



**SUMMER SEMINAR
IN MARKETING**



The 7th SSIM International Conference

**Marketing and Consumer Behaviour:
Current Challenges**

CONFERENCE PROGRAMME

**WARSAW, POLAND | 15 JUNE 2026
ONLINE (ZOOM) | 16 JUNE 2026**

ABOUT CONFERENCE

The purpose of the conference is to create opportunities for scholars and researchers from all over the world to share their research and perspectives on current developments and challenges in marketing and consumer behaviour. The conference aims to become a forum for scientific discussion as well as a platform to share your research.



FACULTY OF MANAGEMENT

The University of Warsaw was established in 1816 and nowadays is Poland's largest and best university. The Faculty of Management, established in 1972, is the oldest management school in Central and Eastern Europe. It offers various programmes at bachelor, master and doctoral level to almost 6,000 students. The high quality of teaching and research is confirmed by the "A" research category awarded by the Polish Ministry of Science and Higher Education and international rankings (Eduniversal). The Faculty of Management is also AACSB, EQUIS and AMBA accredited.



LIVE SESSIONS' PLAN - 15 JUNE 2026

Faculty of Management, University of Warsaw
<https://maps.app.goo.gl/cHUqrfqAAXTZGn7s5>

9:30
10:00

REGISTRATION & COFFEE

10:00
10:15

OFFICIAL OPENING

Prof. Grzegorz Karasiewicz - Dean of Faculty of Management

SESSION 1: FROM AI FATIGUE TO PLATFORM POWER: RETHINKING DIGITAL CONSUMER EXPERIENCE

Chair: Prof. Agnieszka Kacprzak

10:15
11:30

- **Hanna Jasińska, Lublin University of Technology:**
"AI Fatigue and Brand Perception: The Impact of AI-Generated Marketing Content on Consumer Trust and Authenticity in Social Media"
- **Dorota Jaguścik, Gdansk Tech Doctoral School:**
"Can Functional Appeals Buffer Authenticity Loss? AI-Assistance Disclosure in Influencer Marketing"
- **Semihar Abate, Bialystok University of Technology:**
"Algorithmic offer visibility and the system of ratings and reviews as mechanisms of power asymmetry on a marketplace platform: the perspectives of users and sellers in the case of Allegro"
- **Dr. John Otieno Oredo, University of Nairobi**
"From Brand Message to Everyday Meaning: Kenyan Content Creators as Cultural Intermediaries in Digital Marketing"

11:30
11:45

COFFEE BREAK

LIVE SESSIONS' PLAN - 15 JUNE 2026

SESSION 2: INSIDE THE CONSUMER MIND: EMOTIONS, VALUES AND CHOICES

Chair: Prof. Katarzyna Dziewanowska

11:45
13:00

• Prof. Katarzyna Sanak-Kosmowska & Małgorzata Heitzman-Lekki,
Economic University of Cracow:

"From trend to strategy: The wellness economy as a driver of premium brand positioning and consumer decision-making in the Polish market"

• Dr. Miglė Eleonora Černikováitė Mykolas Romeris University:

"The Role of Emotional Design in Tourism Destination Branding: Effects on Place Image Formation among Young Travelers"

• Dr. Tomáš Kincl, Prague University of Economics and Business:

"When Geopolitics Enters the Shopping Basket: Consumer Animosity and Boycott Intentions"

• Dr. Paweł Wójcik, University of Warsaw:

"Values, motivations and purchasing attitudes of generations Y and Z"

13:00
14:00

LUNCH

SESSION 3: CHANGING HABITS, KEEPING TRUST: CONSUMER BEHAVIOUR IN SUSTAINABLE AND TURBULENT MARKETS

Chair: Dr. Karolina Łudzińska

14:00
15:00

• Roksana Włodarczyk, University of Warsaw:

"Analysis of the impact of sustainability transformations implemented in the Travel Management Company sector on customer experience from the perspective of internal stakeholders"

• Dr. Grzegorz Wesółowski & Dr. Grzegorz Zasuwa,
The John Paul II Catholic University of Lublin:

"Turmoil in the CHF Loan Market: Consumer Trust and Loyalty Toward Banks"

• Dr. Liwia Delińska, University of Gdańsk:

"Digital sport consumer experience - a systematic literature review"

LIVE SESSIONS' PLAN - 15 JUNE 2026

15:00

15:15

COFFEE BREAK

SESSION 4:

