



MANAGEMENT
IN ECONOMY 4.0



FACULTY OF MANAGEMENT
University of Białystok



leadership and vision

Biography



Anna Śleszyńska-Mielko

Name and surname

University of Białystok

University/company/unit
represented

Market and organizational behaviorism; the psychology of change, decision-making, and behavior.

Scientific and non-scientific
interests

Polskie Towarzystwo Ekonomiczne Oddział w Białymstoku

Memberships (optional with
information on which years)

Branding and place image on the example of the capital city of Warsaw, *Przegląd Politologiczny. Political Science Review* : PP. R. 28, nr 3 / 2023, s. 113-128.

Selected publications (2-3
most important)

Komunikacja korporacyjna jako narzędzie budowania relacji z otoczeniem w: *Skuteczna komunikacja w biznesie. Wybrane zagadnienia*, red. Gołaszewska-Kaczan, E. Kuzionko-Ochrymiuk (re, Uniwersytet w Białymstoku, Białystok 2024, s. 132-146.

A sentence about Economy 4.0 and/or the conference: The new economic model is redefining the way markets operate. This presents challenges for enterprises and employees, who must keep pace with and adapt to the ongoing changes. Depending on the specific circumstances, these changes can represent both opportunities and threats for all market participants.