

Silesian University in Opava,
School of Business Administration in Karviná,
Czechia

INTERNATIONAL WEEK

Programme
and Participants



**SILESIA
UNIVERSITY**
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

8th-12th
April
2019

Programme

Programme of International Week

Programme of "ECMT+ Teacher Workshop: „Entrepreneurship and Education“

APRIL 8th (MONDAY)

13:00 – 20:00 Guided tour to surroundings

optional, meeting point foyer SU SBA

APRIL 9th (TUESDAY)

9:30 – 10:00 / Registration	
10:00 – 11:00 / Opening ceremony and presentation of SU SBA	AULA
11:00 – 12:00 / Ice-breaking session	AULA
12:00 – 13:00 / Lunch	cafeteria SBA
13:05 – 14:40 / Teaching/City mini tour – Church and Chateau Fryštát	
15:00 – 15:30 / Coffee break	room A309
15:30 – 17:00 / Workshop: Your Journey to Internationalisation	room A309
18:00 / Welcome dinner (cafeteria SBA)	cafeteria SBA

APRIL 10th (WEDNESDAY)

8:05 – 9:40 / Teaching	9:45 – 11:30 / Trip to old Karviná
9:40 – 9:45 / Coffee break room A309	
9:45 – 11:25 / Teaching	
11:30 – 12:30 / Lunch	11:30 – 12:30 / Lunch cafeteria SBA
12:45 – 14:30 / Workshop: ECMT+ Teacher Workshop: Entrepreneurship and Education AULA	12:45 – 14:30 / Opening and plenary sessions AULA Opening of the event, practical information, introduction of the ECMT+ project
	13:30 – 14:30 / Keynote talk – Adéla Hradilová (Moravian-Silesian Innovation Centre): "Moravian-Silesian Region – an Emerging Start-up Region"

14:30 – 14:40 / Coffee break	14:30 – 15:00 / Coffee break AULA	
14:40 – 17:30 / Trip to the planetarium Ostrava	room A308 15:00-16:30 / Workshop stream 1: Entrepreneurship and Education Marian Holienka (Comenius University in Bratislava, Slovakia): "Development of Entrepreneurial Thinking and Cross-generational Entrepreneurship" Harri Mielonen (Karelia University of Applied Sciences, Finland): "Business Academy in Karelia"	room A309 15:00-16:30 / Workshop stream 2: Intercultural Communication and Entrepreneurial Education Ewa Badzińska , Poznań University of Technology, Poland): "Exemplification of the Multicultural and Practical Approach to Teaching Entrepreneurship" Krystyna Heinz, Martina Chylková (SBA Karviná, Czech Republic): "Intensive Programmes in 2017 and 2018 in Self-reflective Diaries. Post-Implementation Feedback."
18:00 / Dinner Restaurant Golf Resort Lipiny Karviná	18:00 / Dinner Restaurant Golf Resort Lipiny Karviná	

APRIL 11th (THURSDAY)

9:45 – 10:30 / Teaching	9:45 – 10:30 / Workshop stream: AULA	
	Anna Pilková (Comenius University in Bratislava, Slovakia): "Entrepreneurship Education Concept at Faculty of Management, Comenius University in Bratislava"	
10:30 – 10:45 / Coffee break	10:30 – 10:45 / Coffee break AULA	
10:35 – 11:20 / Teaching	room A308 10:45 – 12:15 / Workshop stream 1: Social Entrepreneurship Ron Beirens, Jef Tavernier (Vives University of Applied Sciences, Belgium) : „Social Entrepreneurship: Impact Driven Business Model and Cases" Simon Devos-Chernova (Technical University of Applied Sciences Wildau, Germany/Financial Control Commission of the European Youth Forum, Germany "Entrepreneurship in Youth Organisations Across Europe"	room A309 10:45 – 12:15 / Workshop stream 2: Innovation in Companies / Entrepreneurship Research Heikki Immonen (Karelia University of Applied Sciences, Finland): "Innovation Methods for Low to Extreme Levels of Uncertainty" Nicholas Telford (University of the West of Scotland, UK): "Entrepreneurial Marketing: Contributions to Knowledge and Future Directions"

12:30 - 13:30 / Lunch	12:30 - 13:30 / Lunch		cafeteria SBA
13:55 - 15:30 / Teaching	room A308	room A309	
	13:30 - 14:15 / Workshop stream 1: Entrepreneurship and Education Lynda Saoudi (UIT Roanne, France): "Entrepreneurship Education"	13:30 - 14:15 / Workshop stream 2: Entrepreneurship and Education Ján Adam Pláček (Technical University of Ostrava) „Entrepreneurship support on the VSB - TUO“	
14:15 - 14:30 / Coffee break	14:15 - 14:30 / Coffee break		room A309
	14:30 - 15:30 / Workshop stream: Entrepreneurship Education and Universities from Student's Perspectives		AULA
16:00 - 17:00 / Excursion to the Business Gate	16:00 - 17:00 / Excursion to the Business Gate		Business Gate
18:00 / Dinner	18:00 / Dinner		Restaurant Fryštátská Chalupa

APRIL 12th (FRIDAY)

10:00 - 12:00 Delivering confirmation documents	room A302
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Timetable of Lectures

