

## References

1. Banit O., Shtepura A., Rostoka M., Cherevychnyi G., Dyma O. Students' Readiness to Distance Learning: Results of Research in the Institutions of Higher Education. Mobility for Smart Cities and Regional Development: *Challenges for Higher Education: proceedings of the 24th International Conference on Interactive Collaborative Learning (ICL2021)*, 2022, № 1 (389), p. 426-434. URL: <https://books.google.com.ua/books?id=EohbEAAAQBAJ&lpg=PA426&ots=VCGnlgPKUq&lr&hl=ru&pg=PA427#v=onepage&q&f=false>
2. Lukianova L., Androshchuk I., Banit O. Time Management as a Pedagogical Technology of PhD Students' Effective Self-Management. *The New Educational Review Volume*, 2019, № 56, p. 53-65. Wydawnictwo Adam Marszałek Toruń. URL: <http://www.educationalrev.us.edu.pl/issues/volume-56-2019/>
3. Lukianova L., Banit O., Goretko T. Effects of Global Labor Market Trends on the Content of Professional Training of Future It-Managers. *Information Technologies and Learning Tools*, 2019, № 2 (70), p. 16-27. URL: <https://journal.iitta.gov.ua/index.php/itlt/article/view/2917>
4. Баніт О. В., Коваленко О. Г. Методика проведення тренінгів з розвитку професійної компетентності андрагогів: методичні рекомендації. К.: ІПООД імені Івана Зязюна НАПН України, 2022. 104 с. URL: <https://lib.iitta.gov.ua/731170/>
5. Тренінги з розвитку професійної компетентності андрагогів: практичний посібник / Авт. кол.: Баніт О. В., Коваленко О. Г., Котирло Т. В., Піддячий В. М., Самко А. М., Шарошкіна Н. Г. К.: ІПООД імені Івана Зязюна НАПН України, 2021. 407 с. URL: <https://lib.iitta.gov.ua/731546/>

**Ольга Баніт,**  
доктор педагогічних наук,  
професор кафедри менеджменту  
ДВНЗ «Київський національний економічний університет  
імені Вадима Гетьмана»  
e-mail: [olgabanit@gmail.com](mailto:olgabanit@gmail.com)

## ТРАНСФОРМАЦІЙНІ ПРОЦЕСИ В ТЕХНОЛОГІЯХ НАВЧАННЯ

**Анотація.** Автор описує особливості онлайн-навчання на основі досвіду тренерів-практиків. Метою даного дослідження є виявлення можливостей та перспектив онлайн-навчання в сучасних умовах. Завдання дослідження: визначити складні аспекти планування та проведення онлайн-тренінгів, проаналізувати можливості та переваги онлайн-навчання.

**Ключові слова:** онлайн навчання, бізнес тренінги, віртуальні групи, віртуальні платформи.

**Cristina Fleşeriu,**  
PhD, Associate professor, Department of Hospitality Services,  
Babeş-Bolyai University, Romania  
[cristina.fleseriu@ubbcluj.ro](mailto:cristina.fleseriu@ubbcluj.ro)

**Nuno Amaral Jerónimo,**  
PhD, Head of the Department of Sociology,  
University of Beira Interior, Portugal  
Head of International Research Group, Faculty of Creative Industries  
Vilnius Gediminas Technical University, Lithuania  
[nunoaj@ubi.pt](mailto:nunoaj@ubi.pt)

**Angele Tamuleviciute-Seksteliene,**  
Vice-dean for Development at the Faculty of Creative Industries  
Lecturer at the Department of Creative Communication  
Vilnius Gediminas Technical University, Lithuania  
[angele.tamuleviciute@vilniustech.lt](mailto:angele.tamuleviciute@vilniustech.lt)

**Lifintsev Denys,**  
PhD, Associate professor, Management Department,  
Kyiv National Economic University named after Vadym Hetman  
[lifintsev.denys@kneu.edu.ua](mailto:lifintsev.denys@kneu.edu.ua)

## DIGITAL TOOLS IN MANAGEMENT EDUCATION

**Abstract.** Modern management education requires keeping up with the digital age standards. YouTube is one of the most widely used digital social media and it is very popular among university students. This study focuses on

*the perception of higher education students in different countries on using YouTube as a digital learning tool in higher education.*

*The results show that students positively perceive the usage of YouTube in the educational process, they have their specific requirements from the digital materials provided by teachers and professors.*

**Key words:** *YouTube, teaching methods, interactive learning, perceptions, digital media*

**Introduction.** The era of digital globalization sets absolutely new requirements for higher education and for higher education in the field of management in particular. Nowadays, the usage of modern digital tools in education has become very popular. There are numerous reasons for this trend on a global level. The dynamic environment, mobility of students and professors, difficult external conditions (some of the latest examples are the coronavirus pandemic and Russian aggression against Ukraine) foster the need in flexible usage of digital platforms in higher education. While universities actively use specific teaching platforms such as Moodle or Ilias, social media platforms also play an important role in educational process. In our research we concentrate on YouTube usage for educational reasons and students' perception of educational videos uploaded to YouTube.

