

2016

# **[III INTERNATIONAL SCIENTIFIC CONFERENCE ENTREPRENEURSHIP FOR THE XXI CENTURY. IMAGES AND PERSPECTIVES]**

The Centre for Entrepreneurship of the Faculty of Management, University of Warsaw has a great pleasure to welcome you to the 2016 Conference.

8:30 – 9:45 **Registration and morning Coffee** Place: hall in front of Faculty Board Aula (second floor, building B)

9:45 – 10:00 **Official opening** – Alojzy Z. Nowak, Dean of the Faculty of Management, Beata Glinka – Organizer.

**10:00 – 11:30 Panel Session I: *Entrepreneurship ecosystem: myth or reality?***

Moderator: Beata Glinka

Room: Faculty Board Aula (B205)

**Parallel sessions I: 12:00 – 13:30**

**Session I A - Room: Faculty Board Aula (B205)**

Topic: *Financial aspects of entrepreneurship I*

Chair: **Marta Postuła**

- **Frederic Bill**, Linnaeus University, Sweden – *A three Layered Passepartout, in new venture financing;*
- **Joanna Małecka, Teresa Łuczka**, Poznan University of Technology - *The Private Equity Market in Poland and in Central and Eastern Europe: Selected Aspects;*
- **Adriana Kaszuba-Perz**, Rzeszow University of Technology - *The needs and possibilities of an application of management accounting tools and controlling which support identification and risk assessment in successive phases of company growth;*
- **Bartłomiej Juras, Małgorzata Czerny**, Poznan University of Economics and Business – *Budgeting as a method of cost management on the example of the residential community.*

**Session I B – Room: Aula B (ground floor)**

Topic: *Entrepreneurs in societies: social and cultural context of entrepreneurship I*

Chair: **Tomasz Bernat**

- **Michał Chmielecki, Łukasz Sułkowski**, University of Social Sciences, Łódź – *Images of Entrepreneurs – Research Results;*
- **Tomasz Mering, Ryszard Szarfenberg**, University of Warsaw - *Private interests, mutual benefit goals and public aims: the case of social co-operatives in Poland;*
- **Renata Siuda – Ambroziak**, University of Warsaw - *Religious Entrepreneurship in Brazil*
- **Marta Ziólkowska**, Warsaw School of Economics - *Success factors and Benefits of Social Franchising as a Form of Modern Entrepreneurship.*
- **Dominika Ochnik**, Katowice School of Economics - *Does media information about economic crisis modify entrepreneurial attitude?*

**Session I C – Room: B106 (first floor)**

Topic: *Strategic and international entrepreneurship I*

Chair: **V.H. Manek Kirpalani**

- **Anita Pelle, Marcell Zoltán Végh**, University of Szeged - *Entrepreneurship and competitiveness in the EU member states, with special regard to the Visegrad countries;*
- **Grzegorz Baran**, Jagiellonian University - *Strategy as social practice as a theoretical framework for the study of entrepreneurship;*
- **Agata Rudnicka**, University of Lodz – *Understanding sustainable business models;*
- **Krzysztof Zięba**, Gdansk University of Technology - *High growth aspirations of nascent entrepreneurs: Why do they fall?*

**Session I D – Room: B 105 (first floor)**

Topic: *Entrepreneurs: cooperation and market success*

Chair: **Aviv Shoham**

- **Aviv Shoham**, University of Haifa – *Entrepreneurial versus market orientation: which route to performance?*
- **Magdalena Popowska**, Gdansk University of Technology - *Co-living or a “sandpit” for future entrepreneurs. The first experience from Poland;*
- **Rafał Kusa**, University of Science and Technology Kraków - *Interorganisational Collaboration in the View of the Theory of Entrepreneurship;*
- **Marzanna Witek-Hajduk, Anna Napiórkowska**, Warsaw School of Economics - *A framework of retailer-manufacturer cooperation and competition: consumer durable goods retailers’ case studies.*

