

CONFERENCE PROGRAMME

Presentations Schedule

Wednesday, 29 May 2019

10.00 Conference opening – Sport-Didactic hall (building “S”), room 9:
- Bogusz Mikula – Dean of the Faculty of Management of the Cracow University of Economics
- Aleksy Pocztowski – Vice-Rector for Research of the Cracow University of Economics
- Andrzej Jaki – Head of the Department of Economics and Organization of Enterprises of the Cracow University of Economics

simultaneous interpretation

10.30-11.45 Plenary session – Sport-Didactic hall (building “S”), room 9:
Global and Regional Challenges of the Contemporary Economy – Part 1
simultaneous interpretation

Chairperson: Lutz Schminke – Fulda University of Applied Science

Elena Tkachenko, Alina Osipenko, Vladimir Kokh, Olga Samovarova – St. Petersburg State University of Economics
Practice of the Technological Audit at the Hi-Tech Companies

Patrizia Accordino, Tindara Abbate, Raffaella Coppolino, Elvira Tiziana La Rocca, Daniela Rupo – University of Messina
Innovative Tourism Startups: an Explorative Analysis

Anna Kowalska-Pyzalska – Wrocław University of Science and Technology
Eco-Innovative Energy Management Systems: Practical Advices for the Enterprises Based on the Empirical Survey and Simulation Approach

Marek Jabłoński – Cracow University of Economics
Workplaces, Education and Job Experience. Case of Polish Municipal Company

11.30-12.30 Poster session (*students session*) – Sport-Didactic hall (building “S”), ground floor
Selected Problems of Economics and Management
debates in Polish/English

11.45-12.15 coffee break

12.15-13.30 17th Polish-Italian-Ukrainian-Serbian Quadrilateral Symposium –
Sport-Didactic hall (building “S”), room 8:
***Contemporary Trends and Transformation of Economies and Enterprises.
Economic, Social and Legal Aspects – Part 1***
debates in English

Chairperson: Maria Tommasini – University of Messina

Ganna Duginets, Anatolii Mazaraki – Kyiv National University of Trade and Economics
Industry 4.0 and the Development of Ukraine's Priorities

Maria Grazia Recupero – University of Messina
Homo Oeconomicus and Homo Mimeticus Compared with Market Globalization

Vladan Ivanović – University of Kragujevac
New Economy in Comparative Perspective: New Versus Old Europa

Francesco Martines – University of Messina
The Role of Administrative Law in the Economic Globalization Era

Mary Ellen Toffle – University of Messina
University Internationalization: a Bright Light in a Dark Economy - How to Use Cross-Cultural Marketing to Expand International Student Population in the Italian University System

12.15-13.30 Panel session A – Sport-Didactic hall (building “S”), room 9:
Global and Regional Challenges of the Contemporary Economy – Part 2
simultaneous interpretation

Chairperson: Piotr Wójtowicz – Cracow University of Economics

Rafał Kusa, Agnieszka Peszko – AGH University of Science and Technology
Employees' Autonomy and Firm's Innovativeness in Small and Medium Sized Enterprises

Hanan Gouda, Eiman Negm – Arab Academy for Science and Technology
Exploring the Relevant Skills Needed for the Digital Age Employees in Business

Nemanja Berber, Agneš Slavić – University of Novi Sad
Flexible Working Arrangements and Employee Turnover in the Central and Eastern Europe

Pavel Lebedev – IEDC Bled School of Management
Management Accounting Practices in Mid-Sized Companies in the Emerging Economies: an Evidence from Russia

12.15-13.30 Panel session B – Sport-Didactic hall (building “S”), room 7:
Challenges for the Contemporary Management
debates in English

Chairperson: Jan Ministr – VŠB-Technical University of Ostrava

Jolanta Maroń – Cracow University of Economics
Polish Logistics in 2018: Policy, Problems, Perspectives

Dagmar Lesakova – University of Economics in Bratislava
The Role of Self-Perceived Age in Advertising Strategies

Hafiz Fawad Ali – University of the Punjab Lahore
Impact of Corporate Governance on Job Satisfaction and Teaching Performance with the Mediating Role of Organizational Commitment in Public and Private Sector HEIs

