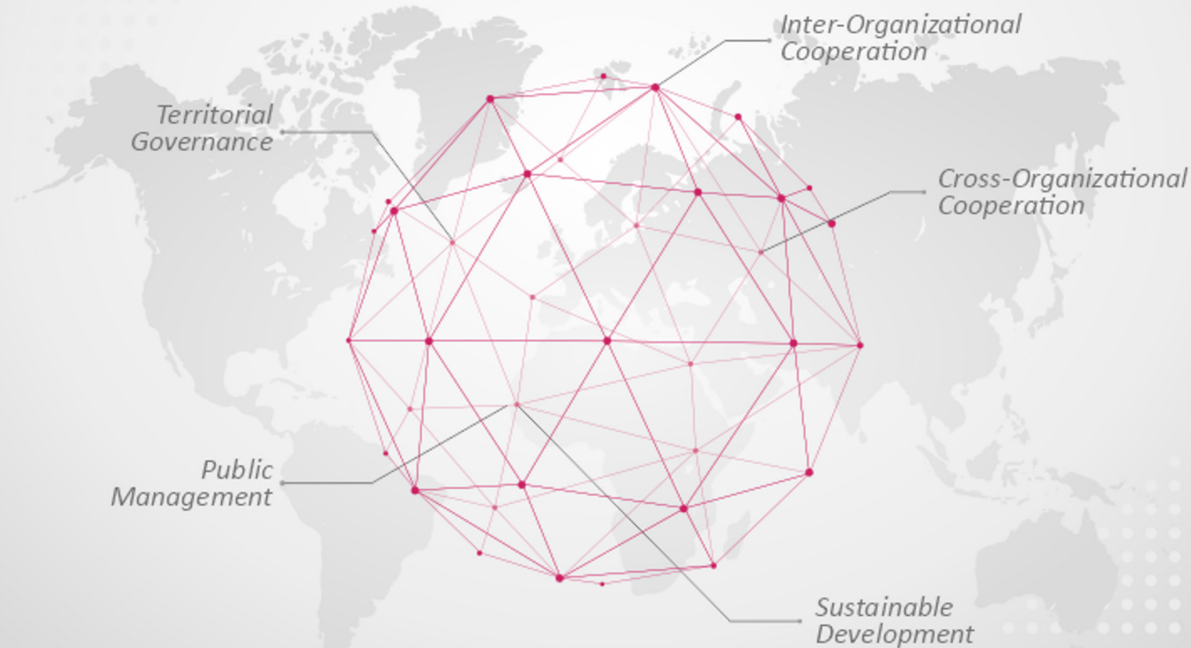


INTERNATIONAL CONFERENCE

Territorial and Inter-Organizational Cooperation 2023

20-22 September 2023



Book of Abstracts

DATE: **September 20-22, 2023**

PLACE: **Hotel Kotarz, Brenna, Poland**

FORMULA: **Hybrid**

Akademia WSB

Dąbrowa Górnicza, Kraków, Cieszyń, Żywiec, Olkusz, Gliwice, Tychy

WSB University



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Ministry of Education and Science
Republic of Poland

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**DZIENNIK
ZACHODNI**

Introduction

International Conference on Territorial and Inter-Organizational Cooperation'2023 is addressed to researchers and practitioners, dealing with different territorial and inter-organizational cooperation aspects in local, regional, cross-border, and international dimensions.

The Conference is characterized by its interdisciplinary approach from raising multiperspective scientific problems and innovative formulas. The Conference's aim is networking and forming international, interdisciplinary scientific teams working together on new scientific challenges.

Considering the results of previous editions, this event has already become an international platform of scientific cooperation represented by different academic centres and practitioners, who should take full advantage of the research results.

The 3-day Conference agenda includes: three plenary sessions, the poster session, two thematic sessions and two debates of experts.

Thanks to the Program of the Minister of Education and Science (Poland) that financially supports the conference, attendance is free of charge. Participants cover the costs of travel and accommodation.

To make the event more available for those who can't participate onsite, and to reduce the carbon footprint the Organizing Committee has already introduced the hybrid formula of the event and provides joint transportation for those who travel to Brenna from the nearest airports.

