WEDNESDAY, 9th June 2021

Arrival of the participants

20.00 Dinner and informal discussions

THURSDAY, 10th June 2021

9.00 – 10.00 Registration for the conference
10.00 – 10.10 Conference opening
10.10 – 11.30 Plenary session (part 1) - Creamy room

Chair: Włodzimierz Sroka

1. Peter Zamborsky: Management in transnational clusters
2. Shuichi Ishida: The supply chain for product development in the post-Covid 19 era

11.30 – 12.00 Coffee break
12.00 – 13.30  **Parallel sessions**

**Session Ia. Marketing and consumer behavior - Creamy room**

Chair: Juraj Nemec

1. **Cashandra Mara, Mara Coetzee**: South African consumers' brand perceptions
2. **Rima Mickiene, Elena Valioniene**: Assessment of digital marketing strategy effectiveness based on the knowability index
3. **Mohammed Enshassi, Robert Jeyakumar Nathan, Usama Al-Mulali**: Potentials of AI in Digital Marketing and Fintech for Micro Small and Medium Enterprises (MSME)

**Session Ib. Management of High Education Institutions - Raspberry room**

Chair: Marek Szarucki

1. **Jelena Jermolajeva, Svetlana Silchenkova, Larissa Turusheva**: Study of university students’ academic motivation for improving the educational process efficiency (in Riga and Smolensk samples)
2. **Angelika M. Pabian**: Poland redefinition of the educational product due to changes in the educational process at universities during the SARS-CoV-2 pandemic
3. **Juan J.García-Machado, Włodzimierz Sroka, Martyna Nowak**: The greater collaboration between universities and businesses - a PLS-SEM analysis

**Session Ic. CSR and business ethics - Lavender room**

Chair: Sebastian Kot

1. **Maryam Soleimani, Pejman Ebrahimi, Maria Fekete-Farkas**: The Impact of Corporate Social Responsibility Dimensions on Brand Related Consequences with the Mediating Role of Corporate Branding (Case study from Iranian Insurance sector)
2. **Martin Hála, Radka MacGregor Pelikánová, Robert Kenyon MacGregor**: The CSR determinants of generation Z during the covid-19 pandemic – Age matters the most
3. **Maria Elena Temiño, Martyna Nowak, Andrea Cámar, Julieta Diez Hernández**: The corruption attitude in EU under a gender perspective

13.30 – 14.30  **Lunch**

14.30-15.30  **Plenary session (part 2) - Creamy room**

Chair: Włodzimierz Sroka

1. **Joanna Paliszkiewicz**: Leadership, trust and knowledge management in innovative enterprises
2. **Nikolay Megits**: Current trends in American entrepreneurship

15.30 – 16:00  **Coffee break**

16.00 - 17.00  **Workshop with WoS and SCOPUS journals’ editors - Creamy room**

Chair: Włodzimierz Sroka
• Michaela Bednarova, Associate Editor, *International Journal of Digital Accounting Research* (Scopus)
• Joanna Ejdys, Editor in Chief, *Engineering Management in Production and Services* (Scopus)
• Sebastian Kot, Theme editor, *Polish Journal of Management Studies* (WoS-ESCI & Scopus)
• Nikolay Megits, Editor in Chief, *Journal of Eastern European and Central Asian Research* (WoS-ESCI & Scopus)
• Juraj Nemec, Editor in Chief, *Central European Journal of Public Policy* (Scopus); Editor in Chief, *NISPAcee Journal of Public Administration and Policy* (WoS-ESCI & Scopus)
• Joanna Paliszkiewicz, Deputy Editor in Chief, *Management and Production Engineering Review* (Scopus); Associate Editor, *Journal of Computer Information Systems* (WoS-SSCI & Scopus)
• Diego Quer, Senior Editor, *European Journal of International Management* (WoS-SSCI & Scopus)
• Jose Zupancić, Editor in Chief, *Organizacija* (WoS-ESCI & Scopus)

20.00 Gala dinner

**FRIDAY, 11th JUNE 2021**

**9.30–11.00 Parallel sessions**

**Session I a. Business management after Covid-19 - Creamy room**

Chair: Martyna Nowak

1. Anita Kolnhofer Derecskei, Tamás Mizik: Lockdown generation
2. Martina Rašticová, Monika Bédiová, Michaela Kružíková: Pandemic challenges in automotive industry (preliminary research results)
4. Judit Olah, Jozsef Popp: Analysis of sustainable liquid biofuels production

**Session I b. Bio economy and sustainable development - Raspberry room**

Chair: Natanya Meyer

1. Jarmila Zimmermanova, Michaela Perunova: Bioeconomy is a new phenomenon – is current labour market changing?
2. Aleksandra Laskowska-Rutkowska: Challenges towards European supply chains as a result of the circular economy paradigm
4. Babalwa Vuyokazi Soga and Shikha Vyas-Doorgapersad: Assessing local and national government interaction in LED: A policy evaluation of South Africa’s metros

**Session I c. Macroeconomic aspects of management (part 1) - Lavender room**

Chair: Joanna Ejdys

1. Marek Dziura, Tomasz Rojek: The role of innovation in the recovery of the Polish economy after the COVID-19 pandemic in 2021
2. Juraj Nemec: Health care procurement in Slovakia
3. Cyril Manga, Sufyan Qudah, Alexandru Capatina: Comparative approach of economic growth engines (Senegal vs. Jordan) using Granger causality test
11.00–11.30 Coffee break

11.30–13.00 Parallel sessions

**Session II a. Strategic management - Raspberry room**

Chair: Jozsef Popp

1. **Liviu Warter, Iulian Warter**: Why many mergers fail: an emphasis on organizational cooperation and synergy
2. **Günter Hofbauer**: Porter’s 5 Forces Applied to the German Automotive Industry
3. **Judith Helmer, Marek Szarucki**: Demystifying big data analytics implementation in German small and medium-sized enterprises
4. **Agnieszka Bieńkowska, Katarzyna Tworek**: IT dynamic capabilities as a moderator in the Controlling Effectiveness Model

**Session II b. Macroeconomic aspects of management (part 2) - Creamy room**

Chair: Katarzyna Halicka

1. **Aleksandra Pavlović, Andrea Ivanišević, Mladen Radišić, Alpar Lošonc**: Foreign Direct Investments and sustainable development: The case of Republic of Serbia
2. **Marzanna Katarzyna Witek Hajduk, Anna Grudecka**: Poland multi-sided digital platforms’ application in SMEs’ fashion brands’ internet-enabled foreign expansion
3. **Viktorija Skvarćiany, Silvija Vidžiūnaitė**: Approach to Prioritisation of BRICS Countries Regarding Decent Work and Economic Growth
4. **Tawanda Nyikadzino, Shikha Vyas-Doorgapersad**: Zimbabwe’s transition to a devolved system of government: Critical factors for success

**Session II c. Human Resource Management - Lavender room**

Chair: Michal Varmus

1. **Paweł Lula, Marcela Zembura**: Ontology-based analysis of expectations of health care institutions towards competencies of candidates for employment in Poland
2. **Eva Beke, Andrea Tick**: Applicability of Education 4.0 in Higher Education in the Light of a Student Survey
3. **Šárka Čermeková, Pavla Pokorná, Vojtěch Malátek**: Development and support of human resources in the field of reinvestment activities of the company

13.00 - 13.15 Closing the conference

13.15 – 14.15 Lunch