

JOURNAL OF CORPORATE RESPONSIBILITY
AND LEADERSHIP

THE CHALLENGES OF CONTEMPORARY MANAGEMENT
IN THE GLOBAL ECONOMY

**The 8th International Scientific
Conference *Economy, Management
and Environment***

DOI: <http://dx.doi.org/10.12775/JCRL.2017.012>

BARBARA CZERNIACHOWICZ

The Faculty of Economics and Management, The University of Szczecin, Poland
e-mail: barbara.czerniachowicz@usz.edu.pl

ANNA WIECZOREK-SZYMAŃSKA

The Faculty of Economics and Management, The University of Szczecin, Poland
e-mail: anna.wieczorek-szymanska@usz.edu.pl

Traditionally, in May 2017, the Faculty of Economics and Management, the University of Szczecin, Poland hosted researchers and business practitioners interested in the issues of management, economy and environment.

The 8th International Scientific Conference *Economy, Management, Environment (Ekonomia, Zarządzanie, Środowisko)* held on 9th and 10th of May 2017 was organised by the Institute of Management and Investment in cooperation with the Science Club of Business Economics and the Science Club of Business, Innovation and Networking. The conference was held under honorary patronage of prof. dr hab. Edward Włodarczyk – the President of the University of Szczecin and prof. dr hab. Waldemar Tarczyński – the Dean of the Faculty of Economics and Management.

The honorary patronage was also given by Mr. Olgierd Geblewicz – the Marshal of the West Pomeranian Region and Mr. Piotr Krzystek – the President of Szczecin. The patronage and great support for the conference was received from the Academic Business Incubator and the Academic Career Centre of the University of Szczecin. The conference was also supported by the following organisations: Employers' Association of Western Pomerania Lewiatan, Business Link Szczecin, Television Pomerania, Technopark Pomerania – Szczecin Science and Technology Park Sp. z o.o., the West Pomeranian ICT Cluster, Euro-Transfers Sp. z o.o., the Northern Chamber of Commerce in Szczecin, the Statistical Office in Szczecin and the Polish Enterprise Foundation.

The aim of the conference was to discuss the current problems of the economy, management and the environment. The conference was attended by students, postgraduates and researchers of the University of Szczecin, Cracow University of Economics, SGH Warsaw School of Economics, Wrocław University of Economics, Nicolaus Copernicus University in Toruń, Poznań University of Economics, the University of Zielona Góra, the University of Gdańsk, Białystok University of Technology, Maritime University in Szczecin. Moreover, there were attendees from Italy (the University of Messina and the University of Cagliari), Portugal (the University of Aveiro and the University of Evora), Ukraine (the National University of Food Technologies, Kiev), Turkey (Pamukkale University), Romania (the University of Economic Studies of Bucharest), Indonesia (Sepuluh Nopember Institute of Technology) and Sri Lanka (the University of Kelaniya). In total, there were about 50 participants and students.

It is worth noticing that four of six sessions were conducted in English. In total, eight papers (i.e. 40% of all speeches) were presented by international participants. Four lectures were on different aspects of marketing. Speakers discussed current trends in marketing on the example of Turkey, marketing in sports in Portugal, brand management in Portugal and political marketing strategy on Jakarta Governor Election. Another topics presented by foreign guests referred to different issues of economy, management and environment. Speakers introduced competitive advantages of Ukrainian dairy processing plants, corporate sustainability reporting practices in institutions of the financial services sector in Sri Lanka, challenges for the Romanian education system to

meet labour market demands and the concept of management technologies as a discipline for courses in management.

What is also interesting, one session was dedicated to local market practitioners, and the next one was a combination of research experience with business practice. Representing business practitioners Maciej Monkiewicz (the BizUp Foundation) talked about the challenges of business failures. Katarzyna Witkowska from the West Pomeranian ICT Cluster presented the aspects of work in start-ups, corporations and small family businesses – what they offer and what employers' expectations are. Jan Karpierz (Sector 3 Support for Non-Governmental Organisations) discussed effective governance in NGOs. Dr Katarzyna Kazojć from the Medical Centre "Słowik" shared lessons from restructuring and implementing strategic changes in private medical centres. Piotr Wołęjsza, Maciej Kopczyński and Bogusz Wiśnicki presented the MELES project, including aspects of project management and product implementation (MELES e-book).

Summarizing, the 8th International Scientific Conference *Economy, Management, Environment* was an opportunity to exchange scientific ideas but also to discuss with business practitioners. On behalf of the scientific committee and the Department of Economics Management, the Faculty of Economics and Management, the University of Szczecin we have the honour to invite to the 9th International Scientific Conference *Economy, Management, Environment* to be held in May 2018 in Szczecin.

