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**10.** INTERNATIONAL  
WEEK 2019  
**October 7-11**



More information is available at:  
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INTERNATIONAL  
OFFICE

**MONDAY**

<b>7.10.2019</b>	<b>Lecturer</b>	<b>Country</b>	<b>Theme</b>	<b>Room</b>
9:00-10:30	<b>Ferhat ÖZTUTUŞ</b>	Turkey	<i>A Quick Introduction to Theories and Policies of International Trade, with Special Emphasis Given to Beggar-thy-neighbour Policy</i>	A1100
10:45-12:15	<b>Jolán VELENCEI</b>	Hungary	<i>Supporting Decision-making by a Smart Tool</i>	B246
10:45-12:15	<b>Olgierd WITCZAK</b>	Poland	<i>Brand Strategies in Social Media - part I</i>	E201
10:45-12:15	<b>Monika KLIMONTOWICZ</b>	Poland	<i>Banks' Innovativeness - Model Approach</i>	A1403
10:45-12:15	<b>Indrė LAPINSKAITE</b>	Lithuania	<i>How to Price Sustainable Product and Still Remain Profitable</i>	A1103
12:30-14:00	<b>Mehmet Emin BAYNAZOGLU</b>	Turkey	<i>Entrepreneurship Tendencies of University Students.</i>	A325
14:15-15:45	<b>Robert RANKL</b>	Germany	<i>International Systems Engineering in Practice</i>	A1103



**TUESDAY**

8.10.2019	Lecturer	Country	Theme	Room
9:00-10:30	<b>Petra SCHMIDT</b>	Germany	<i>IT-Compliance, Ethics in IT and its Relation to Profitability</i>	A1404
9:00-10:30	<b>Paulina KUBERA</b>	Poland	<i>Cross-border Aspects of Carrying out Economic Activity in the European Union.</i>	E610
9:00-10:30	<b>Piotr DZIKOWSKI</b>	Poland	<i>The Business Model</i>	A308
9:00-10:30	<b>Pierre CHEMARIN</b>	France	<i>Intercultural Management</i>	B357
9:00-12:15	<b>Ed DZEGEDE HALLA</b>	USA	<i>Reebok Retail Activation Workshop</i>	E201
9:00-10:30	<b>Ján KOLLÁR Barbora MAZÚROVÁ</b>	Slovakia	<i>Consumer Choice Theory</i>	A314
10:45-12:15	<b>Ján KOLLÁR Barbora MAZÚROVÁ</b>	Slovakia	<i>Consumer Choice Theory</i>	B360
10:45-12:15	<b>Magdalena JARCZOK-GUZY</b>	Poland	<i>Tax Strategies of Polish Companies in the Light of Tax Changes</i>	A1401
12:30-14:00	<b>Liudmyla SHULGINA</b>	Ukraine	<i>Peculiarities and Prospects of Ukrainian with the EU Standards Harmonization</i>	E610
12:30-14:00	<b>Małgorzata GAŁECKA Katarzyna SMOLNY</b>	Poland	<i>Public Finances in Poland with Particular Emphasis on Public Performing Art Organization</i>	A718
14:00-16:00	<b>Ed DZEGEDE HALLA</b>	USA	<i>Start – up as a Challenge</i>	E115
14:15-15:45	<b>Joanna KOS-ŁABĘDOWICZ</b>	Poland	<i>Doing Business in Emerging Markets</i>	E108
14:15-15:45	<b>Kornelia BATKO</b>	Poland	<i>Social Media´s Campaigns</i>	E201
16:00-17:30	<b>Ewa BADZIŃSKA</b>	Poland	<i>Practical Approach to Teaching Entrepreneurship in Cross-Cultural Teams</i>	B269



**WEDNESDAY**

9.10.2019	Lecturer	Country	Theme	Room
9:00-10:30	<b>Kornelia BATKO</b>	Poland	<i>Social Media's Campaigns</i>	E115
9:00-10:30	<b>Małgorzata DZIEMBAŁA</b>	Poland	<i>Management of EU Funds</i>	E610
9:00-10:30	<b>Olgiard WITCZAK</b>	Poland	<i>Brand Strategies in Social Media - part II</i>	E201
10:45-12:15	<b>Małgorzata DZIEMBAŁA</b>	Poland	<i>Management of EU Funds</i>	E115
10:45-12:15	<b>Daniel HOLTAPPELS</b>	Belgium	<i>The Political Economy of the European Integration - A Capita selecta of Winners and Losers</i>	E107
10:45-12:15	<b>Anna SOŁTYSIK-PIORUNKIEWICZ</b>	Poland	<i>Development Trends of Modern Information Technology in E-business</i>	A001
10:45-12:15	<b>Olgiard WITCZAK</b>	Poland	<i>Brand Strategies in Social Media - part III</i>	E201
10:45-12:15	<b>Marcin JURCZAK</b>	Poland	<i>Logistics Market in Poland and Central European Countries</i>	B262
12:30-14:00	<b>Yuusuke MATSUZAWA</b>	Japan	<i>Issues on Social and Economic Inclusion of Migration, Repatriates, Refugees and Foreign Workers in Japan</i>	E107

**THURSDAY**

10.10.2019	Lecturer	Country	Theme	Room
9:00-10:30	<b>Pierre CHEMARIN</b>	France	<i>Intercultural Management</i>	A1102
10:45-12:15	<b>Ana PAP</b>	Croatia	<i>Political Marketing – Myths and Misconceptions</i>	E201
10:45-12:15	<b>Joanna KOS-ŁABĘDOWICZ</b>	Poland	<i>Doing Business in Emerging Markets</i>	A325
12:30-14:00	<b>Kornelia BATKO</b>	Poland	<i>Social Media's Campaigns</i>	B357
14:15-15:45	<b>Dagmara MIKA</b>	Poland	<i>Inter-sectoral Cooperation of Institutions</i>	E107
15:15-16:45	<b>Aleksandra GRABOWSKA-POWAGA</b>	Poland	<i>Institutional Economics</i>	A1401

