



PROGRAMME

The I International Scientific and Practical Conference

EU Policies and Strategies on Economic, Social, and Territorial Synergy
for Polish Higher Education and Research Ecosystems: Digital European Studies

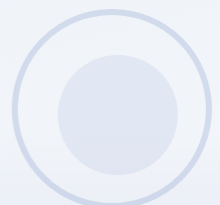
20–21 April 2026

Online via Microsoft Teams

VIZJA University, Warsaw, Poland

Organised within the ROAD2EU Jean Monnet Module

Grant Agreement No. 101235886 - ROAD2EU - ERASMUS-JMO-2025-HEI-TCH-RSCH





Conference Information

General Information

Official Language: English

Time Zone: Warsaw / CEST

Presentation Format: Each presentation: 7–10 minutes + 5 minutes discussion

Technical Note: Microsoft Teams links will be sent to registered participants prior to the conference.

Contact: dialogica2025@gmail.com

Conference Leadership

Conference Chair

- Yan Kapranov, VIZJA University, Poland

Academic Co-Chairs

- Bożena Iwanowska, VIZJA University, Poland
- Dawid Stadniczeńko, VIZJA University, Poland

Programme Coordination

- Olena Pimenowa, VIZJA University, Poland

Scientific Committee

- Yan Kapranov, VIZJA University, Poland
- Bożena Iwanowska, VIZJA University, Poland
- Dawid Stadniczeńko, VIZJA University, Poland
- Olena Pimenowa, VIZJA University, Poland
- Olena Semenog, Sumy State Pedagogical University named after A. S. Makarenko, Ukraine
- Larysa Korzh-Usenko, Sumy State Pedagogical University named after A. S. Makarenko, Ukraine
- Marja Nesterova, Dragomanov Ukrainian State University, Ukraine
- Tomasz Wyczawski, War Studies University, Poland

Organising Committee

- Yan Kapranov, VIZJA University, Poland
- Bożena Iwanowska, VIZJA University, Poland
- Dawid Stadniczeńko, VIZJA University, Poland
- Olena Pimenowa, VIZJA University, Poland

Conference Secretariat

- Marta Wawrzynów, VIZJA University, Poland

Technical Support

- Yan Kapranov, VIZJA University, Poland



Conference Programme

Day 1 – Monday, 20 April 2026

09:30-10:00 CET Official Opening of the Conference

Microsoft Teams: <https://teams.microsoft.com/meet/391804406958635?p=57sznIMU11jhsbsZLN>

Welcome addresses by the Organising Committee and Representatives of the ROAD2EU Jean Monnet Module

Yan Kapranov (VIZJA University, Poland)

ROAD2EU as a Roadmap for Embedding EU Economic, Social, and Territorial Synergy into Polish Higher Education through Digital European Studies

Bożena Iwanowska (VIZJA University, Poland)

Algorithmic Legitimacy and the Digital State: Rethinking Governance, Trust, and Accountability in the Age of AI

Dawid Stadniczeńko (VIZJA University, Poland)

Responsible AI in Public Administration under the EU AI Act

Olena Pimenowa (VIZJA University, Poland)

From EU Economic Priorities to Higher Education Practice: Digital Transformation, Green Growth, and Regional Competitiveness in the ROAD2EU Framework

10:00-11:00 CET Plenary Panel I

ROAD2EU, Academic Synergy, and Responsible Digital Transformation

Chair: Yan Kapranov, VIZJA University, Poland

Moderator: Bożena Iwanowska, VIZJA University, Poland

Marja Nesterova (Dragomanov Ukrainian State University, Ukraine)

Social Synergy Perspective of Digital Transformation of Education Ecosystems: Ethical and Human-Centred AI

Volodymyr Virchenko (Taras Shevchenko National University of Kyiv, Ukraine)

Assessment of Mental Health-Related Productivity Losses Among Companies' Workforces

Olena Pimenowa (VIZJA University, Poland)

Pollution of Agricultural Lands and Sustainable Approaches to Their Restoration

Liana Maznyk, Vadym Yadchenko (National University of Food Technologies, Ukraine)