Monika Stelmaszczyk – Jan Kochanowski University in Kielce
Joanna Ożga – University of Applied Sciences Fulda
Enhancing Absorptive Capability in Virtual Teams

Liliya Mikheykina – Plekhanov Russian University of Economics
The Situation Center as an Integration Project Providing Information and Analytical Support for Management Decisions

Katarzyna Baran – Cracow University of Economics
Transactional Leadership in Public Administration – the Essence and Use

12.15-13.30 Panel session C (*students session*) – Sport-Didactic hall (building “S”), room 6:
Development and Effectiveness of Economies and Organizations – Part 1a
debates in Polish

Chairperson: Małgorzata Tyrańska – Cracow University of Economics

Małgorzata Szozda – Państwowa Wyższa Szkoła Techniczno-Ekonomiczna w Jarosławiu
Innowacyjność gospodarki impulsem rozwoju start-upów

Maria Gorący, Dariusz Kotlarz – Uniwersytet Ekonomiczny w Krakowie
Współpraca wynalazców i menedżerów innowacji na przykładzie próby wprowadzania na rynek drona strażackiego AMSD

Jakub Garncarz – Uniwersytet Ekonomiczny w Krakowie
Wykorzystanie narzędzi strategii błękitnego oceanu jako szansa na rozwój polskich firm sektora MSP

Piotr Brachowicz – Uniwersytet Ekonomiczny w Krakowie
Decentralizacja odpowiedzialności jako czynnik zwiększający efektywność podejmowanych decyzji w dużych organizacjach

12.15-13.30 Panel session D (*students session*) – Sport-Didactic hall (building “S”), room 5:
Development and Effectiveness of Economies and Organizations – Part 1b
debates in Polish

Chairperson: Paweł Wołoszyn – Cracow University of Economics

Ilona Burda, Karolina Cuber – Uniwersytet Ekonomiczny w Krakowie
Analiza zmian w zakresie wyboru podmiotu uprawnionego do badania sprawozdań finansowych spółek, w stosunku do których została ogłoszona upadłość

Aleksandra Wiecheć – Uniwersytet Ekonomiczny w Krakowie
Ochrona podatników nieświadomie uczestniczących w „karuzelach VAT-owskich” – rozbieżności między decyzjami organów skarbowych a orzecznictwem sądów administracyjnych

Barbara Ficek – Państwowa Wyższa Szkoła Techniczno-Ekonomiczna w Jarosławiu
Granica między kreatywną a agresywną księgowością

Adam Chlebisz – Uniwersytet Ekonomiczny w Krakowie
Zarządzanie ograniczonymi zasobami na przykładzie wody w ujęciu globalnym

13.30-14.30 lunch at CUE banquet hall (1st floor – the “Ustronie” building)

14.30-15.00 coffee break

15.00-16.30 17th Polish-Italian-Ukrainian-Serbian Quadrilateral Symposium –
Sport-Didactic hall (building “S”), room 8:
Contemporary Trends and Transformation of Economies and Enterprises. Economic, Social and Legal Aspects – Part 2
debates in English

Chairperson: Anatolii Mazaraki – Kyiv National University of Trade and Economics

Milan Kostić, Dragomir Dimitrijević, Nenad Janković – University of Kragujevac
Contribution of Competition Policy to Economic Development - Example of Former Transition Economies

Nenad Stanišić – University of Kragujevac
Externa Economic Imbalances in the Western Balkan States: Trends and Challenges

Konrad Kolegowicz – Cracow University of Economics
The Dynamic Assessment of the Financial Distress (Insolvency Threat) of Enterprises in Poland since 2007

Maria Tommasini – University of Messina
Waste. A Source of Utility or Disutility?