I believe that establishing continuous scientific cooperation with Research Institute on Territorial and Inter-Organizational Cooperation, which I run, would benefit each Conference participant through joint projects and scientific publications.



Prof. Joanna Kurowska-Pysz, PhD

Director of Research Institute on Territorial
and Inter-Organizational Cooperation

WSB University, Dąbrowa Górnicza, Poland

WSB University

WSB University is a private (non-profit) high educational institution that operated in the Polish market since 1995.

WSB University sets the standards of education in the Polish market and has consolidated its position in foreign markets, becoming a strong institutional partner in education and research. This is confirmed by the University's 1st place in the internationalisation ranking in Poland. WSB University has been and still is at the forefront of private universities in Poland for many years. The possibility of carrying out part of the studies abroad, foreign internships, programs allowing to obtain two diplomas simultaneously - Polish and foreign ones, and participation in many international projects are just some opportunities we offer our students.



WSB University is one of the Polish universities most frequently chosen by foreign candidates—nearly 2,000 foreign students from 60 countries around the world study at our campuses. WSB University offers bachelor, master, PhD and postgraduate programmes. One can choose from 15 fields of study and over 130 specialities. Our educational offer has been designed to meet the requirements of the modern labour market so that our graduates become competitive in the labour market and have the opportunity to pursue successful careers. As a modern, research-driven university WSB University is involved in various scientific networks and internationally accredited by the Foundation for the Promotion and Accreditation of Economic Sciences EPOQUS; international CEEMAN IQA Accreditation (for 6 years by CEEMAN - International Association for Management Development in Dynamic Societies); EUR-ACE® Label granted to the University for 5 years by Accreditation Commission of Universities of Technology (KAUT); and has been positively awarded with The HR Excellence in Research Award.

Research Institute on Territorial and Inter-Organizational Cooperation, WSB University

Research Institute on Territorial and Inter-Organizational Cooperation has been operating at WSB University since 2018. The Institute implements an interdisciplinary „Program of research on territorial and inter-organizational cooperation” under the patronage of the Minister of Education and Science in Poland. This is an innovative formula for developing international research and applying its results in practice. The Institute develops a unique scientific school of cross-border cooperation research focused on cross-border project management.

Pillars of the Institute's activities

1. Interdisciplinary research programmes implemented by scientists from various scientific fields who work together in international teams.
2. Development of a scientific network on a global scale.
3. Building relationships with outside academic community partners, including the European Commission, Euroregions, public institutions, regions and cities, NGOs and entrepreneurs.
4. Scientific articles published in English to enhance popularisation of research results.
5. Counseling activity that allows the transfer of research results into business practice and their direct use in public institutions, local governments, non-governmental organisations and enterprises.
6. Participation in international projects to support research and consulting activities.

Key research topics:

- public governance
- territorial cooperation
- inter-organizational cooperation, clusters & networks
- cross-border and international project management
- knowledge & innovation management
- sustainable development
- green economy development
- public policies development & implementation

The research conducted by the Institute is financed, among others, by the Ministry of Education and Science in Poland as part of the Regional Initiative of Excellence programme, as well as thanks to the support from international programs such as the Regional Initiative of Excellence: Horizon 2020 (COST Action), Horizon Europe, Erasmus Plus and INTERREG. The costs of other studies are covered by foreign partners from other funds.

International Conference "Territorial and Inter-Organizational Cooperation'2023" - key information

Organizers

- The Research Institute on Territorial and Inter-Organizational Cooperation, WSB University, Poland
- The Association for Regional Development and Cooperation „Olza”, Cieszyn, Poland
- Central European Service for Cross-Border Initiatives, Budapest, Hungary
- Euro-Institute, Kehl, Germany
- European Centre for Minority Issues, Flensburg, Germany
- Regional Association of Territorial Cooperation of Těšín Silesia, Czech Cieszyn, Czechia
- Scientific Society for Organization and Management, Branch in Dąbrowa Górnicza, Poland
- Technical University of Liberec, Liberec, Czechia
- University of Greater Region, Luxembourg
- Visegrad Institute Foundation, Cieszyn, Poland.