April 9 th - Tuesday	
room/hours	13:05 - 14:40 (2 teaching hours)
A308	Carole Rozier (Université Jean Monet, France) - Administrative and Commercial Management for Organisations = GACO
A309	Paulina Kubera (Poznan University of Technology) - Cross-border Economics Activity in the European Union
A216	Ulyana Dzyuma-Zaremba (University of Information Technology and Management Rzeszów, Poland) - Where to Invest? Risk versus Return
B206	Sylvia Badowska (University of Gdansk) - New Product Development

CANCELED

April 10 th - Wednesday	
room/hours	8:05 - 9:40 (2 teaching hours)
A308	Elwira Leśna-Wierszółowicz, Ph.D. (West Pomeranian University of Technology) - Stress Management
A309	Magdalena Suraj (University of Rzesów) - Financial Distress and Personal Bankruptcy CANCELED
A206	Bertus Botter (Saxion University of Applied Sciences, Netherlands) - Marketing and Communication
A412	Jan de Wilde (Saxion University of Applied Science, Netherlands) - Building Confidence/Art of Happiness/Non-verbal communication
room/hours	9:40 - 10:30 (1 teaching hour)
A308	Carole Rozier (Université Jean Monet, France) - Administrative and Commercial Management for Organisations = GACO
A309	Paulina Kubera (Poznan University of Technology) - Cross-border Economics Activity in the European Union
A206	Yi Zhang, Jie Cui (Shanxi University of Finance and Economics, China) - Chinese Economy
A412	Grazyna Karmowska (West Pomeranian University of Technology in Szczecin, Poland) - Analysing the Potentials of a Region
room/hours	10:35 - 11:20 (1 teaching hour)
A308	Ulyana Dzyuma-Zaremba (University of Information Technology and Management Rzeszów, Poland) - Where to Invest? Risk versus Return
A309	Sylvia Badowska (University of Gdansk) - New Product Development CANCELED
April 11 th - Thursday	
room/hours	9:45 - 10:30 (1 teaching hour)
A308	Elwira Leśna-Wierszółowicz, Ph.D. (West Pomeranian University of Technology) - Stress Management
A309	Magdalena Suraj (University of Rzesów) - Financial Distress and Personal Bankruptcy CANCELED
A216	Bertus Botter (Saxion University of Applied Sciences, Netherlands) - Marketing and Communication
B206	Jan de Wilde (Saxion University of Applied Science, Netherlands) - Building Confidence/Art of Happiness/ Non-verbal communication
room/hours	10:35 - 11:20 (1 teaching hour)
A216	Yi Zhang, Jie Cui (Shanxi University of Finance and Economics, China) - Chinese Economy
B206	Grazyna Karmowska (West Pomeranian University of Technology in Szczecin, Poland) - Analysing the Potentials of a Region

Organizing committee



ROMAN ŠPERKA

Vice Dean for Foreign Affairs
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ALENA RUSINOVÁ

International Coordinator
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RADMILA UNUCKOVÁ

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**SILESIAN
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SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

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Participants



BERTUS BOTTER

Institution: Saxion, University of Applied Sciences, Netherlands

Job position: Senior lecturer

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www.saxion.edu

Educational and professional background:

- » Senior lecturer in Marketing and Communication
- » Master of Marketing Management

Lectures in English:

Topics for lectures and scientific collaboration:

Marketing/Online Marketing based on the customer journey and business model canvas

- » What is Marketing
- » Relation Marketing and the organisation
- » Value Proposition and customers
- » Customer Journey, touchpoints and marketingcommunication



AGNIESZKA BRELIK

Institution: West Pomeranian University of Technology in Szczecin, Poland

Job position: Head of European and Regional Study Department

e-mail: agnieszka.brelik@zut.edu.pl

www.zut.edu.pl

Educational and professional background:

- » Associate Professor, Ph.D., Head of Department of European and Regional Studies
- » Dean' representative for International co-operation, teaching on the topics of European Economic Policies, Sustainable Development, Regional Economy and International Tourism; supervisor of Bachelor and dissertation theses on the same topics

Lectures in English:

European Economic Policies, Sustainable Development, Regional Economy, International Tourism; Agritourism, Tourism Management supervisor of Bachelor and dissertation theses on the same topics.

Topics for lectures and scientific collaboration:

- » Global tourism development in Europe.
- » Common Agricultural Policy versus political rents – a comparative analysis on the basis of chosen countries of the European Union.
- » The evaluation of the attractiveness of the tourist commune as conditioning of the development of agricultural tourism farms.
- » Tourism development in EU.
- » Regional development in tourism sector.

