



# INTERNATIONAL WEEK 2013

October 14–18

## MONDAY

14. 10. 2013	Lecturer	Country	Theme	Room
7.15 - 8.45	<b>Bogdan BACANU</b>	Romania	<i>Strategic Management</i>	A325
9.00 - 10.30	<b>Stefaan van RYSSSEN</b>	Belgium	<i>Social Network in Marketing</i>	A303

## TUESDAY

15. 10. 2013	Lecturer	Country	Theme	Room
9.00 - 10.30	<b>Stefaan van RYSSSEN</b>	Belgium	<i>Social Network in Marketing</i>	B374
10.45 - 12.15	<b>Kevin John ROWLES</b>	United Kingdom	<i>The Crisis in the Economic and Monetary Union</i>	E115
10.45 - 12.15	<b>Adam DRAB</b>	Poland	<i>Handling Difficulties Customer and Clients</i>	A100
10.45 - 12.15	<b>Olaf FLAK</b>	Poland	<i>Modern Management Techniques</i>	B357
10.45 - 12.15	<b>Katarzyna HYS</b>	Poland	<i>Mystery Shopping</i>	B261
12.30 - 14.00	<b>Katarzyna HYS</b>	Poland	<i>Mystery Shopping</i>	A001

## WEDNESDAY

16. 10. 2013	Lecturer	Country	Theme	Room
7.15 - 8.45	<b>Adam DRAB</b>	Poland	<i>International Marketing Blunders</i>	A100
9.00 - 10.30	<b>Mirosława SZEWCZYK</b>	Poland	<i>Business Demography</i>	E510
9.00 - 10.30	<b>Natalia MOROZOVA</b>	Russia	<i>Marketing and Business Tourism</i>	B136
9.00 - 10.30	<b>Wim BUEKENS</b>	Belgium	<i>Coping with the Innovation Paradoxes</i>	E115
9.00 - 10.30	<b>Ulrike STOPKA</b>	Germany	<i>Information and Knowledge Management in Enterprises under the Special Focus of Web 2.0 Tools and Methods</i>	A001
9.00 - 10.30	<b>Yusuke MATSUZAWA</b>	Japan	<i>Japanese Monetary Policy and Banking Sector Development in the Deflationary Economy</i>	A101
9.00 - 10.30	<b>Liliana HAWRYSZ</b>	Poland	<i>Organizational culture, national cultures and organizational cultures, culture shock, leadership in organization and national culture, the seven cultures of capitalism</i>	A303
10.45 - 12.15	<b>Adam DRAB</b>	Poland	<i>Consumer Behaviour in Turbulent Times</i>	E107
10.45 - 12.15	<b>Yusuke MATSUZAWA</b>	Japan	<i>Japanese Monetary Policy and Banking Sector Development in the Deflationary Economy</i>	A404



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10.45 - 12.15	<b>Mirosława SZEWCZYK</b>	Poland	<i>Business Demography</i>	E404
10.45 - 12.15	<b>Sabina KAUF</b>	Poland	<i>Öffentliche Verkehrsmittel als Voraussetzung für das Reibungslose Funktionieren des Citylogistiksystems (am Beispiel Oppeln)</i>	E303
12.30 - 14.00	<b>Pavla GOMBA</b>	UNICEF	<i>UNICEF in Action: Impact of Development Programmes and Emergency Relief</i>	E115
12.30 - 14.00	<b>Natalia MOROZOVA</b>	Russia	<i>Marketing and Business Tourism</i>	A101
14.15 - 15.45	<b>Natalia MOROZOVA</b>	Russia	<i>Marketing and Business Tourism</i>	A404
14.15 - 15.45	<b>Stefaan van RYSEN</b>	Belgium	<i>Social Network in Marketing</i>	A718

## THURSDAY

17. 10. 2013	Lecturer	Country	Theme	Room
7.15 - 8.45	<b>Soňa HURNÁ, Eva HVIZDOVÁ</b>	Slovakia	<i>Marketingová komunikace</i>	B357
9.00 - 10.30	<b>Tomasz TOKARSKI, K. MROCZEK</b>	Poland	<i>Regional Diversity of Unemployment in the EU NUTS2 Regions</i>	A403
9.00 - 10.30	<b>Petra SCHMIDT</b>	Germany	<i>International Project Management or Distant Collaboration in Projects or Ethics in Engineering and Business</i>	A302
9.00 - 10.30	<b>Wim BUEKENS</b>	Belgium	<i>Entrepreneurship: The Pathway Towards Success</i>	E201
10.45 - 12.15	<b>Wim BUEKENS</b>	Belgium	<i>Entrepreneurship: The Pathway Towards Success</i>	E201
10.45 - 12.15	<b>Marek JARZEBINSKI</b>	Poland	<i>SME and standardization in service sector</i>	B357
10.45 - 12.15	<b>Natalia MOROZOVA</b>	Russia	<i>MICE Tourism. Branding Territory Development</i>	E510
12.30 - 14.00	<b>Marek JOCHEC</b>	Portugal	<i>Liberalism and Home Equity Bias</i>	B357
14.15 - 15.45	<b>Marek JOCHEC, Jan LIBICH</b>	Portugal, CZ	<i>Doktorské studium v USA a Austrálii očima absolventů</i>	B262

## FRIDAY

Kat.	18. 10. 2013	Lecturer	Country	Theme	Room
115	9.00 - 10.30	<b>Anna MARYNIAK</b>	Poland	<i>CSR (Corporate Social Responsibility) in Business Models</i>	C343



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**International Day Programme:**  
(universities presentation)

**15.10.2013**  
**Tuesday**

**9:00 – 13:30**      **classroom A 314**

**Student's Experiences of Study Abroad and  
Presentation of International Students**

**(Austria, Belgium, Cyprus, Finland, Germany, Greece  
Ireland, Korea, Norway, Slovenia, Switzerland, United  
Kingdom)**