WSB University Organizing Committee

- Prof. Joanna Kurowska-Pysz, PhD - Chairperson of the Conference
- Prof. Łukasz Wróblewski, PhD
- Lubomira Trojan, PhD

Secretariat

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- Studzieniecki Tomasz (Gdynia Maritime University, Poland)
- Štverková, Hana (VŠB - Technical University of Ostrava, The Czech Republic)
- Szarucki, Marek (Cracow University of Economics, Poland)
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- Świątkiewicz, Wojciech (University of Silesia, Poland)
- Thevenet, Anne (Euro-Institut, Kehl, Germany)
- Tobór-Osadnik, Katarzyna (Silesian University of Technology, Gliwice, Poland)
- Ulrich, Peter (Leibniz Institute for Research on Society and Space, Germany)
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- Voican, Madalina (University of Craiova, Romania)
- Ziparo, Alberto (University of Florence, Italy)
- Žagar, Mitja (University of Primorska, Slovenia)

Keynote speakers

- Marie-France Gaunard-Anderson, University of the Greater Region – Center for Border Studies (UniGR-CBS)
University of Lorraine, France
- Oleh Karyy, Lviv Polytechnic National University, Ukraine
- Bilal Khalid, PhD, KMITL Business School, Bangkok, Thailand
- Carolin Leutloff-Grandits, the European University Viadrina in Frankfurt (Oder), Germany
- Katerina Marsikova, Technical University of Liberec, Czechia
- Gyula Ocskay, Secretary General, Central European Service for Cross-border Initiatives, Hungary
- Hana Stverkova, VSB Technical University of Ostrava, Czechia
- Jan Sucháček, Mendel University in Brno, Czechia
- Jesús Torrecilla Pinero, University of Extremadura, Spain
- Anne Thevenet, Deputy Director, Euro-Institut, Kehl, Germany

Conference Programme

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

Keynote Speakers



Marie-France Gaunard-Anderson, University of the Greater Region - Center for Border Studies "UniGR- CBS", University of Lorraine, France

Dr. Marie France Gaunard-Anderson is Associate Professor at the Department of Geography, University of Lorraine. She is a member of the research center LOTERR (geographical research center of Lorraine) and the «UniGR - Center for Border Studies». Director of a Master program in Territorial Planning and Defense (1997-2009) and in Territorial Intelligence (2019-2024), she also works as an expert for local and regional authorities (e.g. for the Economic, Social and Environmental Council of Lorraine), above all in territorial planning and economic development. Her research interests are local and regional development especially in border regions and cross-border co-operation in Europe (analysis of Euroregions development process). She has been involved in different European programs (INTERREG IIIC e-Bird - «MOSAME» project, TACIS CBC-ENACT – a project between France, Poland and Ukraine, INTERREG IVA Greater Region, Uni-GR-CBS INTERREG, etc.).

Title: Thoughts on future developments for euroregions around French borders

Summary:

France already has a long experience in cross-border cooperation, offering a wide array of structures, from cross-border agglomerations to Euroregions with different legal bodies and aims. The study focuses on Euroregions and their future perspectives on development. Euroregions along French borders, like on other European borders, are growing step by step according to the international context and the European policy towards border regions and state policies. The EU encourages their development as they are part of the European integration process; they should contribute to economic and social cohesion and stability beyond borders. The new French policy favouring more decentralisation and new treaties between France and its neighbouring countries offers new perspectives for cross-border cooperation. Furthermore, the experience of the sanitary crisis has enlightened their specific needs and the perspectives of taking them into account in the future as they appeared weak in governance and decision-making. Considering these positive changes, Euroregions should be more efficient and resilient in the future.



Oleh Karyy, Lviv Polytechnic National University, Ukraine

DSc, Professor Oleh Karyy is the Head of the Department of Management of Organizations, Institute of Economics and Management, Lviv Polytechnic National University (Ukraine). He is a consultant of local self-governments in the field of strategic planning of local development, integration of internally displaced people in local communities. Oleh Karyy is the author of numerous publications in strategic management, territorial marketing, and logistics. His research interests include territorial marketing, regional development, strategic management, city logistics, and support of internally displaced people.

