



MARKETING & LOGISTICS

15-19 May, 2023

INTERNATIONAL
SUMMER SCHOOL

LVIV



DAY 1 | MONDAY, MAY 15

SCHEDULE OF IX INTERNATIONAL SUMMER SCHOOL

16 ³⁰ -17 ⁰⁰	Summer School Opening. Greetings to the participants	<i>Prof. Yevhen Krykavskyy, Dr. Nazar Fihun, Dr. inz. Irena Pawlyszyn</i>
17 ⁰⁰ -19 ⁰⁰	Robustness and anti-fragility of systems	<i>Rodrigo Serrano, Instructional designer / trainer, Paris</i>
19 ⁰⁰ -19 ¹⁰	Coffee Break	
19 ¹⁰ -20 ¹⁰	Battle against and for sustainable rail decisions: UA, EU and US cases	<i>Ms. Lidiia Bolibrukh, Lviv Polytechnic National University</i>
	Free time	

DAY 2 | TUESDAY, MAY 16

SCHEDULE OF IX INTERNATIONAL SUMMER SCHOOL

17 ⁰⁰ -18 ³⁰	Strategic marketing	<i>Dr. Nazar Fihun, Lviv Polytechnic National University</i>
18 ³⁰ -18 ⁴⁰	Coffee Break	
18 ⁴⁰ -20 ⁰⁰	How to transform a Customer into a Partner?	<i>Yuliana Tsybrivska, Business manager at Pencode</i>
	Free time	



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DAY 3 | WEDNESDAY, MAY 17

SCHEDULE OF IX INTERNATIONAL SUMMER SCHOOL

17 ⁰⁰ -18 ²⁰	Sustainable Urban Transport	<i>Anton Haagen, Transport Planning Specialist</i>
18 ²⁰ -18 ³⁰	Coffee Break	
18 ³⁰ -20 ⁰⁰	Lean Management challenges on the example of the production of tyres, tubes and rubber compounds at Kabat Tyre	<i>Katarzyna Kabat, Vice President at Kabat Tyre</i>
	Free time	

DAY 4 | THURSDAY, MAY 18

SCHEDULE OF IX INTERNATIONAL SUMMER SCHOOL

17 ⁰⁰ -18 ⁰⁰	Luxury brand management - the new look of sustainable future	<i>Olesya Tomyuk, Ph.D, Swiss Hotel Management School Lecturer, Programme Manager</i>
18 ⁰⁰ -18 ¹⁰	Coffee Break	
18 ¹⁰ -19 ¹⁰	The essence of conscious consumption. Conscious lifestyle	<i>Dr. Natalia Mashchak, Lviv Polytechnic National University</i>
19 ¹⁰ -19 ²⁰	Coffee Break	
19 ²⁰ -20 ²⁰	Location in a bottle: Using Origin as the Main Identity Driver in a Spirits Brand Case presentation of Faer Isles Distillery, a spirits producer from the Faroe Islands	<i>Dánial Hoydal, Managing Director & Co-founder at Faer Isles Distillery</i>
	Free time	



DAY 5 | FRIDAY, MAY 19

SCHEDULE OF IX INTERNATIONAL SUMMER SCHOOL

17 ⁰⁰ -18 ³⁰	Organizational changes and innovations from the perspective of sustainable development	<i>Dr. inz. Joanna Oleśków-Sztańska, PhD. DSc. Eng. at Poznan University of Technology</i>
18 ³⁰ -18 ⁴⁰	Coffee Break	
18 ⁴⁰ -20 ⁰⁰	The Role of Marketing in Promoting Sustainable Consumption	<i>Taras Humeniuk, Head of Digital at Perfect PR Agency</i>
20 ⁰⁰ -20 ³⁰	Summer School Closing	

Microsoft Teams meeting

[Click here to join the meeting](#)



To participate in the Summer School please, fill the form through the following link:

<https://forms.gle/wq1p8krYy1ZEZ6o78>

After the successful registration you will receive the confirmation e-mail with all details regarding next steps.

Contact person: Dr. Nazar Fihun

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