20.09.2023, Wednesday, Hotel Kotarz, Brenna

9:00–9:15 Conference Opening Ceremony (Cream Room)

Opening of the conference and welcoming of guests

Tadeusz Kopeć, Senator of the Republic of Poland
prof. Łukasz Sulkowski, Vice Rector for Research and Human Resources Development, WSB University, Poland
prof. Joanna Kurowska-Pysz, Director of the Research Institute on Territorial and Inter-Organizational Cooperation, WSB University, Poland

9:15–10:45 Plenary session no. 1 Keynote speeches (Cream Room)

Moderator: Marek Szarucki, Krakow University of Economics, Poland

9:15–9:40 Anne Thevenet, Euro-Institut, Germany
Cross-border public services: an opportunity but how?

9:40–10:05 Jesús Ángel Torrecilla Pinero, University of Extremadura, Spain
Synergistic Transborder Cooperation: Interconnected Pathways of Progress between Central Portugal and Extremadura

10:05–10:30 Carolin Leutloff-Grandits, European University of Viadrina, Germany
Border asymmetries as resource for migrant entrepreneurs

10:30–10:45 Discussion

10:45–11:00 Coffee break

11:00–12:30 Plenary session no. 2 Keynote speeches (Cream Room)

Moderator: Marek Szarucki, Krakow University of Economics, Poland

11:00–11:25 Jan Sucháček, Mendel University in Brno, Czechia
Borders in Central Europe

11:25–11:50 Bilal Khalid, KMITL Business School, Thailand
Strengthening Movement and Cross-Border Cooperation in Education in ASEAN Countries

11:50–12:15 Katerina Maršíková, Technical University of Liberec, Czechia
Sustainable human resource management in the international context

12:15–12:30 Discussion

12:30–13:30 Lunch
Title: Sustainable public governance in borderlands toward the future challenges

Moderator: Francesco Cappellano, WSB University, Poland

Debaters:
Anne Thévenet, Euro-Institut, Germany
Carolin Leutloff-Grandits, European University of Viadrina, Germany
Rafael Robina Ramírez, University of Extremadura, Spain
M. Szarucki, Krakow University of Economics, Poland
Tatiana Shaban, University of Victoria, Canada
Jan Sucháček, Mendel University in Brno, Czechia

14:45–15:00 Coffee break

Parallel sessions 15:00–16:00

15:00–16:00 Thematic session No. 1, Part 1 (Cream Room, speakers onsite)

Title: Sustainable public governance in borderlands toward the future challenges

Moderator: Artur Boháč, Technical University of Liberec, Czechia

15:00–15:15 Juan Anton Pavón Pérez, University of Extremadura, Spain
Cross-border Europe and Spanish

15:15–15:30 Tatiana Shaban, University of Victoria, Canada
Refugee and Asylum Seekers: Defining the Status of the Ukrainian Refugees in the EU Neighbouring Countries. 3 February 2022

15:30–15:45 Dmitry Pakhomov, WSB University, Poland
Role of Telemedicine in Cross-border Cooperation between West Pomeranian Voivodeship and Mecklenburg Pomerania

15:45–16:00 Discussion

15:00–16.00 Accompanying session No. 1, Part 1 (Lavender Room, speakers online)

Title: Contemporary problems in organisations – a multidimensional approach

Moderator: Jacek Bendkowski, WSB University, Poland

15:00–15:15 Regina Andriukaitienė, Lithuanian Sports University, Lithuania
Socially responsible human resource management

15:15–15:30 Shikha Vyas-Doorgapersad, Hasani Zitha, University of Johannesburg, Republic of South Africa
Demystifying Demand Management as a strategic function to enhance SCM performance in the South African public sector
15:30–15:45 Heleniza Avila Campos, Federal University of Rio Grande do Sul, Brazil
Vulnerable Settlements in Brazilian Metropolitan Context:
Analysis of Porto Alegre’s case
15:45–16:00 Discussion

16.00–16.15 Coffee break

Parallel sessions 16:15–17:35

16:15–17:35 Thematic session No. 1, Part 2 (Cream Room, speakers online)

Title: Sustainable public governance in borderlands toward the future challenges
Moderator: Jan Sucháček, Mendel University in Brno, Czechia

16:15–16:30 Roberto Rodolfo Georg Uebel, Superior School of Advertising and Marketing, Brazil
Transnational migratory flows in the Brazil-Argentina-Uruguay cross-border region during the COVID-19 pandemic: governance, challenges, and strategies

16:30–16:45 Aldomar Rückert, Federal University of Rio Grande do Sul, Brazil
Upper Silesia: a changing cross-border region. A field report from a Brazilian geographer

16:45–17:00 Luisa Caye, Federal University of Rio Grande do Sul, Brazil
Cross-border cooperation and local actors on the Argentina–Brazil border. The case of the Tri-border region between the Brazilian states of Santa Catarina and Paraná and the Argentinian province of Misiones