Title: Attitude of business entities to hiring Internally displaced people during the war

Summary:

European business has developed for decades under favourable conditions of continuously reduced financial, logistical, and legal restrictions, relatively low inflation, and predictable demographic processes. Business structures in Ukraine have experienced two shock states over the past four years. The first, together with colleagues all around the world, was related to the epidemic of COVID-19. Quarantine restrictions forced the management to organise the work of their enterprises in a new way. In many ways, the vast use of Internet technologies for remote work improved the functioning of enterprises, including access to specialists who live far away from a company's office. So, it expanded the labour market available to enterprises. The second shock was related to the Russian military aggression against Ukraine in 2022 when cities and villages began to be destroyed, it became physically dangerous for people to be at work or home, and massive long-term power outages began. Internet technologies did not help here, and many enterprises were forced to move their offices and production sites to safer areas of the country or abroad or even to stop their business activities. At the same time, millions of specialists were also forced to relocate away from the front line and began to offer their labour where they temporarily settled. Local enterprises in the territories where internally displaced persons have moved in suddenly got the opportunity to find an employee with the required qualifications at ease. This study demonstrates changes in the attitudes of business entities regarding the employment of internally displaced persons in different regions of Ukraine six months and a year and a half after the start of the full-scale war.



Bilal Khalid, KMITL Business School, Bangkok, Thailand

Bilal Khalid, PhD in Industrial Business Administration from KMITL Business School, Bangkok, in 2021 and a master's in International Business Management from Stamford International University, Bangkok, in 2017. Dr. Khalid's research interests include the intersections of green innovation technology with digital transformations, leadership, and information technology management.

Dr. Bilal Khalid is an accomplished academic with widely cited publication credits in Scopus and Web of Science journals. He is also an editor at Education Research International, Journal of Small Business and Enterprise Development, and a reviewer for several Scopus journals.

Title: Strengthening movement and cross-border cooperation in education in ASEAN countries

Summary:

The ASEAN countries have been making strides in strengthening movement and cross-border cooperation in education. It is evident in the increasing number of student exchanges and joint research programmes among member countries. The goal is to improve the quality of teaching and enhance the region's competitiveness in the global arena. ASEAN has implemented various initiatives to achieve this goal, such as the ASEAN International Mobility for Students (AIMS) programme, which allows students to study in different member countries. Additionally, the ASEAN University Network (AUN) facilitates collaboration among higher education institutions in the region. These efforts have resulted in greater cultural exchange and knowledge sharing among students and academics. Overall, the steps to strengthen the movement and cross-border cooperation in education in ASEAN countries have successfully promoted regional integration and enhanced education quality. As the region continues to develop and face new challenges, these initiatives must continue to be supported and expanded.



Carolin Leutloff-Grandits, European University Viadrina in Frankfurt [Oder], Germany

Carolin Leutloff-Grandits is a Senior Researcher at the Viadrina Center B/ORDERS IN MOTION at the European University Viadrina in Frankfurt (Oder). Carolin Leutloff-Grandits received her PhD in Social Anthropology from the University of Halle-Wittenberg as the recipient of a doctoral fellowship from the Max Planck Institute for Social Anthropology and her Venia Legendi (Habilitation) in Social Anthropology from the University of Vienna. She has conducted numerous research projects on borders, inclusion and exclusion, migration and social security, family, gender and generation, as well as temporality and transformation, often in an intertwined perspective, in Croatia and Kosovo as well as in Germany and Austria, funded among others by the Leibniz Excellence Initiative, FWF and the EU's 6th Framework Programme. Key publications include: *Translocal Care Across Kosovo's Borders: Reconfiguring Kinship Along Gender and Generational Lines* | BERGHAIN BOOKS, to be published in September 2023 (open access), *Migrating borders and moving times. Temporality and the crossing of borders in Europe*, Manchester University Press, 2017 (with M. Hurd and H. Donnan) and "We are not just the border of Croatia, this is the border of the European Union" *The Croatian Borderland as "Double Periphery"* *Journal for Borderlands Studies*, 2022.

