

REPORT ON THE INTERNATIONAL CONFERENCE
“ACADEMIC ENTREPRENEURSHIP IN INTERNATIONAL CONTEXT”

Bielsko-Biala, 15th November 2016

On 15th November 2016 the University of Bielsko - Biala held an international scientific conference on “Academic Entrepreneurship in International Context”. The organizers of the conference were: Department of Marketing and Entrepreneurship and Department of Management and Transport as well as the Centre for International Academic Exchange of University of Bielsko – Biala. Co-organizers of the conference were three foreign universities: Alexander Dubček University of Trenčín (Slovakia), VŠB - Technical University of Ostrava (Czech Republic) and Szent István University (Hungary).

The conference was organized within the framework of the international scientific and educational project: “Cross-Border Bees in V4 Countries - Building of Educational Entrepreneurship Start-Ups in V4 Group” (Project No. 11610602), financed by the International Visegrad Fund. The University of Bielsko-Biala was a leader in it. The conference was held under the patronage of Rector of the University of Bielsko – Biala, Professor Jaroslaw Janicki. The business patrons of the conference were: Tatry Mountain Resorts a.s. and Szczęśniak Special Vehicles sp. z.o.o. Chairperson of the Scientific Committee of the conference was Professor Katarzyna Żymkowska (Head of the Department of Marketing and Entrepreneurship and Project Manager) while the Organizing Committee of the conference consisted of: Dagmara Mika Ph.D. (President), Agnieszka Barcik Ph.D, Piotr Dziwiński Ph.D. and Marcin Jakubiec Ph.D.

The aim of the conference was the reflection and discussion on academic entrepreneurship, mainly in terms of the possibility of setting up start-ups, with the support of the university, from the perspective of the Visegrad Group countries. The meeting brought together over sixty participants, among whom were representatives of science representing foreign partner universities and national universities, including University of Economics in Katowice, Medical University of Silesia in Katowice, Czestochowa University of Technology and University of Bielsko - Biala. The event was also attended by representatives of business partners of the conference and the company Dobre Kadry Centrum Badawczo-Szkoleniowe sp. z o.o. in Wroclaw, as well as large number of foreign and Polish students. In addition, the conference was graced with the presence of Rector Professor Jaroslaw Janicki, Dean of the Faculty of

Management and Transport Professor Andrzej Maczyński, Head of the Department of Management Professor Ryszard Barcik and Head of Centre for International Academic Exchange, Institutional Coordinator for LLP-Erasmus and Erasmus + Hanna Lamers MSc.

Conference deliberations were held at the University of Bielsko-Biala and were conducted in English. The ceremonial opening of the conference was made by the Rector, Professor Jaroslaw Janicki who stressed the crucial importance of academic entrepreneurship and cooperation between universities and the economy for the development of higher education at international and national level. The conference was also officially opened by the Head of Centre for International Academic Exchange, Institutional Coordinator for LLP-Erasmus and Erasmus + Hanna Lamers MSc and the Head of the Department of Marketing and Entrepreneurship, Project Manager, President of the Scientific Committee of the Conference Professor Katarzyna Żyminkowska. The first plenary session of the conference was moderated by Agnieszka Barcik Ph.D (Department of Management, University of Bielsko - Biala) and started with the speech of Professor Katarzyna Żyminkowska, who characterized the main objectives of the project “Cross-Border Bees in V4 Countries - Building of Educational Entrepreneurship Start-Ups in the V4 Group”. She paid particular attention to the implementation of the main objective of the project which is to support entrepreneurial education in the Visegrad countries. The next speaker was Július Vinter (Country Manager Poland, Tatry Mountain Resorts a.s., Slovakia - Poland) who was sharing his business experiences relating to the economic activities with cross border effects. Professor Róbert Magda and Bálint Horváth Ph.D student (Szent Istvan University, Hungary) discussed the issue of creating a sustainable environment for start - ups through innovative business models. Clusters, their role, the current situation and perspective of development in Slovakia was the topic of the last speech by Ing. Katarina Havierniková Ph.D and Ing. Karol Krajčo (Alexander Dubček University in Trenčín, Slovakia).

The moderator of the second plenary session was Piotr Dziwiński Ph.D. (Department of Management, University of Bielsko - Biala). The session started with the speech by Marcin Jakubiec Ph.D. (Department of Management, University of Bielsko – Biala)) who referred to the problem of quality management systems in the context of innovation in the framework of undertaking economic activity. PhD students Kata Amelita Godor and Éva Hegyesné Görgényi (Szent Istvan University, Hungary) paid attention to the phenomenon of conscious consumer behavior in terms of healthy lifestyles in relation to the food industry of the Visegrad Group. In contrast, academic entrepreneurship in the field of medical innovation in context of socio-economic development in Poland was the subject of subsequent speakers: Rafał Światała Ph.D.

(University of Economics in Katowice) and Magdalena Syrkiewicz-Świtała Ph.D. (Medical University of Silesia). The speech of Ph.D. students András Szeberényi and József Csaba Kovac (Szent Istvan University, Hungary) was dedicated to the role of language in relation to cross-border online shopping and included comparative analysis of this issue in Visegrad Group countries. The last of the speakers was Dorota Kwiatkowska-Ciotucha Ph.D. (Dobre Kadry Centrum badawczo-szkoleniowe sp. z o.o., Wrocław), who stressed the importance of support from European funds for the implementation of professional opportunities and social context of the development of entrepreneurship.

The third plenary session was devoted to the summary of the conference and took place during the gala dinner. Less formal nature of the session allowed closer cooperation between the project team members from the partner universities and enabled the discussion on the implementation of current and future tasks resulting from the project schedule.

Agnieszka Barcik Ph.D.

Management Department

University of Bielsko – Biala