17:00–17:15 Laurie Trautman, Border Policy Research Institute, Western Washington University, USA; Francesco Cappellano, WSB University, Poland
Societal Challenges in Border Regions: a comparative study across the EU and North American contexts

17:15–17:35 Discussion

16:15–17:35 Accompanying session No. 1, Part 2 (Lavender Room, speakers onsite)

Title: Contemporary problems in organisations – a multidimensional approach
Moderator: Katerina Maršíková, Technical University of Liberec, Czechia

16:15–16:30 Beata Poteralska, Jan Kochanowski University in Kielce, Poland
Development of future-oriented competencies

16:30–16:45 Anuphat Thirakulwanich, WSB University, Poland
Principles of Green innovation Management in emerging Economies – the Bibliometric Analysis

16:45–17:00 Joanna Łabędzka, Jan Kochanowski University in Kielce, Poland
Fuzzy logic in artificial intelligence for decision support system

17:00–17:15 Ondřej Konečný, Mendel University in Brno, Czechia
Two different levels of local governance, one goal? Regions (NUTS3) and Local Action Groups in the Czech Republic

17:15–17:35 Discussion

19:00 Dinner and concert
9:00–11:00 Plenary session No. 3 Keynote speeches (Cream Room)

**Moderator:** Tomasz Studzieniecki, Gdynia Maritime University, Poland

9:00–9:25 Hana Štverková, VSB Technical University of Ostrava, Czechia
*The path to sustainable business in the borderland*

9:25–9:50 Gyula Ocskay, Central European Service for Cross-Border Initiatives, Hungary
*Integration in a re-bordered world? Reflections on the development of cross-border functional areas*

9:50–10:15 Oleh Karyy, Lviv Polytechnic National University, Ukraine
*Attitude of business entities to hiring internally displaced people during the war*

10:15–10:40 Marie-France Gaunard-Anderson, University of the Greater Region – Center for Border Studies (UniGR-CBS), University of Lorraine-Metz, France
*Thoughts on future developments for Euroregions around French borders*

10:40–11:00 Discussion

11:00–11:15 Coffee break

Parallel sessions 11:15–12:30

**11:15–12:15 Thematic session No. 2, Part 1 (Cream Room, speakers online&onsite)**

**Title:** Managing territorial cooperation across borderlands

**Moderator:** Andrius Puksas, Vytautas Magnus University, Lithuania

11:15–11:30 Kazimierz Starzyk, WSB Merito University in Poznań, Poland
*Catalysts of cross-border economic cooperation between Poland and Ukraine on their way to the EU. TSSE (online)*

11:30–11:45 Tomasz Studzieniecki, Gdynia Maritime University, Poland
*The model of governance of EU macro-regional strategy. Case Study of the Baltic Sea Region*

11:45–12:00 Eugeniusz Januła, Poland-Europe XXI Association, Poland
*Poland – Czech Republic – Slovakia. Neighbourhood and border dilemmas (online)*

12:00–12:15 Discussion

**11:15–12:30 Accompanying session No. 2, Part 1 (Lavender Room, speakers online&onsite)**

**Title:** Towards sustainable cooperation in different models

**Moderator:** Oleh Karyy, Lviv Polytechnic National University, Ukraine

11:15–11:30 Grzegorz Kinelski, WSB University, Poland
*Smart City in crisis – stop or go? (online)*
11:30–11:45 Solomon Omogbmemi, WSB University, Poland, Rafael Robina Ramirez, University of Extremadura, Spain, Jimoh Olakunle Saka, Lagos State University, Nigeria
The Quantitative Analysis of the Impact of Corporate Social Responsibility and Business Ethics Curriculum in Nigeria University System on Corruption, Unemployment, and Economic Development (onsite)

11:45–12:00 Katarzyna Krajewska, Dominika Kowalska, Jagiellonian University, Poland
Work-life balance in the hotel industry using the example of Crystal Mountain Hotel in Wisła (online)

12:00–12:30 Discussion

12:30–13:30 Lunch

Parallel sessions 13:30–15:05

13:30–15:05 Thematic session No. 2, Part 2 (Cream Room, speakers online)

Title: Managing territorial cooperation across borderlands
Moderator: Hynek Böhm, Technical University of Liberec, Czechia

13:30–13:45 Vaida Aleknavičienė, Mykolas Romeris University, Lithuania
Lithuanian – Latvian cross-border cooperation

13:45–14:00 Alina Danileviča, Aina Čaplinska, Daugavpils University, Latvia,
The importance of retail in Latvia and Poland

14:00–14:15 Elena Solero, Politecnico di Milano, Italy
Interreg Research_trALLs (2018–2022). Supporting cooperation across borders