Title: Border asymmetries as a resource for migrant entrepreneurs

Summary:

Migrants who start businesses in their home countries often seem particularly innovative and successful – but is this true for all and for whom, and why is this the case? In my presentation, I want to explore how migrants use borders as a resource to open a profitable business in their countries of origin – be it for the national or an international market or both. More specifically, I want to ask about their motivations and how they overcome constraints that other entrepreneurs may find more difficult. Using the example of Kosovar migrants who have started a business in their country of origin, particular attention is paid to the multiple asymmetries created by borders, be it in the form of finances, access to labour and sales markets and tax conditions, human mobilities, but also access to knowledge, ideas and networks, which migrants seem to be able to use in a particularly fruitful way to start a business, while often engaging in activities beyond purely financial considerations. The paper addresses the border effect, which unfolds differently for (return) migrants than other entrepreneurs – international or domestic. Nevertheless, migrants rely on particular social positionings to activate to succeed. The presentation is based on the research project "Transnational Families, Farms and Firms: Migrant Entrepreneurs in Kosovo and Serbia Since the 1960s", funded by the Leibniz Excellence Initiative.



Katerina Marsikova, Technical University of Liberec, Czechia

Kateřina Maršiková is an Associate Professor at the Department of Business Administration and Management at the Faculty of Economics, the Technical University of Liberec, lecturing mainly courses in managing human resources. Since 2022 she has been also working as a vice-rector for international affairs at the Technical University of Liberec. Kateřina has been specialising on various aspects in the managing human resources (as digitalisation in HR, knowledge and human capital management, future competencies etc.) connecting the academic field and business environment, often in cross-border and international context. In this field she was involved also a manager of the Erasmus+ KA2 Strategic partnership project (2016 – 2019) related to development of human resources in SMEs in the context of five European regions. As a guarantor of the double degree programme International Management, she has been supporting the extension of professional and intercultural experience of students of this programme. Within her cooperation with the Career Centre of TUL she has been supporting cross-border opportunities for career of students and graduates of TUL.

Title: Sustainable human resource management in the international context

Summary:

Knowledge management in the context of the human resource management approach is crucial to be discussed and applied already in a level of students. Individuals and sustainable systems and schemes in the study programme or university context play an important role in it. Globalisation, digitalisation and technological development increase the importance of knowledge management in general. The role of universities, programmes, and individual attitudes is to prepare university students to recognise the importance of knowledge management, sharing and transfer later to their professional careers. Students transfer experience with the university system of knowledge management and knowledge sharing into their practical job environment. Based on the primary data of university students and the concept of the Social Exchange Theory (SET), the contribution discusses the levels of influences that stimulate knowledge management and knowledge-sharing behaviour in university and business contexts in the international context. It searches for how to support the scheme of sustainability of knowledge which students get at the university level and help them transfer it into the business environment. If the student is motivated to participate in a knowledge development lifecycle within which knowledge is initiated, crystallised, shared, and applied, it can lead to useful outcomes and support to transfer into decisions, ideas, plans and innovations. Overall, having a strategy for knowledge management will provide universities support to better manage information and knowledge for the benefit of the organisation, students, and academics.



Gyula Ocskay, Central European Service for Cross-Border Initiatives, Hungary

Gyula Ocskay, member of the UPC-CESCI Research Group on Border Studies is a political philosopher and regional economist. Since 2009 he has been working for the Budapest-based Central European Service for Cross-Border Initiatives (CESCI) as secretary general. In his position, he coordinates the research, planning, development and knowledge sharing activities of the CESCI team. His main field of research is cross-border governance.

