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University
of Bielsko-Biala

International Scientific Conference

Academic Entrepreneurship in International Context

organized under the patronage of the Rector of the University of Bielsko-Biala Professor Jarosław Janicki
and within the International Visegrad Fund project
“Cross-Border Bees in V4 Countries – Building of Educational
Entrepreneurship Start-Ups in V4 Group”

Conference program

Bielsko-Biala, 15th, November 2016
Campus, Willowa 2, building L, room L120

9.00-9.30 Conference registration

9.30 Opening ceremony – welcome speech

- **Professor Jarosław Janicki**, Rector of the University of Bielsko-Biala
- **Associate Professor Andrzej Maczyński**, Dean of the Faculty of Management and Transport, University of Bielsko-Biala
- **Professor Ryszard Barcik** – Head of Management Department, University of Bielsko - Biala
- **Hanna Lamers, MSc**, Head of Center of International Exchange, Erasmus + Institutional Coordinator, University of Bielsko-Biala
- **Associate Professor Katarzyna Żyminkowska**, Head of Marketing and Entrepreneurship Department, Conference Committee Chairman, University of Bielsko-Biala

9.50-11.20 Session I

Moderator: Assistant Professor Agnieszka Barcik, University of Bielsko-Biala

9.50-10.10 International Visegrad Fund's Grant "Cross-border Bees in V4 Countries - Building of Educational Entrepreneurship Start-ups in V4 Group" – main project objectives

Associate Professor Katarzyna Żyminkowska, Coordinator of the project, University of Bielsko-Biala

10.10-10.40 Keynote Speaker Presentation: **Known in the unknown: on the TMR experiences of entering Polish market**

Július Vinter, Country Manager Poland, Tatry Mountain Resorts a.s., Slovakia - Poland

10.40-11.00 Building a sustainable start-up environment through business model innovation

Dr habil. Róbert Magda, Ph.D, Bálint Horváth, Ph.D student, Szent Istvan University, Hungary

11.00-11.20 Cluster-their role and actual situation in Slovak economy

Ing. Katarina Havierniková, Ph. D, Ing. Karol Krajčo, Alexander Dubček University in Trenčín, Slovakia

11.20-12.00 Coffee break

12.00-14.00 Session II

Moderator: Assistant Professor Piotr Dziwiński, University of Bielsko-Biala

12.00-12.20 Quality management system as innovative tool for running a business

Marcin Jakubiec, Ph.D, University of Bielsko-Biala, Poland

12.20-12.40 The health-conscious consumer behavior appearance in food industry of V4 Countries

Kata Amelita Gódor, Ph. D. student, Éva Hegyesné Görgényi, Ph. D. student, Szent Istvan University, Hungary

12.40-13.00 Academic entrepreneurship in the field of medical innovation for socio-economic development in Poland

Rafał Świtała, Ph. D, University of Economics in Katowice, Poland

Magdalena Syrkiewicz-Świtała, Ph. D., School of Public Health in Bytom, University of Silesia in Katowice, Poland

13.00-13.20 The role of language for cross-border online purchasing: comparative analysis for the Visegrad Group

András Szeberényi, Ph. D student, József Csaba Kovács, Ph. D student, Szent Istvan University, Hungary

13.20-13.40 Faces of entrepreneurship – using European Union funds to implementing vocational and social opportunities

Dorota Kwiatkowska-Ciotucha PhD, Dobre Kadry. Centrum badawczo-szkoleniowe sp. z o.o., Wrocław, Poland

14.00 Lunch

Session III

(workshops for staff managing the project)

Moderator: Assistant Professor Dagmara Mika, University of Bielsko-Biala

17.00 Workshops agenda in Visegrad Fund project: Cross-border Bees in V4 Countries

Dagmara Mika Ph. D., Piotr Dziwiński, Ph. D, University of Bielsko-Biala

Conference closing ceremony and social evening