

GNAM GLOBAL NETWORK WEEK 2026

MARCH 9-13

KOZMINSKI UNIVERSITY

THE ECONOMIC RISE OF POLAND AND POLISH FIRMS: THE STORY OF STRATEGIC RENEWAL IN A POST-TRANSFORMATIONAL ECONOMY

This Global Network Week course introduces participants to the specifics of the economic progress Poland made in the last 37 years and the strategies applied by Polish firms through which they successfully compete in international markets. Participants will gain a unique opportunity to explore Poland's economic and cultural heritage as well as interact with leading Polish firms.

The last 35 years of Polish transformation has been marked by obvious success on many fronts, often referred to as its "new golden age" (Piątkowski, 2018). The economy has experienced major growth, becoming the 6th largest economy in the EU, 20th worldwide in 2025, and 20th World's largest exporter in 2025. After 1989 Poland embarked on a transition that has turned it from one of Europe's least prosperous nations into a dynamic, rapidly developing economy poised to rival many of its Western European peers.

Behind this impressive economic rise stand Polish firms – those which successfully renewed themselves, investing abroad and becoming top European players as well as innovative newcomers, pursuing knowledge-driven growth, born in the last 20 years.

Poland's evolving institutional and economic landscape provides a "natural laboratory" for studying how Polish firms adapted, renewed amid turbulence and successfully compete internationally.

The course is focused on unpacking the 'black box' of strategic renewal of Polish firms through business model innovation, featuring in-class case study discussions, renowned guest speakers, a company visit and cultural activities. This multi-perspective learning will help participants to better understand the economic and cultural heritage of Poland, as a rising economy and unique experiences of successful companies which have overcome the challenges of the unstable business environment.

By examining case studies and applying learned concepts to business practice, the goal of this course is to prepare managers for leading their firms' strategic renewal in a variety of industries and firm sizes in a dynamically changing environment.

GROUP ASSIGNMENT

Group assignment involves a presentation of an action plan for enhancing competitive position of a Polish firm in international markets. The selected firm should be one covered during the Global Week and would be entering a country or a region of your choice.

Consider:

- A systematic way to select most attractive foreign market(s) for the chosen firm, market entry mode and customer target group.
- major barriers and local adaptation issues in foreign expansion.
- possible solutions to the internationalization barriers identified, including innovation of the firm's business model.

The group presentation will be given on the last day of the Global Network Week to the guests from business and faculty members.

EXEMPLARY AGENDA OF THE GLOBAL NETWORK WEEK - 2025 EDITION

	MONDAY (March10) Leon Kozminski Auditorium (Building C)	TUESDAY (March 11) D218	WEDNESDAY (March 12) D218	THURSDAY (March 13) D200	FRIDAY (March14) Auditorium II (Building C)
9:00-10:00	Registration (9:00-9:30)	Class session 1: Experimentation with a business model The case of Smart Kids Planet (Karol Gawel, CEO) https://smarkidsplanet.pl/english/	Class session 2: Business model innovation of national champions The case of Wielton (Tomasz Szataniak, Executive Manager) https://wielton.com.pl/en/	Class session 3: Business model innovation and technology The use of artificial Intelligence in education Prof. Aleksandra Przeglasińska- Skierkowska see bio The case of Elemental (Paweł Jarski, CEO) https://www.elementalsm.pl/en/	Guest speech <i>The international competitiveness of Polish firms: Insights from research</i> (9:30-10:00) Prof. Krzysztof Oblój See bio
9:30-11:00	Welcoming by prof. Grzegorz Mazurek Rector of Kozminski University Introduction to Kozminski University and Global Network Week				
11:00-11:15	Coffee break	Coffee break	Coffee break	Coffee break	Final presentations (10:15-12:30)
11:15-12:30	Introduction to business model innovation frameworks Business model Innovation of Polish firms: Insights from a research project	Guest speech <i>Knowledge Gaps in Management Practice</i> Prof. Andrzej K. Koźmiński	Group workshop with Wielton (11:15-12:30)	Group workshop with Ardigen https://ardigen.com/ (11:15-12:30)	
12:30 – 13:30	Icebreaker activities Conference room C (12:45-14:45)	Lunch	Lunch	Lunch	Lunch
13:30-15:00	Catering in the classroom	Transfer to Wedel company	Group workshop with Wielton: Final preparation and presentations of group work	Group workshop with Ardigen: Final preparation and presentations of group work	Award ceremony
15:00-16:00	Guest speech <i>The success of Poland's Economic Transformation: Can It Hold?</i> Prof. Grzegorz W. Kołodko See bio	Company visit: Wedel https://wedel.com/ https://wedelpijalnie.pl/en			Closing remarks <i>7 challenges of growth</i> (14:30-15:00) Prof. Mariola Ciszewska-Mlinaric (Vice-Rector for Internationalization)
16:00-17:00	Guest speech <i>Europe's Growth Champion: Poland's Path to Prosperity and the Way Forward</i> Prof. Marcin Piątkowski See bio		Group work on final project (Wedel) D123 D125 D201 D204 D205	Group work on final project (Wedel) D123 D125 D201 D204 D205	
17:00-20:00	Transfer to Norblin Factory (Link) Artbox museum: Norblin Factory Company visit: Smart Kids Planet https://smarkidsplanet.pl/english/	Free time			Farewell dinner at Boska Praga Link