13:30 – 14:20 **Lunch**, Place: hall in front of Aula B (ground floor)

## Parallel sessions II: 14:20 – 16:10

### Session II A - Room: Faculty Board Aula (B205)

Topic: *Financial aspects of entrepreneurship II*

Chair: **Adam Samborski**

- **Jamal Boukouray**, ESCA Ecole de Management - *Low-Cost Versus Frugal Innovation Building Blocks & The Fundamentals of Jugaad Business Modeling*;
- **Paweł Perz**, Rzeszów University of Technology – *Family firms IPOs activity and pricing in Poland*.
- **Michał Brzozowski, Grzegorz Tchorek**, University of Warsaw – *Exchange rate level, Innovation and obstacles to Growth. Who needs a weak Zloty?*
- **Sabina Grižančič**, University of Ljubljana – *Launch strategy in crowd-funded NVTs: exploring different aspects*

### Session II B – Room: Aula B (ground floor)

Topic: *Immigrant entrepreneurship I*

Chair: **Roman Batko**

- **Sibylle Heilbrunn**, Kinneret Academic College, Israel - *Migrant Self-Employed Integrated into Precariousness?*
- **Jörg Freiling, Aki Harima**, University of Bremen - *Development of a Conceptual Model for Entrepreneurial Ecosystem from the Perspective of Austrian Capital Theory*;
- **Beata Glinka**, University of Warsaw – *Polish immigrant entrepreneurs – sources and ways of learning*;
- **Agnieszka Brzozowska**, University of Warsaw – *Vietnamese immigrants' business patterns*;
- **Jan Brzozowski**, Cracow University of Economics – *Immigrant integration and diaspora entrepreneurship in the Polish context*.

### Session II C – Room: B106 (first floor)

Topic: *Strategic and international entrepreneurship II*

Chair: **Krzysztof Wach**

- **V.H. Manek Kirpalani**, Concordia University - *Entrepreneurial Impact Leading to Successful International Business Strategies for MNEs and SMEs*;
- **Mariola Ciszevska Mlinarič**, Kozminski University - *The role of distance in international expansion*;
- **Izabela Kowalik**, Warsaw School of Economics - *The entrepreneurial marketing orientation of born-global companies: conceptual model and research framework*;
- **Nelly Daszkiewicz**, Gdansk University of Technology – *Traditional vs. rapid internationalization of high-tech firms. Research results*.
- **Aleksandra Zygmunt**, Opole University of Technology - *Innovation as a significant competitiveness stimulant for enterprises and regions*.

### Session II D – Room: B105 (first floor)

Topic: *Education for entrepreneurship: challenges, methods, context*

Chair: **Agnieszka Postuła**

- **Carina Holmgren**, Linnaeus University, Sweden - *Entrepreneurship as a governing technology – the construction of the ideal entrepreneurial teacher*;
- **Antonio Fernandes**, Polytechnic Institute of Bragança - *Entrepreneurship and Creation of New Business: perceptions, behaviours and attitudes of the students of a Portuguese higher education institution*;
- **Monika Jakubiak, Krystyna Buchta**, Maria Curie-Skłodowska University - *Determinants of entrepreneurial attitudes in relation to students of economics and non-economics*;
- **Anita Richert-Kaźmierska**, Gdansk University of Technology – *Entrepreneurship for Septuagenarians – Sopot third age university students' reflections*
- **Waldemar Grzywacz, Jacek Moskalew**, University of Warsaw – *Polish management students against the background of seven cultures of capitalism*.

