

20.09.2023, Wednesday, Hotel Kotarz, Brenna

9:00–9:15 Conference Opening Ceremony (Cream Room)

Opening of the conference and welcoming of guests

Tadeusz Kopeć, Senator of the Republic of Poland
prof. Łukasz Sułkowski, Vice Rector for Research and Human Resources Development,
WSB University, Poland
prof. Joanna Kurowska-Pysz, Director of the Research Institute on Territorial and Inter-
Organizational Cooperation, WSB University, Poland

9:15–10:45 Plenary session no. 1 Keynote speeches (Cream Room)

Moderator: Marek Szarucki, Krakow University of Economics, Poland

- 9:15–9:40 Anne Thevenet, Euro-Institut, Germany
Cross-border public services: an opportunity but how?
- 9:40–10:05 Jesús Ángel Torrecilla Pinero, University of Extremadura, Spain
*Synergistic Transborder Cooperation: Interconnected Pathways of Progress
between Central Portugal and Extremadura*
- 10:05–10:30 Carolin Leutloff-Grandits, European University of Viadrina, Germany
Border asymmetries as resource for migrant entrepreneurs
- 10:30–10:45 Discussion

10:45–11:00 Coffee break

11:00–12:30 Plenary session no. 2 Keynote speeches (Cream Room)

Moderator: Marek Szarucki, Krakow University of Economics, Poland

- 11:00–11:25 Jan Sucháček, Mendel University in Brno, Czechia
Borders in Central Europe
- 11:25–11:50 Bilal Khalid, KMITL Business School, Thailand
*Strengthening Movement and Cross-Border Cooperation
in Education in ASEAN Countries*
- 11:50–12:15 Katerina Maršíková, Technical University of Liberec, Czechia
Sustainable human resource management in the international context
- 12:15–12:30 Discussion

12:30–13:30 Lunch

13:30–14:45 Roundtable debate no. 1 (Cream Room)

Title: Sustainable public governance in borderlands toward the future challenges

Moderator: Francesco Cappellano, WSB University, Poland

Debaters:

Anne Thevenet, Euro-Institut, Germany

Carolin Leutloff-Grandits, European University of Viadrina, Germany

Rafael Robina Ramirez, University of Extremadura, Spain

M. Szarucki, Krakow University of Economics, Poland

Tatiana Shaban, University of Victoria, Canada

Jan Sucháček, Mendel University in Brno, Czechia

14:45–15:00 Coffee break

Parallel sessions 15:00–16:00

15:00–16:00 Thematic session No. 1, Part 1 (Cream Room, speakers onsite)

Title: Sustainable public governance in borderlands toward the future challenges

Moderator: Artur Boháč, Technical University of Liberec, Czechia

15:00–15:15 Juan Anton Pavón Pérez, University of Extremadura, Spain

Cross-border Europe and Spanish

15:15–15:30 Tatiana Shaban, University of Victoria, Canada

Refugee and Asylum Seekers: Defining the Status of the Ukrainian Refugees in the EU Neighbouring Countries. 3 February 2022

15:30–15:45 Dmitry Pakhomov, WSB University, Poland

Role of Telemedicine in Cross-border Cooperation between West Pomeranian Voivodeship and Mecklenburg Pomerania

15:45–16:00 Discussion

15:00–16:00 Accompanying session No. 1, Part 1 (Lavender Room, speakers online)

Title: Contemporary problems in organisations – a multidimensional approach

Moderator: Jacek Bendkowski, WSB University, Poland

15:00–15:15 Regina Andriukaitienė, Lithuanian Sports University, Lithuania

Socially responsible human resource management

15:15–15:30 Shikha Vyas-Doorgapersad, Hasani Zitha, University of Johannesburg, Republic of South Africa

Demystifying Demand Management as a strategic function to enhance SCM performance in the South African public sector

- 15:30–15:45 Heleniza Avila Campos, Federal University of Rio Grande do Sul, Brazil
Vulnerable Settlements in Brazilian Metropolitan Context: Analysis of Porto Alegre's case
- 15.45–16.00 Discussion

16.00–16.15 Coffee break

Parallel sessions 16:15–17:35

16:15–17:35 Thematic session No. 1, Part 2 (Cream Room, speakers online)

- Title:** Sustainable public governance in borderlands toward the future challenges
- Moderator:** Jan Sucháček, Mendel University in Brno, Czechia
- 16:15–16:30 Roberto Rodolfo Georg Uebel, Superior School of Advertising and Marketing, Brazil
Transnational migratory flows in the Brazil-Argentina-Uruguay cross-border region during the COVID-19 pandemic: governance, challenges, and strategies
- 16:30–16:45 Aldomar Rückert, Federal University of Rio Grande do Sul, Brazil
Upper Silesia: a changing cross-border region. A field report from a Brazilian geographer
- 16:45–17:00 Luisa Caye, Federal University of Rio Grande do Sul, Brazil
Cross-border cooperation and local actors on the Argentina–Brazil border. The case of the Tri-border region between the Brazilian states of Santa Catarina and Paraná and the Argentinian province of Misiones
- 17:00–17:15 Laurie Trautman, Border Policy Research Institute, Western Washington University, USA; Francesco Cappellano, WSB University, Poland
Societal Challenges in Border Regions: a comparative study across the EU and North American contexts
- 17:15–17:35 Discussion

