



8th INTERNATIONAL CONFERENCE ON MANAGEMENT
 "Leadership, Innovativeness and Entrepreneurship in a Sustainable Economy"

Conference Venue – Czestochowa University of Technology
Faculty of Management
19 B Armii Krajowej Ave.
42-201 Czestochowa

PROGRAMME

Day I – 07 June 2018

9.00-9.30	Registration of Participants Lecture Theatre of Faculty of Management, 19 Armii Krajowej Ave.
9.30-10.00	Opening Ceremony Prof. Agata Mesjasz - Lech – Faculty of Management Vice Dean Chairs of the Scientific Committee: Prof. Felicjan Bylok, Czestochowa University of Technology Prof. Csaba Bálint Illés, Szent István University, Gödöllő Eng. Sylvie Formánková Ph.D., Mendel University in Brno
10.00-11.40	Plenary Session I – WZ 1 room Chairs: prof. Domenico Nicolò, Università Mediterranea di Reggio Calabria and prof. Marek Jakubiak, Warsaw University of Technology
10.00-10.20	Prof. Anna Dunay, Szent István University, LIFECYCLE OF ENTERPRISES – A CASE STUDY OF HUNGARIAN CAR TRADE INDUSTRY
10.20-10.40	Eng. Sylvie Formánková Ph.D., Mendel University in Brno, RISK MANAGEMENT IN AGRICULTURE
10.40-11.00	Prof. Shalendra Sharma, Lingnan University, Hong Kong, ROLE OF WOMEN ENTREPRENEURS IN URBAN INDIA
11.00-11.20	Prof. Michael Wenz, Northeastern Illinois University, Chicago, THE SOCIOECONOMIC IMPACT OF POLISH CASINO EXPANSION, 2010-2014
11.20-11.40	Prof. Robert Kuceba, Czestochowa University of Technology, PROSUMER ENERGY DIFFUSION AS A DETERMINANT OF LOW EMISSION - SMOG - REDUCTION
11.40-12.00	COFFEE BREAK
12.00-13.40	Plenary Session II – WZ 1 room Chairs: prof. Csaba Bálint Illés, Szent István University, Gödöllő and prof. Michael Wenz, Northeastern Illinois University, Chicago,
12.00-12.20	Prof. Natalia Ivanova, National Research University, Moscow, THE EMPLOYER BRANDING FROM THE PERSPECTIVE OF SOCIAL IDENTITY APPROACH
12.20-12.40	Prof. Domenico Nicolò, Università Mediterranea di Reggio Calabria, THE CAUSES OF THE HIGH VULNERABILITY OF THE YOUNGFIRMS
12.40-13.00	Prof. Serene Dalati, International Arab University, FACTORS AFFECTING SYRIAN FEMALE RESEARCHERS IN BUSINESS: BUILDING THEORETICAL MODEL
13.00-13.20	Prof. Christian Kahl, Almaty Management University, Almaty, MANAGEMENT OF THE PERCEPTION OF SERVICE QUALITY IN RESTAURANT INDUSTRY
13.20-13.40	Prof. Marek Jakubiak, Warsaw University of Technology, INDIRECT CONTRIBUTION OF POLISH TECHNICAL UNIVERSITIES TO SUSTAINABLE DEVELOPMENT GOALS
13.40-14.40	LUNCH – room 107 room

