



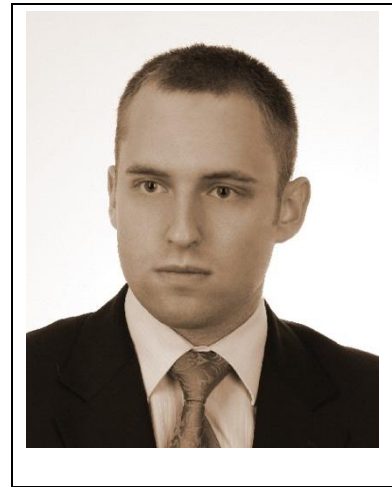
ZARZĄDZANIE
W GOSPODARCE 4.0



FACULTY OF MANAGEMENT
University of Białystok



Biography



Adam Wiśniewski

Name and surname

University of Warmia and Mazury in Olsztyn, Poland

University/company/unit
represented

Business models; entrepreneurship; value management; sports
management; value management;

Scientific and non-scientific
interests

Member of the scientific association Business Model Community;
Member of the editorial board of the journal Economics;
Secretary of the Scientific Society of Organisation and Management (TNOiK),
Olsztyn branch;
Chairman of the Audit Committee of the Warmia and Mazury Volleyball
Association.

Memberships (optional with
information on which years)

Wiśniewski A.K., *The servitization business model as a key to
success for modern companies*, Scientific Papers of Silesian
University of Technology – Organization and Management, vol.
232, 2025.

Selected publications (2-3
most important)

Wiśniewski A.K., *Fast fashion business model: a review of
innovation potential and environmental risk*, Economics and
Environment, vol 92 (2), 2025.

Wiśniewski A.K., *Model biznesu klubu piłki siatkowej. W drodze do
zwiększenia konkurencyjności*, Wydawnictwo UWM, 2021.



ZARZĄDZANIE
W GOSPODARCE 4.0



FACULTY OF MANAGEMENT
University of Białystok



A sentence about Economy 4.0 and/or the conference:

Issues relating to Industry 4.0 in the broadest sense are of significant importance from both an academic and a practical perspective; therefore, a conference dedicated to these issues provides an important forum for the exchange of knowledge and experience. Solutions arising from digital transformation, innovation and networked collaboration create new opportunities for businesses, helping them to build competitive advantage, develop business models and strengthen the resilience of organisations and entire economic ecosystems. The regional dimension of smart specialisations is also of particular importance, within which clusters can act as a key mechanism for creating and capturing value. The opportunity to discuss the latest research findings and the practical experiences of experts is of undoubted value to conference participants.