**Title: Integration in a re-bordered world?
Reflections on the development of cross-border functional areas**

Summary:

The 25 years after the falling of the Iron Curtain were characterised by optimistic expectations regarding the spiritualisation of the internal borders of the EU, which were seen to lose their significance and their separating effects. The unquestionable success of the Interreg programmes, the remarkable expansion of the Schengen zone, the new initiatives facilitating cross-border integration (like the cross-border aspects of the subsequent Territorial Agendas, the EGTC tool, the Commission's communication "Boosting..." and its consequences, etc.) made the impression that these expectations are close to being met. The most recent achievement of this process might be theorising cross-border living areas and functional zones. Yet, since 2015, several crises have been shaking the Union, each negatively impacting cross-border integration. What can the cross-border agents do in this new, unfavourable atmosphere? How can they protect the achievements of the last 25 years? How can they further enhance cross-border integration? In my presentation, I am going to share my reflections on a small-scale-based strategy and its potential components by which the functionality can be brought into play to maintain the spirit of integration.



Hana Stverkova, VSB Technical University of Ostrava, Czechia

She is the head of the Department of Business Economics at the Faculty of Economics of VŠB-TUO. Her wish and effort is to connect the academic field with the private sphere and industry both at home and abroad. Her areas of professional interest include issues related to SMEs, start-ups, quality management and business economics, including the areas of sustainable and cross-border entrepreneurship, or the 4-day work week. She sees connections where others grope and always finds effective ways to solve different situations. She is a passionate visionary and a strategist who can look at things with perspective. As a result, she helps many people around her to see opportunities for further development not only on a professional level but also on a personal level.

Title: The path to sustainable business in the borderland

Summary:

Sustainable entrepreneurship is an integral part of the development of society. It is a long-term concept aimed at fulfilling the Industry 5.0 concept, leading to a synergistic link between human capital and machines. In this period, the human factor is again becoming an essential element in the entire corporate and production process, highlighting creativity and human potential. Sustainable entrepreneurship can be understood as a specificity of strategic management of the enterprise, where the management is committed to long-term sustainable development. Focusing on the border area and developing entrepreneurship there is also necessary. Entrepreneurs and managers no longer focus on profit alone but also include other areas of life that are friendly and beneficial to society in their strategies, especially in borderlands. Therefore, it is no longer just the entrepreneurs interested in such a considerate business but also the employees or customers. Building sustainability is not just about being environmentally friendly. It is about responsible and planned behaviour for future generations and using crisis management elements.



Jan Sucháček, Mendel University in Brno, Czechia

Since 2003 he has been working as a senior lecturer, associate professor, and full professor at VSB-Technical University of Ostrava, Czechia. Currently, he acts as full professor at the Department of Regional Development, Faculty of Regional Development and International Studies, Mendel University in Brno, Czechia. His research and publications focus mainly on urban and regional development. He has delivered guest lectures in the Netherlands, United Kingdom, Denmark, Poland, Italy, Spain, Portugal, Estonia, Slovenia, Slovakia, Hungary, and China. Author/co-author of more than 60 articles and 4 books.

Title: borders in central Europe

Summary:

The notion of 'Central Europe' has traditionally attracted significant attention. Naturally, numerous issues connected with this enormously complex and appealing entity go beyond the scope of this lecture. It should be stated, however, that, as defined by Milan Kundera, the area was 'geographically in the Centre, culturally in the West, and politically in the East'. Central Europe can also be grasped as an interface between East and West, reinforcing its peculiar character. Historical and present-day physical and social structures give us ample evidence of Central Europe as a forum of dialogue and conflict and a territory of borders, memory and traditions. The lecture shows the evolution of Central European space with an emphasis on its border dimension. It argues that fading borders, one of the most important features of societal development after 1989, has substantially contributed to the revitalisation of Central Europe.



Jesús Torrecilla Pinero, University of Extremadura, Spain

Civil Engineer from the University of Extremadura, national award winner for completing university studies, master's degree in civil engineering for roads, channels, and ports, with a specialization in foundations and structures. Professor at the University of Extremadura since 1998, recipient of the teaching excellence award in 2023. Member of the Construction Department, where he has served as secretary. Since 2019, he has been the director of the School of Engineering in Cáceres, at the University of Extremadura. His research covers both optimization in civil engineering, energy and communications synergies and circular economy, mainly around constructions processes and its interrelation with other economic fields. Director of the UEx-Ingenostrum sponsorship chair for the study of renewable energy implementation and emerging technologies in this sector. Additionally, he is involved in the UEx-Gamma Solutions chairs, also focused on renewable energies applied to mobility, and the UEx-Oeste Digital chair. Professionally, he has served as the president of Tecniberia Extremadura, a regional association of consulting engineering firms, and has led the company Urueña Torrecilla Consultores. He is the author of several Urban Planning plans, wastewater treatment projects, urban and industrial residential developments, solid waste treatment, and linear structures and works.