Fabio Fragomeni, Rosalba Rizzo – University of Messina
Messina and the Development of New E-commerce Activities

Antonina Astone – University of Messina
The Protection of Personal Data: Gdpr, Internet of Things, Blockchain

15.00-16.30 Panel session E – Sport-Didactic hall (building “S”), room 9:
Global and Regional Challenges of the Contemporary Economy – Part 3
simultaneous interpretation

Chairperson: Elena Tkachenko – St. Petersburg State University of Economics

Marian Bursztyn – Cracow University of Economics
Human Capital as a Strategic Factor for the Competitiveness of the Tourism Sector

Jan Jekielek – Nutshellmodels.com
Agile Activation of Individuals Prepares for “Invasion” of Artificial Intelligence

Jan Ministr, Marie Ministrova – VŠB-Technical University of Ostrava
Specifics of Using SCRUM Methodology in Software Development

Dariusz Put – Cracow University of Economics
Strategies of Distributed Information Resources Integration

15.00-16.30 Panel session F (*students session*) – Sport-Didactic hall (building “S”), room 6:
Development and Effectiveness of Economies and Organizations – Part 2
debates in Polish

Chairperson: Agnieszka Żbikowska – Cracow University of Economics

Dawid Błachowicz – Uniwersytet Ekonomiczny w Krakowie
Kondycja polskiego sektora finansowego po wstąpieniu w struktury Unii Europejskiej w 2004 roku

Marlena Pic – Państwowa Wyższa Szkoła Techniczno-Ekonomiczna w Jarosławiu
Młodzi konsumenci jako specyficzny segment rynku

Karolina Sołtysik – Uniwersytet Ekonomiczny w Krakowie
Krytyczne czynniki determinujące powodzenie projektu implementacji systemu klasy ERP

Gabriela Jarosz, Ewelina Gwizd – Uniwersytet Ekonomiczny w Krakowie
Rola środków trwałych w sprawozdaniu finansowym, sporządzanym przez spółki notowane na Gieldzie Papierów Wartościowych w Warszawie, działające w różnych branżach w skali gospodarki narodowej

Thursday, 30 May 2019

9.00-10.20 17th Polish-Italian-Ukrainian-Serbian Quadrilateral Symposium –
Sport-Didactic hall (building “S”), room 8:
***Contemporary Trends and Transformation of Economies and Enterprises.
Economic, Social and Legal Aspects – Part 3***
debates in English

Chairperson: Vladan Ivanović – University of Kragujevac

Sylwia Kruk – Cracow University of Economics
The Efficiency of Invested Capital in the WIG-Construction Sector in Poland

Roberto Caratozzolo – University of Messina
Technology and Enterprises: the Activity of Online Platforms between Law and Economy.

Verica Babić, Marko Slavković, Marijana Simić – University of Kragujevac
Students' Perception on the Institutional Framework of Higher Education: Evidence from Serbia

Valentina Prudente – University of Messina
Enhancement of Cultural Heritage and Territorial Regeneration. Administrative Tools for Urban Sustainability

Giovanna Centorrino, Valeria Naciti – University of Messina
Sustainable Voluntary Disclosure and European Emission Trading System: Evidences from Italian Companies

Maurizio Ballistreri – University of Messina
Citizenship and Welfare Income in Italy

9.00-10.20 Panel session G – Sport-Didactic hall (building “S”), room 7:
Economic and Social Challenges of the Contemporary Economy
debates in English

Chairperson: Liliya Mikheykina – Plekhanov Russian University of Economics

Elena Tkachenko, Anton Repchenko, Sergey Bodrunov – St. Petersburg State University of Economics
Implementation of Fuzzy Sets Tools for Financial Analysis of the Enterprise

Natalia Raksha – Key West University
Collaborative Economy as the Main Retail Trend

Katarzyna Sanak-Kosmowska, Iryna Manczak – Cracow University of Economics
Social Media Experiences in Museums

Marek Koczyński – Cracow University of Economics
Transversal Competencies - 60 Years of Debate on the Skills we all Need

Sarah Menz, Pia Barth, Alessia Husfeldt - University of Applied Sciences Fulda
Innovation Ambidexterity

10.20-10.30 Conference closing – Sport-Didactic hall (building “S”), room 8

10.30-11.00 coffee break

11.00-14.30 recreation program

14.30 lunch at CUE banquet hall (1st floor – the “Ustronie” building)
