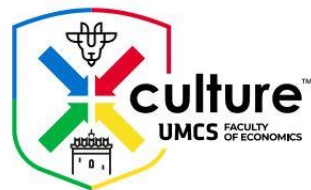




# 2023 X-Culture Global Business Week

*LUBLIN, POLAND*  
*July 12 -19*



## WELCOME TO THE 2023 X-CULTURE GLOBAL BUSINESS WEEK IN LUBLIN

Dear X-Culture Students,

I am happy to welcome you to the X-Culture Global Business Week Symposium here in Lublin, Poland.



This is our first major symposium post-Covid. We have organized several online conferences, and many participants attended those events. We had engaging sessions, workshops, and presentations. However, we came to realize that the real magic happens not during the conference presentations and sessions, but in the moments between them.

So, I am particularly thrilled to be welcoming you here for a proper face-to-face conference.

Let me emphasize that those in attendance here are not your average students. You are the cream of the crop, having been meticulously selected through multiple rounds of our project. Many of the symposium attendees are tomorrow's successful entrepreneurs, company

founders, managers, politicians, community leaders, Fortune 500 CEOs, mayors, and presidents. These are the kinds of people whose faces you will see on the covers of business magazines, and whose autobiographies will become bestsellers.

We have prepared numerous great workshops and presentations for you—and I truly hope you will learn a lot from them.

However, the most substantial value of this event will come from interacting with other conference participants. You will be surrounded by individuals who have the potential to be your future start-up co-founders, colleagues, employers, employees, and, of course, friends.

I encourage you to make friends, expand your network, listen, and learn from one another.

Additionally, you will have the opportunity to interact with world-class business professors and leaders. Their experience, knowledge, and connections could be invaluable as you embark on your career. These are the kinds of individuals whose few words of wisdom or a referral can be a catalyst for your success. There's no need to try to impress them—instead, listen, observe, learn, and don't forget to ask for their business cards. You never know when you might need their advice or assistance.

We've organized over a dozen conferences like this, and every single time, some years later, I receive messages from participants who share how a connection or piece of advice from the conference was instrumental in catapulting their careers. This could be your story. So, seize the day and make the most of this opportunity.

Wishing you a fruitful and inspiring conference.

Dr. VasyI Taras



*It is our pleasure to welcome you to the Maria Curie-Skłodowska University (UMCS) and to serve as the host site and partner for the 2023 X-Culture Global Symposium. Our University has been forging its identity for almost 80 years. As the largest higher education establishment in eastern Poland, not only does it play a vital educational, cultural, and authoritative role but also contributes significantly to building a knowledge-based economy.*

*In total UMCS is home to close to 16,000 students, including 1,600 foreigners from nearly 60 countries. Our Alma Mater has produced nearly 260,000 graduates to date. We offer 86 majors and nearly 290 academic specializations. Every year we design new learning paths while improving existing curricula by introducing unique and practical courses. We also offer PhD programs at three Doctoral Schools. We have also developed an attractive package of postgraduate programs, most of which are run in cooperation with social and business partners. We are currently doing research in 23 disciplines and collaborate with the corporate world and central and local government administration.*

*We have garnered numerous awards. In 2017 the European Commission recognized us with the HR Excellence in Research Award and emblem for creating superb working conditions for scientists, implementing transparent admission terms, and offering adequate space for science development in line with European standards. In 2022 UMCS joined the prestigious family of European universities associated with the ATHENA consortium (Advanced Technology Higher Education Network Alliance). The consortium is a partnership of higher education establishments based in the EU regions. They cooperate with each other and work for students, researchers, and society.*

*Mobility, innovation, globalization, change, education for economy: these are just selected phenomena that shape the face of the modern world. The reality of multilateral and multifaceted transformations affects all spheres of human activity. They have their own momentum, qualitative and quantitative attributes, direction and intensity, and they require specific resources. These changes do not seem to disregard the domain of science and education. The role of today's university has been in a sense floating between the traditional Humboldtian model of education and the concept of entrepreneurial university.*

*A task of utmost importance for academia today is to educate professional and responsible citizens, able to understand and respond to the needs of various social groups. This can only be achieved by making sure that our curricula combine knowledge, competency, and skills that are in demand now and will be in the future. A means to this end is to define, understand, establish and maintain relations with individuals and entities from the social and economic domain outside the academy. We believe that "relations" is the key word in the context of a modern university.*

*The Faculty of Economics values relations as a key factor for academic excellence and cultural diversity. With almost 2,700 students, including international students from over 30 countries enrolled in two modern programs in Business Analytics and Data Science delivered in English, we foster a collaborative and inclusive environment where everyone can learn from each other and share their perspectives. We also encourage our students to engage with external partners and stakeholders, industry experts, policy makers, and alumni, to broaden their horizons and enhance their employability. By building strong relations, we aim to prepare our students for the global challenges and opportunities of the 21st century.*

*Today, having gathered all that experience of the past years, we are able to respond to crisis situations more efficiently and effectively and secure the continuous operation of our University. It has become more than evident nowadays that only those organizations attain success that are in a position to establish partnership-driven cooperation strongly rooted in culture and materializing in everyday activities. We believe that the 2023 X-Culture Global Symposium in Lublin will give a chance to build such partnerships and will not only be a great intellectual and cultural adventure but will become the beginning of great new ideas and international projects. We cordially invite you all to Lublin!*

*prof. dr hab. Radosław Dobrowolski – Rector*

*dr hab. Mariusz Kicia – Dean of the Faculty of Economics*



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## ORGANIZING COMMITTEE

### DR. VASYL TARAS, X-CULTURE FOUNDER



**Dr. Vas Taras** is a Professor of International Business at the University of North Carolina at Greensboro. He is the Vice President-Administration of the Academy of International Business and the founder of the X-Culture Project. He received his Ph.D. International HR and International Business from the University of Calgary, Canada. His research and work revolve around cross-cultural and global virtual teams and experiential approaches to international business education and development. He is an Associate Editor of the Journal of International Management, the International Journal of Cross-Cultural Management, European Journal of International Management, and Cross-Cultural Strategic Management, and an Editorial Board Member of Journal of International Business Studies, Academy of Management Review, and Journal of World Business. Vas has lived, worked, and studied in half a dozen countries and has experience as an academic, manager, entrepreneur, and business consultant.

### DR. LEILANI BAUMANIS – CONFERENCE CHAIR



**Dr. Leilani Baumanis** serves as the Program Coordinator and Professor of the International Business Program at Lynn University's College of Business and Management in Boca Raton, Florida. She holds a Doctorate in International Business Administration from Nova Southeastern University and has over 25 years of teaching experience, emphasizing active learning, cultural intelligence, and study abroad opportunities.

Since 2013, Dr. Baumanis has played a vital role in X-Culture, an organization comprising more than 400 universities worldwide. X-Culture focuses on teaching university students to collaborate effectively through global virtual teams. In 2017, she joined the Executive Team and contributed to the development of the X-Culture Global Business Symposium. This week-long international conference brings together 200 of X-Culture's finest students and faculty. Additionally, Dr.

Baumanis leads the X-Culture Academy, a global virtual team program that concentrates on college-bound students aspiring to enhance their international business skills through collaboration with like-minded students from across the globe. In recognition of her expertise, Dr. Baumanis was appointed the Academy of International Business, Southeast (AIB-SE) X-Culture liaison in 2022. In this role, she oversees X-Culture's US-based Global Business Symposium, fostering connections and knowledge exchange among participants.

### DR. HAB. PAWEŁ PASIERBIAK – UMCS HOST LEAD FACULTY



**Dr. hab. Paweł Pasierbiak** is an Associate Professor of International Economics at Maria Curie-Skłodowska University in Lublin. He received his PhD in Economics from MCSU. He also holds a degree of doctor habilitated. He is the head of the Department of World Economy and European Integration and also serves as Deputy Director of the Institute of Economics and Finance at the Faculty of Economics.

In his scientific work, he concentrates on issues connected to international trade, foreign direct investments, and economic development. In particular, he is interested in regional economic integration, mainly in Asia and Europe, where he often runs research as a member of international teams. He is an experienced academic teacher with extensive international background, as he was a visiting lecturer in numerous universities in Germany, Japan, Spain, South Korea, and the United States, among others. He teaches courses on international economics, international business, MNCs, and foreign trade transactions, among others.



## DR. MONIKA WOJTAS

**Dr. Monika Wojtas** is the assistant professor at the World Economy and European Integration Chair, Faculty of Economics, Maria Curie-Skłodowska University in Lublin, Poland. She has been a UMCS employee since 2004.



She graduated from the Faculty of Economics and obtained a PhD in economics in 2012. Her main research interests include global trade policy, regionalisation of trade policy, activities of the World Trade Organization, international trade flows, and global value chains.

Dr. Wojtas teaches courses in Polish and English on international economics, international trade and policy, international markets, and intercultural communication.

Dr. Wojtas also has experience in the field of supporting companies' internationalization and organizing trade missions and b2b talks. She enjoys immensely meeting new people from all over the world and learning about cultures.

## KAREN LYNDEN – CONFERENCE FACULTY DEVELOPMENT LEAD

**Karen Lynden** teaches at the University of North Carolina Wilmington, supporting the International Business and Management concentrations. Her teaching philosophy is centered on experiential and project-based learning. As an active member of the X-Culture project team, Karen directs the Coaching Program, in addition to supporting roles. She has been teaching with Global Virtual Team programs since 2014 and has had over 1,000 students complete these projects successfully in her courses across multiple higher education institutions.