16:10 – 16:30 **Coffee Break**, Place: *hall in front of the Faculty Board Aula (second floor)*

**Session III A - Room: Faculty Board Aula (B205)**

Topic: *Entrepreneurship: Women in cultural and market context*

Chair: **Anita Pelle**

- **Sandra Sunanto, Agus Gunawan, Theresia Gunawan, Meine Pieter van Dijk**, Parahyangan Catholic University - *Women Entrepreneurs: A study of Indonesian Female Evidence and Perception for Becoming Entrepreneurs*;
- **Paulina Siemieniak, Małgorzata Rembiasz, Jakub Pawlak**, Poznan University of Technology - *Internet as a tool to promote women's entrepreneurship. Selected aspects*;
- **Anna Turczak**, The West Pomeranian Business School – *Number of self-employed women and men – analysis based on the sections of the Polish economy*;
- **Anna Dolot**, Cracow University of Economics - *Observed and expected direct supervisors' behaviours – employees' perspective*.

**Session III B – Room: Aula B (ground floor)**

Topic: *Entrepreneurs in a regional context*

Chair: **Frederic Bill**

- **Justyna Zygmunt**, Opole University of Technology - *Enterprises' development in peripheral regions: patterns and determinants*;
- **Sylwia Mazgajska, Elżbieta Strzelecka**, Łódź University of Technology - *Model of creative businesses and development of the rural municipality Puszcza Marianska*;
- **Jarosław Korpysa**, University of Szczecin – *Technological entrepreneurship – a regional approach*;
- **Adam Czarnota**, Koszalin University of Technology – *Advanced technology enterprises in West Pomerania region*;
- **Małgorzata Gajowiak**, Poznan University of Technology – *Entrepreneurship of the elderly in Poland – chosen aspects..*

**Session III C – Room: B106 (first floor)**

Topic: *Individuals and teams*

Chair: **Sibylle Heilbrunn**

- **Tomasz Bernat**, University of Szczecin - *Genes and personal attitude to entrepreneurship*;
- **Magorzata Rozkwitalska**, WSB University in Gdansk - *Thriving in intercultural interactions as an antecedent of organizational creativity and innovations*;
- **Beata Krawczyk – Bryłka**, Gdansk University of Technology - *Attributes of entrepreneurial teams as the elements of mental model*;
- **Katarzyna Stankiewicz, Paweł Ziemiański**, Gdansk University of Technology, *Preferences towards undertaking entrepreneurial activities in culturally diverse teams*.
- **Patrycja Gulak – Lipka**, Nicolaus Copernicus University in Toruń - *Development of entrepreneurial qualities of athletes in selected sport disciplines*.

**Special Session: workshop for PhD students – Room: B104 (first floor), 16:30 – 18:00**

Topic: *Publishing in Top Journals: Journal selection, paper write-up, and what reviewers are looking for.*

Workshop organizer: **Aviv Shoham**

**19:30 – 22:00 – Gala Dinner, Krakowskie Przedmieście 66 (CBR Building – maps will be distributed during the registration)**

**8:30 – 9:30 Morning Coffee**

Place: hall in front of Faculty Board Aula (second floor, building B)

**Parallel sessions IV: 9:30 – 11:10****Session IV A - Room: Faculty Board Aula (B205)**

Topic: *Immigrant Entrepreneurship II*

Chair: **Agnieszka Brzozowska**

- **Aki Harima, Jörg Freiling**, University of Bremen – *How are Refugee Entrepreneurs Different from Transnational Diaspora Entrepreneurs? – A Conceptualization;*
- **Leszek Kwieciński, Patrycja Matusz-Protasiewicz**, University of Wrocław - *The ethnic entrepreneurship as a multidimensional process in the context of system approach;*
- **Niclas Ruffer**, Mannheim University - *Innovative Activities of Migrant Entrepreneurs;*
- **Ewa Sadurska-Duffy**, Warsaw University of Life Sciences – *Women, immigration and self-employment – the experiences of Polish women in the British labour market;*
- **Nafisa Yeasmin**, University of Lapland - *Measuring the socio-political impact of establishing cooperatives for immigrants in Lapland: A comparative analysis.*

**Session IV B – Room: B104 (first floor)**

Topic: *Entrepreneurial organizations: startups, corporations, public organizations*