Publications:

- » Rural Tourism Development in Poland. Annals of Association of Agricultural and Agribusiness Economists SERiA, volume XI, book 6. Warsaw – Poznań – Olsztyn, Publishing house Wieś Jutra, ISSN 1508-3535, 2009, p. 17-20;
- » Socio-economic sustainable development and the development of agritourism. Annals of Kujawy and Pomorze University in Bydgoszcz 3, 2010, Bydgoszcz, ISSN 1899-9573, p. 153-162;
- » Convergence or divergence within the scope of income in agricultural holdings in Poland in FADN regions after integration with the EU? Research Papers of Wrocław University of Economics – Economic Policy. Publishing House of Wrocław University of Economics, Wrocław 2011, p. 201-211, (co-author A. Grzelak).
- » Agro Tourism as Public Good in Rural Areas: A Case Study. European Research Studies Vol. 16, No. 1. 2013;
- » Ambient impact of institutional development of agrotourism farms, [w:] Bórawski P., Brelik A., Czyżewski B. (red.), Rural development in Poland. The Role of Policy, Tourism and Human Capital. Wydawnictwo Wyższej Szkoły Ekonomiczno-Społecznej w Ostrołęce, Ostrołęka, ISBN 978-83-935057-3-9, 2014, p. 31–43. (co-authors Bogusz, Żuchowski I.)
- » Public goods and intrinsic land productivity – deliberations in the context of the paradigm of sustainable agriculture. ACTA Scientiarum Polonorum Oeconomia 12 (4) 2013. Warsaw School of Life Sciences, Warsaw,, ISSN 1644-0757, 2013, p. 31–40.
- » Are subsidies from joint agricultural policy of EU political rent? A conceptualisation study. Journal of Agribusiness and Rural Development 1(31) 2014, ISSN 1899-5241, p. 13–20 (co-author B. Czyżewski).
- » Role of human capital in tourism sector-literature overview. Zeszyty Naukowe Wyższej Szkoły Ekonomiczno-Społecznej w Ostrołęce 4/(15), Ostrołęka, 2014, p. 42–52.



ULYANA DZYUMA-ZAREMBA

Institution: University of Information Technology and Management in Rzeszow, Poland

Job position: Scientist, Lecturer & Entrepreneur

e-mail: udzyuma@wsiz.rzeszow.pl

en.uitm.edu.eu

Educational and professional background:

- » MSc in Economics
- » From 2012 – Institute for Financial Research and Analyses at UITM, Scientist and Lecturer
- » PhD topic "Analysis of the financial condition of enterprises using Text Mining techniques"
- » From 2017 – NexDiag LLC, Board Member

Lectures in English:

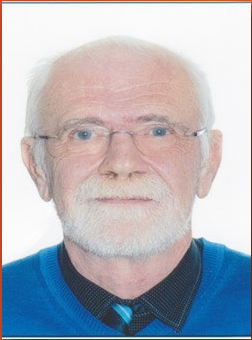
- » Company Value Management
- » Company valuation
- » Industrial Finance and Investments
- » Financial markets
- » Corporate finance

Topics for lectures and scientific collaboration:

- » Lectures related to corporate finance.
- » Scientific cooperation in the field of corporate bankruptcy prediction and financial management.

Publications:

- » U. Dzyuma-Zaremba "Does the industry matter? Airline bankruptcy prediction, Annual Conference on Finance and Accounting, University of Economics, 24 May 2019 Prague, In review
- » P. Zbierowski, U. Dzyuma-Zaremba, R. Harasym: Wspieranie przedsiębiorczości przez samorząd terytorialny szczebla gminnego. Diagnostyka przedsiębiorczości na poziomie podregionów, Difin 2016, p. 220
- » U. Dzyuma-Zaremba, Poziom przedsiębiorczości a upadłość przedsiębiorstw w Polsce – ujęcie regionalne, Kwartalnik Organizacja i Kierowanie nr 4/2016, pp. 153-172.
- » U. Dzyuma-Zaremba, Gant Development SA – the effectiveness of bankruptcy prediction models in case of sudden bankruptcy. Kwartalnik Internetowy „e-Finanse”. Nr 3/2015.
- » J. Nowak, R. Harasym, L. Cywinski, Polish FDI in Ukraine: Analysing Location Factors, Investment Trends and Firm-level Activity, Argumenta Oeconomica, 2015, 1 (34), s. 201-227
- » U. Dzyuma, Real options compared to traditional company valuation methods: possibilities and constraints in their use, Finansowy Kwartalnik Internetowy "e-Finanse", vol. 8, nr 2, 2012.



RONNY BEIRENS

Institution: Vives, University of Applied Sciences, Belgium

Job position: Lecturer Advanced Bachelor International Management

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www.vives.be/en

Educational and professional background:

- » Master's degree in psychology at the Catholic University of Leuven.
- » Specialisation in Human resource management and personnel management.
- » Postgraduate (post master) of 1 year full-time in Business administration at the Catholic University of Leuven.
- » Former Coordinator Applied scientific research in Business

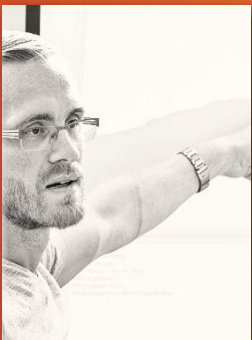


Lectures in English:

- » Entrepreneurship and business plan
- » International business development
- » Creativity
- » Social Entrepreneurship and Impact driven Business Model
- » IHRM

Publications:

Research on Entrepreneurship in SME. Selected and presented article on the EFMD/EISB conference Nice September 2002. Co-Author HRM in SME's in the West of Flanders and City Marketing 2011 Cree 2019 Impact driven Business Model Roanne.



