



MANAGEMENT
IN ECONOMY 4.0

FACULTY OF MANAGEMENT
University of Białystok



leadership and vision

40 SaMASZ[®]
YEARS

Detailed Programme of the Conference - First Day

11:00 a.m. - 12:00 p.m

TRANSFER TO SAMASZ Sp. z o.o. - WELCOME COFFEE

Pick-up point: Hotel Branicki, Ludwika Zamenhofa 25, Białystok

Final destination: SaMASZ Sp. z o.o., Trawiasta 1, 16-060 Zabłudów

12:00 p.m. - 12:10 p.m

WELCOME TO THE GUESTS, OPENING OF THE CONFERENCE

SaMASZ Sp. z o.o., Trawiasta 1, 16-060 Zabłudów

- **Inż. Antoni Stolarski** - Chairman of the Board of SaMASZ Sp. z o.o.
- **Jacek Stolarski** - Vice Chairman of SaMASZ Sp. z o.o.
- **Dr hab. Bogusław Plawgo, prof. UwB** - Dean of the Faculty of Management, University of Białystok

12:10 p.m. - 1:30 p.m.

PLENARY SESSION

Moderator: **Dr Mariusz Citkowski**

SaMASZ Sp. z o.o., Trawiasta 1, 16-060 Zabłudów

- **Strategic management under uncertainty**
- *Dr hab. Bogusław Plawgo, prof. UwB* - Faculty of Management, University of Białystok
- **ESG as a Key Business Revolution**
- *Dominika Bagińska-Chyłek* - ROBYG S.A.
- **Like water and fire: Marketing and sales - different worlds, one goal in the era of Industry 4.0**
- *Michał Pniewski* - Schmalz Poland
- **How I Strengthen Collaboration between Industry, Science and Academia to Succeed in Economy 4.0: Effective Leadership**
- *Joseph Hewes* - Kaizenex Ltd

1:30 p.m. - 2:15 p.m.

LUNCH BREAK

SaMASZ Sp. z o.o., Trawiasta 1, 16-060 Zabłudów

2:15 p.m. - 3:30 p.m.

H&S TRAINING, followed by TOUR THE SAMASZ

SaMASZ Sp. z o.o., Trawiasta 1, 16-060 Zabłudów

3:30 p.m. - 3:45 p.m.

COFFEE BREAK

SaMASZ Sp. z o.o., Trawiasta 1, 16-060 Zabłudów

First day - 11.07.2024

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International Scientific Conference
Management in Economy 4.0
11-12.07.2024 r.



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3:45 p.m. - 5:00 p.m. **CHALLENGES OF BUSINESS MANAGEMENT IN ECONOMY 4.0; CASE STUDY OF SAMASZ SP. Z O.O.**

Moderator: Dr Mariusz Citkowski

SaMASZ Sp. z o.o., Trawiasta 1, 16-060 Zabłudów

- **Cyber security aspects at SaMASZ**
- *Wojciech Grelecki*, SaMASZ Sp. z o. o.
- **Effective use of digital marketing in a manufacturing company**
- *Edyta Walenciej*, SaMASZ Sp. z o. o.
- **Discussion**

5:00 p.m. - 5:30 p.m. **TRANSFER TO BIALYSTOK**
Final destination: Hotel Branicki, Ludwika Zamenhofa 25, Białystok

7:00 p.m. **GALA DINNER**
Hotel Branicki, Ludwika Zamenhofa 25, Białystok

First day - 11.07.2024

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Detailed Programme of the Conference - Second Day

9:30 a.m. - 11:00 a.m.
room 201

SESSION A: MANAGEMENT CHALLENGES IN ECONOMY 4.0

(session in english)