14.40-16.00 – Panel Sessions 1, 2, 3, 4 – (parallel)	
14.40-16.00	Panel Session 1 – Strategic Management – 211 room Chairs: prof. Shalendra Sharma, Lingnan University, Hong Kong and prof. Robert Janik, Czestochowa University of Technology
14.40-14.55	T. Bartosz Kalinowski, University of Lodz, RELATION BETWEEN BUSINESS PROCESS MATURITY AND PERFORMANCE - SYSTEMATIC LITERATURE REVIEW
14.55-15.10	Ferenc Zsigri, Szent István University REAL WORLD DECISION MAKING
15.10-15.25	Wisam Hussein, Satam S Hussein, Anita Tangl, Szent Istvan University, THE EXTERNAL AUDIT PROCEDURES IN REDUCING TAX EVASION EMPIRICAL STUDY: IRAQ
15.25-15.40	Maris Freifalts, RISEBA University of Business Arts and Technology, Riga, Gaida Pettere, Riga Technical University, Irina Voronova, Riga Technical University COMPANY'S SOLVENCY ASSESSMENT METHODS: SIMPLE ASSESSMENT MODEL ADAPTATION
15.40-15.55	Marta Daroń, Monika Górska, Czestochowa University of Technology PROBLEMS OF CONTROL IN SUPPLY CHAINS AND IMPROVEMENT OF PARTNER RELATIONS
	DISCUSSION
14.40-16.00	Panel Session 2 – Humanistic and Ethical Management – WZ 7 room Chairs: Eng. Sylvie Formánková PhD, Mendel University in Brno and Anna Karczewska PhD, Czestochowa University of Technology
14.40-14.55	Magdalena Zalewska-Turzyńska, University of Lodz, WHEN A CHANGE IS COMMUNICATED? – RESEARCH OUTCOMES FROM POLISH COMPANIES
14.55-15.10	Katarzyna Liczmańska-Kopcewicz, Paula Pypłacz, Nicolaus Copernicus University in Toruń, RELATIONSHIPS BETWEEN PRO-INNOVATION ORGANIZATIONAL CULTURE WITH REALIZING GOALS CONCERNING PRODUCT AND MARKETING INNOVATIONS IN COMPANIES FROM FMCG SECTOR
15.10-15.25	Andrzej Chluski, Anna Karczewska, Czestochowa University of Technology, THE IMPACT OF FORMALIZATION OF INTELLECTUAL CAPITAL, WITH THE SUPPORT OF INFORMATION TECHNOLOGY, ON THE EFFECTIVENESS OF ACTIVITY OF POLISH HOSPITALS
15.25-15.40	Alfiya Kuznetsova, Bashkir State Agrarian University, Radka Lankasova ,University of Economics In Prague, Albina Akhmetiyanova, Bashkir State University, Zhibek Omarkhanova Kazakh Agrotechnical, University Named After S. Seifullina, MIGRATION PROCESSES AND THEIR IMPACT ON THE LABOR MARKET OF POLAND AND NEIGHBORING COUNTRIES
15.40-15.55	Anna Albrychiewicz-Słocińska, Czestochowa University of Technology, ORGANIZATIONAL BENEFITS OF KNOWLEGE SHARING BEHAVIOUR
	DISCUSSION
14.40-16.00	Panel Session 3 – Production Management – WZ 4 room Chairs: prof. Domenico Nicolò, Università Mediterranea di Reggio Calabria and prof. Maciej Urbaniak, University of Lodz
14.40-14.55	Barbara Fura, University of Rzeszów, APPLICATION OF MALMQUIST INDEX IN THE PRODUCTIVITY ASSESSMENT – CASE OF PRODUCTION COMPANIES IN POLAND
14.55-15.10	Grażyna Wieteska, University of Lodz, THE IMPACT OF NATURAL AND ORGANIC COSMETICS DEVELOPMENT ON SUPPLY CHAIN PROCESSES AND SUPPLIER BASE ARCHITECTURE