HEIKKI IMMONEN

Institution: Karelia University of Applied Sciences, Finland

Job position: Principal Lecturer of Entrepreneurship

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www.karelia.fi/en/

Educational and professional background:

- » Principal lecturer of entrepreneurship. Manager of Draft Program®. M.Sc. from physics. Part-time entrepreneur. ent

Lectures in English:

- » Orientation to innovation, systems engineering basics, lean startup methodology, product development, disruptive innovation



Topics for lectures and scientific collaboration:

- » Innovation, entrepreneurship, product development

Publications:

- » Immonen, H. (2017) Prototype-funding as an Entrepreneurship catalyst in higher education. Liberec Economic Forum 2017 Proceedings.
- » Immonen, H., Gebejes, A. & Camarda, C. (2017) Entrepreneurial Outcomes of a 9-Month-Long Space Engineering Design Course. UIIN Proceedings.
- » Immonen, H. (2014). Lavia–Green Longboards: How UASes can aid young startups to takeoff. AMK-lehti//Journal of Finnish Universities of Applied Sciences, (2).
- » Hävukainen, I., Immonen, H., Kotorov, I., Kuikka, K., Kähkönen, A., Leminen, M., ... & Tärnänen, T. (2011). Innovation Month® Workbook.



HARRI MIELONEN

Institution: Karelia, University of Applied Sciences, Finland

Job position: lecturer, team coach

e-mail: harri.mielonen@karelia.fi

Educational and professional background:

- » Master of arts
- » Certified team coach

Lectures in English:

- » Team learning

Topics for lectures and scientific collaboration:

- » Multidisciplinary team entrepreneurship
- » Eu-funded international projects





NICHOLAS TELFORD

Institution: University of the West of Scotland, United Kingdom

Job position: Lecturer in Business and Enterprise

e-mail: nicholas.telford@uws.ac.uk

www.uws.ac.uk

Educational and professional background:

- » I am an entrepreneurial marketer with a special interest in social enterprise and marketing. I possess experience running community development organisations as part of regeneration schemes.
- » My PhD examines micro enterprise brand narratives within the creative industries, specifically Scottish Craft. I am interested in how very small - often one-person businesses - can create powerful brand value and how this is reflected in owner-manager lifestyle. I have combined an interest in the creative sector with preliminary studies of how art and cultural projects are used in areas of multiple deprivation. Most recently I have been examining the role of third-sector organisations in community regeneration and how entrepreneurial marketing contributes to change and development.
- » I hold degrees from the University of Stirling, UK, London (BA, MSc, PhD) from the University of London, Birkbeck (MRes); University of the West of Scotland (PgCert) and have studied at the University of California Santa Barbara on exchange. I am a Fellow of the Higher Education Academy and member of the Academy of Marketing. I also serve on the Executive Committee of the Academy of Marketing as Treasurer.



Topics for lectures and scientific collaboration:

- » I aim to build research around the broad theme of social entrepreneurial marketing with specific reference to poverty reduction, economic development and community regeneration. I will retain an interest in cultural issues in marketing and entrepreneurship.

Publications:

- » Fillis, IR and NJM Telford, (2019) The Research Handbook in Entrepreneurial Marketing, Cambridge, MA and Cheltenham, UK: Edward Elgar.



LIISA TIMONEN

Institution: Karelia University of Applied Sciences, Finland

Job position: Head of Internationalisation

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Educational and professional background:

- » Doctor of Science in Education, University of Eastern Finland
- » Master of Science in Social Geography, University of Joensuu
- » Intercultural Studies, University of Jyväskylä
- » Drama pedagogue, University of Jyväskylä



Professional background:

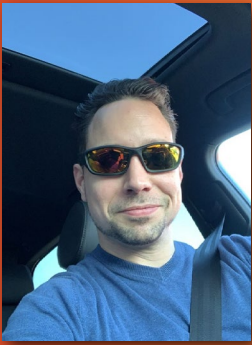
Liisa Timonen is the Head of Internationalisation since 2015 and responsible over the strategic internationalisation, partnerships and global education services at Karelia University of Applied Sciences. She has extensive expertise in the international research and development, network building and partnership development. Before she worked as the Head of Education and Development for eight years and earlier as a teacher in communication skills. Throughout her career, she has been actively involved in internationalisation in different roles.

Topics for lectures and scientific collaboration:

Liisa Timonen has in-depth experience in systemic internationalisation of the higher education and she continuously acts as an academic director and researcher in different projects dealing with university-business collaboration, innovation ecosystems, entrepreneurship education, regional development and modernisation of higher education as well as diversity and inclusion. Her portfolio includes for example ERDI and ECMT+ projects. Timonen is well experienced in international and multicultural collaboration in education on policy, strategy and development levels and has networks all over the world. Timonen contributes actively into academic discussion in her field of expertise. In addition, Timonen does some teaching in diversity and inclusion, multicultural communication and higher education pedagogy for international target groups.