**Purpose.** Our study is focused on exploring YouTube as a digital tool in management education and highlighting the students' perception of its usage.

**Results.** In 2021, YouTube had been ranked second world's most influential social media platforms after Facebook (Reuters Institute, 2021, p. 51). Some of the benefits of the YouTube usage as an educational tool are the following: attracting students' attention, focusing their concentration, increasing interest to the subject, building better professor-students connection, making a learning process more interactive and interesting (Maziriri et al., 2020) and even possibly improving teacher's reputation (Pérez-Torres et al., 2018).

Our study focuses on a YouTube channel about cross-cultural communication named "You've got me wrong". The channel was started for educational reasons and it includes short videos about different national communication styles. The author of the channel - an associate professor of Kyiv National Economic University named after Vadym Hetman (Kyiv, Ukraine) - teaches "Cross-cultural management" and "Cross-cultural communication". The videos include short interviews with representatives of different nationalities. The questions are targeted to highlight key issues regarding national communication styles which is important to be prepared for a business communication in international business context.

The respondents of our questionnaire are university students of social sciences from all levels of studies (bachelor, master, PhD) from four countries: Lithuania, Portugal, Romania and Ukraine. The questionnaire was answered online, a total of 381 responses were collected.

The respondents had mostly positive and very positive attitudes towards the use of YouTube in education. Most respondents consider that a teacher having their own YouTube channel is a positive (or very positive) thing. The respondents also confirmed that the quality of the pictures and sound in an educational video is very important. More than half of the students stated that the elements of humour in educational videos are also important for them.

Among other results of the study we should point our high technical demands for educational videos. The content is essential, but students perceive the quality of the sound and picture important as well.

**Conclusions.** In the digital age higher education should implement new technologies to make educational process more efficient and productive and also to simplify cross-cultural interaction (Lifintsev & Wellbrock, 2019) which is very important in modern globalised world (Fleseriu, Jeronimo, Tamuleviciute-Seksteliene, Lifintsev, 2022). Our findings confirmed the positive impact of YouTube usage for educational purposes. Among the most popular responses to the request to describe the attitude to the video used for the survey in one word were "interesting", "informative", "educational" and "good".

### References

1. Fleseriu C., Jeronimo N.A., Tamuleviciute-Seksteliene A., Lifintsev D. European values and effective business interaction. Strategy of economic development of Ukraine, №50(2022), pp. 32-44. doi 10.33111/sedu.2022.50.032.044
2. Lifintsev D. & Wellbrock W. (2019). Cross-cultural communication in the digital age. *Communication Studies* 1(28), 93-104.
3. Maziriri, E. T., Gapa, P., & Chuchu, T. (2020). Student Perceptions towards the Use of YouTube as an Educational Tool for Learning and Tutorials. *International Journal of Instruction*, 13(2), 119-138.
4. Pérez-Torres, V., Pastor-Ruiz, Y., & Abarrou-Ben-Boubaker, S. (2018). YouTuber videos and the construction of adolescent identity. [Los youtubers y la construcción de la identidad adolescente]. *Comunicar*, 55, 61-70. <https://doi.org/10.3916/C55-2018-06>
5. Reuters Institute. (2021). *Digital news report 2021*. <https://bit.ly/3wYgory>

**Giga Kikoria**

PhD, Faculty of Economics and Business;  
Tbilisi State University, Tbilisi, Georgia  
[giga47kikoria@gmail.com](mailto:giga47kikoria@gmail.com)

**Marek Sikora**

PhD, Faculty of Management,  
Bydgoszcz University of Science and Technology, Poland  
[m.sikora@pbs.edu.pl](mailto:m.sikora@pbs.edu.pl)

**Zeza Sanikidze**

PhD student, Faculty of Economics and Business;  
Tbilisi State University, Tbilisi, Georgia  
[zezvasanikidze@gmail.com](mailto:zezvasanikidze@gmail.com)

## STUDENT EMPLOYMENT - AN EMPIRICAL ANALYSIS IN POLAND

### Abstract.

**Purpose** - The purpose of this paper is to observe and describe student employment in Poland and fill the gaps in the literature.

**Methodology** – The study uses a structured and self-administered online questionnaire over the Internet. Systematic sampling has been used. All the information to be collected is presented in an explicit and standardized way. The questionnaire is in line with the International Labour Organization standards.

**Originality** – This is one of the first attempts to analyse data from Poland and focuses on a different scope. Authors believe that this paper will gain some attention from policymakers and can allow Governments to take actions.

**Findings** – The study shows us that the results are not as far apart as it would have to be supposed.

**Practical implications** - The study can be used by regulators, researchers, scientists, NGOs, public institutions and Governments.

**Research limitations** – The study uses a short period of time to collect the data. Another limitation that may arise is the use of systematic sampling which makes the researchers to construct their systems to increase the likelihood of achieving a targeted outcome rather than letting the random data produce a representative answer.

**Key words:** Employment, Students, Poland

**Paper type** Research paper

### 1. Introduction

Student employment has been overlooked in the debate over higher education in Poland. The discussion of the relationship between university education and the labour market focuses on graduate employability (Zajac, 2020).