15.10-15.25	Elżbieta Milewska, Silesian University of Technology, Bartłomiej Skowron , UIBS Teamwork Sp. z o.o., CALCULATION OF THE TECHNOLOGICAL PRODUCTION COST CONDUCTED USING A PRODUCTION SUPPORT SYSTEM
15.25-15.40	Anita Tangl, Istvan Vajna, Szent Istvan University, THE RESULTS OF LEAN PRODUCTIVITY DEVELOPMENT COMBINED WITH KARAKURI KAIZEN METHOD
	DISCUSSION
14.40-16.00	Panel Session 4 - Humanistic and Ethical Management – WZ 6 room Polish-speaking session Chair: prof. Urszula Swadźba, University of Silesia
14.40-14.55	Ewelina Chrapek, Czestochowa University of Technology, ALCOHOL DEPENDENCE AND THE RELATIONSHIPS IN THE WORKPLACE
14.55-15.10	Rafał Tyszkiewicz, Społeczna Akademia Nauk w Łodzi, KULTURA FIRMY JAKO STAŁY ROZWÓJ WARTOŚCI INTEGRUJĄCYCH RODZINĘ Z FIRMA
15.10-15.25	Elżbieta Robak, Czestochowa University of Technology, FACTORS INFLUENCING THE RELATIONS BETWEEN EMPLOYEES FROM GENERATION Y AND THEIR MANAGERS
15.25-15.40	Anna Karczewska, Andrzej Chluski, Czestochowa University of Technology, NEW TRENDS IN THE LABOUR SPHERE AND ITS CONSEQUENCES FOR THE EMPLOYEES
15.40-15.55	Monika Źak, University of Silesia, CULTURAL AND ECONOMIC DETERMINANTS OF CONSUMPTION BEHAVIOURS AMONGST POLISH STUDENTS
	DISCUSSION
16.00-16.30	COFFEE BREAK
	16.30-18.00 – Panel Sessions 5, 6, 7, 8 – (parallel)
16.30-18.00	Panel Session 5 – Agribusiness and Sustainable Development – WZ 4 room Chairs: Serene Dalati PhD, International Arab University and Anna Albrychiewicz-Słocińska PhD, Czestochowa University of Technology
16.30-16.45	Nesrine Khazami, Zoltane Lakner, Szent István University, THE ROLE OF HALAL FOOD IN SUPPLY CHAIN INTEGRITY: STRENGTHEN THE INTEGRITY OF HALAL FACTORS
16.45-17.00	Maria Aparecida Marques, Anna Dunay, Szent István University, AGROFORESTRY SYSTEM – A PATH TOWARDS SUSTAINABILITY
17.00-17.15	Monika Zajkowska, WSB University in Gdansk, STRATEGIC CHOICES FOR CREATION OF SUSTAINABILITY-ORIENTED INNOVATION IN THE ENTERPRISE
17.15-17.30	Peter Šedík, Elena Horská, Slovak University of Agriculture, THE APPLICATION OF GENERATION MARKETING IN HONEY MARKETING MANAGEMENT: EMPIRICAL STUDY IN SLOVAKIA
	DISCUSSION
16.30-18.00	Panel Session 6 - Small and Medium Enterprises – WZ 7 room Chairs: prof. Natalia Ivanova, National Research University, Higher School of Economics, Moscow and Leszek Cichobłaziński PhD, Czestochowa University of Technology
16.30-16.45	Flavia Alex Bonga, University of Lodz, STRATEGIC ANALYSIS OF DOMESTIC INDIVIDUAL FIRMS IN ANGOLA USING MINTZBERG'S 5PS OF STRATEGY: CASE STUDY- PANGEA BAKERY, LUANDA ANGOLA