Behavioural Analytics: Application Benefits and Ethical Limitations

Paweł Zabłski (VIZJA University, Poland)



Adaptacja przedsiębiorstw do nowych regulacji unijnych w zakresie przeciwdziałania nieuczciwym praktykom ekologicznym – implikacje Dyrektywy Green Claims Directive

11:00-11:15 CET Break

11:15-12:15 CET Parallel Sessions

Microsoft Teams: <https://teams.microsoft.com/meet/337515350643436?p=8g4loMLmmaYCdqoxl>

Teams Room A – Session A1: Economic Synergy I: Data, ESG, and Innovation Governance

Chair: Dawid Stadniczeńko, VIZJA University, Poland

Moderator: Olena Pimenowa, VIZJA University, Poland

Olena Lysenko (National University of Food Technologies, Ukraine)

Aspects of Optimisation of Managerial Decision-Making through the Implementation of Interactive Dashboards

Iryna Nesterenko (State Biotechnological University, Ukraine)

Data-Driven and Intelligent Management of Innovation Ecosystems: Implementing EU Digital and ESG Frameworks in Ukraine

Iryna Severyna (Taras Shevchenko National University of Kyiv, Ukraine)

Data-Driven Corporate Governance and ESG Integration for Sustainable Growth

Petro Bannikov (KROK University, Ukraine)

The Impact of ESG Effects on Business Value Creation in the Context of a Strategic Orientation towards Sustainable Development

Paweł Zabłski (VIZJA University, Poland)

Integrating EU Digital Strategies into Public Management: A Roadmap for Innovation and Leadership in Poland

Teams Room B – Session B1: Methodological Track I: Foundations of Digital European Studies

Chair: Dawid Stadniczeńko, VIZJA University, Poland

Moderator: Olena Pimenowa, VIZJA University, Poland

Oksana Lavryniuk (Polissia National University, Ukraine)

Methodological Innovations in Digital European Studies

Yelyzaveta Boichenko (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Methodological Foundations of Digital European Studies: An Interdisciplinary Approach



Larysa Voitenko (National University of Life and Environmental Sciences of Ukraine, Ukraine)

Digital Modeling and Educational Frameworks for Implementing the 1991 EU Nitrates Directive: A Case Study of Ukrainian Higher Education and Research Ecosystems

Grzegorz Słowiński (VIZJA University, Poland)

Bridging Inference and Prediction: Machine Learning for Evidence-Based Social Strategies in Europe

12:15-13:00 CET Lunch Break

13:00-14:00 CET Parallel Sessions

Microsoft Teams: <https://teams.microsoft.com/meet/313737721252109?p=yRSsF0SW7XlyLmZJwa>

Teams Room A – Session A2: Economic Synergy II: Trade, Enterprise Adaptation, Finance, and Digital Transformation

Chair: Olena Pimenowa, VIZJA University, Poland

Moderator: Yan Kapranov, VIZJA University, Poland

Iryna Tiukha (National University of Food Technologies, Ukraine)

The Impact of War on International Trade and Enterprise Adaptation Strategies: Lessons from Ukrainian Businesses

Lesia Chubuk (Taras Shevchenko National University of Kyiv, Ukraine)

Transformation of Consumer Behaviour on Marketplaces in the Context of the War in Ukraine: Aspects of Digitalisation

Denis Golushko (National University of Food Technologies, Ukraine)

Digitalisation of Small and Medium-Sized Enterprises under Resource Constraints

Sergii Dudzianyi (National University of Water and Environmental Engineering, Ukraine)

Formation of a Multi-Level Model of Strategic Management of the Competitiveness of an Industrial Enterprise

Anastasia Kryvokhyzha (National University of Food Technologies, Ukraine)

Financial Support of Export Activities of Enterprises

Tetiana Iakymchuk (National University of Food Technologies, Ukraine)

The Role of Crowdfunding in Investment Management: Opportunities and Benefits

Teams Room B – Session B2: Methodological Track II: Digital Pedagogy in Teacher and Language Education

Chair: Olena Semenog, Sumy State Pedagogical University named after A. S. Makarenko, Ukraine