Chair: **Sandra Sunanto**

- **Hanna Godlewska – Majkowska**, Warsaw School of Economics - *Intrapreneurship at academic environment,*
- **Marek Ćwiklicki**, Cracow University of Economics - *Public Entrepreneurship and its Role in Public Value Creation*
- **Grażyna Urbanik – Papp**, Tishner European University - *Developing corporate entrepreneurship by adopting learning practices of startups*
- **Katarzyna Rostek, Agnieszka Skala**, Warsaw University of Technology – *Differentiating criteria for Polish startup companies,*
- **Anna Czarczyńska**, Kozminski University - *Entrepreneurial nich-finders in uncertain world.*

**Session IV C – Room: B105 (first floor)**

Topic: *Entrepreneurs in societies II*

Chair: **Anna Pawłowska**

- **Marzena Starnawska**, Gdansk University of Technology – *Social entrepreneurship research – challenges, explanations, and suggestions for the field development;*
- **Małgorzata Sternal**, Academy of Music in Kraków - *Value creation between art and industry - musicians and their entrepreneurial intentions;*
- **Marta Hawkins**, *Strategies of Coping among Graduates: enterprising curriculum and the challenges of the market;*
- **Mayowa Oludele Solaja**, Olabisi Onabanjo University - *Ecopreneurship and Green Product Initiative (GPI): An Agenda for Nigeria's Sustainable Development in 21st Century;*
- **Agnieszka Żur**, Cracow University of Economics - *Social innovation - review of current research and future prospects,*

**Session IV D – Room: B 106 (first floor)**

Topic: *Legal context of entrepreneurship*

Chair: **Nelly Daszkiewicz**

- **Paulina Kubera**, Poznan University of Technology – *Evaluating the impact of regulation and regulatory policy – towards a better entrepreneurial ecosystem;*
- **Marek Gnusowski**, Poznan University of Business and Economics - *Entrepreneurship in the context of professional services - theoretical approach*
- **Luigi Lai**, National Information Processing Institute - *New Tendencies In The EU Insolvency Regulation Which Could Foster Entrepreneurial Activities,*
- **Ilona Szwedziak – Bork**, University of Warsaw - *Anticompetitive agreements concluded between Polish entrepreneurs. Forms, objects and effects on development/growth of entrepreneurship.*

**11:30 – 13:00 Panel Session II (in Polish): *Lokalna Polska przedsiębiorcza***

Moderator: **Jacek Pasieczny**, Room: Faculty Board Aula (B205)

**11:30 – 13:00 *Entrepreneurship at the University of Warsaw: closing remarks.*** Session for international participants.

Moderators: **Beata Glinka, Waldemar Koziół**, Room: B106 (first floor)

13:00 – 14:00 **Lunch**, Place: Floor -1 in Building B

*Note! After the lunch a tour will be organized for international participants.*

**Parallel sessions V: 14:00 – 15:45**

**Session VA (in Polish) - Room: Faculty Board Aula (B205)**

Topic: *Wyzwania procesów zarządzania/Managerial challenges*

Chair: **Marek Ćwiklicki**

- **Zofia Patora – Wysocka**, University of Social Sciences - *Beyond stability vs. change dilemma: everyday practices and routines as sources of organizational life;*
- **Anna Pawłowska**, University of Warsaw – *Reguły zatrudnialności w MSP;*
- **Małgorzata Baran**, Collegium Civitas - *The mentor's role within the company,*
- **Ludmiła Walaszczyk**, Instytut Technologii Eksploatacji - Państwowy Instytut Badawczy - *Project risk management in enterprises with the use of TOPSIS method.*

