

# CONFERENCE PROGRAMME

## Presentations Schedule

### Wednesday, 4 June 2014

10.00 Conference opening – Sport-Didactic hall (building “S”), room 9:  
- Paweł Lula – Dean of the Faculty of Management  
of the Cracow University of Economics  
- Andrzej Chochół – Rector of the Cracow University of Economics  
- occasional speeches

---

10.30-11.30 Plenary session I – Sport-Didactic hall (building “S”), room 9:  
***Global and Regional Challenges of the Contemporary Economy – Part 1***  
simultaneous interpretation

Jan Duraj – University of Lodz  
*Models of Social Enterprise with Embedded Economic Activities*

Małgorzata Dolińska – Maria Curie-Skłodowska University in Lublin  
*Open Innovation*

Olga Vovchak, Tamara, Smovzhenko – University of Banking of the National Bank of  
Ukraine  
*Strategic Approaches of Reforming the Banking System of Ukraine in the Conditions of Euro  
Integration*

Adam Stabryła – Cracow University of Economics  
*Situation Analysis and Corporate Development Programming*

Milena Tvrđíková – VŠB - Technical University of Ostrava  
*The Impact of the Use of Modern Information and Communication Technologies on  
Management Style and Competitiveness SMEs*

---

12.00-13.15 Plenary session II – Sport-Didactic hall (building “S”), room 9:  
***Global and Regional Challenges of the Contemporary Economy – Part 2***  
simultaneous interpretation

Krzysztof Borodako, Jadwiga Berbeka, Michał Rudnicki – Cracow University of Economics  
*The Significance of KIBS Providers’ Spatial Location for Business Tourism Enterprises in  
Krakow*

Ryszard Pukała – State Higher School of Technology and Economics in Jarosław  
*Insurance Market of the Visegrad Group under Economic Slowdown*

Zora Arsovski, Slavko Arsovski – University of Kragujevac  
*A Paradigm Triangle in Enterprise Management: Quality, Leadership and ICT*

Czesław Mesjasz – Cracow University of Economics  
*Negotiation with Business Partners from East European Members of the European Union*

Artur Hołda, Anna Staszal – Cracow University of Economics  
*Is it Creative Accounting, Risk Management, Manipulation or a Fraud? Results of Researching Meaning of those Words in Worldwide Professional Literature*

Mehmet Eryigit – Abant Izzet Baysal University  
Recep Eryigit – Ankara University  
*The Role of Quantitative Analysis in Detecting Accounting Frauds and/or Manipulations*

---

15.00-16.30 Plenary session III – Sport-Didactic hall (building “S”), room 9:  
***Challenges of the Contemporary Management***  
simultaneous interpretation

Mihaela Moatar, Ion Chisalita, Constantin Banu, Carolina Stefan, Sorin Stanciu, Ciprian For a  
– Banat’s University of Agricultural Sciences and Veterinary Medicine “King Michael I of  
Romania”  
*Study Regarding the Economic Efficiency of the Forest Shelter-Belts in the Fields*

Rafał Morawczyński – Cracow University of Economics  
*Management Team Characteristics and Decisions in the Capital Market*

Grażyna Śmigielska – Cracow University of Economics  
*Core and Managerial Competencies in Developing SCA*

Piotr Senkus – Poznan University of Life Sciences  
*Process Orientation – the Use in Marketing*

Tetiana Prymak – Vadim Hetman Kyiv National Economic University  
*Marketing Component in Specialized Media Value Assessing: Market of the Specialized  
Medical Media of Ukraine*

Olga Zavydivska, Natallia Zavydivska –University of Banking of the National Bank of  
Ukraine – Lviv Banking Institute  
*Health Management as Component of Modern Higher Education System*

Dagmar Lesakova – University of Economics in Bratislava  
*Marketing Management of Grocery Retailers Focused on Senior Segment*

Marta Czyż – AGH University of Science and Technology  
*Intellectual Capital Management in an Enterprise*

Ewa Kozień – Cracow University of Economics  
*Time Management in Project Management*