She brings with her 20+ years of higher education and industry experience. Organizations have relied on her to develop global and domestic teams while managing a broad portfolio of client accounts. A primary focus of her industry experience includes creating and facilitating organizational

development training programs. Karen's research interests include: global virtual teams, cross-cultural team and management topics, and organizational training and development.

## TIMOTHY MUTH – X-CULTURE CLIENT MANAGEMENT

**Tim Muth** has taught various Business courses at the Florida Institute of Technology since 2007. He has been involved with X-Culture since 2012. Tim spent over 25 years in various executive management positions working for a Fortune 500 technology company. He has worked in or traveled to over 50 foreign countries. Tim holds degrees from Florida State University and Wake Forest University.



Tim has won several teaching awards. In 2019, he was named one of six faculty members to receive the prestigious Master Teacher award. A scholarship named the "60<sup>th</sup> Anniversary Professors" was established to honor the Master Teachers. In 2020 and 2021, he won the Student Government Association "Professor of the Year – College of Business" award.

Tim is actively involved with several non-profit groups. He leads a non-profit organization (Hearts Out to Haiti) that provides support for educational programs in two remote mountain villages.



## **MADDALENA DULIO – X-CULTURE LEAD AMBASSADOR – ITALY** (*Languages: Italian, English, German*)

**Maddalena Dulio** is a Senior Project Manager at the German-Italian Chamber of Commerce in Milan, Italy. She graduated with an MSc in Foreign Languages and International Management at the Università Cattolica del Sacro Cuore in Milan. She has collected several international experiences in cross-cultural counseling services, market and business development and event management. She can fluently speak English, German and Italian.



She has been part of the X-Culture family since 2014, being a former X-Culture student, X-Culture Coach and Head Coach, and X-Culture Student Ambassador. She is one of the X-Culture Professionals Program Administrators. She is the Conference Assistant and the Lead Ambassador of the X-Culture Business Week in Lublin, Poland.

## **RAFAEL AKIRA TAMASHIRO – X-CULTURE LEAD AMBASSADOR – BRAZIL** (*Languages: Spanish, Portuguese, English*)



**Rafael Akira Tamashiro** holds a degree in Business Administration at State University of Campinas, Brazil. Rafael participated as a former X-Culture student, Coach, Senior Coach, and since 2020 he has supervised operations as the current X-Culture Academy Coordinator overseeing crucial day to day operations and encouraging the future youth to pursue educational prowess within X-Culture.

Rafael also has 2+ years of experience in Procurement at Multinationals companies. Rafael will be participating as the current Conference Assistant and the Lead Ambassador of the X-Culture Business Week in Lublin, Poland.

## **ZEKIEL HONG - CONFERENCE FACULTY ASSISTANT – SINGAPORE** (*Languages: Chinese, English*)



**Zekiel Hong** is a Supply Demand Planner with three years of experience at Apple. With a dual Bachelor's in Business and Social Science, he is passionate about using technology to transform business and society. Zekiel currently supports the X-Culture Coaching program managing the XCRM ticketing system. His interests include emceeing, gaming, travel, music and a recent adrenaline filled foray into bouldering.

## STUDENTS AMBASSADORS

### DHRUV PRATAP SINGH – INDIA (*Languages: Hindi, English*)



**Dhruv Pratap Singh** is a Ph.D. candidate at the NEOMA Business School, France, where he specializes in the future of workplace collaboration. He has extensive experience working with global virtual teams and coordinates the X-Culture Coaching Program.

Dhruv is also an active member of the X-Culture Research Interest Group and is involved in several research projects related to leadership, gender studies, global mindset, and management education. He has been involved with X-Culture since 2019 and considers the X-Culture community his virtual family. He is one of the ambassadors of the X-Culture Business Week in Lublin, Poland.

### SZONJA JENEI – HUNGARY (*Languages: Hungarian, English*)



**Szonja Jenei** is a certified economist who lives in Hungary, and she is a PhD student in Slovakia at Janos Selye University, majoring in Economics and Business Management. Her research area is related to Human Resource Management. She works as a teacher in adult education and also as one of the leaders of their family business in the construction industry. Previously, she tried herself in several fields. Among other things, she worked in healthcare, in the cultural area at a non-profit organization, and in the competitive sector for almost ten years. Her area of interest includes creative, entrepreneurial, and human fields. She aims to compete in education and academic life. Szonja participated first in X-Culture as a GVT student in 2022, and as a team leader, she was awarded the title '2022-1 X-Culture Best Team' with her team. In the 2022-2 track, one of the teams she coached was selected as a Best Team. Szonja has a 17-year-old daughter, who is the apple of her eyes.

### CARLOS CARDONA - USA (*Languages: English, Spanish, French*)



**Carlos Cardona** is an ambitious Credit Analyst at Citi with a passion for leveraging financial expertise to drive positive outcomes. With a robust background in underwriting, loan servicing, and customer relations, in the past has consistently delivered exceptional results while working in a collaborative team environment within the financial services industry and a business analyst developing business proposals for several businesses and clients alike. In addition, played a crucial part building the fundamentals of X-Culture Coaching as a coordinator and host of the weekly coaching meetings through 2019 - 2021. Carlos is excited to share their insights and contribute to the X-Culture Symposium in Lubin, an esteemed platform that brings together professionals from

diverse backgrounds. With their wealth of experience and dedication to excellence, Carlos is poised to make a significant impact and actively engage in collaborative discussions during the symposium. Prepare to be inspired as Carlos brings their expertise, passion, and commitment to the X-Culture Symposium, shaping the future of the financial industry through innovation, collaboration, and a global perspective.

### RAFAŁ NOWAKOWSKI – POLAND (*Languages: Polish, English*)



**Rafał Nowakowski** is a Technical Physics student at the Warsaw University of Technology, Poland. He is a former X-Culture student and coach – with X-Culture since 2021.

Rafał is a cultural expert with a vast knowledge and experience of Polish culture as one of current intermediaries within the program. His keen insights and personal experience will be an invaluable asset to the Symposium.





## DENISE STANCZYK – BRAZIL (Languages: Portuguese, English, Spanish, French, Polish)



**Denise Stanczyk** is Bachelor in Business Administration by Federal University of Paraná, Brazil (UFPR), currently graduating in Business and People Management and Leadership by ESIC - Business & Marketing School. She was part of the X-Culture project in 2017 and joined the X-Culture Coaching Program in the same year. After that and some diverse work experiences, she joined Randstad Brazil where she's been Latin America's Operations Leader supporting on recruiting processes for two years, working on a multicultural environment and using leadership skills that were developed with her X-Culture experiences.

## ANNE ECKARDT – GERMANY (Languages: German, English, Spanish)



**Anne Eckardt** is a business consultant in Munich, Germany. She graduated with an MSc in Business Administration and Psychology from the University of Mannheim. Over the course of her career, she has worked with clients across industries in multi-national team settings and gained experience in business strategy, business development, and cross-cultural business management.

She has been part of the X-Culture family since 2018, being a former X-Culture student, participant at the Calgary symposium, Coach, Head Coach, and part of the Coaching program leadership team (Administrative Assistantship program).

## BEATRIX-EVELIN MURVAI – ROMANIA (Languages: Hungarian, Romanian, English)



**Beatrix-Evelin Murvai** is currently a B.Sc. Economics and Business Economics student at School of Business and Economics of Maastricht University with a specialization in Emerging Markets.

She joined the X-Culture program as a high school student in the spring of 2019, formerly being a Coach, Senior Coach, Coaching Manager, and in the present, she is part of the X-Culture Academy Admin Team.

At the same time, she contributes as a Client Expert to the Administrative Assistantship program of X-Culture.

## HENRIK MERTENS – GERMANY (Languages: German, English)



**Henrik Mertens** is a PhD student in International Management at the University of Poznan in Poland. He holds a Master's degree in International Management and one in Business & Law. He was born in Germany and speaks German, English fluently and basics in Polish. He has gained several international experiences in various consulting projects that dealt with market and business development, and entry strategies.

He has been part of the X-Culture family since 2015, as a former X-Culture student, X-Culture coach and head coach, and X-Culture student ambassador. He is the Ambassador of the X-Culture Business Week in Lublin, Poland. He feels very honored to be part of this project.



**LOUISE VAN DER HORST – NETHERLANDS (Languages: Dutch, English)**



**Louise van der Horst** is a second year Law in Society at the Vrije Universiteit of Amsterdam in the Netherlands.

She first joined X-Culture Academy as a high school student and has since then served as a coach, senior coach and currently as a coaching manager and enjoys helping students and coaches develop their knowledge and skills during the program.

**SRISHTI KONDUPARTHI – USA (Languages: English, Telugu, Hindi)**



**Srishti Konduparthi** is from Melbourne, Florida in the United States. She completed the project as part of her dual enrollment International Business course at the Florida Institute of Technology in 2021.

After graduating high school, she decided to take a gap year and joined the Coaching Program and has been a part of X-Culture ever since.

Currently, she is the X-Culture Coaching Program's Webinar Coordinator and an admin member.

**MIKE AMABLE – GHANA (Languages: English)**



**Mike Amable** is a graduate student at Kwame Nkrumah University of Science and Technology in Ghana and is eager to combine his passion for business and data analysis to make a significant impact in the field. He actively sought opportunities to broaden his horizons and gain practical experience, participating in X-Culture in early 2020. This experience honed his teamwork and communication skills and exposed him to the complexities of conducting business in a globalized world. In 2020, he participated in the X-Culture Global Virtual Symposium, further enriching his understanding of international business practices and fostering connections with industry professionals.