Moderator: Larysa Korzh-Usenko, Sumy State Pedagogical University named after A. S. Makarenko, Ukraine

Nataliia Hrona (Ivan Franko Pryluky Humanitarian and Pedagogical Professional College; T. H. Shevchenko National University "Chernihiv Colehium", Ukraine)

Modernisation of Professional Training of Future Philology Teachers in the Context of European Educational Trends

Hanna Podosynnikova, Veronika Kolomiets (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Bridging Technology and Empathy: Digital Interactive Boards in Fostering Speaking and SEL Skills in Teacher Education

Hanna Podosynnikova, Kateryna Panchenko (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Using Interactive Digital Tools to Develop English Grammatical Competence with Authentic Podcasts Among Senior High School Students

Nataliia Osmuk (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Developing Digital Literacy of Future Teachers with Mentimeter

Ihor Kyrychenko (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Development of Leadership Qualities of Future Educational Managers in the Context of Digital Transformations: the Experience of the USA and Ukraine within the Framework of EU Policies

Kateryna Luzan Çelik (Taurida National V. I. Vernadsky University, Ukraine)

An Interactive Approach to Teaching Grammar in a Digital Learning Environment

14:00-14:30 CET Break

14:30-15:30 CET Parallel Sessions

Microsoft Teams: <https://teams.microsoft.com/meet/319735234030905?p=C12FH4tCevGxehBoCM>

Teams Room A – Session A3: Economic and Organisational Transformation: HR, Communication, and Workplace Adaptation

Chair: Mariusz Dudek, VIZJA University, Poland

Moderator: Bożena Iwanowska, VIZJA University, Poland

Liana Maznyk, Pavlo Yadchenko (National University of Food Technologies, Ukraine)

The Digital Mindset within the Professional Competency Framework of HR Managers in the Context of Digital Transformation

Oksana Sheremetynska (National University of Food Technologies, Ukraine)



Competency-Based HRM Reform in Customs Administration in the Context of EU Integration

Kyrulo Blinov (National University of Food Technologies, Ukraine)

Enhancing Team Interaction through Digital Onboarding: A Pathway to Social Synergy in Modern Enterprises

Mariia Turchyna (National University of Food Technologies, Ukraine)

A Company's Tone of Voice as an Element of Business Communication and Reputation Building in Social Networks and Messengers

Yevhen Taranukha (National University of Food Technologies, Ukraine)

Management Strategies for Engaging Generation Z: Flexibility, Mentorship, and a Value-Based Approach

Teams Room B – Session B3: Methodological Track III: AI, Assessment, and Legal-Ethical Transformation in Education

Chair: Dawid Stadniczeńko, VIZJA University, Poland

Moderator: Larysa Korzh-Usenko, Sumy State Pedagogical University named after A. S. Makarenko, Ukraine

Olena Semenog (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Academic Synergy as a Mechanism of European Integration: A Case Study of Strategic Cooperation between Sumy State Pedagogical University and VIZJA University

Olena Popova (Kyiv National Linguistic University, Ukraine)

Fostering Responsible AI Workflows through Digital Pedagogy and Authentic Assessment

Zhanna Cherniakova (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Application of Artificial Intelligence in the Educational Process

Anna Pospishna (Kyiv National Linguistic University, Ukraine)

Threat of Modern AI in Higher Education

Lesia Bordiuhoa (Department of Legal Disciplines of Sumy Branch of Kharkiv National University of Internal Affairs, Ukraine)

Digital Transformation of Legal Education in the European Union: Strategic Directions and Challenges

Yuliia Yuvkovetska (State University of Trade and Economics, Ukraine)

Teaching Smarter: Digital Tools and the Future of Assessment

15:30-15:40 CET Closing Remarks of Day 1

Microsoft Teams: <https://teams.microsoft.com/meet/372864954901016?p=OeJbcL6Z2CBBKiyLUt>



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Day 2 – Tuesday, 21 April 2026

10:00-11:00 CET Plenary Panel II

Microsoft Teams: <https://teams.microsoft.com/meet/391804406958635?p=57sznIMU1jhsbsZLN>