BEYOND THE PRODUCT: AUTHENTICITY, OCCASION AND INNOVATION

Chair: Dr. Paweł Wójcik

15:15

16:30

- **Klaudia Macias, University of Warsaw:**

"Brands, Authenticity, and Biometrics: Measuring Consumer Responses to Brand Activism Beyond Self-Reports"

- **Mariusz Jakubowski, University of Gdansk:**

"Consumption occasions as a success factor in new food product development: insights from companies in Poland"

- **Alicja Michalczuk, SGH Warsaw School of Economics:**

"Beyond Talent: Development Methods and Well-Being Among Music Artists"

- **Sai Anush Reddy Udyala, Jagiellonian University:**

"Technology as a Marketing Strategy: How Tesla Built Global Market Leadership Through Platform Innovation and Unconventional Internationalization"

16:30

END OF DAY 1

ONLINE SESSIONS' PLAN - 16 JUNE 2026

SESSION 1: AI, TRUST AND THE NEW RULES OF DIGITAL ENGAGEMENT

Chair: Prof. Katarzyna Dziewanowska

**10:00
11:15**

- **Prof. Daniel Sousa, Universidade Portucalense:**
"Artificial Intelligence in Marketing Portuguese Agencies: Disruption, Adaptation and New Value Models"
- **Aminat Abdulla, Maldives Business School/Cyryx College:**
"Navigating the Personalization-Privacy Paradox: A Framework for Generative AI and Human Collaboration in Emerging Market Intelligence"
- **Tarana Jafarova, University of Applied Sciences, Management and Administration in Opole:**
"When Intelligence Meets Strategy: Organizational Conditions for Effective AI and Data-Driven Marketing Intelligence Adoption"
- **Aishath Safoora, Ohio State University:**
"Digital Public Services as Consumer Platforms: Exploring User Experience, Trust and Engagement in the Maldives"
- **Dr. Sylwia Badowska, University of Gdansk:**
"Towards the Motivation-Content Fit Model for Motives-Driven Cross-Cultural Marketing Communication: Evidence from the Foreign Language Education Market Among Young Adults in Poland and Kazakhstan"

ONLINE SESSIONS' PLAN - 16 JUNE 2026

SESSION 2: CHOICE, VALUE AND IMPACT: MARKETING MEETS SUSTAINABLE BEHAVIOUR

Chair: Roksana Włodarczyk

**11:30
12:45**

- **Gabriela Mucha, Krakow School of Business KUE:**
"Connecting the Dots Across Channels: Brand Visibility in Integrated Marketing Communication"
- **Aishath Rihula, Maldives National University:**
"The Influence of the 7Ps Marketing Mix on Customer Loyalty with the Mediating Role of Perceived Value in the Maldivian Fast Food Industry"
- **Dr. Edwin Idoko, University of Nigeria & Ruth Onyinyechi Chukwu, University of Nigeria:**
"Predictors of unsustainable energy consumption behaviour among university undergraduates in a developing sub-saharan african country metropolitan city"
- **Dr. Anatolijs Krivins, Daugavpils University:**
"The Psychology of Choice in the Context of Formalized Procedures: Marketing and Public Procurement"
- **Karol Chaberka, University of Economics in Katowice:**
"Optimizing environmental KPIs in small and medium-sized enterprises"

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SESSION 3:

DIGITAL CONSUMERS: PERSONALIZED, PERSUADED, OVERWHELMED

Chair: Prof. Agnieszka Kacprzak

13:00

14:15

· **Ramiz Orujaliyev, SGH Warsaw School of Economics:**

"When More Is Less: Consumer Engagement Limits in Individualized Digital Services"

· **Dr. Weibo Zhou, Daugavpils University:**

"Urban Digital Twin Readiness and Citizen Trust: The Efficiency-Legitimacy Trade-off in EU Smart-City Governance"

· **Fathimath Minna, Maldives National University:**

"The Influence of Social Media Marketing Activities on Post-Purchase Regret: The Mediating Role of Urge to Buy Impulsively and the Moderating Role of financial literacy among Consumers in the Maldives"

· **Hasma Waheed, Maldives National University:**

"The impact of social media marketing activities and peer influence on teenagers' online buying behaviour: The mediating role of impulse buying"

· **Dr. Wilbert Manyanga, University of Cape Town:**

"The effect of digital technology on sustainable competitive advantage: Evidence from the micro finance sector"

14:30

END OF DAY 2