---

## Thursday, 5 June 2014

9.00-10.30 Panel session A – Sport-Didactic hall (building “S”), room 8:  
***Management Concepts and Methods – Part 1***  
debates in English

Stefan Alimpic – University of Kragujevac  
*Intellectual Capital Aimed at Creating Value and Competitive Advantage of Enterprises*

Božidar Leković, Slobodan Marić – University of Novi Sad  
*Knowledge as a Resource of Entrepreneurial Venture and Key Success Factor of Small Business*

Jan Jekielek – Nutshellmodels.com  
*Enhancing Project and Enterprise Agility to Respond to Change*

Paweł Łukasik – Cracow University of Economics  
*The Organizational Learning Factors*

Angelika Wodecka-Hyjek – Cracow University of Economics  
*Key Factors Shaping Learning Public Organization*

Alicja Szczygieł – Cracow University of Economics  
*Selected Psychosocial Determinants of Building Organizational Commitment*

Anna Dolot – Cracow University of Economics  
*Selected Factors of Employer Branding in the Light of Empirical Research*

Magdalena Gorzelany-Dziatkowiec – Cracow University of Economics  
*Leadership in Entrepreneurial Organizations*

Marina Puchkova, Michail Romanovskii – St. Petersburg State University of Economics  
*Project Finance in a Modern Volatile Economic Situation*

Sebastian Brańka – Cracow University of Economics  
*Marketing Tools in Place Management. Idea and Application*

---

9.00-10.30 Panel session B – Sport-Didactic hall (building “S”), room 7:  
*Management Concepts and Methods / Koncepcje i metody zarządzania*  
debates in Polish

Magdalena Jajko – Uniwersytet Ekonomiczny w Krakowie  
*Zarządzanie relacjami z klientami jako źródło przewagi konkurencyjnej*

Iwona Lupa – Uniwersytet Ekonomiczny w Krakowie  
*Zarządzanie relacjami z klientami w mediach społecznych. Analiza przypadku Alior Banku*

Katarzyna Cymbranowicz – Uniwersytet Ekonomiczny w Krakowie  
*Flexicurity – nowe narzędzie zarządzania zasobami ludzkimi*

Monika Zasadania – Uniwersytet Ekonomiczny w Krakowie  
*Wpływ kultury organizacyjnej na zarządzanie zasobami ludzkimi w przedsiębiorstwie*

Tatiana Kozak-Siara – Państwowa Wyższa Szkoła Techniczno-Ekonomiczna im.  
ks. B. Markiewicza w Jarosławiu  
*Wieloaspektowe podejście do amortyzacji w zarządzaniu przedsiębiorstwem*

Anna Jonkisz-Zacny – Uniwersytet Ekonomiczny w Krakowie  
*W poszukiwaniu najlepszej metody amortyzacji*

Halina Stoch-Parulak – Uniwersytet Ekonomiczny w Krakowie  
*Nowe sposoby zarządzania hotelami w Polsce*

Ewelina Pawłowska, Anna Wieczór, Andrzej Brożek – Uniwersytet Ekonomiczny w  
Krakowie  
*Wykorzystanie benchmarkingu dla zwiększenia efektywności w przemyśle chemicznym*

Julia Gorzelany-Plesińska – Uniwersytet Rolniczy w Krakowie  
*Zastosowanie nowoczesnej technologii w zarządzaniu marketingowym jednostką samorządu  
terytorialnego*

---

9.00-10.30 Panel session C (students session) – Sport-Didactic hall (building “S”), room 6:  
***Selected Problems of Management – Part 1***  
debates in English/Polish

Dovilė Jankauskaitė – Kaunas University of Technology  
*Analysis of Stakeholder Management within Cultural Projects*

Piotr Kubajka – Cracow University of Economics  
*Capital Cost, Tobin’s Q and Net Working Capital in Polish Stock Companies*

Łukasz Kaźmierkiewicz – Cracow University of Economics  
*The Impact of Globalization on Management in Tourism Industry*

Danijela Durkalic, Tijana Stamenic – University of Kragujevac  
*The Management of Tourism Aimed to Improve the Local Economic Development*

