



9.45-10:15 Registration and coffee

Session 1: 10:15-12:00 "Marketing in emerging markets"

Presenters:

- **Amit Mittal**, Chitkara University, India
"Exploring the relationship between attitude and experience towards luxury brands consumption: An evidence from India"
- **Yauheniya Sazonenka**, Bialystok University of Technology, Poland
"A strategic planning approach of the company joining non-profit and commercial activities – a case study from Bangladesh"
- **Monika Skorek**, Faculty of Management, University of Warsaw, Poland
"Shared rituals of members of Legia Warszawa football club brand community"
- **Van Thanh Phan**, Kaposvar University, Hungary
"Innovation status in Vietnam: Case Study of Vietnamese SME's"
- **Andranik Muradyan**, Faculty of Management, University of Warsaw, Poland
"Assessment of the attractiveness of foreign markets on the example of Armenia"
- **Ola Madallah Aljaafreh**, Kaposvar University, Hungary
"The role of women for sustainable agriculture in Hungary"

12:00-12.30 Coffee break

Session 2: 12.30-14:00 "Online consumer behavior and e-commerce"

Presenters:

- **Chang Yueh Wang**, Chao Yang University of Technology, Taiwan
"The digital strategy of X-bear" (virtual presentation)
- **Farzaneh Soleimani Zoghi**, Contractual Management Institute, Germany
"Online buying intention: A comparative analysis of consumers from Germany and Turkey"



- **Sylwia Badowska & Liwia Delińska**, Faculty of Management, University of Gdańsk, Poland
“Motivators of changing the online and offline shopping paths among generation Y”
- **Mohammad Shafiq Obeidat**, American University in Dubai, UAE
“The influence of consumer decision-making styles towards purchasing behavior: A case study of online shopping in UAE”
- **Agnieszka Kacprzak**, Faculty of Management, University of Warsaw, Poland
“Shopping online at work – a research proposal”

14:00-14.45 Lunch break

Session 3: 14.45-16.30 “New trends in marketing and consumer behavior”

Presenters:

- **Joshua Olusegun Fayomi**, Kaunas University of Technology, Lithuania
“Challenges to Managing Marketing Teams in the Virtual workplace” (virtual presentation)
- **Anna Pawłowska**, Faculty of Management, University of Warsaw, Poland
“The employee on the contemporary labor market in the marketing perspective”
- **Natalia Wasiluk**, Białystok University of Technology, Poland
“If volunteers of “Great Orchestra of Christmas Charity” and “Noble Box” non-profit organizations are loyal? The philosophy of dialogue perspective”
- **Michał Ścibor- Rylski**, Faculty of Management, University of Warsaw, Poland
“Gamification as an effective method in the modern market research”
- **Varsalvel Tecleab Haile**, Kaposvar University, Hungary
“Gender as a factor in the physician and patient relationship: from service quality perspective”
- **Katarzyna Dziewanowska**, Faculty of Management, University of Warsaw, Poland
“Who Are They? Segmentation of Polish Business Students”