

### Conference book

The conference book will be printed in the form of a reviewed publication including previously posted and edited papers. We expect to receive papers of 20,000 to 25,000 typographical characters in length.

### Organization information

- Declaration of conference participation and the paper's title and abstract should be sent no later than March 31, 2014 only via the following Internet site:  
**www.cfm.uek.krakow.pl**
- The paper in English should be sent no later than May 31, 2014 only via the above Internet site, where you can find the required format of the paper.
- There is a possibility to reserve a chosen hotel during the conference. The details to be found in the attachment.
- Conference languages: English and Polish.

### Conference calendar

- |                |   |
|----------------|---|
| March 31, 2014 | - Application of conference participation             |
| March 31, 2014 | - Declaration of the paper title and abstract sending |
| April 15, 2014 | - Information about the acceptance of the paper       |
| April 25, 2014 | - Declaration of the hotel reservation                |
| April 30, 2014 | - Conference fee payment deadline                     |
| May 31, 2014   | - Conference paper sending deadline                   |
| June 4-6, 2014 | - Conference  |

### Partners:



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[WWW.KRAKOW.PL](http://WWW.KRAKOW.PL)

[WWW.CFM.UEK.KRAKOW.PL](http://WWW.CFM.UEK.KRAKOW.PL)



CRACOW UNIVERSITY OF ECONOMICS

KNOWLEDGE  
ECONOMY  
SOCIETY

International  
Scientific Conference  
Faculty of Management, CUE

June 4 – 6, 2014

6<sup>th</sup> International Scientific Conference  
of the Faculty of Management  
of the Cracow University of Economics

KNOWLEDGE  
ECONOMY  
SOCIETY

Honorary Patronage:



Rector of the Cracow University of Economics  
Professor Andrzej Chochół



Governor of Malopolska Province  
Jerzy Miller



Deputy Marshal of Malopolska Province  
Roman Ciepila



Mayor of the City of Krakow  
prof. dr hab. Jacek Majchrowski

Conference organizers:

Faculty of Management of the Cracow University of Economics  
Foundation of the Cracow University of Economics

## Conference venue

Cracow University of Economics  
27, Rakowicka St., 31-510 Kraków, Poland  
June 4-6, 2014 (Wednesday – Friday)

## Conference assumptions

The globalization processes, contemporary civilization megatrends, and the progressing impact of the new economy on the surrounding reality explicitly modify the way states and business entities operate. They have brought about the collapse of the hitherto prevailing paradigms of the functioning of enterprises and economies. The contemporary economic reality evokes a necessity to change the way of thinking and determinants of enterprise management strategy as the fundamental elements of the subjective triad of every economy. Therefore, nowadays, in times of the breakthrough and new challenges, enterprises are primarily expected to possess an ability to adapt tasks and functions, as well as methods of the organization of work and management to radically changing conditions of their activities which are implied by the aforementioned processes and modern technological and information transformations.

At present, the ability to function and compete on the global market to a great extent conditions a possibility to survive and develop for contemporary business entities. It has given rise to a need for undertaking adaptation ventures focused on meeting new challenges of the global market. Thus, the intention of the conference is a multi-aspect look at the positive and negative effects the contemporary economic process exert on the functioning of enterprises and economies, as well as a competence to use management instruments to enhance their ability to compete on the global market. For this reason, this year's conference will venture to face the challenges arising from the present economic reality, both in respect of predicting threats, a comprehensive diagnosis of the situation, as well as defining optimal solutions in the area of management, developing and implementing strategies and analyzing the achieved results. Moreover, considering the steadily progressing impact of global connections, which was also very vividly revealed during recent events, due to its international and pragmatic character, the conference will ensure a possibility to confront the Polish experience with the experiences of the representatives of other countries in the field of science and economic practice.

## Main topics of the conference

- Theoretical and application problems of management,
- Contemporary concepts in enterprise management,
- Enterprise management on the global market,
- Intellectual capital management in an organization,
- Managing information in an enterprise,
- Managing the transfer of knowledge in economy,
- Using IT tools in management,
- Managing e-business ventures,
- Methods and quantitative tools in management,
- Accounting in organization management,
- Marketing aspects of enterprise management,
- Management in tourism and leisure sector.

## Framework programme of the conference

### June 4, 2014 (Wednesday)

10.00	Beginning of the conference
10.30-13.50	Plenary debates
14.00-15.00	Lunch
15.00-16.30	Plenary debates
19.00	Banquet

### June 5, 2014 (Thursday)

9.00-12.30	Panel debates
12.30-13.30	Lunch
13.30-18.00	Excursion
19.30	Dinner

### June 6, 2014 (Friday)

9.00-12.30	Plenary debates
12.30	Closing of the conference
13.00	Lunch

## Cost and deadline for the conference fee

### Conference fee:

- 950 PLN / 250 € - Including: participation in debates, paper publication, lunch on June 4-6, banquet and dinner on June 4-5, coffee breaks, excursion on June 5.
- 675 PLN / 180 € - Payment for the accompanying person, including: lunch on June 4-6, banquet and dinner on June 4-5, excursion on June 5.

### Conference fee not included:

- hotel accommodation (there is a possibility to reserve a hotel – details to be found in the attachment)

## Deadline for the payment is April 30, 2014

### Account:

Fundacja Uniwersytetu Ekonomicznego w Krakowie  
ul. Rakowicka 27, 31-510 Kraków, Poland  
Bank Pekao SA, ul. Pijarska 1, 31-015 Kraków, Poland  
IBAN: PL 38 1240 4533 1111 0010 2820 8384  
SWIFT: PKOPPLPW  
with a note: CFM 2014

Attention: the cost of the money transfer is to be covered by the participant.

