

A Top Place
to Study Economics

12. INTERNATIONAL
WEEK 2021
October 4–8



More information is available at:
www.ekf.vsb.cz/week/en



INTERNATIONAL
OFFICE

MONDAY

4.10.2021	Lecturer	Country	Theme	Room
16:00-17:30	Ernest NOWAK	Poland	<i>World Economics after the World Has Stopped Turning for 1 Year.</i>	A1001
16:00-17:30	Olgierd WITCZAK	Poland	<i>Brand on the Marketplace Embeddedness - Process and Challenges.</i>	E201
17:45-19:15	Liudmyla SHULGINA	Ukraine	<i>Performance-Marketing in the Enterprise Management</i>	E201

TUESDAY

5.10.2021	Lecturer	Country	Theme	Room
9:00-10:30	Neringa VISMOLKIENÉ	Lithuania	<i>Application of Neuromarketing Principles in Visual Advertising</i>	E115
10:45-12:15	Regina Zsuzsanna REICHER	Hungary	<i>The Methodology and Strategy that Promote the Efficient Use of Business Relationships.</i>	A1002
10:45-12:15	Daniel HOLTAPPELS	Belgium	<i>"The European Union vs. the Model – How Far Must We Go Back in Time to Reinvent Tomorrow's European Socio- Economic Model(s)?"</i>	E107
10:45-12:15	Waldemar FLORCZAK	Poland	<i>Micro and Macro Benefits from Legal Aid: an Empirical Exemplification for Poland</i>	E510
10:45-12:15	Mehmet Emin BAYNAZOGLU	Turkey	<i>Post-Pandemic Travel Trends in the World.</i>	A1303
12:30-14:00	Barbara RUDZKA	Poland	<i>Adapt to Changes or Forget about the Company Development, Change Management Can Help you!</i>	E115
12:30-14:00	Grigorios TZOLAS	Greece	<i>Distance Learning and COVID-19 pandemic (The HOU case)</i>	A1301



WEDNESDAY

6.10.2021	Lecturer	Country	Theme	Room
9:00-10:30	Gintautas STONYŠ	Lithuania	<i>Development, Application and Demonstration of Laser Projections. (RGB Type Laser Projector)</i>	B272
10:45-12:15	Karolina PALIMAŁA	Poland	<i>Empathy in Business and More - Design Thinking for Beginners</i>	A1100
10:45-12:15	Mike van ROOSMALEN	The Netherlands	<i>IT and the convergence of financial and management accounting</i>	C343
10:45-12:15	Marcin JURCZAK	Poland	<i>Innovations in Public Transport, Mobility Changes During Pandemic Times - Example of Poland</i>	A1303
10:45-12:15	Joanna PODGÓRSKA-RYKAŁA	Poland	<i>Participatory innovation in regional policy</i>	A1301
12:30-14:00	Eszter MEGYERI	Hungary	<i>Supply Chain Management, International Human Resource Management.</i>	A1302
12:30-14:00	Kumar PRADEEP	Poland	<i>Supply and Demand Equation Applicable for Global Higher Education Industry: Indian Perspective</i>	E107
14:15-15:45	Petra SCHMIDT	Germany	<i>IT-Government in context of international Standards e.g. Cobit or GDPR</i>	A1303
14:15-15:45	Stef MANNAERTS	Belgium	<i>Business Valuation: what Methods Can we Use and Is there a Preference among this Methods.</i>	A1403
15:00-16:30	Piotr DZIKOWSKI	Poland	<i>The Business Model Canvas – A Shared Language for Describing, Visualizing, Assessing, and Changing Business Models</i>	B359

THURSDAY

7.10.2021	Lecturer	Country	Theme	Room
9:00-10:30	Andrej PORUBAN	Slovakia	<i>Overlapping of Corporate and Labour Law.</i>	A1100
9:00-10:30	Dagmara LEWICKA	Poland	<i>Conflict Solving in Organisation</i>	A1402
10:45-12:15	Dagmara LEWICKA	Poland	<i>Conflict Solving in Organisation</i>	A1404



Online Panel discussions:

TUESDAY, OCTOBER 5, 12:30 IN [MS TEAMS](#)

Topic *Economic efficiency and sustainability of transformation processes*

Keynote speaker: prof. Tomáš Tichý

Panellists:

Shulgina Liudmyla, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute, Ukraine

Schmidt Petra, Hochschule Mittweida, Germany

Reicher Regina Zsuzsánna, Óbuda University, Hungary



THURSDAY, OCTOBER 7, 12:30 IN [MS TEAMS](#)

Topic: *Smart, Green and Entrepreneurial Region.*

Keynote speaker: Assoc. Prof. František Zapletal

Panellists:

Megyeri Eszter, University of Szeged, Faculty of Economics, Hungary

Jurczak Marcin, Poznań University of Economics and Business, Poland

Tokarski Daniel, University of Lodz, Poland

Kettenburg Stefan, TH Brandenburg, Germany