Human-Centred AI, European Resilience, and Crisis Preparedness

Chair: Yan Kapranov, VIZJA University, Poland

Moderator: Bożena Iwanowska, VIZJA University, Poland

Tomasz Wyczawski (War Studies University, Poland)

Multi-Vector Security and Hybrid Warfare: Reframing European Resilience on the EU's Eastern Flank in the Digital Age

Mariusz Dudek (VIZJA University, Poland)

Crisis Resilience in Higher Education: Building Permanent Preparedness amid War, Pandemic, and Institutional Uncertainty

Larysa Korzh-Usenko (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Countering Manipulation in the Digital Space: The EU Experience

11:00-11:15 CET Break

11:15-12:15 CET Parallel Sessions

Microsoft Teams: <https://teams.microsoft.com/meet/337515350643436?p=8g4loMLcmmaYCdqoxl>

Teams Room A – Session A4: Territorial and Economic Synergy: Agriculture, Bioeconomy, Sustainability, and Food-Sector Resilience

Chair: Olena Pimenowa, VIZJA University, Poland

Moderator: Dawid Stadniczeńko, VIZJA University, Poland

Marcin Baran (Poland)

Bridging EU Agricultural Policy and Farm Financing: the Role of Cooperative Banks in Poland

Viktoriia Voropai (National University of Food Technologies, Ukraine)

Investment Attractiveness of Developing Energy Independence of a Dairy Enterprise

Oleksii Bedrov (National University of Food Technologies, Ukraine)

Investment Needs for Sustainable Development of the Dairy Sector in the Food Industry

Olena Budiakova (Kyiv National University of Technologies and Design, Ukraine)

EU Strategies for the Economic, Social, and Environmental Revitalisation of Ecosystems based on the Bioeconomy



Tetyana Vydrych, Iryna Tiukha (National University of Food Technologies, Ukraine)

Features of Project Activities of Food Industry Enterprises under War Conditions in Ukraine

Teams Room B – Session B4: Methodological Track IV: Innovative Learning Environments and Comparative Models of Digital Education

Chair: Olena Semenog, Sumy State Pedagogical University named after A. S. Makarenko, Ukraine

Moderator: Marja Nesterova, Dragomanov Ukrainian State University, Ukraine

Viktoriia Atamanchuk (Kyiv National Linguistic University, Ukraine)

The Didactic Potential of AI-Based Presentation Generators for Ukrainian Literature Lessons

Anastasiia Burenkova (Kyiv National Linguistic University, Ukraine)

The Use of Artificial Intelligence to Create Multisensory Didactic Materials

Karina Chernyshova (Sumy Vocational College of Construction and Architecture, Ukraine)

Plein-Air Practice in the System of Training Future Architects: Integration of Traditional Drawing, Digital Technologies, and AI Visualisation in the Context of Modern European Educational Strategies

Mariia Bykova (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

The Use of Virtual Tours in the Professional Training of Higher Education Students

Maryna Boichenko (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Digital Didactics of Trauma-Sensitive Teaching in War-Affected Educational Contexts

Zhou Hao (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Implementing EU Social Synergy Priorities in Polish Higher Education: Comparative Insights from China's Digital Education Governance

12:15-13:00-CET Lunch Break

13:00-14:00 CET Parallel Sessions

Microsoft Teams: <https://teams.microsoft.com/meet/313737721252109?p=yRSsF0SW7XlyLmZJwa>

Teams Room A – Session A5: Social Synergy I: Digital Citizenship, Data Ethics, Trust, and Public Responsibility

Chair: Bożena Iwanowska, VIZJA University, Poland

Moderator: Marja Nesterova, Dragomanov Ukrainian State University, Ukraine

Vadym Mudrenko (Zhytomyr Medical Institute, Ukraine)

Digital Inclusion as a Factor of Social Synergy

Patrycja Sobczak (VIZJA University, Poland)



Ethics of Data Use: Balancing Transparency, Innovation and Privacy

Paweł Zabłski (VIZJA University, Poland)

Open Data, Transparency, and Data Governance in EU Institutions: Building a Trust-Based Digital Society

Apollinaria Kryzhanovska (National University of Food Technologies, Ukraine)