Ana Gajovic, Nevena Stojanovic – University of Kragujevac  
*Management of Rural Tourist Destinations in Serbia*

Ikeanumba Chichi Favour – Sumy National Agrarian University  
*Competitiveness of Enterprises Management (A Case Study of Civil Aviation in Nigeria)*

Damian Ekene Dilinye – East Ukrainian National University  
*Does External Technology Acquisition Determine Export Performance? Evidence from Ukraine Manufacturing Firms*

Ifeanyi Nzeakor – East Ukrainian National University  
*Management of Business Challenges which Occurs Among Small and Micro Enterprises*

Romana Markiv, Nazar Dumych University of Banking of the National Bank of Ukraine – Lviv Banking Institute  
*The Role of Education in Human Capital Formation*

Berenika Bator – Lodz University of Technology  
*Doradztwo zawodowe dla młodzieży we Francji*

Bohdan Pavliak – University of Banking of the National Bank of Ukraine – Lviv Banking Institute  
*Neuromarketing jak sposób wpływu na zachowanie konsumenta*

---

11.00-12.30 Panel session D – Sport-Didactic hall (building “S”), room 8:  
***Challenges of the 21<sup>st</sup> Century Economy***  
debates in English

Elena Tkachenko – St. Petersburg State University of Economics  
*Problem of an Assessment of Efficiency of Projects in the Conditions of the Knowledge-based Economy*

Asem Rahimbaeva – Gumilyov Eurasian National University  
*Current Issues in Kazakhstan Domestic Trade Development within the Customs Union*

Taner Sekmen, Ömer Akkuş, İlyas Şiklar – Eskişehir Osmangazi University  
*Competition in Turkish Banking Sector*

Halina Smutek – Cracow University of Economics  
*International Competitiveness of the Sector on the Example of Selected Agro Food Industries*

Adriana Paliwoda, Marek Górski – Cracow University of Economics  
*The Commercialization of Polish Regional Airports: Krakow Airport Case Study*

Dyna Suwanto – Yogyakarta State University  
*Cinema Audience Segmentation Analysis Based on Factors that Affecting Them in Decision Making: A Mix Method Approach*

Rafał Bill – Cracow University of Economics  
*Differences Between Innovation Ecosystems in Poland and Spain. Lessons Learned for Polish Business Support Institutions*

Zhibek Abylkassimova, – L.N. Gumilyov Eurasian National University  
Gulmira Yessenova – Financial Academy  
*The Comparative Analysis of the Relationship System of Higher Education and Labour Market Between Kazakhstan and Poland*

Jowita Gałuszczyńska – Cracow University of Economics  
*Managing an International Company. CIT in the European Union*

Chaiyaset Promsri – Rajamangala University of Technology Phra Nakhon  
*An Empirical Study on Social Intelligence of Thai Employees*

Marian Bursztyn – Cracow University of Economics  
*Wychowawcze znaczenie inteligencji emocjonalnej w rozwoju turystyki?????*

---

11.00-12.30 Panel session E – Sport-Didactic hall (building “S”), room 7:  
***Challenges of the 21<sup>st</sup> Century Economy / Wyzwania gospodarki XXI wieku***  
debates in Polish

Krystyna Poznańska – Szkoła Główna Handlowa w Warszawie  
*Innowacyjność małych i średnich przedsiębiorstw w Polsce*

Aneta Wysokińska-Senkus – Uniwersytet Przyrodniczy w Poznaniu  
*Doskonalenie organizacji w kontekście sustainability*

Izabela Konieczna – Uniwersytet Jana Kochanowskiego w Kielcach  
*Zasoby i kompetencje spółdzielni w sferze produkcji. Przykład spółdzielni mleczarskich z województwa świętokrzyskiego*

Michalina Szczepańska – Uniwersytet Ekonomiczny w Krakowie  
*Przydatność różnych modeli kapitału intelektualnego dla sektora mediów*

Katarzyna Frodyma – Uniwersytet Ekonomiczny w Krakowie  
*Źródła finansowania na rynku energii odnawialnej w Polsce*