Mike is currently engaged in the Coaching Program, utilizing his technical knowledge to guide X-Culture students and coaches. As the XCRM System Manager, he ensures that students and coaches have access to the most up-to-date information and tools for their projects. With his dedication, analytical acumen, and passion for fostering cross-cultural collaboration, Mike Amable is poised to become a valuable asset in the business and data analytics realm. As he nears completion of his graduate studies, he looks forward to applying his skills and knowledge to make a positive impact in the global business community.



## CONFERENCE ITINERARY

### WEDNESDAY – JULY 12

*Dress-code: Business Casual*

**Location:** 1. Check in to your assigned hotels  
2. Then go to Chatka Żaka, ul. Radziszewskiego 16 at the UMCS campus for registration

<b>12:00 – 05:30 PM</b>	X-Culture GBW Registration Desk
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<b>06:00 – 09:00 PM</b>	Welcome Reception: X-Culture and Maria Curie-Skłodowska University invite you to celebrate the traditions of Poland!
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### THURSDAY – JULY 13

*Dress-code: Business Casual*

**Location:** UMCS University Campus

**Breakfast at hotel**

<b>09:30 - 11:30 AM</b>	Welcome Plenary – Orientation
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<b>12:00 - 01:30 PM</b>	Lunch time
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<b>02:00 - 03:15 PM</b>	Meet the Challenge Companies Executives
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<b>03:30 - 05:30 PM</b>	Scavenger Hunt, Meetings with Teammates and Coaches
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<b>03:30 - 05:30 PM FACULTY ONLY!</b>	Faculty Development: Xackathon Part 1
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<b>06:00 - 8:00 PM</b>	<b>Jazz Festival</b> Location: Cultural Centre, free admission but limited space For more info, visit the website <a href="http://lublinjazz.pl/en/kalendarium/14-lublin-jazz-festival-superminimalism-pl/">http://lublinjazz.pl/en/kalendarium/14-lublin-jazz-festival-superminimalism-pl/</a>
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**Team Time, Free Time & Dinner on your own**

### FRIDAY – JULY 14

*Dress-code: Business Casual*

**Location:** UMCS University Campus

**Breakfast at hotel**

<b>08:00 - 11:30 AM</b>	Concurrent company site visits
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<b>12:00 - 01:30 PM</b>	Lunch time
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<b>02:00 - 02:50 PM</b>	<b>Prof. Christopher Garbowski</b> - UMCS <b>Lecture:</b> <i>“The Union of Lublin and its Place in Polish and European History”</i>
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<b>03:00 - 03:50 PM</b>	<b>Marcin Garbowski</b> - Business Ecosystems Manager, Lublin City Hall <b>Lecture:</b> <i>“Lublin - the City of Inspiration”</i>
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<b>04:00 - 04:50 PM</b>	<b>Dr. Mariusz Sagan</b> (moderator) - Head of Strategy and Entrepreneurship Department, Lublin City Hall <b>Panel:</b> <i>“Doing business in turbulent times - discussion panel with Lublin company representatives”</i>
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**Team Time, Free Time & Dinner on your own**

<b>06:00 - 9:00 PM FACULTY ONLY!</b>	Faculty Networking Event
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<b>07:00: 09:00 PM</b>	<b>International Dance Theatres Festival in Lublin – Asian Dance Show</b> Location: Saxon Garden, free admission For more info, visit the website <a href="https://mstt.pl/en/international-dance-theatres-festival-in-lublin-summer-outdoor/">https://mstt.pl/en/international-dance-theatres-festival-in-lublin-summer-outdoor/</a>
<b>09:30 - 10:00 PM</b>	<b>Lublin is YOUth – Multimedia Fountain Show (in English)</b> Location: Litewski Square
<b>10:00 - 10:30 PM</b>	<b>Lublin is YOUth – Multimedia Fountain Show (in Polish)</b> Location: Litewski Square

### SATURDAY – JULY 15

**Dress-code: Casual (BUT no shorts nor tank tops: we are visiting places where you need to be respectful!)**

**Location: Excursions**

#### Breakfast at hotel

<b>09:00 AM – 12:30 PM</b>	Lublin City Guided Tour/ Visit to The State Museum at Majdanek/Open Air Village Museum
<b>12:45 - 02:15 PM</b>	Lunch time <u>on your own</u> at Old Town
<b>02:30 - 06:30 PM</b>	Lublin City Guided Tour/ Visit to The State Museum at Majdanek/Open Air Village Museum
<b>07:00 - 10:00 PM</b>	Barbecue at Botanical Gardens

### SUNDAY – JULY 16

**Dress-code: Casual - Please wear your university T-shirt with jeans or sweatpants/shorts**

**Location: UMCS University Campus**

#### Breakfast at hotel

#### Early morning personal time

\*\* (see tips for trips section)

<b>12:00 - 01:30 PM</b>	Lunch time
<b>02:00 - 06:00 PM</b>	International Intramural Collegial Fellowship: Experience culture, arts, sports, science, and team-building activities (see page 16)! 02:00 - 03:00 PM → Polish Dance Rehearsal 03:00 - 05:00 PM → basketball, volleyball, yoga, soccer, bocce, etc. 05:00 - 06:00 PM → fitness
<b>02:00 PM – open FACULTY ONLY!</b>	Faculty Development: Master Faculty Training <i>Working dinner will be delivered.</i>
<b>Team Time, Free Time &amp; Dinner on your own</b>	

### MONDAY – JULY 17

**Dress-code: Professional**

**Location: UMCS University Campus**

#### Breakfast at hotel

<b>09:00 AM – 12:00 PM</b>	Team Presentations – Phase one (Faculty Judges)
<b>12:15 - 01:45 PM</b>	Lunch time



<b>02:00 - 02:50 PM</b> <b>concurrent sessions</b> <i>(see page 22)</i>	<ol style="list-style-type: none"> <li><b>Dr. Jennifer Leigh, USA</b> <i>Managing Difficult Conversations</i></li> <li><b>Dr. Konrad Czernichowski, Poland</b> <i>Access to clean water as one of the UN Sustainable Development Goals: Case Study of Cameroon</i></li> <li><b>Dr. hab. Mariusz Kicia, Poland</b> <i>Biases in Financial Decisions</i></li> <li><b>Mary Lou Cunanan &amp; Timothy Paul Cantonjos, Philippines</b> <i>The Rise of Asia: Why You Should Be Conducting Business in Asian Market</i></li> </ol>
<b>03:00 - 03:50 PM</b> <b>concurrent sessions</b> <i>(see page 23)</i>	<ol style="list-style-type: none"> <li><b>Dr. Simona Gentile-Lüdecke, Germany</b> <i>Adjourning activities: Wrapping up GVT-based projects</i></li> <li><b>Dr. Bruce A. Kibler, USA</b> <i>Environmental Impacts on business outlook</i></li> <li><b>Dr. Monika Wojtas, Poland</b> <i>Cultural differences in doing business: The case of Poland</i></li> <li><b>Laura D'Antonio, USA</b> <i>Why India, Why Now?</i></li> <li><b>Dr. Robert Warmenhoven, The Netherlands</b> <i>Randomia Paperplane Factory</i></li> </ol>
<b>04:00 - 04:50 PM</b> <b>concurrent sessions</b> <i>(see page 24)</i>	<ol style="list-style-type: none"> <li><b>Dr. Jennifer Leigh, USA</b> <i>Academic Poster Presentations on X-Culture Experiences</i></li> <li><b>Dr. Jakub Czerniak, Poland</b> <i>Beyond GDP – welfare and happiness</i></li> <li><b>Dr. Vas Taras &amp; Prof. Karen Lynden, USA (with the active attendance of international X-Culture Ambassadors)</b> <i>X-Culture Coaching Program 101 and Coaching Team Panel Discussion</i></li> <li><b>Dr. Anna Jańska, Poland</b> <i>Soft Skills Workshop</i></li> </ol>
<b>Team Time, Free Time &amp; Dinner on your own</b>	

<b>TUESDAY – JULY 18</b>	
<i>Dress-code: Professional (daytime) &amp; Formal (evening)</i>	
<b>Location: UMCS University Campus (daytime); Hotel Victoria (Gala Evening &amp; Award Ceremony)</b>	
<b>Breakfast at hotel</b>	
<b>09:00 AM – 12:00 PM</b>	Team Presentations – Phase two (Company Directors)
<b>09:00 AM – 12:00 PM</b> <b>FACULTY ONLY!</b>	Faculty Development: Xackathon Part 2
<b>12:15 - 01:45 PM</b>	Lunch time
<b>02:00 - 04:00 PM</b>	BNY Mellon Design Thinking Workshop
<b>GET READY TO PARTY!!!</b>	
<b>06:00 - 11:00 PM</b>	<b>Gala Evening &amp; Award Ceremony!</b>



**WEDNESDAY – JULY 19**

*Dress-code: Casual*

**Breakfast at hotel**

Departures: All participants must check-out **by noon.**



### DESIGN THINKING WORKSHOP - JULY 18

2:00 PM – 2:30 PM BNY Mellon Overview

2:30 PM – 2:45 PM Campus Programs

2:45 PM – 3:00 PM Q&A

3:00 PM – 4:00 PM The Design Thinking Workshop:

- Design in Context
- Framing the Problem
- Observing Reality
- Sparking Imagination
- Testing Ideas
- Continuous Iteration
- Kahoot Quiz

### WORKSHOP OVERVIEW

In this Workshop, we'll take one well-known problem-solving process—Design Thinking—and break it down into component parts that can help us solve problems that are far outside the traditional confines of design. We'll dig into the tools, mindsets, and behaviors that come out of design thinking and apply them to other kinds of problems.

In fact, you'll apply them to your problems. By the end of this workshop, you'll identify a real problem that you're working on in your real work and, over the course of the Workshop, learn how to apply design-thinking methodology to that problem. Through this practical, hands-on approach, you'll develop a core set of abilities that could change how you address complex problems from now on.