The Impact of Social Media on Adolescent Behaviour

Iryna Prokopchuk, Iordana Magarlamova (State University of Trade and Economics, Ukraine)

Artificial Intelligence in Political Consultancy in EU Countries: Striking a Balance between Technological Synergy and Ethical Risks

Teams Room B – Session B5: Methodological Track V: Early Education, Emotional Development, and Community-Oriented Learning

Chair: Larysa Korzh-Usenko, Sumy State Pedagogical University named after A. S. Makarenko, Ukraine

Moderator: Olena Semenog, Sumy State Pedagogical University named after A. S. Makarenko, Ukraine

Anastasiia Levkivska (Pryluky Humanitarian and Pedagogical Professional College named after Ivan Franko, Ukraine)

Literary Reading as a Space for the Development of Emotional Intelligence in Primary School Students

Kateryna Birko (Municipal Institution "Pryluky Humanitarian and Pedagogical Professional College named after Ivan Franko" of Chernihiv Regional Council, Ukraine)

Modern Approaches to the Formation of Communicative Competence in Early Preschool Children

Alona Hrytsanenko (Municipal Institution "Pryluky Humanitarian and Pedagogical Professional College named after Ivan Franko" of Chernihiv Regional Council, Ukraine)

Formation of Environmental Culture in Preschool Children through Play-Based, Inquiry-Based, and Nature-Based Activities

Bogdan Bykov (Sumy State Pedagogical University named after A. S. Makarenko, Ukraine)

Military and Patriotic Education of Young People in Extracurricular Educational Institutions as a Manifestation of Social Synergy within the Higher Education Ecosystem

14:00-14:30 CET Break

14:30-15:30 CET Parallel Sessions

Microsoft Teams: <https://teams.microsoft.com/meet/319735234030905?p=C12FH4tCevGxehBoCM>



Teams Room A – Session A6: Social Synergy II: Community Support, Entrepreneurship, Health, and Social Resilience

Chair: Mariusz Dudek, VIZJA University, Poland

Moderator: Olena Pimenowa, VIZJA University, Poland

Olena Polishchuk (Vasyl Stus Donetsk National University, Ukraine)

Youth Entrepreneurship as a Driver of Socio-Economic Transformation

Viktoriia Lemeshchenko-Lagoda (Dmytro Motornyi Tavria State Agrotechnological University, Ukraine)

Entrepreneurial Opportunities for IDPs as a Factor in Economic Integration and Recovery

Marta Wawrzynów (VIZJA University, Poland)

Standardisation vs. Fragmentation: Systemic Policy Gaps in Lactation Support and Early Developmental Care Across Healthcare Systems

Magdalena Sałacińska-Kulesza (VIZJA University, Poland)

Social and Medical Support in Perinatal Care: Implications for Breastfeeding Experiences and Patient-Centred Healthcare Models

Teams Room B – Session B6: Applied Methodologies, Sectoral Innovation, and Risk Assessment

Chair: Yan Kapranov, VIZJA University, Poland

Moderator: Dawid Stadniczeńko, VIZJA University, Poland

Svitlana Tkachuk (National University of Food Technologies, Ukraine)

Jean-Marie Dru's Theory of Breaking Stereotypes as a Strategy for Creative Marketing in Competitive Brand Ecosystems

Viktoriia Ovadiuk, Iryna Tiukha (National University of Food Technologies, Ukraine)

Managerial Aspects of Project Team Formation in Food Production

Nazarii Zabrodskyi (Polissia National University, Ukraine)

Methodological Approaches to Genetic Evaluation of Dairy Cattle Productivity in the Context of Digital European Studies

Oleksandr Sova (KROK University, Ukraine)

Counterparty Risk Assessment in the Enterprise's Procurement Activities: Methodological Approaches and Problems of Practical Application

15:30-15:40 CET Final Discussion and Official Closing of the Conference

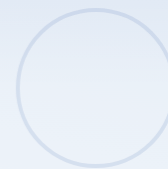
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Closing Theme: Building sustainable academic, digital, and policy-oriented synergies for Polish higher education through ROAD2EU



ROAD2EU Conference 2026

VIZJA University, Warsaw, Poland

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