Moderator: Prof Elena P. Antonacopoulou

Faculty of Management, Warszawska 63, 15-062 Białystok, room 201

- **Management Challenges & Opportunities to drive Economy 4.0**
 - Rui Jorge Gregório Tocha - ASSOCIAÇÃO POOL-NET – PORTUGUESE TOOLING & PLASTICS NETWORK
- **Expression of Tourism Innovativeness and Evaluation of its Economic Impact**
 - Prof. dr. Daiva Labanauskaitė - Klaipeda University
- **Enabling smart management in Economy 4.0 through relying upon systemics**
 - Prof. Horatiu Dragomirescu - Bucharest University of Economic Studies
- **Hidden Greens: AI's Role in Sustainability Through Opinion Mining**
 - Mgr Zora Mária Frešová - Comenius University Bratislava
- **Assessing Resilience and Business Model Dynamics of Port Authorities**
 - Prof. dr. Erika Župerkienė - Klaipeda University
- **A framework for managerial interventions to enhance resilience in ports**
 - Dr. Elena Valionienė - Klaipeda University

9:30 a.m. - 11:00 a.m.
room 205

SESSION B: INNOVATION AND INNOVATION IN BUSINESS

(session in polish)

Moderator: Prof. dr hab. Robert W. Ciborowski

Faculty of Management, Warszawska 63, 15-062 Białystok, room 205

- **Implementation of Industry 4.0 Solutions in Energy Sector Enterprises**
 - Dr hab. inż. Piotr F. Borowski, prof. AFiB - Vistula University of Finance and Business
- **Application of AI in Competitive Analysis: A Case Study in the Construction Industry**
 - Dr Adam Weinert - Poznań University of Economics and Business
- **Use of artificial intelligence in project management information systems**
 - Mgr Robert Banaś - Poznań University of Economics and Business
- **Determinants of digital exclusion of innovative enterprises in Poland**
 - Dr Jacek Woźniak - Military University of Technology
- **Packaging management in an enterprise in the 4.0 Economy**
 - Dr Monika Ratajczyk - University of Maria Curie-Skłodowska in Lublin



- **AI4MSP Portal - Applied Vision - A Marketplace Connecting SMEs and AI Solution Providers**
- *Robert Kroplewski* - Future Industry Platform

11:00 a.m. - 11:30 a.m. **COFFEE BREAK**
Faculty of Management, Warszawska 63, 15-062 Białystok

11:30 a.m. - 1:00 p.m. **SESSION C: MODELS OF MANAGEMENT IN ECONOMY 4.0**
(session in polish)

Moderator: *Dr hab. Renata Przygodzka, prof. UwB*

Faculty of Management, Warszawska 63, 15-062 Białystok, room 201

- **Transformation to an omnichannel business model and its impact on value chain optimization in the era of Economy 4.0 - case study analysis**
- *Dr Michał Młody* - Poznań University of Economics and Business
- **Micro-enterprise 5.0**
- *Dr inż. Joanna Nowicka* - The Angelus Silesius University of Applied Sciences in Walbrzych
- **The fast fashion business model as a modern approach to production - innovation opportunity or environmental threat?**
- *Dr Adam Wiśniewski* - University of Warmia and Mazury in Olsztyn
- **Business models in sustainable enterprise - comparative case studies analysis from 4 European countries**
- *Dr Ludmiła Walaszczyk* - ŁUKASIEWICZ Research Network
- **Transformation of the labor market in the era of artificial intelligence on selected examples of industry from the European Union**
- *Dr Zuzanna Szpakowska* - Academy of Justice

11:30 a.m. - 1:00 p.m. **SESSION D: HUMAN CAPITAL IN ECONOMY 4.0**
(session in polish)

Moderator: *Dr hab. inż. Piotr F. Borowski, prof. AFiB Vistula*

Faculty of Management, Warszawska 63, 15-062 Białystok, room 205

- **Talent management program - theory guidelines and the present practice of enterprise Economy 4.0**
- *Dr hab. Mirosław Moroz, prof. UEW* - Wrocław University of Economics and Business
- **Crowdsourcing and crowdsourcing platforms - tools in the conversion of society's intellectual capital**
- *Prof. dr hab. Piotr Niedzielski* - University of Szczecin
- *Dr hab. Anna Grześ, prof. UwB* - University of Białystok
- *Dr Ewa Kuzionko-Ochrymiuk* - University of Białystok

