

XII National Scientific Conference
in partnership with international centers
from the series

12th National Scientific Conference in the
series: Competitiveness and development
of regions in the context of European
integration and globalization.
State - Trends - Strategies

13-14 November 2025

Konkurencyjność i rozwój regionów
w warunkach integracji europejskiej
i globalizacji.
Stan - Trendy – Strategie

Organisers

- Department of Economy and Marketing Faculty of Management Bydgoszcz University of Science and Technology
- Department of Applied Linguistics Silesian University of Technology
- Foundation for Innovative Development and Knowledge in Bydgoszcz



PLACE OF THE CONFERENCE

**Zamek Arcybiskupów
Gnieźnieńskich
Uniejów Thermal Resort**

ul. Zamkowa 2, 99-210 Uniejów
<http://www.termyuniejow.pl/>

DEADLINES

Deadline for submitting the application form – by **June 30, 2025**

Deadline for payment of the fee – by **September 15, 2025**

Deadline for submitting the paper – by **September 30, 2025**

CONFERENCE FEE

PLN 2,950 – participation in the conference with publication of the paper in the Scientific Papers of the Silesian University of Technology, with accommodation

PLN 2,000 – participation in the conference with publication of the paper, without accommodation (the fee covers: meals, participation in the debates, conference materials, participation in accompanying events)

ORGANISING COMMITTEE

- dr inż. Małgorzata Michalciewicz-Kaniowska, prof. PBŚ - Chair of the Organising Committee, tel. (+48) 52 340 81 76, malgosia@pbs.edu.pl
- dr hab. Monika Odlanicka-Poczobutt, prof. PŚ – 1st assistant of the Chair of the Organising Committee, monika.odlanicka-poczobutt@polsl.pl
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- mgr inż. Elżbieta Tomczak - conference office, konferencja-trendy@pbs.edu.pl

GOALS OF THE CONFERENCE

The aim of the conference is to exchange views and experiences as well as to present the latest scientific research results concerning competitiveness and development of regions in the context of European integration and globalization. An important goal of the conference is also the integration of representatives of science, business, and local government.

SUBJECT AREAS OF THE ONFERENCE

- A.** The influence of European integration and globalization as well as internal conditions on the growth of competitiveness and development of regions;
- B.** Education management;
- C.** Partnership in creating value for stakeholders in the region;
- D.** Problems of contemporary logistics in highly industrialized regions;
- E.** The impact of marketing management on regional competitiveness and development;
- F.** Managing organizations in the era of building Society 5.0;
- G.** Media and social communication as part of the region's information system
- H.** Applied linguistics in real social, educational, legal, technological and cultural contexts

For a more detailed range of subject areas please visit <http://wz.pbs.edu.pl> under **Learning & Tests tab**

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PUBLICATION

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Instructions for Authors of Papers can be found at the following website: <https://managementpapers.polsl.pl/>

The publication should be prepared both in English and Polish.

Articles in electronic version should be sent to the conference organizer at the following email address: konferencja-trendy@pbs.edu.pl