Publications (some latest):

- » Timonen, L. (2018). Developing Transversal Competences and Skills. <https://unlimited.hamk.fi/ammattillinen-osaaminen-ja-opetus/developing-transversal-competences-and-skills/> ISSN 2343-4708. HAMK Unlimited: Journal.
- » Timonen, L. and Turunen, E. (2018). Reflections on Equity in the Finnish Working Life: A Case Study on Master's Students as Diversity and Inclusion Promoters. In Reimer, M. (ed). 2018. Women and Careers. Transnational Studies in Public Policy and Employment Equity, 1st Edition. New York. Routledge.
- » Timonen, L. and Reimer, M. (2018) Making the change in work-life equity – does it really happen? Introduction to Part 2. In Reimer, M. (ed). 2018. Women and Careers. Transnational Studies in Public Policy and Employment Equity, 1st Edition. New York. Routledge.
- » Timonen, L. (2018). ERDI Pedagogical Approaches. Promoting ownership, transversal skills and internationalisation in learning. ERDI-project 2018. <http://erdiproject.eu/>
- » Mastalka, M. and Timonen, L. (eds.) (2017). Perspectives on Bioeconomy. Karelia University of Applied Sciences.
- » Timonen, L. (2017). Introduction. What are we reaching for – short reflections on ERDI project. In ERDI Perspectives on Bioeconomy, Mastalka, M. and Timonen, L. (eds.) Karelia UAS 2017. 2-5.



JAN DE WILDE

Institution: Saxion, University of Applied Sciences, Netherlands

Job position: Teacher

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www.saxion.edu

Educational and professional background:

I've been teaching for 13 years in the field of Marketing and personal development. I'm more of a coach than a classical teacher. In my academy I teach as well as develop new methods of education. I have a strong connection with commercial companies in the area of Twente and therefore I'm able to show my students a broad view of the working field we are preparing them for.

Educational title:

- » Master of Marketing Management (MMM)(Msc)

Lectures in English:

- » Presentation skills
- » Building confidence
- » Art of happiness

Topics for lectures and scientific collaboration:

- » Professional skills 2020 – commerce in Europe – How to present yourself and/or your company



JIE CUI

Institution: Shanxi University of Finance and Economics, China

Job position: Lecturer

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Educational and professional background:

- » Ph.D. in SHANXI University of Finance and Economics, China

Lectures in English:

- » Chinese Economy

Topics for lectures and scientific collaboration:

- » Commercial Banks' management

Publications:

- » Capital Supervision Research of Chinese Commercial Banks under the Framework of Basel III, Economic Science Press, Beijing, China, 2016 version 1.



GRAŻYNA KARMOWSKA

Institution: West Pomeranian University of Technology in Szczecin, Poland

Job position: Associate Professor

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www.zut.edu.pl

Educational and professional background:

- » Master of Economics in 1978; UNIVERSITY OF TECHNOLOGY IN SZCZECIN
- » Associate professor in 2002
- » Ph.D. in 1988

Lectures in English:

- » The Analysis of Regional Development

Topics for lectures and scientific collaboration:

- » Definitions of regions. Regions in the European Union
- » The Factors influencing of the situation in the region
- » Indicators describing economic development, quality of life, environmental quality
- » Quantitative methods used to describe regional development

Publications:

- » Karmowska G., Sustainable growth of societies in post-socialist countries. *Folia Pomeranae Universitatis Technologiae Stetinensis*, 2017; nr 393(89)4; 43-54,
- » Karmowska G., Development of the EU societies and social progress. *Economics and Environment* 2017; nr 4(63); 178-190
- » Karmowska G., Marciniak M., Evaluation of innovation economies of the Central and Eastern Europe compared to other EU countries. *Quantitative Methods in Economic Research* 2017; Z 1, T 18, s. 48-57
- » Karmowska G., The level and quality of life in the Countries of Central and Eastern Europe. Convergence or divergence? *Journal of Agribusiness and Rural Development* 2016, z.2 t. 40; 289-303
- » Karmowska G., Marciniak M., Spatial diversification of living standards in the Former Communist Countries of Central and Eastern Europe and the Balkans. *Comparative Economic Research* 2015 t.18 z.4; 123-138



LILLA KOCSIS

Institution: University of Szeged, Hungary

Job position: Head of Dean's Office

e-mail: kocsis.lilla@eco.u-szeged.hu

www.u-szeged.hu

Educational and professional background:

- » Ph.D. in Literature
- » In the Dean's Office responsible for
 - » the marketing activity of the Faculty of Economics and Business Administration (brochures, fairs, open days etc.),
 - » for coordinating the collaboration with national and multinational partner companies (scholarships, internship, common research projects, marketing cooperation),
 - » and for the administrative processes of the Faculty.



PAULINA KUBERA

Institution: Poznań University of Technology, Poland

Job position: Assistant Professor (Adjunct)

e-mail: Paulina.Kubera@put.poznan.pl

www.put.poznan.pl/en

Educational and professional background:

- » Assistant Professor (Adjunct) in the Chair of Entrepreneurship and Business Communication, Faculty of Engineering Management, Poznań University of Technology, Poland
- » Ph.D. in Economic Sciences in the field of Management sciences (Poznań University of Technology, Faculty of Computer Science and Management)
- » M.A. in Law (Adam Mickiewicz University in Poznań, Faculty of Law and Administration)
- » Post Graduate Diploma in: European Law, Mikołaj Kopernik University in Toruń (PL); Management of Investment Projects Financed from the EU Structural Funds, Poznań University of Technology (PL); Statistical Analysis of the Data in Business and Administration, Poznań University of Economics and Business (PL);
- » Professional training: 'Kućnia ewaluacji' organised by the Polish Evaluation Society; 'Evaluation of Science and Technology Policies', University of Manchester (UK)

Lectures in English:

- » Cross- Border Economic Activity in the EU

Topics for lectures and scientific collaboration:

- » Polish and the EU law with special emphasis on business law; public management, monitoring and evaluation of public policies with special regard to state aid for entrepreneurs



ELWIRA LEŚNA-WIERSZOŁOWICZ

Institution: West Pomeranian University of Technology in Szczecin, Poland

Job position: Doctor of economics, Academic lecturer

e-mail: elesna@zut.edu.pl

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Educational and professional background:

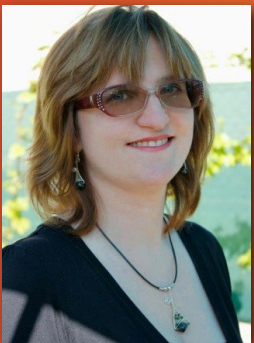
- » Ph.D. in economics

Lectures in English:

- » Business Ethics, Organization and Management, Quality Management in Business, Human Resources Management

Topics for lectures and scientific collaboration:

- » Human resources management, corporate social responsibility, work-life balance, business ethics, social insurance



RENÁTA PAKŠIOVÁ

Institution: University of Economics in Bratislava, Slovakia

Job position: Associate Professor

e-mail: renata.paksiova@euba.sk

euba.sk/en

Educational and professional background:

- » Associate professor in Management, Accounting
- » Ph.D. in Accounting
- » Associate Professor, Ing. Mgr. Renáta Pakšiová, PhD., works at the Department of Accounting and Auditing of the Faculty of Economic Informatics of the University of Economics in Bratislava. Her research is oriented on the analysis of information provided by accounting, mostly in financial reports, and on the importance of critical analysis of profit creation and quantification for decision-making on its allocation. In the accounting theory, her most investigated topics include sustainability and maintenance of business property of companies for the support of their sustainable development. She focuses on research of reporting of business entities in terms of both, financial and non-financial information in the context of national and international laws. She also concerns with the corporate social responsibility and reporting of information in this area.

Lectures in English:

- » Theory of Accounting

Publications

- » PAKŠIOVÁ, Renáta. Sustainability reporting in the Slovak republic. In Sustainability reporting in Central and Eastern European companies : international empirical insights. - Cham : Springer, 2017. ISBN 978-3-319-52577-8. ISSN 2511-2244, pp. 143-154 [1,19 AH].
- » PAKŠIOVÁ, Renáta. Accounting as a relevant source of information for assessing the economic situation of the entity. In Public risk management : perspective of theory and practice. - Katowice : Publishing House of the University of Economics in Katowice, 2016. ISBN 978-83-7875-330-8, pp. 123-131.
- » PAKŠIOVÁ, Renáta. CSR reporting in Slovakia. Web of Science. In International conference on european integration 2016. International conference. International conference on european integration 2016 : proceedings of the 3rd international conference on european integration 2016 : may 19 – 20, 2016, Ostrava, Czech Republic. - Ostrava : VŠB - Technical University of Ostrava, 2016. ISBN 978-80-248-3911-0, pp. 698-707.



KAROLINA PALIMAKA

Institution: University of Information Technology and Management in Rzeszów, Poland

Job position: Assistant

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Educational and professional background:

- » Master of Science in economics.
- » Graduate of the University of Information Technology and Management in Rzeszow in the Faculty of Economics with diploma thesis „Attitudes towards entrepreneurship and setting up own business on the example of students of the University of Information Technology and Management in Rzeszów”.

Lectures in English:

- » None. (In Polish: conducts classes on Business management using simulation game, Elementary of economics and Design Thinking)

Topics for lectures and scientific collaboration:

- » Entrepreneurship as an attitude and starting your own business

Publications (only selected in English):

- » K. Palimaka, J. Rodzinka „Students' attitudes towards starting a business, on the example of students of the University of Information Technology and Management in Rzeszów (Poland)., Financial Internet Quarterly "e-Finance", vol. 14/ no 4, Wyższa Szkoła Informatyki i Zarządzania w Rzeszowie, Rzeszów 2018
- » K. Palimaka, M. Mierzejewski „A multi – speed europe, and the peripherality of Poland" (will be published in the Financial Internet Quarterly „e-Finance", vol. 15/no 1
- » K. Palimaka, M. Mierzejewski „Measurement of intellectual capital as exemplified by methods of groups based on the ROA indicator and on market capitalization", Financial Internet Quarterly "e-Finance", vol.12/no 4, Wyższa Szkoła Informatyki i Zarządzania w Rzeszowie, Rzeszów 2017

- » K. Firlej, K. Palimąka, M. Mierzejewski, „Human capital in agribusiness as a factor in sustainable development – problems of measurement in the case of firms in the agri-food sector”, Political rents of european farmers in the sustainable development paradigm. International, National and Regional Perspective., Bazyli Czyżewski (red.), wyd. PWN, Warszawa 2016



ROBERT DANKIEWICZ

Institution: Rzeszow University of Technology, Poland

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Educational and professional background:

- » Doctor of economics - Economic Academy Poznań – 2007
- » Flotex Polska, Podkarpacki Dom Ubezpieczeń – co-owner
- » Ph.D. in the Department of Finance, Banking and Accounting; Faculty of Management; Rzeszow University of Technology

Lectures in English:

- » Financial Insurance
- » Credit insurance in the process of risk management

Topics for lectures and scientific collaboration:

