



MARKETING & LOGISTICS

26-30 May, 2025

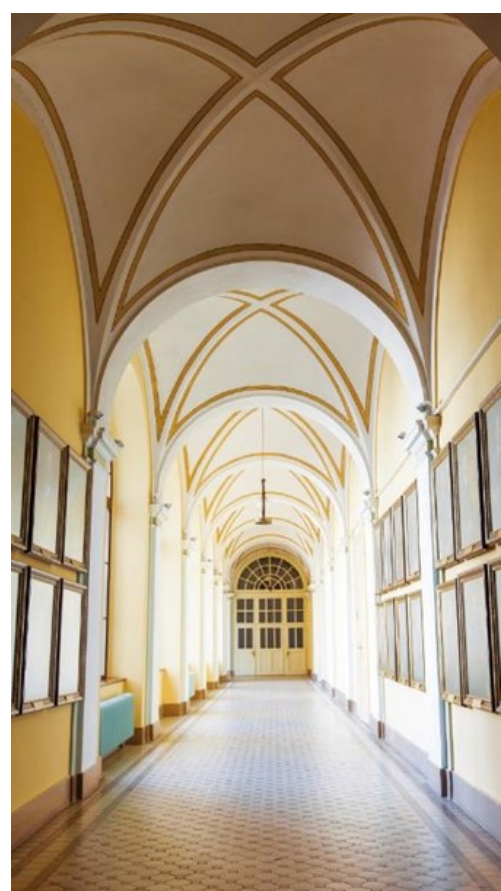
X INTERNATIONAL
SUMMER SCHOOL

LVIV



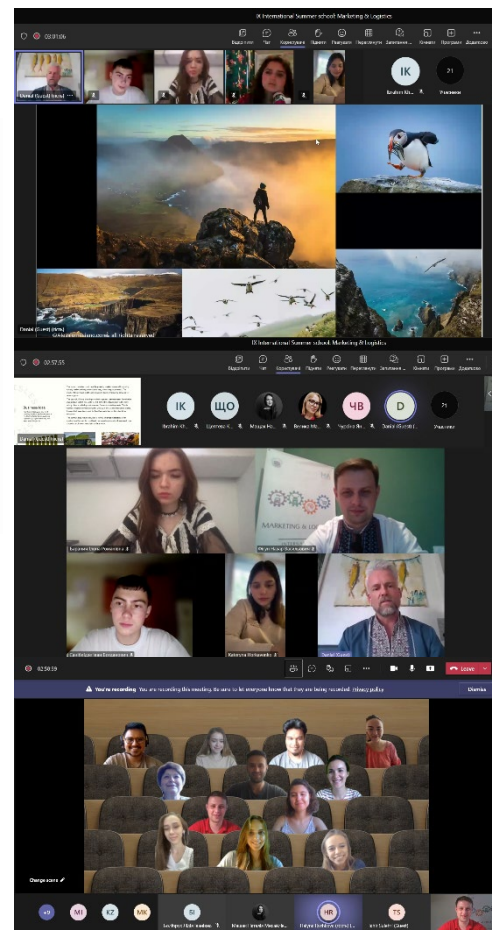
DAY 1 | MONDAY, MAY 26

10 ⁰⁰ -10 ²⁰	Participants registration	room 429, IV building
10 ³⁰ -11 ⁰⁰	Summer School Opening. Greetings to the participants	Prof. Nazar Hlynskyy, Head of the Department of Marketing and Logistics Dr. Nazar Fihun, Head of the Organizing Committee
11 ⁰⁰ -11 ⁴⁰	Integration Session. Teambuilding	room 429, IV building
11 ⁴⁰ -12 ⁰⁰	Coffee Break	
12 ⁰⁰ -13 ²⁰	AI-Based Marketing Automation: Streamline Your Campaigns and Maximize ROI	mgr inż. Joanna Ziomek, Poznan University of Technology, Expert in AI usage in Marketing
13 ³⁰ -14 ³⁰	Lunch Break	
14 ³⁰ -16 ⁰⁰	Excursion to the Museum of Lviv Polytechnic National University	S. Bandery str.12, main build
16 ⁰⁰ -18 ⁰⁰	Lviv City Tour	
	Free time	



DAY 2 | TUESDAY, MAY 27

10 ¹⁰ -11 ³⁰	Ukrainian business inclusivity: challenges in current reality	Dr. Natalia Mashchak, <i>Lviv Polytechnic National University</i>
11 ³⁰ -11 ⁴⁰	Coffee Break	
11 ⁴⁰ -12 ⁴⁰	Approaches for a person-centered simulation and optimization of weakly structured production processes	Prof. Dr.-Ing. Sven Tackenberg, <i>OWL University of Applied Sciences and Arts</i>
13 ⁰⁰ -14 ⁰⁰	Lunch Break	
14 ⁰⁰ -15 ²⁰	AI-Driven Decision Making in Startup Management	Volodymyr Zastavnyy, <i>Founder & CEO SOLVA</i>
15 ⁵⁰ -18 ⁰⁰	Excursion to the <i>Lviv Brewery</i> (www.lvivske.com) Excursion to the Beer Museum "Lvivarnia" (www.lvivarnia.com.ua)	
	Free time	



DAY 3 | WEDNESDAY, MAY 28

10 ⁰⁰ -11 ²⁰	Automatization & Optimalization in logistics with Kardex solutions	Jakub Ruščin , SW Consultant <i>New Business, Kardex Remstar</i>
11 ²⁰ -11 ³⁰	Coffee Break	
11 ³⁰ -13 ⁰⁰	How to speed up logistic processes using Kardex HW & SW solutions	Jakub Ruščin , SW Consultant <i>New Business, Kardex Remstar</i>
13 ⁰⁰ -14 ⁰⁰	Lunch Break	
14 ⁰⁰ -17 ⁰⁰	Excursion to the Kormotech LLC Free time	

kardexremstar



DAY 4 | THURSDAY, MAY 29

10 ⁰⁰ -12 ⁰⁰	Lean Management Workshop – Simulating Flow with LEGO	<i>Prof. Dr.-Ing. Timo Nuyken</i>
11 ²⁰ -11 ³⁰	Coffee Break	
11 ³⁰ -13 ⁰⁰	Using Artificial Intelligence in Marketing Automation	<i>Oleksiy Kuryliak</i> <i>CEO, Rioks</i>
13 ⁰⁰ -14 ⁰⁰	Coffee Break	
14 ⁰⁰ -18 ⁰⁰	Educational Quest	
	Free time	



DAY 5 | FRIDAY, MAY 30

10 ⁰⁰ -11 ⁰⁰	Global Mindset, Local Impact: Marketing and Product Success in High-Context Cultures	Dr. Nadia Lushchak, CEO, Qubstudio
11 ⁰⁰ -11 ¹⁰	Coffee Break	
11 ¹⁰ -12 ³⁰	Marketing for Growth: How Agile Practices Shape Modern Teams	Mayya Vu, Chief Delivery Officer, Qubstudio
12 ³⁰ -13 ³⁰	Closing of the Summer School Certificate Ceremony	Dr. Nazar Fihun



How to Participate:

Register via the form: <https://forms.gle/cndbfzhDDVx5RLLc9>

After successful registration, you'll receive a confirmation email with all the details regarding the payment procedure.

The registration fee is 600€.

Contact person: **Dr. Nazar Fihun**

✉ nazar.v.fihun@lpnu.ua

☎ +38 (063) 268 74 31

