

Akademia WSB

Dąbrowa Górnicza, Cieszyn, Olkusz, Żywiec, Kraków

WSB University

BRENNA

9-10 June 2022

9th INTERNATIONAL SCIENTIFIC CONFERENCE

NEW TRENDS IN MANAGEMENT AND PRODUCTION ENGINEERING – REGIONAL, CROSS-BORDER AND GLOBAL PERSPECTIVES

CONFERENCE AGENDA

Organizers:

WSB University, Dąbrowa Górnicza, Faculty of Applied Sciences (Poland)

University of Žilina, Institute of Management (Slovakia)

VŠB – Technical University of Ostrava, Faculty of Economics (Czech Republic)

Supporting partner:

School of Public Management, Governance and Public Policy (SPMGP)

and Centre for Local Economic Development (Cenled), University of Johannesburg (South Africa)



The conference is realized under the program of the Minister of Education and Science titled "Regional Initiative of Excellence" in 2019–2022, project number 018/RID/2018/19

WEDNESDAY, 8th June 2022

Arrival of the participants

19.00 Dinner and informal discussions

THURSDAY, 9th June 2022

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: Sebastian Kot

1. **Anca Yallop**: Data and ethics in the era of digitalization: Theoretical and Managerial Implications (o)
2. **Kiminori Gemba**: New trends in R&D strategy in Japanese manufacturing industries (o)
3. **Gunter Hofbauer**: Threat analysis of the German automotive industry and challenges for supply chains (s)

11.30 – 12.00 Coffee break

12.00 – 13.30 [Parallel sessions](#)

[Session Ia. Marketing and consumer behavior - *creamy room*](#)

Chair: Martina Rasticova

1. **Marzanna Katarzyna Witek-Hajduk, Anna Grudecka**: Do entrepreneurial and digital orientations impact e-marketing adoption during the COVID-19 pandemic? (o)
2. **Sudin Bag, Deboshree Barman Seal**: Antecedents Affecting the Green Brand Loyalty of Gen Y and Gen Z population of India: A study on green beauty and personal (BPC) industry (o)
3. **Jurgita Paužuolienė, Ligita Simanskiene**: Responsible consumption in Europe: Causes and habits (o)

Session I b. HRM - raspberry room

Chair: Marek Szarucki

1. **Peter Akpamah, Andrea Matkó:** Trial of distributed leadership in institutional management (o)
2. **Andrew Chimenya, Denis Hyams-Ssekasi:** The Challenges and flexibility of Human Resource Management in the era of Covid-19: The Case of Higher Education Institutions in UK (o)
3. **Katarzyna Tworek:** The role of employees' dynamic capabilities in shaping job performance during various stages of crisis caused by Black Swan event (s)

13.30 – 14.30 Lunch

14.30-15.30 Plenary session (part 2) - creamy room

Chair: Sebastian Kot

1. **Adnan ul Haque:** Knowledge Hiding – Causes and Consequences. How knowledge hiding affects employees' performance. (o)
2. **Michał Szymański:** The role of language in virtual team collaboration: pre-Covid lessons for the post-Covid world (s)

15.30-16.00 Coffee break

17.00-19.00 Trip to Chlebowa Chata (meeting in front of the hotel at 16:40)

20.00 Gala dinner

FRIDAY, 10th June 2022

9.30– 11.00 Parallel sessions

Session I a. The health and relations between employees after Covid–19- creamy room

Chair: Justyna Bugaj

1. **Martina Rašticová, Jakub Šácha, Martin Lakomý, Eliška Sobotková:** Technostress among older workers in selected EU countries (o)
2. **Eva Šerá, Karel Doubravský, David Schüller:** Self-assessment of working abilities of workers 55+ in V4 countries (o)
3. **Gita Šakyatė-Statnickė, Laurencija Budrytė-Ausiejienė, Ineta Luka, Valerija Drozdova:** Internal and external communication between employees of different generations: emerging problems in Lithuanian, Latvian and Swedish tourism organizations (o)
4. **Shivansh Sharma:** Stress among project managers (o)

Session I b. Entrepreneurship and Innovations - *raspberry room*

Chair: Anita Kolnhofer Derecskei

1. Daniela Navratilova, Adam Pawliczek, Radomir Hrna, Anastasiia Karnaukhova: Entrepreneurial intention of university students in economic and management fields of study – multinational study (s)
2. Olivera Cikota, Jelena Borocki, Aleksandar Vekic: Comparison of start-up ecosystems in selected Central and Eastern European countries as new development perspectives (o)
3. Katarzyna Czerná, Hana Štverková: Multiregional open innovation in the context of Industry 4.0 as a response of innovative SMEs to the crisis (o)

11.00– 11.30

Coffee break

11.30– 13.00

Parallel sessions

Session II a. Environment and climate change - *creamy room*

Chair: Adam Pawliczek

1. Judit T. Kiss, Krisztina Frankó, Domicián Máté: The impacts of energy supply, renewables and environmental taxation on carbon intensity (o)
2. Jaroslav Dvorak, Maria Kotseva-Tikova: Climate policy and plans for recovery in Bulgaria and Lithuania (s)
3. Grzegorz Kinelski: Challenges for Managing Smart City – decarbonization (s)

Session II b. Technologies supporting management - *raspberry room*

Chair: Andrea Sujova

1. Gabriel Koman, Martin Holubčík, Milan Kubina: UAV technology to support management decision-making in the industry (s)
2. Daniel-Rareş Obadă, Dan-Cristian Dabija: Antecedents of Social Media Usage and Sharing Fake News in Generating Trust of Social Media Information about Companies (o)
3. Olaniyi Evans: Can ICT-trade and fintech improve technological innovation and total factor productivity in Africa? (o)

13.00 - 13.15

Closing the conference - *creamy room*

13.15

Lunch

(s) – stationary presentation, (o) – online presentation