



INTERNATIONAL
WEEK 2022



October 3 - 7



**PŘEDNÁŠKY LEKTORŮ
ZE ZAHRANIČNÍCH UNIVERZIT.
VSTUP VOLNÝ.**

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



MONDAY

3.10.2022	Lecturer	Country	Theme	Room
9:00-10:30	Mehmet Emin BAYNAZOGLU	Türkiye	<i>Effective Communication Skills. Use of Body Language. Active Listening Tips. Communication Barriers.</i>	A1103
9:00-10:30	Aleksandra GRABOWSKA-POWAGA	Poland	<i>The Role of Social Capital in Current Economy.</i>	B436
10:45-12:15	Piotr DZIKOWSKI	Poland	<i>Digital Entrepreneurship and Innovation Dawn.</i>	A1002
10:45-12:15	Elżbieta KOWALCZYK	Poland	<i>Psychology of Negotiation - Building Rapport During in Person and Online Communication.</i>	B360
10:45-12:15	Olgierd WITCZAK	Poland	<i>Personal Branding.</i>	A325
10:45-12:15	Ferhat OZTUTUS	Türkiye	<i>A Global Perspective on Financial Literacy Education: Ideas and Challenges in the 21st Century.</i>	B136
10:45-12:15	Jozef ORGONÁŠ	Slovakia	<i>The Macro- and Microeconomic Dimensions of Franchising.</i>	A1100
10:45-12:15	Ernest NOWAK	Poland	<i>The Impact of Current Monetary Policy on Young People and Immigrants Ability to Generate Wealth.</i>	A1103
14:15-15:45	Artur WALASIK	Poland	<i>Welfare Economics of Corporate Taxation.</i>	A1401
14:15-15:45	Ewa SOBOLEWSKA-PONIEDZIAŁEK	Poland	<i>The Process of Aging in European Societies and their Consequences.</i>	E610
16:00-17:30	Agnieszka KARMAN, Milena BIENIEK, Radoslaw MAČIK	Poland	<i>Consumer Decision Making Styles.</i>	E201
17:45-19:15	Hem Chandra GURUNG	Nepal	<i>Management, Marketing and Trade: Business Insight in Proper Management.</i>	E201



TUESDAY

4.10.2022	Lecturer	Country	Theme	Room
9:00-10:30	Balázs RÉVÉSZ	Hungary	<i>Voice Interaction in E-commerce, Voice Commerce.</i>	A325
10:45-12:15	Karolina SZYMANIEC-MLICKA	Poland	<i>Risk Management in Public Organizations.</i>	A1102
10:45-12:15	Attila SIMAY	Hungary	<i>Personal Data Use in (Digital) Marketing.</i>	A325
10:45-12:15	Waldemar FLORCZAK	Poland	<i>Operations Research in One Lesson</i>	A1301
12:30-14:00	Mike van ROOSMALEN	The Netherlands	<i>Impact of IT on the Integration of Financial and Management Accounting.</i>	C343
12:30-14:00	Marcin KOMANDA	Poland	<i>Visual Merchandising.</i>	B357
12:30-14:00	Elżbieta KOWALCZYK	Poland	<i>Psychology of Negotiation - Building Rapport During in Person and Online Communication.</i>	B363
16:30-17:30	Ersin MENGES	Türkiye	<i>The Concept of Forensic Accounting and Application Areas.</i>	A325

WEDNESDAY

5.10.2022	Lecturer	Country	Theme	Room
8:00-9:15	Dato SHAKARISHVILI	Georgia	<i>Business Intelligence Management and its Impact on Economic Security.</i>	A1402
9:00-10:30	Agata KOBYŁKA	Poland	<i>The Environmental Aspect of CSR in the Tourism Sector: the Example of Polish Accommodation Facilities.</i>	A718
9:00-10:30	Regina Zsuzsanna REICHER	Hungary	<i>Market Segments and Targets.</i>	E115
9:15-10:30	Anna SOŁTYSIK-PIORUNKIEWICZ	Poland	<i>The ICT in Business Informatics.</i>	A1402
10:45-12:15	Petra SCHMIDT	Germany	<i>Global Warming, War in Europe: What Does it Mean Future for Economy and Technology?</i>	B352
12:30-14:00	Rafał BUŁA	Poland	<i>Derivatives: What Are They and What Do They Do?</i>	C343
16:00-17:30	Anna MAZUREK-KUSIAK	Poland	<i>New Technologies in the Tourism Market.</i>	A718
16:00-17:30	Monika FOLTYN-ZARYCHTA	Poland	<i>The Puzzle of Economics and Ethics in Investments.</i>	A1304
17:45-19:15	Grażyna KOZUŃ-CIEŚLAK	Poland	<i>How the membership in the European Union influenced the wealth of regions in the Czech Republic, Poland and Slovakia.</i>	A1304



THURSDAY

6.10.2022	Lecturer	Country	Theme	Room
9:00- 10:30	Agnieszka FARON	Poland	<i>Entrepreneurship and its Notion.</i>	A1100
10:45-12:15	Tomasz INGRAM, Monika WIECZOREK- KOSMALA, Anna LOSA JONCZYK	Poland	<i>Leadership/Managerial Skills Games.</i>	B360
12:30-14:00	Anne PÖDER	Estonia	<i>Entrepreneurship and Innovation in Rural Context.</i>	A1404
12:30-14:00	Daniel HOLTAPPELS	Belgium	<i>The Media as a Loyal Partner in Neoliberal Thinking.</i>	E108
12:30-14:00	Olgiard WITCZAK	Poland	<i>Personal Branding.</i>	A1302
13:00-14:30	Tomasz INGRAM, Monika WIECZOREK- KOSMALA, Anna LOSA JONCZYK	Poland	<i>Leadership/Managerial Skills Games.</i>	E107
14:15-15:45	Zuzana KITTOVÁ	Slovakia	<i>When Doing Business is not as Expected on the EU Internal Market.</i>	E108

FRIDAY

7.10.2022	Lecturer	Country	Theme	Room
10:45-12:15	Harika SUKLUN	Türkiye	<i>Intercultural Communication.</i>	B360