- » Risk, risk management, credit insurance, financial insurance

Publications: (only selected in English)

- » Dankiewicz R., Insurance in the process of financial risk management in enterprise activity, 2015, WIADOMOŚCI UBEZPIECZENIOWE, z.4, s. 29-38.
- » Dankiewicz R., Ubezpieczenia kredytów eksportowych jako narzędzia wspierające handel międzynarodowy, 2016, ANNALES UNIVERSITATIS MARIAE CURIE-SKŁODOWSKA, SECTIO H OECONOMIA, t.50, z.4, s. 49-58.
- » Dankiewicz R., Kidacka M., Corporate disputes in a partnership - capacity to sue and be sued, 2016, MODERN MANAGEMENT REVIEW, t.XXI, z.23 (3/2016), s. 51-70.
- » Cwynar A., Cwynar W., Dankiewicz R., Studies of firm capital structure determinants in Poland: an integrative review, 2015, E-FINANSE, t.11, z.4, s.1-22.
- » Dankiewicz R., The Role of Merchant Credit Insurance in Processes Stimulating the Economic Security of Companies, 2017, Economics, Entrepreneurship, Management, t.4, z.2, s.1-7.
- » Dankiewicz R., Insurance guarantees as a tool to support risk management procedures in an enterprises, 2017, NAUKI O FINANSACH, z.4(33), s. 51-61.
- » Dankiewicz R., Wpływ przeterminowanych należności na kondycję polskich przedsiębiorstw – analiza branżowa, 2018, ANNALES UNIVERSITATIS MARIAE CURIE-SKŁODOWSKA, SECTIO H OECONOMIA, t. 52, z.1, s. 39-48.
- » Woźniak D., Sokołowska-Woźniak J., Jankowiak B., Cwynar A., Cwynar W., Ostrowska-Dankiewicz A., Dankiewicz R., Trade Credit in Polish Companies. An Empirical Analysis of Macroeconomic Factors Influencing Payment

Delays [w:] Business and Non-profit Organizations Facing Increased Competition and Growing Customers' Demands. Volume 17: Proceedings of the 17th Conference of Scientists and Business People: Tomaszowice, Poland, 18-19 June 2018 , (pod red.) Adam Nalepka, Anna Ujwary-Gil, 2018, Nowy Targ: Foundation for the Dissemination of Knowledge and Science "Cognitione", t.17, s. 627-644.



ROZIER CAROLE

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Job position: ICT teacher / Erasmus+ coordinator ~ GACO International Business Semester

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Educational and professional background:

- » In charge of incoming foreign students at GACO department (Commercial & administrative management for organisations department)
- » In charge of outgoing students (Erasmus and bilateral agreements)



MÁRIA SEKOVÁ

Institution: Matej Bel University in Banská Bystrica, Slovakia

Job position: Associate Professor

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Educational and professional background:

- » Associate professor in Economics and Management
- » Ph.D. in Economics and Management

Topics for lectures and scientific collaboration

- » Critical thinking and Coaching, human resources management

Publications:

The most important published scientific work:

- » Employee retention and development in pulp and paper companies / Milota Vetráková ... [et al.]. In BioResources. - North Carolina State University : College of Natural Resources at North Carolina State University, 2016. - ISSN

1930-2126. - Vol. 11, no. 4 (2016), pp. 9231-9243., WOS.

- » The proposal of intercultural competency model of managers in multinational companies / Mária Seková, Milota Vetráková, Jozef Ďurian.
- » In Globalization and its socio-economic consequences: proceedings of 16th international scientific conference, Ražecské Teplice, 5th - 6th October 2016. Žilina: University of Žilina, 2016. ISBN 978-80-8154-191-9. - S. 1972-1979., WOS.
- » Innovative Management in the Knowledge - based Economy = Inovatívny manažment vo vedomostnej ekonomike / Ľubica Lesáková ... [et al.] ; ed. Ľubica Švantnerová; rec. Jozef Višňovský, Ján Závadský. - Banská Bystrica : Univerzita Mateja Bela, Ekonomická fakulta, 2009. - 194 s. - ISBN 978-80-8083-748-8.



ANNA VAŇOVÁ

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Educational and professional background:

- » Associate professor in professor in Public Economics and Services
- » Ph.D. in sectoral and cross-sectional economics

Lectures in English:

- » Marketing Places

Topics for lectures and scientific collaboration:

- » Regional and local development
- » New trends in spatial development
- » Smart cities
- » Creative cities
- » Sustainable cities
- » Place competitiveness
- » Strategic planning for local and regional development
- » Marketing and branding of places
- » Public service marketing

Publications:

- » BORSEKOVÁ K., KORÓNY, S., VAŇOVÁ A., VITÁLIŠOVÁ K. 2018. Functionality between the size and indicators of smart cities: A research challenge with policy implications. In: Cities, 78:17-26 DOI: 10.1016/j.cities.2018.03.010.
- » BORSEKOVÁ K., VAŇOVÁ A., VITÁLIŠOVÁ K. 2018. Modelling Innovation and Sustainability in Tourism via Competitive Advantage and Collaboration: Building Smart Tourism Destination on Olkhon Island in Baikal Lake. In: Dias A., Salmelin B., Pereira D., Dias M. (eds) Modelling Innovation Sustainability and Technologies. Springer Proceedings in Business and Economics. Springer, Cham. DOI: 10.1007/978-3-319-67101-7_14.
- » VITÁLIŠOVÁ, K., VAŇOVÁ, A., BORSEKOVÁ, K. 2017. Building Košice European Capital of Culture: Towards a Creative

City? In: Bellini, N., Pasquinelli, C. (Eds.) *Tourism in the city*. Springer. ISBN 978-3-319-26876-7. 193 – 205 p. DOI: 10.1007/978-3-319-26877-4_13.