**Title: Synergistic transborder cooperation:
Interconnected pathways of progress between Central Portugal and Extremadura**

Summary:

This presentation delves into the intricate fabric of transborder cooperation between two economically disadvantaged regions, Central Portugal and Extremadura, and underscores the synergies that bind their collaborative efforts. Recognising the interwoven nature of their pursuits, the regions have identified three pivotal sectors – technology, tourism, and agribusiness – that intersect and fuel each other's growth. This interconnected approach highlights the intricate dance of progress as these regions navigate their common challenges. Technology is the linchpin of their cooperation, intertwining with tourism and agribusiness. Innovative solutions, such as data-driven precision agriculture and sustainable energy practices, bolster agribusiness productivity and align with the sustainable tourism narrative. The infusion of technology amplifies the regions' ability to offer immersive and educational experiences, further driving tourism growth. Tourism is not merely a standalone endeavour but a tapestry woven from the shared history and culture of Central Portugal and Extremadura. The technological innovations in agribusiness foster a narrative of eco-friendly practices, aligning with the regions' shared commitment to sustainability and heritage preservation. It resonates with tourists seeking authentic experiences while also driving the

adoption of progressive practices in the agribusiness sector. The marriage of technology and agribusiness propels sustainable practices that resonate with local communities and visitors. The strategic incorporation of technology optimises resource usage, minimising environmental impact and enhancing the quality of agricultural outputs. That, in turn, supports the regions' authenticity-driven tourism efforts, creating a harmonious growth cycle. The data presented in this article primarily stems from an extensive review of existing research projects, initiatives, and collaborative efforts between Central Portugal and Extremadura. The analysis draws on these documented experiences to elucidate the intertwined nature of progress in the identified sectors and their synergetic relationships. By synthesising insights from a diverse range of sources, this article presents a nuanced understanding of the collaborative strategies employed by these regions to address shared challenges and foster sustainable growth. In a symphony of collaboration, Central Portugal and Extremadura are rewriting the playbook of regional development. By intertwining the three pillars of technology, tourism, and agribusiness, they are addressing their shared challenges and propelling each other's progress. Their story is one of harmonious symbiosis, where the vibrancy of culture and the dynamism of technology converge to create a brighter future.



Anne Thevenet, Euro-Institut, Kehl, Germany

Anne Thevenet (French) has been working at the Euro-Institut, Institute for training and counselling on cross-border issues located in Kehl (Germany), since 2005. She holds a diploma in political sciences, and Masters in European studies and in management. As Deputy Director, she is in charge of human resources, contacts with funders and the development of new strategies. Her field of expertise is the coaching of stakeholders and CB groups/teams, the design and delivery of training courses (thematic issues particularly social affairs / intercultural project management / CBC) as well as the design and moderation of workshops and conferences. Moreover, she worked on several projects, which aimed at combining practical and scientific approaches on CB issues. Since 2010, she has coordinated the Transfrontier Euro-Institut Network (TEIN), which brings together 17 members from more than 10 different European border regions as well as 2 associated members.

Title: Cross-border public services: an opportunity but how?

Summary:

In cross-border areas, it might be appropriate to consider the development and organisation of public services on a cross-border basis to better address the population's needs, gain efficiency, reduce costs, and maintain or even increase the region's attractiveness. Thus, Cross-border public services constitute a real opportunity in various fields such as education, health, transport or energy, but the obstacles during their development and implementation are very frequent. The presentation aims to identify what a cross-border public service is and then to list the important issues in setting up and implementing it in the light of some examples. The presentation can thus be seen as a toolbox based on the experience of the Euro-Institute in supporting this type of project on the French-German border.

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