# Master Faculty Certification 2023 - Lublin, Poland

## (FACULTY ONLY!)

The [X-Culture project](#) provides a unique experiential learning opportunity for students to participate in a Global Virtual Team (GVT) project, preparing them for careers in a globalized work environment.

**Who Should Attend:** Faculty who will be, or who have experience, incorporating the X-Culture project in their course curriculum.

**Workshop Duration:** Three (3) hours. See the symposium schedule for dates and times. *This schedule will allow faculty to also participate in conference presentations and events, typically scheduled during student team time or student preparation time.*

Upon completion, participants will be awarded an X-Culture Master Faculty Certificate.

### Training Overview, What to Expect

With a strong emphasis on best practices for GVT collaboration, faculty participants will; explore resources that help monitor and evaluate student performance and discover strategies for effective facilitation of the X-Culture project as part of their course curriculum.

This workshop is highly interactive. Faculty will work independently and collaboratively to investigate the opportunities and challenges of teaching with X-Culture.

### At the end of this training workshop, participants will be able to:

- Facilitate classroom discussions related to the challenges and benefits of working in GVTs to encourage students in developing positive, productive team environments.
- Deploy impactful coaching strategies to improve the student experience.
- Foster student engagement through course activities and feedback techniques.
- Utilize tools and resources that support the instructor and student.
- Identify tools and strategies to monitor student performance.
- Interpret performance-related reports and data.
- Formulate strategies to connect course learning outcomes to X-Culture project components.
- Implement best practices in evaluating overall student performance in the GVT collaborative environment.

### This credential offers:

- X-Culture-recognized status for use in your professional endeavors
- Documentation of professional development activities (3 continuing education hours)
- The opportunity to collaborate within the X-Culture community of SoTL focused professors

**Facilitator:** Karen Lynden, UNC Wilmington, [lyndenk@uncw.edu](mailto:lyndenk@uncw.edu)



# INTERNATIONAL INTRAMURAL COLLEGIAL FELLOWSHIP

JULY 16 – 02:00-06:00 PM



**GET READY TO HAVE A LOT OF FUN WITH YOUR NEW INTERNATIONAL FRIENDS PRACTICING SPORTS TOGETHER!**



In case you are unable to practice sport, do not worry! Other fun activities will be organized by the Ambassadors team!



**Remember to wear your university T-shirt and comfortable shoes!** You can also trade your university T-shirt with your new international friends!



**In case it rains**, we will meet in the UMCS gym. Therefore, **remember to bring clean sneakers** to be allowed to access it without any issue!



# Faculty of Economics



**UMCS**  
WYDZIAŁ EKONOMICZNY

**2700**

Students

**270+**

International students

**6**

BA&MA study programs in Polish  
Business Analytics • Economics • Finance and Accounting •  
International Economic Relations • Logistics • Management

**2**

Study programs in English  
Business Analytics (BA) • Data Science (MA)

**110+**

Lecturers and researchers

**13**

Departments

**50**

External professionals

**20**

International lecturers



[www.datascience.umcs.pl](http://www.datascience.umcs.pl)

[www.umcs.pl](http://www.umcs.pl)



## CHALLENGE COMPANIES



### ABOUT THE COMPANY

**ACCREA** is an engineering and design office established in May 2007, and founded by Bartłomiej Stanczyk. It is formed by a team of robotics and control specialists experienced in international projects. Its design studio combines the advantages of a research center and a factory. They offer among other custom designs and feasibility studies of mechatronic systems, manufacturing and prototyping, research and development services.

[Go to the challenge](#)

Website: <https://accrea.com/>

### COMPANY REPRESENTATIVES

#### LUKASZ JAWORSKI



M.Sc. (2017) in Biomedical Engineering from TU Poznań University of Technology, Poland. Mechanical Designer and Project Manager at ACCREA Medical Robotics. Responsible for the development of robot-human interaction components. Oversees the overall development of ACCREA's medical robotic devices.

#### BORYS BONDOS



B.Sc. (2021) in Computer Science from Warsaw University of Technology, Poland, and medical student at Medical University in Lublin, Poland. Clinical Application Specialist at ACCREA Medical Robotics. Oversees changes in the medical market related to Minimally Invasive Surgery devices.



## ABOUT THE COMPANY

**Laboratoria Natury** is a contract manufacturing (private label) company founded in 2001. They develop diet supplement formulas, food supplements, functional foods, and foods for special medical needs. They cover the entire process – from R&D to the final product.

[Go to the challenge](#)

Website: <https://www.privatemanufacturing.eu/>

## COMPANY REPRESENTATIVES

### SYLWIA TANDEJKO, PRESIDENT OF THE BOARD/CEO



For the past 11 years **Sylwia Tandejko** has been managing the company as a CEO. She has magnificent abilities to deliver new solutions to many challenges. Under her wings, Laboratoria Natury developed – she led the implementation of the change in the company, which turned from a company that produces liquid products in one production line to a company that manages 3 production lines and a complex set of suppliers and customers that operates all over the world.

She held direct responsibility for the construction of 7000 m<sup>2</sup> production facilities. Sylwia earned a Master of Science at the Opole University of Technology and an MBA at the Warsaw University of Technology, Business School.

### MACIEJ MAJSZYK, SALES DIRECTOR



Working with Laboratoria Natury since 2020 in the position of Sales & Business Development Director. **Maciej Majszyk** brings over 20 years of practical experience in international B2B sales within the Pharma/OTC & Food Supplement industry. During that time he has worked with a cross section of different size companies within Europe, Middle East and Asia selling production materials but also services of contract manufacturing and product development. Maciej holds a BSc. in Management Science from Loughborough University in the UK.



## ABOUT THE COMPANY

**Mastermedia** is a leading exporter of Polish food products, with around 9000 products on offer. The company was founded in 2006 and has since sold its products in 7 European countries. They mainly cater to retail stores but also created a franchise chain, Food Plus, with 200 stores in Europe, mainly in the UK and Germany. The company aims to offer products from Poland and Central and Eastern Europe to every corner of the world.

[Go to the challenge](#)

Website: <https://mastermediauk.com/en/home-en/>

## COMPANY REPRESENTATIVES

### MARTA HALE - HR DIRECTOR



**Marta Hale** is a Master's and MBA degree graduate with over 15 years' of experience in HR management. Passionate about learning and people development. A recruitment specialist for Senior management and Sales management, conversant in personality profiling techniques with an ability to "ask the right questions!". The organizer of the training center, among others 'Akademia Stock Polska' for the development of employee competencies. Passionate about development, over the past years, she has successfully dealt with broadly understood HR in the Commercial and export industry like Mastermedia. Previously working for a global brand in the B2B packaging industry, where she had the opportunity to increase efficiency at the level of organization, process and job positions. She has undertaken and implemented numerous initiatives in the field of talent management, performance management

and change management. Has experience in the process of company acquisition and transformation. Co-author of the employer branding activity at Corrugated Packaging entitled "Mondi-Career without a box". She also worked in the FMCG industry where she built the Human Resources department from scratch and successfully implemented new procedures and processes. Specializes in employee development and team building.

### RAFAŁ SZAROWSKI – COMMERCIAL DIRECTOR



He has been working in the FMCG industry for more than 14 years. The beginnings date back to 2009 when he started as an Assistant Category Manager at one of the largest distributors in Poland – Eurocash. Over the next 6 years, he climbed the career ladder, reaching the position of Category Manager at the company's headquarters in Warsaw. In 2015 he decided to continue his professional development within the structures of Mastermedia company – the largest Polish food exporter. He started his work as Purchasing Director, during which he built up the purchasing team. Then, along with the growth of the company, he took responsibility for other departments in the company: Sales Department (2017), Marketing Department (2021) and Retail Department (2022). Currently, he holds the position of Commercial Director responsible for the above-mentioned divisions. His main tasks include preparing the development strategy for the coming years, overseeing the

implementation of the company's sales and performance budgets. He is also responsible for the development of the purchasing, sales and marketing areas.





# MEDISEPT

## ABOUT THE COMPANY

**MEDISEPT** is a Polish manufacturer of comprehensive solutions in the field of hygiene and disinfection in the medical standard. They are operating since 1994 initially mostly offering products for the professional sector (healthcare, industry and cleaning companies). In 2017 they introduced a range of consumer products for cleaning and disinfection.

[Go to the challenge](#)

Website: [Home - Medisept](#)

## COMPANY REPRESENTATIVES

### WALDEMAR FERSCHKE



Vice President of the Board, epidemiologist, medical doctor, responsible for the innovative projects of the research and development department, exports and hospital departments at the company.

### PATRYCJA BREWCZAK



Head of the Research and Development Center, Chemist, responsible for introducing new products to the market including export markets.