- » VITÁLIŠOVÁ, K., VAŇOVÁ, A., BORSEKOVÁ, K. 2017. Smart specialisation for smart spatial development: Innovative strategies for building competitive advantages in tourism in Slovakia. In: *Socio-economic planning sciences*. Vol. 59. 2017. ISSN: 0038-0121. DOI: 10.1016/j.seps.2016.10.004.
- » VITÁLIŠOVÁ, K., VAŇOVÁ, A., BORSEKOVÁ, K. 2016. The Power of Communities in Smart Urban Development" published in „NEW METROPOLITAN PERSPECTIVES" *Proceedings - Procedia-Social and Behavioral Sciences*, ELSEVIER. Volume 223, s. 51–57. ISSN 1877- 0428.



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Educational and professional background:

Professor in Tourism. Area of Expertise: Human Resources Management, Communication in Management, Organizing work and managing of human resources in Hospitality, Human Resources Management in Hospitality, Culture of speech, Diploma and Doctoral thesis. Professional background: from September 1975 up to now lecturer of Department of Tourism and Hospitality, Faculty of Economics Matej Bel University in Banská Bystrica; experience from managerial job (sub dean for pedagogical study, dean of faculty, vice rector), from pedagogical and research activities mainly in Human Resources Management and communication of managers, international experience from study stay in abroad (Poland, Czech Republic, Hungary, Ukraine, Belarus, Germany, Japan, USA, England, Croatia)

Publication and research orientation:

The result of research and educational activities is the active participation in projects to practice (7), scientific projects (13), educational projects financed from EU funds (3), and international projects (6). The second result of educational and research orientation is publishing scientific and professional monographs (15), text books (30), papers in national and international journals (114) and papers presented at home and international conferences (48). Research orientation is specified on tourism, hospitality, human resources, organizational culture, study programs, e-learning, unemployment in Slovakia, career development, talent management, personal stabilization and others. She has completed 14 doctoral students. She is a member of editorial boards of scientific journals, expert committees for doctoral studies, a member of the scientific boards, a member of committees for habilitation and inauguration proceedings, state examinations.



YI ZHANG

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Educational and professional background:

- » Lecturer in School of Accounting
- » Ph.D. in Management Science and Engineering

Topics for lectures and scientific collaboration:

- » Chinese economy, Cost management

Publications:

- » Zhang Yi, Song Xiao-zhong. Effects of Information Asymmetry and Managers' Performance on Budgetary Slack[C]. 2015 International Conference on Management Science and Engineering 22th Annual Conference Proceedings (Volume II), Dubai (2015.10), IEEE Conference Publication Operations, 2015:1336-1342.
- » Zhang Yi, Song Xiao-zhong, Zhao Su-jie. Interaction of Budgetary Participation, Information Asymmetry and Budgetary Emphasis on Creating Budgetary Slack[J]. Gummi, Fasern, Kunststoffe, 2016, 69(15):1252-1259.
- » Zhang Yi, Song Xiao-zhong. The Cause and Impact Mechanism of Subordinates' Budgetary Slack[J]. On Economic Problems, 2017, 454(6):85-90.



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SYLWIA BADOWSKA

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KATIE MCQUADE

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Educational and professional background:

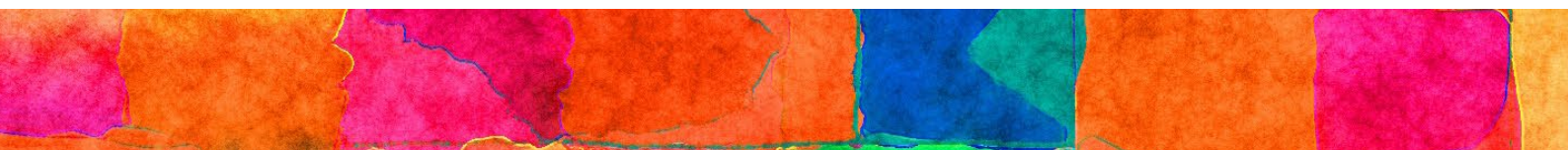
- » » BAHons Degree in Politics and Theology from the University of Glasgow, UK
- » » PgDip from the University of Scotland
- » » MBA from the University of the West of Scotland
- » » Associate lecturer within the University of the West of Scotland within the business school
- » » Second year of PhD. focused upon leadership, and in particular servant leadership. It aims to examine the skills necessary for servant leadership. It has a particular focus on SMEs within Scotland. It is in the currently data collection phase, interviewing both leaders and employees within Scottish enterprises.

Lectures in English:

- » Native

Topics for lectures and scientific collaboration:

- » I aim to build research around the theme of leadership, in particular moral approaches to leadership. I am also interested in further research into the skills necessary for leadership





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