Jacek Pera – Uniwersytet Ekonomiczny w Krakowie  
*Proces identyfikacji ryzyka a ryzyko w przedsiębiorstwie*

Agnieszka Leszczyńska – Uniwersytet Marii Curie-Skłodowskiej w Lublinie  
*Zmiana lokalizacji firmy jako odpowiedź na zmiany klimatyczne*

Grzegorz Pamuła – Uniwersytet Ekonomiczny w Krakowie  
*Rola systemu motywacyjnego w rozwoju zaangażowania pracowników*

Mirosław Henryk Filar – Uniwersytet Ekonomiczny w Krakowie  
*Nowe formy marketingu i dziedzictwa kulturowego*

---

11.00-12.30 Panel session F – Sport-Didactic hall (building “S”), room 6:  
***Management Concepts and Methods – Part 2***  
debates in English

Liwiusz Wojciechowski – Cracow University of Economics  
*Analysis of the Investment Strategies Using Between Market Correlation Effectiveness as a Part of Financial Risk Management*

Jagoda Komusińska, Paweł Telejko – Cracow University of Economics  
*Business Process Management in Banking Operations*

Yuriy Nemish – Cracow University of Economics  
*System of Enterprise Financial Liquidity Rating as an Instrument of Company Management in the Variable Economic Environment*

Henrik Lund, Bjarne Lykke Soerensen – Cracow University of Economics  
*The Relationship Between Employee Engagement and Financial Performance in the Business to Business Market*

Paulina Kawala – Cracow University of Economics  
*Knowledge Management in a Tourist Enterprise as a Way to Adapt an Offer to the Changing Needs of Polish Seniors in the Field of Tourism and Recreation*

Joanna Sobula – Cracow University of Economics  
*Modern Management Concepts in Work Organization Real Estate Managers*

Bartosz Bednarz – Cracow University of Economics  
*Sports Management: Case Study of a Polish Football Club – KKS Lech Poznań (Years 2009-2013)*



---

## Friday, 6 June 2014

10.00-11.30 Plenary session IV – Sport-Didactic hall (building “S”), room 7:

***IT Tools in Organizations***

debates in English

Zoran Kalinic – University of Kragujevac

*E-commerce in EU and Serbia: Current Trends and Perspectives*

Alexandra Varfolomeeva, Eugeniya Blinnikova – Plekhanov Russian University of Economics

*IT Service Management Approach Application for IT Processes Improvement in Educational Organizations*

Jan Ministr – VŠB-Technical University of Ostrava

Tomáš Pitner – Masaryk University

*The Integration of User Documentation into the Agile Development Environment of Software*

Vladimir Rankovic, Mikica Drenovak – University of Kragujevac

*The Portfolio Rebalance Based on Minimization of VaR Using Genetic Algorithm*

Katarzyna Wójcik, Janusz Tuchowski – Cracow University of Economics

*Ontology Based Approach to Sentiment Analysis*

Jakub Kanclerz – Cracow University of Economics

*Could Social Media Data Mining Help Obtain Credit Scoring?*

---

12.00-13.00 Plenary session V – Sport-Didactic hall (building “S”), room 7:

***Quantitative Methods in Economics and Management***

debates in English

Daniel Kosiorowski, Artur Bujak, Mateusz Bocian – Cracow University of Economics

*A Combination of Tclust and SVM Algorithms in Automatic Identification and Prediction of a Market State*

Małgorzata Snarska, Daniel Kosiorowski – Cracow University of Economics

Dominik Mielczarek, Jerzy Rydlewski – AGH University of Science and Technology

*Applications of the Functional Data Analysis for Extracting Meaningful Information from a Families of Yield Curves and Income Distribution Densities*

Damian Tracz, Daniel Kosiorowski – Cracow University of Economics

*On Robust Estimation of Pareto Models and Its Consequences for Government Aid Programs Evaluation*

Kaja Jarnuszkiewicz – Cracow University of Economics

*Exposure of Polish Capital Market to Contagion from Foreign Markets*