

UNIVERSITY OF BUSINESS
AND APPLIED SCIENCES
VARSOVIA

INTERNATIONAL MANAGEMENT CONFERENCE

**Business Plan
as a Management Tool**

SATURDAY, 16 MAY 2026



WWW.VARSOVIA.STUDY

Conference program

09:00 - 09:30

Conference Opening

Rector: Adv. Magdalena Stryja, Varsovia University

- Welcome of guests
- Opening remarks
- Introduction to the conference theme

Al. Jerozolimskie 133 A, Warsaw

09:30 - 09:40

Keynote Speech

Dr Peter Odrakiewicz, V. Prof.

Global Partnership Management Institute (Canada, USA, Poland) / Varsovia University / GSW Milenium Poland

Topic: Modern Business Plan Management Challenges in the Era of AI and its impact on Business, Economy and Societal Development

09:00 - 13:00

Paper Session – Business Plan as a Management Tool

Varsovia University of Applied Sciences, Al. Jerozolimskie 133 A, Warszawa

Online: ClickMeeting

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Presentation program

- 09:30 – 09:40 **Modern Business Plan Management Challenges in the Era of AI**
Dr Peter Odrakiewicz, V. Prof.
Varsovia University / GPMI
- 09:40 – 10:10 **Business Plan as a Management Tool – OLLY BRIDGE MOBILITY SERVICES**
Olly Louie Castillo
Varsovia University
- 10:10 – 10:40 **FAIL FAST WIN BIG: How Company X Uses Lean Startup to Discover
Game Hits**
Darya Ashurkevich
Varsovia University
- 10:40 – 11:00 **Coffee Break and Networking**
Location: conference area
- *informal academic and business discussions*
 - *international networking*
 - *exchange of knowledge and experience*
- 11:00 – 11:30 **AKTIBO SUPPLY COMPANY – Business Plan as a Management Tool**
Therese Loise Dino
Varsovia University
- DANCE STUDIO IN KATOWICE – Business Plan as a Management Tool**
Ewelina Jastrzębska
Varsovia University

Presentation program

- 11:30 – 12:00 **Plan as a Management Tool FOOD AND MOOD – Business Plan as a Management Tool**
Agata Francik
Varsovia University
- 12:00 – 12:30
- Discussion Panel (Round Table)**
Participants: Jacob Malke, Dr Peter Odrakiewicz, Michael Gaylord + invited participants from various countries and continents
- 12:30 – 12:55 Organizer: Global Partnership Management Institute Ltd (Canada/Poland)
- Topic: Business Plan as a Management Tool in the Era of AI – International
- Scientific and Business Cooperation
- challenges and opportunities of the new management paradigm
 - intercultural cooperation
 - ethics and responsibility in management
- 12:55 – 13:00 **Conference Closing**
Dr Peter Odrakiewicz, V. Prof.
- conference summary
 - directions for further research
 - international cooperation (Poland, EU, Canada, USA)