

THE INTERNATIONAL STUDENT-POSTGRADUATE SCIENTIFIC CONFERENCE: CHALLENGES OF TRANSBORDER ECONOMICS

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The International Student-Postgraduate Scientific Conference: **Challenges of Transborder Economics** is an event that was held on 25th and 26th April, 2024 in the **Institute of Economics and Finances** of the **University of Rzeszów**. The conference was organized by the scientific club “Leaders of Business” of the University of Rzeszów and IAESTE Rzeszów – the Rzeszów University of Technology’s club.

The first day of the conference was divided into three parts. As a beginning, the host – Linda Servigne welcomed all the guests and started the conference, highlighting the essential support in organizing the event, received from the following partners and patrons: University of Rzeszów, The Statistical Office in Rzeszów, Carpathian Euroregion, Deloitte CE Business Services Center, Nowoczesne Zarządzanie Biznesem, NKRK INDEX, Rzeszów – the capital of innovation, PKO B.P. – 8th department in Rzeszów, Polish Statistical Association department in Rzeszów, Radio Fenix.fm and TV Student.

The first lecturer was Professor **Mehmet Alpertunga Avci** from University of Atatürk (Turkey), who spoke about the ability to pay in DigiTax. The speech shed a new light on such issues as tax sovereignty and the correlation between cross border taxation and its digital equivalent. It was an interesting lecture that broadened the horizons of the listeners in the fields of the power of taxing and law regulations.

The next speech was held by Professor **Marek Cierpiał-Wolan** from University of Rzeszów, who spoke about the methods of (big) data integration from the perspective of statistics in tourism domain. The lecturer addressed the issues such as data integration, fierce competition on the information market and the essential need for the real time data. He showed us how important this is basing on the South Korea’s experience in gaining the data of visitors’ movement from their hotspot’s information. What is more, he emphasized the

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essential role of establishing a law that provides a stable access to big data sources.

The role of geographical proximity in developing ambidextrous capabilities for firms is the title of presentation that was held by the next speaker, Professor **Mahmut Hızıroğlu** from the University of Istanbul. He explained to us the essential role of the ambidexterity, including access to diverse perspectives, knowledge transfer or establishing the strategic partnerships. Besides that, he explained the challenges emerging from the issue, concerning cultural differences, language barriers or managing cross-cultural teams and conflicting priorities. His speech completed the first part of the conference.

The second module of the event was dedicated for the presentations of the students and postgraduates. The first one to speak was **Hubert Leśniak**, who made a speech about the challenges of the economic education. Subsequently, **Wojciech Skuza** shed a light on the role of foreign direct investments in the development of the service sector in Poland. Last but not least, we had a chance to attend the speech of **Przemysław Pawliszko**, who broadened our horizons on the impact of the war in Ukraine on global energy and food market. After the students' occurrences, we had a chance to be a part of a quick quiz that summarized the knowledge gained from the second module of the conference. The winners received the gifts.

The last part of the conference was started by Professor **Sarp Güneri** from Rzeszów University of Information and Management. He spoke about the career planning and expressing oneself. He addressed the importance of intrapersonal skills and having a strong focus on one's goals, including pushing one's limits and conscious career planning. Additionally, he highlighted the significance of self-discipline in achieving one's aims.

The next speaker was **Anna Buk** from Carpathian Euroregion who made a speech about cooperation beyond borders. She presented the organization and talked about their main aims. She spoke about the significance of well-planned and joint promotion of the poorest regions, including rural areas. Their idea is to cooperate and encourage tourists to get to know the regions more. She emphasized that efficient cooperation is the only solution that can lead to emerging new travel trends and encouraging tourists to visit Carpathian areas.

The last speaker of the conference was **Dr Olena Motuzka** from the National Academy of Statistics, Accounting and Auditing in Kyiv. She made a speech about the impact of war in Ukraine on the monetary policy of the National Banks of Ukraine and Poland. She spoke about economic and social consequences of the war and its impact on the wartime Ukraine. Dr Motuzka addressed the issues of, for example, dependence on the external support, consolidated budget deficit or loss of third of GDP. She showed us the reality of the Ukrainian economy's solutions and main trends regarding the issue.

It is worth mentioning that the second day of the conference, on the 26th April 2024, was conducted fully in a remoted form. We had a chance to listen

the presentations of over 25 students and postgraduates who spoke about issues concerning, for example, artificial intelligence, management and financial literacy.

The conference was an excellent opportunity to broaden the knowledge of the listeners and make new contacts in the international community. The speakers addressed the essential issues regarding such fields as statistics, taxation or self-improvement that should be known commonly, as they are the inevitable matters in the nowadays' world. The event was a great chance to gain a better understanding of the complex connections regarding the challenges of the transborder economics. The lecturers from different countries explained to the audience the basics of the issue and helped to start a dialog on what should be done better to solve the problems caused by a globalized world.