## FACULTY AND EXPERT CONCURRENT SESSIONS

MONDAY, JULY 17, 2023 - SESSION A: 02:00-02:50 PM

**DR. JENNIFER LEIGH,  
NAZARETH UNIVERSITY, UNITED STATES**

**MANAGING DIFFICULT CONVERSATIONS  
ROOM LOCATION: B1**

**ONE OF THE MANY OPPORTUNITIES IN X-CULTURE IS TO ENHANCE COMMUNICATION SKILLS AND WORK THROUGH "DIFFICULT CONVERSATIONS." THIS WORKSHOP WILL PROVIDE PARTICIPANTS WITH MODELS THAT EXPLAIN POTENTIAL COMMUNICATION CHALLENGES AND STRATEGIES TO IMPROVE DISCUSSIONS IN CHALLENGING SITUATIONS.**

22

**THE EARTH SUMMIT JOHANNESBURG IN 2002 RECOGNIZED THE LACK OF ACCESS TO CLEAN WATER AS A MAJOR GLOBAL PROBLEM. THE AIM OF THE LECTURE IS TO PRESENT THE PROBLEM THROUGH THE PRESENTATION OF STATISTICAL DATA, THE CONSEQUENCES OF WATER SHORTAGES FOR LOCAL COMMUNITIES, ETHICAL PROBLEMS RELATED TO WATER DISTRIBUTION, AND WAYS TO COMBAT THIS PRESSING PROBLEM. THE BACKGROUND FOR THE CONSIDERATIONS WILL BE CAREFULLY SELECTED OWN PHOTOS SHOWING VARIOUS USES OF WATER IN CAMEROON.**

**DR. KONRAD CZERNICHOWSKI,  
MARIA CURIE-SKLODOWSKA UNIVERSITY,  
POLAND**

**ACCESS TO CLEAN WATER AS ONE OF THE UN SUSTAINABLE DEVELOPMENT GOALS: CASE STUDY OF CAMEROON  
ROOM LOCATION: B2**

**DR. HAB. MARIUSZ KICIA,  
MARIA CURIE-SKLODOWSKA UNIVERSITY, POLAND**

**BIASES IN FINANCIAL DECISIONS  
ROOM LOCATION: B3**

**COGNITIVE BIASES ARE SYSTEMATIC DEVIATIONS FROM RATIONAL DECISION-MAKING DUE TO MENTAL SHORTCUTS AND HEURISTICS. THEY CAN AFFECT FINANCIAL DECISIONS AND LEAD TO SUBOPTIMAL OUTCOMES. ALTHOUGH IN SOME CASES HEURISTICS ARE A NATURAL WAY TO FIND A SOLUTION THAT IS NOT GUARANTEED TO BE OPTIMAL, BUT GOOD ENOUGH FOR A GIVEN SET OF GOALS, UNDERSTANDING WHAT CAN GO WRONG WHEN DECISIONS ARE MADE CAN IMPROVE THE QUALITY OF THE DECISION-MAKING PROCESS. DURING THE LECTURE, WE WILL DISCUSS KEY COGNITIVE BIASES AND HOW THEY CAN INFLUENCE FINANCIAL DECISIONS.**

**ASIA'S ECONOMIC GROWTH, SUBSTANTIAL POPULATION, RISING GDP, STRONG FDI INFLOWS, PRESENCE OF GLOBAL BUSINESSES, SKILLED WORKFORCE, INCREASING MEDIAN INCOME, AND GROWING MIDDLE CLASS MAKE IT AN ADVANTAGEOUS LOCATION FOR INTERNATIONAL BUSINESS. BY TAPPING INTO ASIA'S VAST MARKET POTENTIAL AND FAVORABLE BUSINESS ENVIRONMENT, COMPANIES CAN POSITION THEMSELVES FOR SUCCESS AND CAPITALIZE ON THE REGION'S ECONOMIC DYNAMISM.**

**MARY LOU CUNANAN,  
ATENEU UNIVERSITY, PHILIPPINES,  
AND  
TIMOTHY PAUL CANTONJOS,  
ATENEU UNIVERSITY, PHILIPPINES**

**THE RISE OF ASIA: WHY YOU SHOULD BE CONDUCTING BUSINESS IN ASIAN MARKET  
ROOM LOCATION: B4**

MONDAY, JULY 17, 2023 - SESSION A: 03:00-03:50 PM

DR. SIMONA GENTILE-LÜDECKE, HEILBRONN  
UNIVERSITY, GERMANY

ADJOURNING ACTIVITIES: WRAPPING UP  
GVT-BASED PROJECTS  
ROOM LOCATION: B1

DUE TO THEIR NATURE BEING TEMPORARY, THIS STAGE GAINS PARTICULAR IMPORTANCE IN GVT-BASED PROJECTS. IS THE ADJOURNING STAGE A HUGE RELIEF DUE TO THE DEADLINE PERIOD BEING SO STRESSFUL, OR IS IT ALSO A TIME TO LEARN LESSONS FOR THE FUTURE?

23

THE WORLD IS CHANGING DRAMATICALLY AND SWIFTLY. THE IMPACT OF HUMAN ACTIVITY ESPECIALLY PRODUCTION AND CONSUMPTION ARE CHANGING OUR ENVIRONMENT NEGATIVELY AND HOW APPROACH HUMAN EXISTENCE AND VALUES NEEDS TO CHANGE WITH IT. THE UN SDGS ARE AN EXCELLENT BASIS UPON WHICH TO PROCEED. THIS LECTURE WILL LOOK AT THE IMPACT AND APPROACHES PREVALENT IN ADDRESSING APPROACHING THESE TOPICS.

DR. BRUCE A. KIBLER, GANNON  
UNIVERSITY, UNITED STATES

ENVIRONMENTAL IMPACTS ON BUSINESS OUTLOOK  
ROOM LOCATION: B2

DR. MONIKA WOJTAS, MARIA CURIE-SKŁODOWSKA  
UNIVERSITY, POLAND

CULTURAL DIFFERENCES IN DOING  
BUSINESS: THE CASE OF POLAND  
ROOM LOCATION: B3

HOW DO NATIONAL CULTURES DIFFER FROM EACH OTHER? HOW CAN WE CLASSIFY THOSE DIFFERENCES? WHY IS IT ESSENTIAL TO LEARN ABOUT CULTURES TO BE SUCCESSFUL IN BUSINESS? THE DOS AND DON'TS OF DOING BUSINESS IN POLAND

THE LECTURE WILL DISCUSS CULTURAL DIMENSIONS BY G. HOFSTEDE, R. GESTELAND, AND F. TROMPENAARS AND EXPLAIN THEIR PRACTICAL APPLICATION IN INTERNATIONAL BUSINESS SITUATIONS.

WHY INDIA, WHY NOW IS ABOUT THE CHANGING ROLE OF INDIA IN THE GEOPOLITICAL ORDER, ITS NEW STATUS AS THE WORLD'S MOST POPULOUS COUNTRY, AND THE OPPORTUNITY IT HAS AS AN ALTERNATIVE TO CHINA IN THE GLOBAL SUPPLY CHAIN. THIS SESSION EXPLORES THE CHALLENGES INDIA FACES IF IT WANTS TO CAPITALIZE ON THIS OPPORTUNITY (IT'S BEEN HERE BEFORE AND HASN'T MANAGED TO) AND CHALLENGES FACED BY ANYONE WHO WANTS TO DO BUSINESS IN INDIA TODAY. THIS SESSION WILL ALSO PROVIDE A GOOD INTRODUCTION TO THE IMPORTANCE OF INSTITUTIONS NEEDED FOR BUSINESSES TO PROSPER AND THE TRADEOFFS OF BUSINESS VS. DEVELOPMENT

LAURA D'ANTONIO  
THE GEORGE WASHINGTON UNIVERSITY,  
UNITED STATES

WHY INDIA, WHY NOW?  
ROOM LOCATION: B4

DR. ROBERT WARMENHOVEN,  
HAN UNIVERSITY,  
NETHERLANDS

RANDOMIA PAPERPLANE FACTORY  
ROOM LOCATION: B5

RANDOMIA IS A CROSS-CULTURAL SIMULATION WHERE THE PARTICIPANTS ARE CHALLENGED TO COMPLETE A PARTICULAR TASK IN A CHALLENGING, UNKNOWN ENVIRONMENT IN A COUNTRY CALLED RANDOMIA. IT WILL LEAD TO AN 'AHA' EXPERIENCE AND NEW INSIGHTS INTO THEIR OWN CROSS-CULTURAL BEHAVIOR.



MONDAY, JULY 17, 2023 - SESSION A: 04:00-04:50 PM

**DR. JENNIFER LEIGH,  
NAZARETH UNIVERSITY, UNITED STATES**

**ACADEMIC POSTER PRESENTATIONS ON  
X-CULTURE EXPERIENCES  
ROOM LOCATION: B1**

**X-CULTURE IS AN IMMERSIVE EXPERIENCE AND SOMETIMES MYSTERIOUS TO THOSE OUTSIDE OF THE PROGRAM. THIS SESSION WILL SHARE EXAMPLES OF ACADEMIC POSTER PRESENTATIONS ON X-CULTURE FOR AN UNDERGRADUATE RESEARCH CONFERENCE, TEMPLATES TO CREATE YOUR OWN POSTER, AND TIME TO BRAINSTORM POSSIBLE VENUES TO SHARE YOUR OWN POSTER.**

24

**THE SCOPE OF THE LECTURE IS TO SHORTLY PRESENT LIMITATIONS TO GROSS DOMESTIC PRODUCT. KNOWING THAT SOME OTHER (MAYBE BETTER) MEASURES OF QUALITY OF LIVING WILL BE SHOWN. THEN WE WILL DISCUSS THE RELATIONSHIP BETWEEN MONEY AND HAPPINESS. IN THE LAST FEW MINUTES, WE WILL TALK ABOUT OTHER (NON-ECONOMIC) FACTORS OF HAPPINESS.**

**DR. JAKUB CZERNIAK, MARIA CURIE-  
SKLODOWSKA UNIVERSITY, POLAND**

**BEYOND GDP – WELFARE AND HAPPINESS  
ROOM LOCATION: B2**

**DR. VAS TARAS, UNC GREENSBORO (UNITED STATES),  
PROF. KAREN LYNDEN, UNC WILMINGTON (UNITED STATES),  
DHURV PRATAP SINGH (INDIA), RAFAEL TAMASHIRO (BRAZIL),  
SRISHTI KONDUPARTHI (UNITED STATES), SZONJA JENEI (SLOVAKIA), ZEKIEL HONG (SINGAPORE)  
AND MIKE AMABLE (GHANA).**

