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AND LEADERSHIP

POSITIVE MANAGEMENT AND LEADERSHIP  
IN SOCIALLY RESPONSIBLE ORGANISATIONS

# The 1<sup>st</sup> International Scientific Conference on Positive Management and Leadership in Socially Responsible Organisations

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The 1<sup>st</sup> International Scientific Conference on Positive Management and Leadership in Socially Responsible Organisations was held on 09 September 2016 in Toruń, Poland. The aim of the conference was to present, analyse and discuss the issues related to:

- Positive management including: interpersonal relationships, intra-organisational communications, trust, organisational citizenship behaviours;
- Leadership including: contemporary concepts of leadership, roles played by top, middle and first line managers, challenges (both external and intra-organisational) faced by leaders in business organisations, the public sector, and non-profit organisations;
- Corporate responsibility to employees and other stakeholders, organisations in business environment, society and the natural environment.

The conference was organised by the Department of Business Excellence, the Faculty of Economic Sciences and Management, Nicolaus Copernicus University, Toruń, Poland under honorary patronage of the Mayor of Toruń. The idea of the conference was to create synergies between the fields cultivated by the members of the Department related to positive management (cf. Stankiewicz (Ed.), 2010; Stankiewicz (Ed.), 2013), leadership (cf. Karaszewski, 2008) and corporate social responsibility (cf. Karaszewski, Karwacka and Paluszek (Eds.), 2011).

The first paper session, chaired by Prof. Agata Sudolska and Dr Monika Chodorek (both Nicolaus Copernicus University, Toruń), introduced the audience into the world of positivity observed from the perspective of strategic management and leadership. Dr Rafał Drewniak (UTP University of Science and Technology, Bydgoszcz) discussed the issue of assessing the potential of a business partner for a strategic alliance. He proposed a three-step selection procedure including the analysis of the potential future partner's profile, its resources as well as cultural and strategic fits between organisations undertaking cooperation. Prof. Robert Karaszewski and Dr Andrzej Lis (both Nicolaus Copernicus University, Toruń) asked a question: whether the concept of positive leadership can become a paradigm in management studies? They concluded that from the perspective of theoretical studies, positive leadership should be perceived as a concept or a theory rather than a paradigm, however, from the point of view of business practice positive leadership should be considered as a prerequisite of the long-term development of a company. In consequence, positive leadership can be enumerated among the canons of the principles of contemporary management (cf. Karaszewski and Lis, 2016). Dr Dariusz Turek (Warsaw School of Economics) analysed the influence of burnout on organisational citizenship behaviours (OCB) and counterproductive workplace behaviours (CWB) and the moderating role played by perceived organisational support. He presented the outcomes of his empirical research conducted among the employees of customer support divisions in companies operating in ICT, insurance and IT industries. Patrycja Gulak-Lipka (Nicolaus Copernicus University, Toruń) exemplified the role of trust for leadership in team sports focusing her attention both on coaches and players performing leader roles (team captains).

The second paper session chaired by Prof. Robert Karaszewski (Nicolaus Copernicus University, Toruń) and Dr Barbara Czerniachowicz (the University of Szczecin) was devoted to the issues of Corporate

Social Responsibility. Dr Grażyna Voss (UTP University of Science and Technology, Bydgoszcz) analysed accounting books as a source of information and basis of liability. Dr Joanna Sadłowska-Wrzesińska (Poznań University of Technology) discussed the challenges related to psychosocial risks in the workplace and good practices in mitigating such negative phenomena observed in socially responsible companies. Martyna Kruszyńska (Medical University of Łódź) identified the manifestations of Corporate Community Involvement in pharmaceutical companies in Poland and their approaches to communicate such activities. Kajetan Suhecki (University of Economics in Katowice) studied CSR issues in medical service companies operating in Poland. Gabriel Pawlak in the paper co-authored with Prof. Gabriel Łasiński and Dr Piotr Głowicki (all representing University School of Physical Education in Wrocław) investigated cross-sectoral development of the CSR concept and sport illustrating their considerations with the case study of EDF Poland.

The third paper session chaired by Prof. Aldona Glińska-Noweś and Dr Andrzej Lis (both Nicolaus Copernicus University, Toruń) related to managing human resources, diversity and organisational culture. Dr Karolina Beyer in the paper co-authored with Dr Wojciech Leoński (both University of Szczecin) conducted the literature review on the role of human capital management in shaping intellectual capital of contemporary companies. Paulina Bednarz discussed mission and values as the foundation of positive human resource management in socially responsible companies and recommended the implementation of the Employment Fair Play standard for managing relationships with employees in SMEs. Dr Barbara Czerniachowicz (the University of Szczecin) analysed cultural conditions in diversity management and illustrated the issue with the case study of the corporation operating in the transportation and logistics industry. Dr Izabela Gabryelewicz in the paper co-authored with Patryk Krupa and Prof. Edward Kowal (all representing the University of Zielona Góra) analysed the influence of a human factor on the process of shaping work safety. Their empirical study was focused on the comparative assessment of safety climate in three companies operating in Poland.

The fourth paper session chaired by Dr Małgorzata Gotowska (UTP University of Science and Technology, Bydgoszcz) and Dr Katarzyna Kazojć (the University of Szczecin) combined the papers related to contemporary issues in economics and management presented by PhD

students of the Faculty of Economic Sciences and Management, Nicolaus Copernicus University. Jarosław Wojtas discussed the assumptions of the Jeremy Rifkin's Zero Marginal Cost Society Theory. Aldona Lipka presented theoretical aspects of cause-effect relationship related to registered trademarks, focusing attention on alcohol trademarks. Her paper was an introduction to the econometrical analysis of such relationships conducted by Joanna Pomaskow. Finally, Paulina Natywa studied the potential of e-recruitment as a tool in the labour market used for searching employees.

In order to disseminate the research findings and ideas presented at the conference, the submitted and positively reviewed papers will be published in *Journal of Corporate Responsibility and Leadership* and *Journal of Positive Management*.

## References

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