**Session V B – Room: B104 (first floor)**

Topic: *Entrepreneurs on the market/Przedsiębiorcy na rynku*

Chair: **Marzanna Witek - Hajduk**

- **Bartosz Targański, Anna Mokrysz – Olszyńska**, Warsaw School of Economics - *Cross-border e-commerce – myth or reality;*
- **Anna Szopa**, Jagiellonian University - *Exploring the quality of place: relationship between creative clusters and their location;*
- **Jarosław Ropęga**, University of Lodz - *The role of restarts in supporting the development of entrepreneurship;*
- **Marta Wojtyra**, Kozminski University - *Facilitating business transfer in Poland – an analysis of matching platforms;*

**Session V C (in Polish) – Room: B105 (first floor)**

Topic: *Uwarunkowania rozwoju przedsiębiorczości*

Chair: **Igor Postuła**

- **Adam Samborski**, Katowice University of Economics - *Bariery fiskalne rozwoju przedsiębiorczości;*
- **Renata Lisowska**, University of Lodz - *Inteligentne specjalizacje szansą na rozwój przedsiębiorczości w regionie;*
- **Roman Batko**, Jagiellonian University – *Humanistyka cyfrowa i przedsiębiorczość;*
- **Agnieszka Dziubińska**, University of Economics, Katowice - *Innowacja instytucjonalna w warunkach transformacji otoczenia;*
- **Przemysław Dubel**, University of Warsaw - *Wpływ funduszy unijnych na rozwój przedsiębiorczości po akcesji Polski do UE – przegląd wybranych form wsparcia,*
- **Monika Wandzel**, Kancelaria Radcy Prawnego Monika Wandzel – *Prawo zamówień publicznych a działalność przedsiębiorców.*

**Session V D (in English) – Room: B 106 (first floor) – PhD track**

Topic: *Financial and legal context of entrepreneurship*

Chair: **Marzena Starnawska**

- **Sirojiddin Orifov**, Kozminski University - *SME development, economic growth and state intervention in a developing economy: The Uzbek story;*
- **Ivona Karklinevska**, University of Warsaw - *China plays a greater role in the world finance?*
- **Gerard Wilk**, University of Warsaw - *Support in the start – about some programs for beginners entrepreneur;*
- **Karolina Brzezińska**, Warsaw School of Economics - *The importance of small enterprise growth for economy;*
- **Olga Irodenko**, University of Warsaw – *Internal audit effectiveness: theoretical research.*

**Session VI A - Room: Faculty Board Aula (B205)**

*Networking – przyszła współpraca. Spotkanie z organizatorami.*

***Please note! Sessions VI B and VI C may be modified – Plan sesji VIB I VIC może ulec zmianie!***

**Session VI B – Room: B105 (first floor) – PhD/Students' track**

Topic: *Different faces of entrepreneurship/Różne oblicza przedsiębiorczości*

Chair: **Paweł Kłobukowski**

- **Łukasz Banach**, University of Warsaw – *Jak efektywnie zarządzać projektami I priorytetyzować zadania w przedsiębiorstwach software'owych*
- **Joanna Chlebiej**, University of Warsaw – *Wizerunek Branży farmaceutycznej w polskim internecie*
- **Małgorzata Oleś**, University of Warsaw - *Efektywne zarządzanie w Urzędzie przy wykorzystaniu Aurea BPM.*

**Session VI C – Room: B 106 (first floor) – PhD track**

Topic: *Entrepreneurial actions in organizations*

Chair: **Magdalena Marczevska**

- **Wojciech Witkowski**, University of Warsaw - *Determinants of entrepreneurship development on the example of the profession - music manager in Poland, acting in their own organization;*
- **Krzysztof Chorbiński**, University of Warsaw - *Innovative entrepreneurship in the process of human resource management in service of public safety as a specific branch of the Polish public administration;*
- **Wojciech Lewandowski**, University of Warsaw - *Marketing Automation impact on the sales of medical services and healthcare facilities management.*
- **Marta Kabut, Mateusz Kabut**, University of Warsaw – *Different faces of motivation in research institute – a case study.*



PATRONAT HONOROWY:



Marszałek  
Województwa  
Mazowieckiego