**X-CULTURE COACHING PROGRAM 101 AND  
COACHING TEAM PANEL DISCUSSION  
ROOM LOCATION: B3**

**WE BEGIN WITH A BRIEF OVERVIEW OF THE X-CULTURE GVT CERTIFIED COACH PROGRAM AND THEN DEDICATE THE MAJORITY OF THE SESSION TIME TO A LIVELY COMMUNITY DISCUSSION WITH PAST AND PRESENT COACHING PROGRAM LEADERS AND PARTICIPANTS. ALL WELCOME!**

**THE OBJECTIVE OF THE WORKSHOP IS TO IMPROVE THE SKILLS OF THE LEARNERS TO PREPARE THEM TO DEAL WITH THE EXTERNAL WORLD IN A COLLABORATIVE MANNER, SOLVE PROBLEMS, COMMUNICATE EFFECTIVELY, TAKE INITIATIVE, AND DEMONSTRATE A POSITIVE WORK ETHIC SO AS TO HOLD A GOOD IMPRESSION AND CREATE A POSITIVE IMPACT. THIS PROGRAM IS MAINLY AIMED AT VALUE ADD TO ANY BUSINESS QUALIFICATION, WHICH HELPS THE STUDENTS TO ACQUIRE COMPETENCE IN ANY AREA RELATED TO MANAGEMENT IN OTHER FINANCIAL INDUSTRIES.**

**DR. ANNA JAŃSKA, MARIA CURIE-  
SKLODOWSKA UNIVERSITY,  
POLAND**

**SOFT SKILLS WORKSHOP  
ROOM LOCATION: 711**

**Rooms B1-B4 have a projector, computer and internet. Room 711 (15 seats maximum) - just a projector. Presenters usually plug in their laptops in 711.**





## DR. ANNA JAŃSKA

**Dr. Anna Jańska** teaches at Maria Curie-Skłodowska University in the Department of Insurance and Investments. She conducts classes on teaching property insurance, financial markets, and soft skills workshops. Anna brings with her 10+ years of insurance market experience. Her scientific interests focus on property insurance, the valuation of financial companies, and the perception of the quality of financial services. As a laureate of the Transformation.doc program of the Ministry of Science and Higher Education, she completed a soft skills training internship at Ivey Business School, Western University (Canada). As Rector's Proxy for Recruitment for Studies, she coordinates the process of accepting candidates at Maria Curie-Skłodowska University.



## ROBERT WARMENHOVEN

**Robert Warmenhoven** is currently employed as a DBA candidate at Glasgow Caledonian University. And as a lecturer in International Business at HAN University of Applied Science, Arnhem, The Netherlands, where he teaches international students. Furthermore, he is a visiting professor at several business universities. His primary teaching interests include International Business, Marketing, Consumer Behaviour and Intercultural Management. His major research interests are Cross-cultural Management, International Business, Global Virtual Teams and Export Management. Since 2015 he and his students have participated in X-culture. Currently, around 200 HAN students participate each year in X-culture. In his private life, he is the enthusiastic coach of a girl's soccer-team that won the National Championship in June 2023.



## DR. SIMONA GENTILE-LÜDECKE

**Dr. Simona Gentile-Lüdecke** is Associate Professor of International Management at Heilbronn University of Applied Sciences (HHN), Germany. Before joining HHN she was Assistant Professor of International Management and Governance at the University of Bremen, Germany. She earned her PhD in International Business and Management at Alliance Manchester Business School (UK). Her research interests focus on the host country impact of multinational enterprises with a particular focus on knowledge transfer and upgrading of local companies; international knowledge acquisition and open innovation; internationalization of emerging market multinationals. She is an Italian citizen and prior to academia she worked for Italian Chambers of Commerce and European Commission based both in South America and Europe. She is fluent in Italian, English, German, French, Spanish and Portuguese and works hard to become a fluent Mandarin speaker in the near future.



## DR. JAKUB CZERNIAK

**Dr. Jakub Czerniak**, PhD, D Sc, works as an Associate Professor at the Faculty of Economics at Maria Curie-Skłodowska University (Poland). Graduated from the Faculty of Economics in 2001 and from the Faculty of Law in 2002. Employed as an academic teacher at the Faculty of Economics since 2004, he has teaching and research experience mostly in macroeconomics and innovation policy. He is an author or co-author of almost 30 publications.



## DR. LAURA D'ANTONIO

**Dr. Laura D'Antonio** is a teaching assistant professor of International Business at the George Washington University School of Business where she is currently teaching courses in managing in developing countries, global disruptions and competition in the global economy. Her teaching, both at GMU and now at GWU focuses on understanding international business context, global business, and international strategy. Her courses include a strong emphasis on global environmental and social issues. Her teaching includes multiple modalities – in the classroom, online, and hybrid. Dr. D'Antonio incorporates experiential learning into her courses including simulations and global travel. She recently led a graduate-level team to victory at the Intercollegiate Business Strategy Competition. She incorporates live-client projects into her courses both directly and through the X-Culture platform. Dr. D'Antonio's passion for and commitment to excellent teaching has resulted in numerous teaching awards, including the 2018 Outstanding Contributions to Teaching award at GMU where she was also a Dean's Faculty Fellow. Dr. D'Antonio has also made several pedagogical conference presentations focusing on active learning in both the online and face-to-face environments. She has co-authored several teaching cases about international business and has traveled to over 90 countries.



## DR. BRUCE A. KIBLER

**Dr. Bruce A. Kibler** is Professor of Management and International Management at Gannon University in Erie, PA, USA. Earned BS and MA degrees from the University of Maryland, College Park, MAS from Johns Hopkins and PhD from Matej Bel in the Slovak Republic. He spent twenty years in international Telecommunications and IT, mostly in Europe doing strategy and business development but also transformation for Deutsche Telekom and IBM. He strongly emphasizes sustainable business and the intrinsic relationship between community, individual and economic development through practical research and projects in the classroom. He just finished a semester long training on humanistic leadership and management and is working with a social impact investing group in Germany (Africa Greentec – AGT), establishing US financial support for mobile, modular energy solutions (and a long array of ancillary products and services) for underserved and unserved villages in sub Saharan Africa.



## DR. HAB. MARIUSZ KICIA

**Dr. hab. Mariusz Kicia** is an Associate Professor of Finance at Maria Curie-Skłodowska University in Lublin (UMCS). He received his Ph.D. in Economics from UMCS and holds a degree of doctor habilitated. He is the Dean of the Faculty of Economics at UMCS.



Behavioral finance, perception of financial innovations, and financial technology (fintech) are areas of his scientific interest. He teaches courses on modeling and valuation of financial assets, financial engineering, and financial mathematics.

He has also been a business consultant in corporate finance since 2007 & CEO at a consulting company (company valuation, business modeling and forecasting, IPO, start-ups). Member of several supervisory boards and auditing committees. Member of the Sectoral Council for Competences in Modern Business Services (Poland).

## MARY LOU CUNANAN

**Mary Lou Cunanan** has a degree from the University of the Philippines Diliman and is an alumnus of US State Department International Cultural Exchange Program and has traveled and worked extensively with more than 30 countries in Europe, Asia, North and South America and the Caribbean. She has managed Work and Travel and Internship Cultural Public Diplomacy Programs in the United States and lived in Virginia USA for almost 10 years. Mary Lou has also been awarded the “100 Most Influential Filipina Global Award” under the Emerging Leader category (for individuals under the age of 35 years old), in Shangri-la Mactan Cebu on August 23, 2016. She is also one of the few selected speakers (representing Asia Pacific and Private Sector) for the recent United Nation’s Russian Internet Governance Forum in Katowice, Poland on December 6-10, 2021, discussing the power and influence of Digital Technologies to disrupt and innovate in various sectors globally. She is also one of the main speakers representing Asia Pacific and the private sector for the United Nations Internet Governance Forum Conference discussing issues and concerns relating to Metaverse last November 30, 2022 held in Ethiopia. Mary Lou serves as a full-time lecturer at the esteemed Ateneo De Manila University, specifically in the John Gokongwei School of Management. Her expertise lies in teaching business subjects with a focus on Asian Management, International Business, and Cross-Cultural Communications.



## JENNIFER S. A. LEIGH

**Jennifer S. A. Leigh** is a Professor of Management at Nazareth University in Rochester, NY, USA. She teaches undergraduate and graduate capstone courses in business leadership, business ethics, and social entrepreneurship. Her scholarship addresses responsible management education, grand challenges, cross-sector partnerships, and humanistic management. She works with refugee resettlement agencies through student service-learning partnerships and as a consultant. Jennifer’s editorial roles have spanned open-access publications, traditional peer-review journals, edited books, and a book series. Currently, she is a Co-Editor of the Journal of Management Education (JME), the 9-book Teaching Methods in Business Education Series (Edgar Elgar), and is a recent past Co-Editor for Business Ethics, Environment and Responsibility (BEER). Jennifer has been honored for her teaching and learning innovations by the MED Division - AOM (2021), QS-Reimagine Education Gold Award – Sustainability Category (2021), Management and Organizational Behavior Teaching Society (MOBTS) – the Lasting Impact Award (2020), and X-Culture – a Global Educator Award (2019).