14:15–14:30 Ilenia Pierantoni, University of Camerino, Italy
Make natural and cultural heritage leverage for sustainable and more balanced territorial development: insights for Italy–Croatia

14:30–14:45 Khrystyna Prytula, Dolishniy Institute of Regional Research of NAS of Ukraine, Ukraine
Current challenges and trends in the labor market of the Ukrainian border regions in the conditions of war: based on survey data analysis

14:45–15:05 Discussion

13:30–15:05 Accompanying session No. 2, Part 2 (Lavender Room, speakers online)

Title: Towards sustainable cooperation in different models
Moderator: Hana Štverková, VSB Technical University of Ostrava, Czechia

13:30–13:45 Anna Tatarczak, Maria Curie–Skłodowska University, Poland
Exploring Theoretical Foundations of Cooperative Enterprise Relationships

13:45–14:00 Maria Schulders, Warsaw University, Poland
The potential of public-private partnerships for revitalization initiatives in Poland

14:00–14:15 Maike Becker, University of Hohenheim, Germany
Dedicated Collaboration: A systematic literature review on the relevance of
collaboration in innovation systems for sustainable development

14:15–14:30  Michał Kot, Czestochowa University of Technology, Poland
*Logistics Model of the Biomass Supply for the Energy Production*

14:30–15:05  Discussion

15:30 Field trip to Jasienica Municipality, Cieszyn district

**Title:** Good practices on the Polish-Czech cooperation in the Euroregion Cieszyn Silesia

15:30  *Departure by bus from the conference venue (*„Kotarz“* hotel in Brenna)*

16:00–19:30  Visit on the spot: presentation of the selected cross-border projects and initiatives in the Euroregion Cieszyn Silesia: the castle in Grodzec Śląski and the „Garden of Tradition“ in Jasienica, and other attractions contributing to the Polish-Czech tourist offer, created as part of the cross-border project „Life and work in Cieszyn Silesia in the era of industrial revolution“, https://visitindustrial.travel

19:45  *Dinner, Świętoszówka Manor, https://dworswietoszowka.pl/pl*

22.09.2023, Friday, Hotel Kotarz, Brenna

9:00–10:45 Roundtable debate No. 2 (Cream Room, speakers online&onsite)

**Title:** Creation of inclusive and sustainable relations on borderlands, including minorities and migrants contribution

**Moderator:**  Hynek Böhm, Technical University of Liberec, Czechia

**Debaters:**  
Katarzyna Tobór-Osadnik, Silesian University of Technology, Poland  
Artur Boháč, Technical University of Liberec, Czechia  
Tomasz Studzieniecki, Gdynia Maritime University, Poland  
Andrius Puksas, Vytautas Magnus University, Lithuania  
Marie-France Gaunard-Anderson, University of the Greater Region – Center for Border Studies (UniGR-CBS), University of Lorraine-Metz, France  
Itay Fishendler, Hebrew University, Israel (online)

10:45–11:00  *Coffee break*

11:00–12:30 Poster session (Cream Room)

**Moderator:**  prof. Joanna Kurowska-Pysz, Director of the Research Institute on Territorial and Inter-Organizational Cooperation, WSB University, Poland

**poster no. 1**  
Zbigniew Makiela, WSB University, Poland  
*Learning Cities, the Innovative Potential of Cities in Mining Regions, on the Example of the Metropolis (GZM), Poland*
poster no. 2  Katarzyna Tobór-Osadnik, Silesian University of Technology, Poland
Error culture as part of corporate safety management

poster no. 3  Jacek Bendkowski, WSB University, Poland
Coworking

poster no. 4  Salomon Omogbemi, WSB University, Poland
The Quantitative Analysis of the Impact of Corporate Social Responsibility and Business Ethics Curriculum in Nigeria University System on Corruption, Unemployment, and Economic Development

poster no. 5  Dawid Jarco, WSB University, Poland
Is ChatGPT better at business consulting than a human analyst?

poster no. 6  Katarzyna Papież-Pawełczak, SPIN-US Ltd. Katowice, Poland
Model of the Ecosystem of Commercialization of the Results of Research and Development Work in Poland

poster no. 7  Piotr Krowicki, WSB University, Poland
Customer Involvement in Creating the Shopping Centre Value

poster no. 8  Justyna Szymczyk, University of Economics in Katowice, Poland
Event marketing in the process of creating value for the customers in the fashion sector

poster no. 9  Dominika Wienchor, WSB University, Poland
The Power of Interorganizational Cooperation. Key Efficiency and Benefit Factors on the Example of the SezaM Association

poster no. 10  Karolina Mucha-Kuś, WSB University, Poland
Green and Smart Cities – the case study of Metropolis GZM, Poland

poster no. 11  Lubomira Trojan, WSB University, Poland
Application of Design Thinking in the Management of the Region’s Intangible Heritage

12:30 Conference Closing

12:30–13:30 Lunch