16:15–17:35 Accompanying session No. 1, Part 2 (Lavender Room, speakers onsite)

- Title:** Contemporary problems in organisations – a multidimensional approach
- Moderator:** Katerina Maršíková, Technical University of Liberec, Czechia
- 16:15–16:30 Beata Poteralska, Jan Kochanowski University in Kielce, Poland
Development of future-oriented competencies
- 16:30–16:45 Anuphat Thirakulwanich, WSB University, Poland
Principles of Green innovation Management in emerging Economies – the Bibliometric Analysis
- 16:45–17:00 Joanna Łabędzka, Jan Kochanowski University in Kielce, Poland
Fuzzy logic in artificial intelligence for decision support system
- 17:00–17:15 Ondřej Konečný, Mendel University in Brno, Czechia
Two different levels of local governance, one goal? Regions (NUTS3) and Local Action Groups in the Czech Republic
- 17:15–17:35 Discussion

19:00 Dinner and concert

9:00–11:00 Plenary session No. 3 Keynote speeches (Cream Room)

Moderator: Tomasz Studzieniecki, Gdynia Maritime University, Poland

9:00–9:25 Hana Štverková, VSB Technical University of Ostrava, Czechia
The path to sustainable business in the borderland

9:25–9:50 Gyula Ocskay, Central European Service for Cross-Border Initiatives, Hungary
Integration in a re-bordered world? Reflections on the development of cross-border functional areas

9:50–10:15 Oleh Karyy, Lviv Polytechnic National University, Ukraine
Attitude of business entities to hiring internally displaced people during the war

10:15–10:40 Marie-France Gaunard-Anderson, University of the Greater Region – Center for Border Studies (UniGR-CBS), University of Lorraine-Metz, France
Thoughts on future developments for Euroregions around French borders

10:40–11:00 Discussion

11:00–11:15 Coffee break

Parallel sessions 11:15–12:30

11:15–12:15 Thematic session No. 2, Part 1 (Cream Room, speakers online&onsite)

Title: Managing territorial cooperation across borderlands

Moderator: Andrius Puksas, Vytautas Magnus University, Lithuania

11:15–11:30 Kazimierz Starzyk, WSB Merito University in Poznań, Poland
Catalysts of cross-border economic cooperation between Poland and Ukraine on their way to the EU. TSSE (online)

11:30–11:45 Tomasz Studzieniecki, Gdynia Maritime University, Poland
The model of governance of EU macro-regional strategy. Case Study of the Baltic Sea Region

11:45–12:00 Eugeniusz Januła, Poland-Europe XXI Association, Poland
Poland – Czech Republic – Slovakia. Neighbourhood and border dilemmas (online)

12:00–12:15 Discussion

11:15–12:30 Accompanying session No. 2, Part 1 (Lavender Room, speakers online&onsite)

Title: Towards sustainable cooperation in different models

Moderator: Oleh Karyy, Lviv Polytechnic National University, Ukraine

11:15–11:30 Grzegorz Kinelski, WSB University, Poland
Smart City in crisis – stop or go? (online)

- 11:30–11:45 Solomon Omogbmemi, WSB University, Poland, Rafael Robina Ramirez, University of Extremadura, Spain, Jimoh Olakunle Saka, Lagos State University, Nigeria
The Quantitative Analysis of the Impact of Corporate Social Responsibility and Business Ethics Curriculum in Nigeria University System on Corruption, Unemployment, and Economic Development (onsite)
- 11:45–12:00 Katarzyna Krajewska, Dominika Kowalska, Jagiellonian University, Poland
Work-life balance in the hotel industry using the example of Crystal Mountain Hotel in Wisła (online)
- 12:00–12:30 Discussion

12:30–13:30 Lunch

Parallel sessions 13:30–15:05

13:30–15:05 Thematic session No. 2, Part 2 (Cream Room, speakers online)

- Title:** **Managing territorial cooperation across borderlands**
- Moderator:** **Hynek Böhm, Technical University of Liberec, Czechia**
- 13:30–13:45 Vaida Aleknavičienė, Mykolas Romeris University, Lithuania
Lithuanian – Latvian cross-border cooperation
- 13:45–14:00 Alīna Danileviča, Aina Čaplinska, Daugavpils University, Latvia,
The importance of retail in Latvia and Poland
- 14:00–14:15 Elena Solero, Politecnico di Milano, Italy
Interreg Research_trALLs (2018–2022). Supporting cooperation across borders
- 14:15–14:30 Ilenia Pierantoni, University of Camerino, Italy
Make natural and cultural heritage leverage for sustainable and more balanced territorial development: insights for Italy-Croatia
- 14:30–14:45 Khrystyna Prytula, Dolishniy Institute of Regional Research of NAS of Ukraine, Ukraine
Current challenges and trends in the labor market of the Ukrainian border regions in the conditions of war: based on survey data analysis
- 14:45–15:05 Discussion