## DR. KONRAD CZERNICHOWSKI

**Dr. Konrad Czernichowski** is an Assistant Professor at the University of Maria Curie-Skłodowska (UMCS) in Lublin and a Visiting Professor at Jordan University College in Morogoro, Tanzania. He earned his Doctorate in Economics from the University of Economics in Wrocław, Poland. His research revolves around African integration, especially within the East African Community. He has visited 12 African countries (including Tanzania 12 times). He has lived and worked in Africa for four years, altogether. He is a member of the Polish Africanist Society and a co-author of the article titled Polish African Studies at a Crossroads: Past, Present and Future in “Afrika Spectrum”. His other publications include five authored, co-authored or co-edited books on Africa as well as 50 articles and book chapters. Dr. Czernichowski is the editorial team member of two scientific journals: “Afryka” in Poland and “Business Education Journal” in Tanzania. Moreover, he is involved in the “Maitri” Movement ([www.maitri.pl](http://www.maitri.pl)) that helps the poor in Africa. He also collaborates with the think tank “Invest Africa” ([www.investafrica.pl](http://www.investafrica.pl)), which aims at assisting Polish investors to gain knowledge about African markets.



We sincerely appreciate the tireless effort and unwavering dedication of the Maria Curie-Skłodowska University Team. This achievement would not have been possible without your invaluable contribution of time, energy, and unwavering commitment. We extend our heartfelt gratitude for collaborating with us to create this extraordinary event, and we wholeheartedly welcome you to the X-Culture Community!



**Dr. hab. Agnieszka Kister**  
*Faculty*



**Agnieszka Capała**  
*Finance and Public  
Procurement Specialist*



**Dr. Anna Matras-Bolibok**  
*Faculty*



**Natasza Łapińska**  
*Student Representative*

## GOOD TO KNOW

### CURRENCY AND EXCHANGE

Though Poland is part of the European Union, the country is not in the EuroZone.

The local currency is Złoty (zł). As this is not a common currency, you can take euros and change it locally at the airport, banks or money changers (the word polish for the exchange offices is Kantor). Take some local currency upon arrival in the country, make sure you have small denominations and coins for taxi/bus.

You can also use international credit cards, just make sure to let the bank know about your travel, otherwise it can be blocked. Check with the customer service or in the app. Also observe that taxes and different conversion rates might be applied in this case.

Another option is to have a multi-currency account (borderless account). This allows you to buy currencies for several countries with security and without leaving home. You will be able to make withdrawals, pay on debit and after you finish the travel you can convert the rest of the money back to any of the available currencies. A trustable company that provides this service is Wise - you can buy more than 50 currencies, including złoty. They have differentiated fares and you won't need to pay additional taxes when you use the card. With this link you can have your first transfer free of taxes\*: [Wise: Online Money Transfers | International Banking Features](#). \*check local regulations

- 1 złoty = 100 groszy (gr)
- Notes come in denominations of 10, 20, 50, 100, 200 and 500 złoty
- Coins come in denominations of 1, 2 and 5 złoty; and 1, 2, 5, 10, 20 and 50 groszy

## BANKS

If you have a bank account in an international bank, you can check if they have a branch in Poland. This will allow you to access the agencies. Some examples of banks:

- Santander - there is an office in the library of Maria-Słodowska University
- Credit Agricole
- Millennium
- City bank

Make sure to notify about the travel and unlock the card for international use previously.

## WEATHER IN LUBLIN IN JULY

It is summer (Lato, in Polish) in July, which means the temperatures can reach up to 30-35 C (86-95 F), usually being around 26 C (78F). Often, there are summer rains, intense, but fast in this period, so it is recommended to have raincoats and appropriate shoes.



**IMPORTANT:** Don't forget it will be required that you have a clean pair of shoes for some internal activities. If you want, you can find a waterproof shoe cover that will make your shoes dry longer.

There is a dress code for the event, respect it even if it is a hot or wet day. Pack smart and pay attention to the fabrics you are selecting so you can be comfortable with the temperatures. The campus also has a dress code and expects the visitors and students to be professionally dressed, tidy, respectful, and conservative.

## CULTURE

Be respectful with others, avoid speaking with a high tone of voice on public locations, and always take off your shoes when entering someone's house if you visit a Polish person (even if they say it is not necessary. Only keep your shoes in case the homeowner is keeping theirs). It is a kind gesture to take a small gift if someone invites you to their place. Punctuality is a very important value in the culture, don't be late.

The communist period was a hard time for those who lived there, and most Polish people don't keep good memories. If you stumble across this topic try to stay away from stating that it was a good thing if you weren't there to experience. If you wish to discuss Polish history with locals by any means do not use the phrase "Polish concentration camp" as it is taken as an insult. Also by the law, they are not Polish fields, though they are on their territory, they are not something created by Poland and one can be considered disrespectful after something like this.

A couple of very important laws are: never drink alcohol in public places (parks, streets, etc., restaurants are obviously okay) and always cross the streets in crosswalks and only under the green lights. Drinking in public and jaywalking are being penalized in Poland, so keep that in mind.

## TIPPING

Tips are generally expected, but tipping is not compulsory and is a matter of choice. Most restaurants in Lublin do not automatically add a gratitude fee to your check, however you may come across this practice in nicer places in bigger cities like Warsaw. If the service charge is not included, it is customary to leave 10% to 15% of the bill as a tip.

It is worth noting that in Poland, if you are paying cash for your bill at a restaurant, do not say "thank you" as the waitress or waiter picks up the bill with your money, unless you do not want any change. In Poland, if you say "thank you" when they pick up your payment, it means "keep the change".

It is usual to tip taxi drivers by rounding up the fare. Porters should generally receive PLN 2 per bag. Any person providing a service will appreciate a small tip.



## USEFUL POLISH WORDS

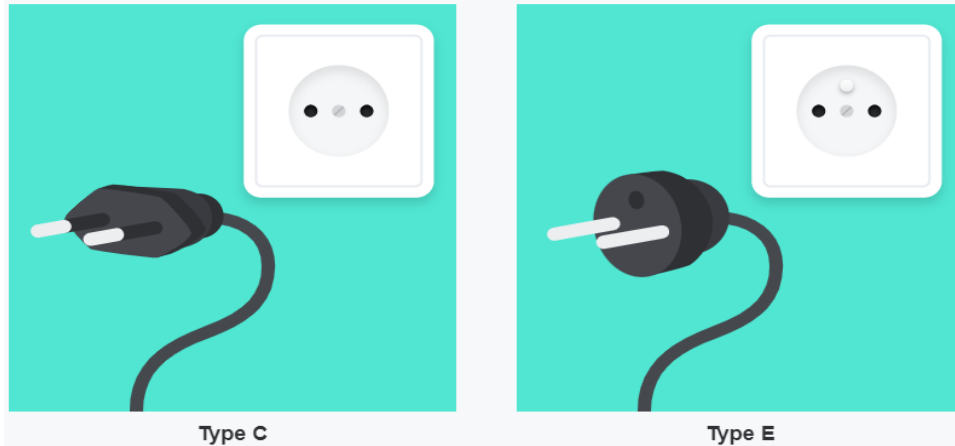
Polish language differentiates genders, so verbs and nouns are gender specific while conjugating. "Pan" means "Sir", "Pani" means "Ma'am". If you skip those while asking a server and address them informally - no harm. They will be happy you've tried and used the simplest possible form, so it's more easily understandable.

English	Polish	English	Polish
Yes	Tak	Entrance	Wejście
No	Nie	Exit	Wyjście
Good Morning	Dzień dobry	Map	Mapa
Hello (informal)	Cześć	Address	Adres
Please	Proszę	(Credit) Card	Karta (kredytowa)
Good bye	Do widzenia	Money	Pieniądze
Thank you	Dziękuję	How much?	Ile?
Pleased to meet you (formal)	Miło mi pana/panią poznać	Where?	Gdzie?
Excuse me	Przepraszam	When?	Kiedy?
My name is...	Mam na imię	Who?	Kto?
I don't understand	Nie rozumiem	Bank	Bank
Do you speak English? (formal)	Czy pan/pani mówi po angielsku?	Pharmacy	Apteka
Yesterday	Wczoraj	Hospital	Szpital
Today	Dziś	Doctor	Doktor/lekarz
Tomorrow	Jutro	Police station	Komisariat
To the right	W prawo	Post Office	Poczta
To the left	W lewo	Airport	Lotnisko
Straight on	Prosto	Taxi/Taxi stand	Taksówka/Postój taksówek

If you want to learn a bit of the language before traveling, the Jagiellonian University offers a free online interactive course: [Po polsku po Polsce](#)

Please note that the standard plug format contains 3 round pikes and the standard tension us 240v. Make sure your equipment supports this voltage. Also, check if you will need plug adapters.

For Poland there are two associated plug types, types C and E. Plug type C is the plug which has two round pins and plug type E is the plug which has two round pins and a hole for the socket's male earthing pin. Poland operates on a 230V supply voltage and 50Hz.



### MOVIES ABOUT LUBLIN

1. How does the campus of Maria Curie-Skłodowska University look like?: <https://www.youtube.com/watch?v=9ODqXOyYoYY&t=35s>
2. UMCS International Students Cultural Tour of Lublin - <https://youtu.be/M-FKjrj8fjA4>
3. Get to know UMCS - Univer-City cooperation - [https://youtu.be/Y3Cf\\_D79BA8](https://youtu.be/Y3Cf_D79BA8)
4. Get to know UMCS - sports facilities - <https://youtu.be/IFhBnNa8u2k>
5. Lublin - City of Inspiration: <https://www.youtube.com/watch?v=tntMhUIY6ug>
6. <https://www.theguardian.com/travel/2023/jul/01/young-at-heart-polands-party-city-of-lublin-european-youth-capital>



#### Want to know more about what is worth visiting in Lublin?

Here you find the website created by the city office for tourists with a lot of info on what to do and see in the city: <https://lublininfo.com/en/#glowna>

## USEFUL NUMBERS – EMERGENCY

### **IN CASE OF EMERGENCY SITUATION, FIRST OF ALL PLEASE REFER TO THE AMBASSADORS TEAM!**

You can call **PUBLIC AMBULANCE** by the emergency numbers **999 or 112**, however the attendant will speak polish in the first moment, but they should be able to transfer to an English speaker. **FOR PRIVATE SERVICE WITH AND ENGLISH-SPEAKER PERSON, CALL LUX MED TEL: +48 22 33 22 888 (24/7 service)**. Also check the information on your health insurance coverage and keep their emergency numbers.