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- **Employees' sense of information security is a challenge for organization**
- *Dr Katarzyna Batorowska* - Academy of Justice
- **Training and bonuses as a tool for Employer Branding in the perspective of Industrial Revolution 4.0**
- *Dr inż. Robert Golej* - Wrocław University of Economics and Business
- **Identification and assessment of personnel risk in small and medium-sized enterprises - a theoretical and research perspective**
- *Mgr Jakub Malinowski* - War Studies University

1:00 p.m.- 2:00 p.m. **LUNCH BREAK**

Faculty of Management, ul. Warszawska 63, 15-062 Białystok

2:00 p.m. - 3:30 p.m. **SESSION E: VALUE IN ECONOMY 4.0?**

room 201

(session in english and polish)

Moderator: **Prof. Horatiu Dragomirescu**

Faculty of Management, Warszawska 63, 15-062 Białystok, room 201

- **Using mindfulness to ground employees and increase their awareness & meaning**
- *Richard E. Cleveland PhD LPC NCC ACS MHFA-I* - Georgia Southern University (online)
- **Open innovation of low-carbon transition technologies as an example of partnership in Economy 4.0**
- *Mgr inż. Yevstakhii Vytrykhovskyi* - Ivano-Frankivsk National Technical University of Oil and Gas
- **Management in Economy 4.0 becoming management for Industry 5.0**
- *Prof. Elena P. Antonacopoulou* - GNOSIS Institut
- **Attitudes and behaviors of students towards AI technology**
- *Dr Anna Jasiulewicz* - Warsaw University of Life Sciences
- **Implementing an Integrated Governance Model and IT Solutions in an Eco-Friendly Packaging Company: A Case Study**
- *Dr Katarzyna B. Wojtkiewicz* - SWPS University
- **Spaces in SmartCity management. Selected Issues**
- *Dr Cezary Stępnia*k - Częstochowa University of Technology



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2:00 p.m. - 03:30 p.m. **SESSION F: RELATIONALITY IN ECONOMY 4.0**

room 205

(session in polish)

Moderator: Dr hab. Anna Grześ, prof. UwB

Faculty of Management, Warszawska 63, 15-062 Białystok, room 205

- **Industry 4.0 and cluster policy: Exploitation, Effectiveness, Evaluation, and Expectations**
- Dr Marta Mackiewicz - SGH Warsaw School of Economics
- **The organizational and legal forms of cluster organizations in Poland on the basis of benchmarking studies**
- Piotr Wojciechowski - Bydgoszcz Industrial Cluster Tool Valley
- **Perception of Internal Relations in Organizations by Senior and Junior Managers**
- Marek Adamski - PMCONSULTING Sp. z o.o.
- **Sources of inefficient performance of lower-level managers**
- Dr Iwona Dudziuk - Academy of Justice
- **Governing community projects in the era of grand challenges 5.0? Community-led development perspective**
- Dr Marta Małecka-Dobrogowska - Białystok University of Technology

3:30 p.m. - 4.00 p.m.

room 201

ECONOMY 4.0 - TWO YEARS LATER

(session in english and polish)

Moderator: Dr hab. Bogusław Plawgo, prof. UwB

Faculty of Management, Warszawska 63, 15-062 Białystok, room 201

- **Athanassios Stavrakoudis** - University of Ionnia (online)
- **Jose Ramón Natal** - MetalIndustry4 (online)
- **Lucia Seel** - Lucia Seel International Consulting GmbH (online)
- **Dr Wilfrid Utz** - OMILAB NPO (online)
- **Prof. Doutora Boguslawa Sardinha** - Polytechnic University of Setúbal (online)

and a summary of the Conference

We would like to inform you that, for those interested, there is the possibility of interpreting from Polish to English and from English to Polish in the Tour Guide headphone mode.

***Translation available only in room 201.**

A virtual session will be held on July 15-17, 2024. Presentations will be available on the Conference website: <https://zarzosp40.uwb.edu.pl/>

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