13:30–15:05 Accompanying session No. 2, Part 2 (Lavender Room, speakers online)

- Title:** **Towards sustainable cooperation in different models**
- Moderator:** **Hana Štverková, VSB Technical University of Ostrava, Czechia**
- 13:30–13:45 Anna Tatarczak, Maria Curie-Skłodowska University, Poland
Exploring Theoretical Foundations of Cooperative Enterprise Relationships
- 13:45–14:00 Maria Schuldners, Warsaw University, Poland
The potential of public-private partnerships for revitalization initiatives in Poland
- 14:00–14:15 Maïke Becker, University of Hohenheim, Germany
Dedicated Collaboration: A systematic literature review on the relevance of

- 14:15–14:30 *collaboration in innovation systems for sustainable development*
Michał Kot, Czestochowa University of Technology, Poland
Logistics Model of the Biomass Supply for the Energy Production
- 14:30–15:05 Discussion

15:30 Field trip to Jasienica Municipality, Cieszyn district

Title: Good practices on the Polish-Czech cooperation in the Euroregion Cieszyn Silesia

15:30 *Departure by bus from the conference venue („Kotarz” hotel in Brenna)*

16:00–19:30 *Visit on the spot: presentation of the selected cross-border projects and initiatives in the Euroregion Cieszyn Silesia: the castle in Grodziec Śląski and the „Garden of Tradition” in Jasienica, and other attractions contributing to the Polish-Czech tourist offer, created as part of the cross-border project „Life and work in Cieszyn Silesia in the era of industrial revolution”,
<https://visitindustrial.travel>*

19:45 *Dinner, Świętoszówka Manor, <https://dworswietoszowka.pl/pl>*

22.09.2023, Friday, Hotel Kotarz, Brenna

9:00–10:45 Roundtable debate No. 2 (Cream Room, speakers online&onsite)

Title: Creation of inclusive and sustainable relations on borderlands, including minorities and migrants contribution

Moderator: Hynek Böhm, Technical University of Liberec, Czechia

Debaters:

Katarzyna Tobór-Osadnik, Silesian University of Technology, Poland

Artur Boháč, Technical University of Liberec, Czechia

Tomasz Studzieniecki, Gdynia Maritime University, Poland

Andrius Puksas, Vytautas Magnus University, Lithuania

Marie-France Gaunard-Anderson, University of the Greater Region – Center for Border Studies (UniGR-CBS), University of Lorraine-Metz, France

Itay Fishendler, Hebrew University, Israel (online)

10:45–11:00 **Coffee break**

11:00–12:30 Poster session (Cream Room)

Moderator: prof. Joanna Kurowska-Pysz, Director of the Research Institute on Territorial and Inter-Organizational Cooperation, WSB University, Poland

poster no. 1 Zbigniew Makiela, WSB University, Poland
Learning Cities, the Innovative Potential of Cities in Mining Regions, on the Example of the Metropolis (GZM), Poland

- poster no. 2 **Katarzyna Tobór-Osadnik, Silesian University of Technology, Poland**
Error culture as part of corporate safety management
- poster no. 3 **Jacek Bendkowski, WSB University, Poland**
Coworking
- poster no. 4 **Salomon Omogbemi, WSB University, Poland**
The Quantitative Analysis of the Impact of Corporate Social Responsibility and Business Ethics Curriculum in Nigeria University System on Corruption, Unemployment, and Economic Development
- poster no. 5 **Dawid Jarco, WSB University, Poland**
Is ChatGPT better at business consulting than a human analyst?
- poster no. 6 **Katarzyna Papież-Pawelczak, SPIN-US Ltd. Katowice, Poland**
Model of the Ecosystem of Commercialization of the Results of Research and Development Work in Poland
- poster no. 7 **Piotr Krowicki, WSB University, Poland**
Customer Involvement in Creating the Shopping Centre Value
- poster no. 8 **Justyna Szymczyk, University of Economics in Katowice, Poland**
Event marketing in the process of creating value for the customers in the fashion sector
- poster no. 9 **Dominika Wienchor, WSB University, Poland**
The Power of Interorganizational Cooperation. Key Efficiency and Benefit Factors on the Example of the SezaM Association
- poster no. 10 **Karolina Mucha-Kuś, WSB University, Poland**
Green and Smart Cities – the case study of Metropolis GZM, Poland
- poster no. 11 **Lubomira Trojan, WSB University, Poland**
Application of Design Thinking in the Management of the Region's Intangible Heritage

12:30–13:30 Conference Closing

13:30 Lunch