Note that some mobile operators won't have service there, so it is recommended you download a map of the city in case you need it offline. If you prefer, you can also buy a local SIM card on the airport or shopping stores.

- **To make a local call: Dial 0 + area code + the telephone number**
- **To make a national call: Dial 0 + area code + telephone number**
- **To make an international call: Dial 00 (international access code) + country code + area code + telephone number**
- **To call a cell phone: Dial 0 + telephone number (cell phone numbers have 9 digits and begin with 5, 6 7 or 8)**
- **To call to Poland from overseas: Dial the international access code (for example, 00 from Europe; 011 from USA) + 48 (country code for Poland) + area code + telephone number**
- **To call a Polish mobile phone from overseas: Dial the international access code (for example, 00 from Europe; 011 from USA) + 48 (country code for Poland) + telephone number (without the initial "0")**

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Poland has reciprocal health agreements with EU countries for hospital treatment and medical services. All citizens of EU member states are entitled to free medical treatment in public health institutions in Poland. Before traveling to Poland, EU nationals should obtain a European Health Insurance Card (EHIC), which entitles them to this service. The card is usually valid for three to five years.

**The word for pharmacy in Polish is apteka.** Pharmacies in Poland can either be privately owned or part of a chain of stores (most popular being Apteka Słoneczna, DOZ, Ziko, Super Pharm, Dr.Max and Cosmedica). Opening hours are generally Monday to Friday 8am to 6pm and Saturday 9am to 2pm, although some are open longer. Most pharmacies are closed on Sundays, but some (we call them 'on call') are open and you can google which one is open in your area this week.

Pharmacies are generally very well stocked, but the names of medicines in your home country and in Poland may differ, even if they are produced by the same company. To avoid this problem, make sure you know the generic name of any medicine you take regularly (an active ingredient).

Pharmacies also stock a wide range of homeopathic and other complementary medicines, as well as cosmetics. Pharmacists can give advice on treatment for minor ailments and illnesses.

For EU patients using an EHIC, the required prescription should be issued by a doctor who practices within the NFZ. Take the prescription and your EHIC to the pharmacist. A charge will be made for the items, but this is reduced and may be refunded on return to the home country.

In every large city, there is at least one pharmacy on night duty.

**24-HOUR PHARMACIES IN POLAND** Web: [Apteki całodobowe | Gdzie po lek](#)

The website can also be used to check which pharmacy has the necessary medicine in stock by typing its name into the search bar. The data are updated regularly.





## TRAVEL INFORMATION

### ON THE WAY - HOW TO ARRIVE IN LUBLIN

There are several ways to arrive in Lublin. If you are in Europe, some places can have direct flights. You can also take a bus or go by train. If you are arriving in Warsaw, you can take a bus or train too. Be aware! There is more than one airport in Warsaw, check your flight documents attentively. Chopin airport is more central and has a bus and train nearby. Modlin is not in the city. From Krakow, you can also take a train.

Lublin is relatively near Warsaw, so if you drive you can also rent a car if you prefer.

**Take care!** Wizz Air is a low-cost company, but is recognized for poor assistance service, bad quality and frequent delays on the flights. If possible, try to avoid.



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Tip: students can pay a lower price on the train tickets. For this you will need an international student document issued by ISIC. Get your card here: [ISIC - International Student Identity Card](#)

There are three apps recommended to check the times for busses and trains in Poland, and buy the tickets:

- **Mobile MPK** - see live where your bus is.
- **Jakdojade** - it also allows to buy the tickets (in Warsaw, Lublin, Krakow) - for free on both Google Play and App Store
- **Lubika** - this is the official app to buy bus tickets in Lublin.

WARSAW CHOPIN AIRPORT	WARSAW MODLIN AIRPORT
→ LUBLIN	
BUS (CONTBUS) <a href="https://bilety.contbus.pl/KupBilet.aspx?l=en">https://bilety.contbus.pl/KupBilet.aspx?l=en</a>	
BUS (FLIXBUS) <a href="https://www.flixbus.ca/bus/warsaw-airport">https://www.flixbus.ca/bus/warsaw-airport</a>	
PLANE: Warsaw Chopin Airport – Lublin Airport	/
→ WARSAW RAILWAY STATIONS	→ WARSAW CENTRAL RAILWAY STATION
Warszawa Centralna station/Warsaw Central station	Shuttle bus from Warsaw Modlin Airport terminal to Warsaw Modlin Airport railway station
Warszawa Gdańska station/Warsaw Gdańska station	Train from Warsaw Modlin Airport railway station to Warsaw
Warszawa Wschodnia station/Warsaw Wschodnia station	/
UBER/BOLT	

**TRAIN: WARSAW → LUBLIN:** <https://rozklad-pkp.pl/en>

**BUS (Contbus) WARSAW CENTRAL → LUBLIN:** <https://bilety.contbus.pl/KupBilet.aspx?l=en>



## HOW THE TICKETS WORK IN POLAND

To take buses or trains in Poland you will need to buy a ticket. It can be acquired on the stations or some bus stops in machines, inside some trains and by the mobile app. You can buy it for a determined number of stops or time. You won't need to present the ticket to enter the vehicle, however it can be checked by an officer while you are traveling and in case you don't have a ticket, or it is expired you will be charged.

## LOCATIONS ADDRESSES

### UNIVERSITY CAMPUS

**Maria Curie-Skłodowska University:** Maria Curie-Skłodowska square 5, 20-031 Lublin

### HOTELS

1. **Hotel Wieniawski**, Sądowa Street, 6, 20-027 Lublin, Poland
2. **Hotel Campanile**, Lubomelska Street 14, 20-067 Lublin, Poland
3. **Hotel Victoria**, Prezydenta Gabriela Narutowicza Street, 58/60, 20-016 Lublin, Poland
4. **Faculty Hotel: Grand Hotel Lublinianka**, Krakowskie Przedmieście Street 56, 20-002 Lublin, Poland

Hotel	Check-in	Check-out	Breakfast (Mon-Fri)	Breakfast (Weekend)
<b>Hotel Lublinianka</b>	3:00 PM	11:00 AM	06:30 - 10:30 AM	07:00 - 11:00 AM
<b>Hotel Wieniawski</b>	3:00 PM	12:00 PM	06:30 - 10:00 AM	07:00 - 11:00 AM
<b>Hotel Victoria</b>	2:00 PM	12:00 PM	07:00 - 10:00 AM	07:00 - 11:00 AM
<b>Hotel Campanile</b>	2:00 PM	12:00 PM	06:30 - 10:00 AM	07:00 - 10:30 AM

## TIPS FOR TRIPS

### RESTAURANTS

1. Boru – ramen shop, everyone speaks English, amazing place, but quite small,
2. Bar a Boo – bigger place, nice pasta, pizza and an amazing onion soup,
3. Bar u Szewca – more of appetizers place and wide range of beers to try (of course for those of age),
4. Sielsko Anielsko – go here for regional Polish food,
5. Pyzata Chata - go here for Polish food,
6. Kalyna – little charming place with Ukrainian food (not in the old town, but close to the Faculty of Economics UMCS),
7. MOJO – nice burgers, pizza and pasta (not in the old town, but close to the Faculty of Economics UMCS),
8. Mała Gruzja u Waliko – Georgian food,
9. Ganbei – bubble tea in the old town.

### PLACES TO GO IN LUBLIN – SPORT AND RELAX

1. Aquapark Lublin – pools, saunas, slides,
2. SPA Orkana – pools, saunas, massages,
3. Słoneczny Wrotków – pools, slides,
4. Klub Wspinaczkowy Kotłownia – in-door climbing (bouldering), you can bring your own sport shoes or rent out professional climbing ones for 10 zł (less than 3 USD),
5. Rollmania – skating rink (rollerblades, roller skates),
6. Mania skakania – trampoline park,
7. Strefa wysokich lotów – trampolin park (it's right next to the bouldering place - Kotłownia),
8. Ciemno. – escape room horror house,
9. Cartmax – go-kart track,
10. Astoria – pool (billiard), half way between the old town and university.

### HIGH PLACES IN LUBLIN

As Polish society is mostly Roman Catholic you may find many churches in Lublin. All of them are beautiful, many are also historic landmarks. If you wish to find a church the closest to your location google for 'kościół'. For an Orthodox Church look for 'cerkiew', for Islam there is no mosque, but you can find a place called Centrum Kultury Islamu (Islamic Culture Centre), where you can go for a prayer. For Judaism, look for the word 'synagoga'. Here you have names of one of each of those places, however feel free to explore on your own and find hidden gems of lublin:

- Roman Catholic - Kościół św. pw. Piotra i Pawła (historic landmark in the old town),
- Orthodox Church - Cerkiew pw. Niewiast Niosących Wonności i św. Proroka Eliasza,
- Islam - Centrum Kultury Islamu w Lublinie,
- Judaism - Synagoga Chewra Nosim.

Unfortunately, other faiths do not have very large communities in Lublin, so it may be difficult to find a place to go for a prayer if you feel like it.