



INTERNATIONAL
WEEK
2011

International Day Programme:

(universities presentation)

11.10.2011

- 9:00 Experiences of Study Abroad
(Belgium, Turkey, Netherlands, Spain) – students of
Faculty of Economics, VŠB-TU Ostrava
(in Czech language)
- 10:00 Presentation of International Students
(Soul-Korea, Anadolu-Turkey, Sevilla-Spain, Maribor –
Slovenia,)
- 11:00 Presentation of Partners Universities
(Ukraine, Poland, Spain, Turkey, Finland)
- 13:00 Presentation of Partners Universities
- 14:00 Double Degree at Huddersfield University
(United Kingdom)

ekf



všb
TECHNICAL UNIVERSITY OF OSTRAVA
FACULTY OF ECONOMICS

VŠB – Technical University of Ostrava,
Faculty of Economics,
International Office

would like to invite you to



INTERNATIONAL WEEK 2011

October 10–14, 2011

More information is available at:

<http://www.ekf.vsb.cz/en/>





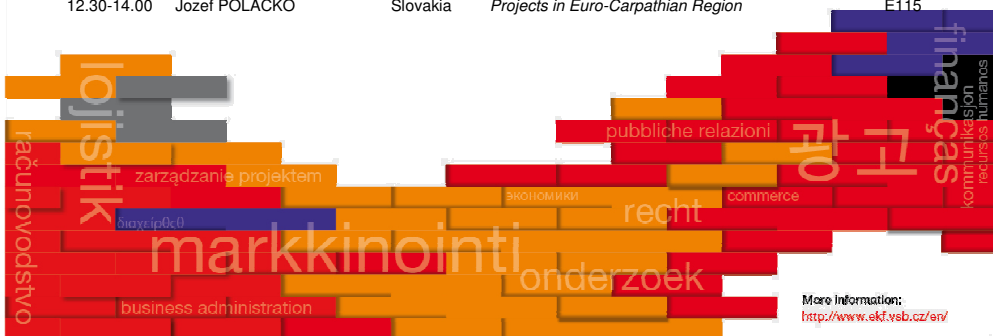
INTERNATIONAL WEEK 2011

Monday

10.10.2011	Lecturer	Country	Theme	Room
9.00-10.30	Marek KULESZA	Poland	<i>Sustainable Development</i>	A 102
9.00-10.30	Malgorzata PANKOWSKA	Poland	<i>e-Business Strategies and Virtual Organization Development</i>	A 103
9.00-10.30	Lucía SÁEZ VEGAS	Spain	<i>The Use of City Marketing and City Branding</i>	A 718
9.45-11.30	Patrick GILORMINI	France	<i>Strategic Corporate Social Responsibility</i>	Vesmír
10.45-12.15	Olena PANOVA Olena DYMCHENKO	Ukraine	<i>Ukraine Real Estate Property Market Uk</i>	B 364
12.30-14.00	Adrian PYSZKA	Poland	<i>Corporate Social Responsibility</i>	E 108
14.15-15.45	Viera MOKRIŠOVÁ	Slovakia	<i>Daňová politika a prax v SR</i>	B 357
16.00-17.30	Olaf FLAK	Poland	<i>Modern Theories of Management, Management Techniques</i>	B 360
16.00-17.30	Adam DRAB	Poland	<i>Merchandising in Retail Management</i>	E 115

Tuesday

11.10.2011	Lecturer	Country	Theme	Room
9.00-10.30	Renata MADZINOVÁ	Slovakia	<i>Economic Policy in AS-AD model</i>	Vesmír
9.00-10.30	Jeppé Juul PETERSEN	Denmark	<i>Going Beyond Borders</i>	E 115
9.00-10.30	Stefaan van RHYSSSEN	Belgium	<i>Social Networks and Conversation Management</i>	E 201
9.00-12.00	Ralf BRICKAU	Germany	<i>Structuring International Expansion (Case Study)</i>	E 206
10.45-12.15	Stefaan van RHYSSSEN	Belgium	<i>Social Networks and Conversation Management</i>	E 108
10.45-12.15	Soňa HURNÁ	Slovakia	<i>Intercultural Marketing Approaches</i>	E 201
10.45-12.15	Eva HVIZDOVA	Slovakia	<i>Marketing Communication</i>	E 309
10.45-12.15	Marek KULESZA	Poland	<i>Sources of Economics</i>	Vesmír
12.30-14.00	Jeppé Juul PETERSEN	Denmark	<i>Development in Minor Cities: Institution Matter</i>	E 510
12.30-14.00	Jozef POLAČKO	Slovakia	<i>Projects in Euro-Carpathian Region</i>	E115





INTERNATIONAL WEEK 2011

Wednesday

12.10.2011	Lecturer	Country	Theme	Room
7.15-8.45	Adam DRAB	Poland	<i>Behavioural Aspects of Marketing</i>	A 325
7.15-8.45	Soňa HURNÁ	Slovakia	<i>International Marketing Conceptions</i>	A 308
9.00-10.00	Ralf BRICKAU	Germany	<i>Managing Trust-A Workshop Approach</i>	A 325
10.45-12.15	Robert RANKL	Germany	<i>Disaster Recovery Design through Systems Engineering</i>	A 302
10.45-12.15	John ANCHOR <i>visiting professor</i>	United Kingdom	<i>Political Risk Assessment</i>	A 325
14.15-15.45	Monika MURZYN-KUPISZ	Poland	<i>Cultural Heritage as a Factor of Local and Regional Development</i>	E 107
14.15-15.45	Marek JOCHEC	Portugal	<i>Patriotic Name Bias and Stock Returns</i>	A 103

Thursday

13.10.2011	Lecturer	Country	Theme	Room
8.00-10.30	Monika MURZYN-KUPISZ	Poland	<i>The Role of Heritage in Place Marketing</i>	E 107
9.00-10.30	Renata MADZINOVÁ	Slovakia	<i>Economic Policy</i>	A 301
9.00-10.30	Lidia GARCIA ZAMBRANO	Spain	<i>Financial Valuation of Intangibles and its Impact on Business Results</i>	A 325
9.00-10.30	Adam DRAB	Poland	<i>Trends in Exhibition and Trade Fairs Marketing</i>	E 201
10.45-12.15	Soňa HURNÁ	Slovakia	<i>Intercultural Marketing Approaches</i>	A 308
10.45-12.15	Eva HVIZDOVA	Slovakia	<i>Marketing Communication</i>	A 314
10.45-12.15	Nadezhda SHMELEVA	Russia	<i>Sustainable Development</i>	A 302
12.30-14.00	Stefaan van RHYSSSEN	Belgium	<i>Usage of Social Networks in Marketing</i>	Vesmír
12.30-14.00	Eva HVIZDOVA	Slovakia	<i>Marketing Communication</i>	A 314
14.15-15.45	Lucía SÁEZ VEGAS	Spain	<i>From City Marketing to City Branding</i>	C 343
15.00 – 16.00	Nicolas de LACOSTE	France	<i>Evropská diplomacie vs. diplomacie členských zemí EU (in French)</i>	A100

Friday

14.10.2011	Lecturer	Country	Theme	Room
9.00-10.30	Krzysztof GWOSDZ	Poland	<i>Path Dependency and Path Creation: Local Trajectories of Success and Failure in Old Industrial Region. The Case of Towns and Cities of Katowice Conurbation</i>	E 107
9.00-10.30	Lucía SÁEZ VEGAS	Spain	<i>The Use of City Marketing and City Branding</i>	A 718

