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IN CORPORATE SOCIAL RESPONSIBILITY

**Szczecin**  
**Innovations Management and**  
**Cluster Management Conferences**  
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Traditionally, in November 2016, the Faculty of Economics and Management, the University of Szczecin, Poland hosted researchers and business practitioners interested in the issues of innovations and clusters.

The first event was the Innovations Management Conference (*Zarządzanie Innowacjami w Gospodarce*) held on 17 and 18 November 2016. It was organised by the Department of Corporate Management in cooperation with Prof. Dariusz Rosati PhD, the Member of European Parliament. The patronage of the conference was assumed by the Central Statistical Office of Poland, the Mayor of Szczecin and the

Marshal of the West Pomerania (Zachodniopomorskie) Voivodeship. The initiative was also supported by the Voivode of West Pomerania (Zachodniopomorskie). The aim of the conference was to discuss the processes of managing innovations in the competitive, global economy. The scope of the conference covered the following issues:

- manufacturing and service innovations;
- strategic management of innovations;
- financing innovations;
- the role of innovations and quality in managing business organisations;
- social innovations;
- frugal innovations;
- nation- and EU-level innovation-oriented policies;
- transfer of technologies;
- clusters and innovation-oriented networks;
- internationalisation of innovation management.

The conference was chaired by the Dean of the Faculty of Economics and Management Prof. Waldemar Tarczyński PhD, Prof. Joanna Wiśniewska PhD and Prof. Dariusz Rosati PhD. In total, more than 70 researchers and business practitioners participated in the conference. The participants represented Poznań University of Economics and Business, Cracow University of Economics, Wrocław University of Economics, the University of Łódź, the University of Zielona Góra, Warsaw School of Economics, Kozminski University, Częstochowa University of Technology, Poznań University of Technology, Opole University of Technology, WSB Toruń School of Banking and Humanities University in Sosnowiec.

The agenda of the conference included two discussion sessions, the presentation of the Central Statistical Office of Poland and the training session. The idea of discussion sessions chaired by Witold Jabłoński was to combine the research experience with business practice and create synergies between them. The first debate focused on the status and development perspectives of maritime-related industries. The contributions were made by Krzysztof Ozygała (PARTNER-SHIP company), Andrzej Najda (Najda Consulting company), Paweł Stępień PhD (GRYF Nieruchomości sp. z o.o and PPU Port Rybacki GRYP sp. z o.o ), Elżbieta Moskal (West Pomeranian Centre of Maritime and Technological Education) and Prof. Dariusz Zarzecki PhD (the Faculty of Economics and Management, the University of Szczecin). The

challenges and failures in managing innovative projects were the key aspects discussed during the second session. Main contributors were Arkadiusz Gos (Object Connect company), Mikołaj Komór (the owner of Pleciuga Caffee), Mariusz Kowalczyk and Piotr Maras (CEO Prime Consulting company).

In order to disseminate the research findings and ideas presented at the conference, the submitted and positively reviewed papers will be published in the journal *Studia i Prace WNEiZ US* and the post-conference edited collection.

The second event was the conference on Strategic Management of Clusters (*Strategiczne zarządzanie klastrem*) held on 18 November 2016 under the honorary patronage of the Mayor of Szczecin and the Marshal of the West Pomerania (Zachodniopomorskie) Voivodeship. The aim of conference was to disseminate and exchange ideas and lessons among the coordinators of clusters operating in Poland aimed at improving efficiency and effectiveness of management processes. The focus was given to the use of management methods and IT tools to be implemented in clusters in order to upgrade communication processes between cluster coordinators and partners as well as to encourage the engagement of partners in their activities and projects. The conference accommodated a training session conducted by the KanBo company and a discussion panel, which gave the special attention to the issues of managing clusters in accordance with the standards of the Polish Agency of Enterprise Development (PARP).