16.45-17.00	Saeed Nosratabadi, Csaba Bálint Illés, Szent István University, MANAGEMENT OF BUSINESS MODEL OF SMES' IN IRAN
17.00-17.15	Sheila Korley, Szent István University, THE CURRENT SITUATION OF SMALL AND MEDIUM ENTERPRISES IN GHANA
17.15-17.30	András J. Tóth, Anna Dunay, Kevin Serrem, András Bittsánszky, Szent István University, EVALUATION OF PROFESSIONAL KNOWLEDGE OF COOKS AND STORAGE MANAGERS IN SECONDARY SCHOOLS
	DISCUSSION
16.30-18.00	Panel Session 7 – Entrepreneurship and Management of Organizations – 211 room Chairs: prof. Anita Tangl, Szent Istvan University and Anna Karczewska PhD, Częstochowa University of Technology
16.30-16.45	Urszula Swadźba, University of Silesia, THE POLISH YOUNG GENERATION IN THE REALITY OF THE ECONOMY – BUSINESS ACTIVITY AND ENTREPRENEURSHIP
16.45-17.00	Christina Ciecierski, Northeastern Illinois University, Chicago and Marzena Fryczyńska, Warsaw School of Economics NETWORKING COMPETENCE AND EMPLOYABILITY OF KNOWLEDGE WORKERS
17.00-17.15	Waleed Al-Zaidi, Szent Istvan University, THE CONTRIBUTION OF PROCUREMENT IN INVENTORY RISKS: A CASE STUDY OF KEMADIA COMPANY (IRAQ)
17.15-17.30	Magdalena Szydelko, Rzeszow University of Technology, THE ESSENCE AND FEATURES OF BENCHMARKING PARTNERSHIP OF CLUSTER ENTERPRISES
17.30-17.45	Robert Janik, Czestochowa University of Technology, THE POSSIBILITY OF THE EU BUSINESS IDENTITY CREATION
	DISCUSSION
16.30-18.00	Panel Session 8 – Social Capital – WZ 6 room Polish-speaking session Chairs: Aleksandra Czarnecka PhD and Łukasz Skiba PhD, Częstochowa University of Technology
16.30-16.45	Lucyna Witek, Rzeszow University of Technology, GREEN CONSUMER: THE ATTITUDE-BEHAVIOR GAP TOWARDS ENVIRONMENTALLY FRIENDLY PRODUCTS
16.45-17.00	Felicjan Bylok, Czestochowa University of Technology, FUNCTIONING OF SOCIAL NETWORKS IN ENTERPRISES – ANALYSIS OF BENEFITS FOR ENTERPRISES AND EMPLOYEES
17.00-17.15	Katarzyna Kukowska, Sebastian Skolik, Czestochowa University of Technology, SOCIAL NETWORKS AND BUILDING CULTURAL CAPITAL IN RURAL TOURIST AREAS – CONCEPTUALIZATION OF THE RESEARCH METHODOLOGY
17.15-17.30	Małgorzata Randak-Jeziarska, Czestochowa University of Technology, THE USE OF COACHING BY MANAGERS TO DEVELOP SELF-MANAGEMENT SKILLS
17.30-17.45	Leszek Cichobłaziński, Czestochowa University of Technology, Sidney Soares Filho, University of Fortaleza, MEDIATION IN LABOR COLLECTIVE DISPUTES: REASONS FROM POLAND TO APPLY IT IN BRAZIL
	DISCUSSION
19.00-00.00	GALA DINNER Hotel Scout, 12 Drogowców St.

Day II – 08 June 2018

Faculty of Management main building, 19 B Armii Krajowej Ave.

9.00-10.20 – Panel Session 9, 10, 11, 12 – (parallel)	
9.00-10.20	Panel Session 9 – Public Management – WZ 4 room Chairs: prof. Christian Kahl, Almaty Management University and prof. Robert Janik, Częstochowa University of Technology
9.00-9.15	Hoang Nguyen Huu, Szent István University, THE TRANSITION OF THE VIETNAMESE HIGHER EDUCATION SYSTEM ADAPTING TO THE 4.0 INDUSTRIAL REVOLUTION
9.15-9.30	Alfreda Kamińska, Warsaw Management University, SILESIA VOIVODESHIP ENTREPRENEURS' VIEW OF LOCAL AUTHORITIES' PROGRESS TOWARDS AN INNOVATIVE ENVIRONMENT – SELECTED ISSUES
9.30-9.45	Aleksandra Czarnecka, Czestochowa University of Technology, Bartosz Sobotka, University College of Enterprise and Administration in Lublin COOPERATION BETWEEN UNIVERSITIES AND SOCIO-ECONOMIC ENVIRONMENT
9.45-10.00	Agata Rudnicka, Błażej Socha, University of Lodz SOCIAL ECONOMY ORGANIZATIONS AS A CHOICE FOR CAREER DEVELOPMENT OF STUDENTS FROM NON-ECONOMIC FIELDS OF STUDIES
DISCUSSION	
9.00-10.20	Panel Session 10 – Production Management and Logistics – 011 room Chairs: Eng. Miklós Daróczy PhD, Szent István University and Leszek Cichobłaziński PhD, Częstochowa University of Technology
9.00-9.15	Mohammed Abdalrahman, Jozsef Lehota, Szent Istvan University, MARKETING LOGISTICS: CREATING SUSTAINABLE COMPETITIVE ADVANTAGE THROUGH THE INTEGRATION OF MARKETING AND SUPPLY CHAIN MANAGEMENT
9.15-9.30	Maciej Urbaniak, University of Lodz, THE ROLE OF THE REQUIREMENTS OF QUALITY, ENVIRONMENTAL AND SAFETY MANAGEMENT SYSTEMS IN THE RELATIONSHIPS WITH SUPPLIERS
9.30-9.45	Marta Daroń, Monika Górská, Czestochowa University of Technology, THE IMPROVING OF PRODUCTION ENTERPRISES FUNCTIONING FROM THE PERSPECTIVE OF EMPLOYEES AT DIFFERENT ORGANIZATIONAL LEVELS
9.45-10.00	Sami S.A. Sader, Husti István, Miklós Daróczy, Szent Istvan University, INTEGRATING INDUSTRY 4.0 FEATURES WITH QUALITY MANAGEMENT PRACTICES
10.00-10.20	Robert Błażlak, Technical University of Łodz, THE COMPANIES' INNOVATION ECOSYSTEM
DISCUSSION	
9.00-10.20	Panel Session 11 – Consumer Behavior and Small and Medium Enterprises – WZ 7 room Chairs: prof. Anna Dunay, Szent Istvan University and prof. Felicjan Byłok, Częstochowa University of Technology
9.00-9.15	Phong Nguyen Duc, Anita Tangl, Szent Istvan University, ABILITY AND ORIENTATION OF IMPLEMENTING IFRS IN VIETNAM
9.15-9.30	Kevin Serrem, Csaba Bálint Illés, Szent Istvan University, MANAGEMENT ISSUES OF SCHOOL CATERING SYSTEM IN KENYA
9.30-9.45	Csaba Bálint Illés, András J Tóth, Anna Dunay, András Bittsánszky Szent István University PILOT-STUDY FOR THE MEASUREMENT OF CONSUMED FOOD IN SCHOOL CAFETERIAS

9.45-10.00	Dorota Jelonek, Tomasz Turek, Czestochowa University of Technology OPPORTUNITIES FOR THE USE OF GOOGLE ANALYTICS FOR MANAGEMENT OF RELATIONS WITH PROSUMERS
	DISCUSSION
9.00-10.20	Panel Session 12 – Risk Management and Sustainable Development – WZ 6 room Polish-speaking session Chairs: Monika Żak PhD, University of Silesia and Sebastian Skolik PhD, Częstochowa University of Technology
9.00-9.15	Jolanta Chluska, Częstochowa University of Technology, RISK MANAGEMENT OF HEALTHCARE UNITS ACTIVITY IN THE PROCESSES OF THEIR MERGER
9.15-9.30	Magdalena Bsoul – Kopowska, Czestochowa University of Technology, CRISIS MANAGEMENT IN THE NATIONAL SECURITY SYSTEM
9.30-9.45	Katarzyna Zadros, Czestochowa University of Technology, AN EMPLOYEE IN THE WORLD OF SUSTAINABLE MANAGEMENT IN SUSTAINABLE ECONOMY
9.45-10.00	Anna Bazan-Bulanda, Czestochowa University of Technology, THE USING OF AGILE PROJECT MANAGEMENT PHASES IN PUBLIC PROCUREMENT
10.00-10.20	Łukasz Skiba, Czestochowa University of Technology, PAST, PRESENCE AND THE FUTURE OF CSR ACCORDING TO THE MANAGEMENT BOARD
	DISCUSSION
10.20-10.45	Closing of the Conference – 011 room
10.45-12.00	Sightseeing of Częstochowa – departure of the coach from the parking lot at the Faculty of Management, 19 B Armii Krajowej Ave.
12.00-13.30	Lunch, beer tasting, “brewing lesson” – "Browar CzenstochoviA" 14 Korczaka St.
13.30-14.00	Transfer to Jasna Góra
14.00-16.00	Sightseeing of Jasna Góra
16.00	Transfer to the parking lot at the Faculty of Management