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KNOWLEDGE – ECONOMY – SOCIETY. 7th INTERNATIONAL SCIENTIFIC CONFERENCE OF THE FACULTY OF MANAGEMENT, CRACOW UNIVERSITY OF ECONOMICS

Between 25 and 27 May 2015, the Cracow University of Economics hosted participants of the 7th International Scientific Conference of the Faculty of Management, entitled “Knowledge – Economy – Society”. The modern transformation of markets, products, technologies, legal regulations and organisational culture, as well as several other aspects of the constantly evolving macro- and micro-environment, are enforcing a new attitude to the problem of how to manage states and organisations and how to formulate their goals and operating strategies. The continuous introduction of changes is creating new challenges for effective management under volatile conditions. Currently, whether businesses can survive and develop depends largely on their ability to operate and compete in the global market. This means that they have to undertake adaptive measures aimed at meeting the challenges of the global market. The processes of globalisation and social and economic integration, which commenced in the 20th century, have exposed the growing significance of intangible assets as key determinants of the way businesses operate and develop and as a factor enabling those business to become more competitive. The development of the use of such assets has exerted a major influence on the whole system of enterprise management and the following areas within it: finance,

marketing, production, logistics, human resources, and research and development. At the same time, it has become the foundation upon which to improve the instruments applied in individual areas of management, including instruments based on the use of IT tools and quantitative methods. The rapid development of IT, which is related to the emergence and spread of the Internet, has become an important factor stimulating the ongoing transformations. The intellectualisation of business activities has created new opportunities for enterprises to function, including the emergence and development of e-business. This intellectualisation of activities concerns all areas of enterprise management. However, its impact on human resources management and the latter's evolution towards human capital management is perceived in a particular way – as a unique component of an enterprise's economic assets.

In light of the above, the goal of this year's conference was to take a multi-faceted look at the positive and negative effects of modern economic processes on enterprises and economies and address the skilful use of management instruments in order to raise competitiveness. The ambition of many of the participants was to find answers to the challenges of today's economic reality, both as regards predicting threats and offering a comprehensive analysis of the situation, and as regards defining optimum solutions in the area of management, formulating and implementing strategies, and analysing the results. Moreover, on account of its international and pragmatic character, the conference provided an opportunity to confront Polish experiences with the experiences of other countries in the areas of academic research and economic practice.

The main themes of the conference were:

- theoretical and application-related problems of management,
- modern concepts in enterprise management,
- enterprise management on the global market,
- managing intellectual capital in the organisation,
- managing information in the enterprise,
- managing knowledge transfer in the economy,
- application of IT tools in management,
- managing e-business ventures,
- quantitative methods and tools in management,
- information systems,
- accounting in organisation management,
- marketing aspects of enterprise management,
- management of the tourism and leisure sector.

On the first day of the conference, the “First Cracow Seminar on the Application of Non-parametric and Robust Statistics in Economics” was held. Its aim was to create a platform for an exchange of ideas, to present the views of the participants, and to establish contacts and cooperation among researchers from various universities, research institutions, and enterprises interested in the application of non-parametric and robust methods in economics and empirical finance. The one-day seminar consisted of two parts: plenary lectures and the presentation of papers on the application of R-environment in economics. Many outstanding researchers took part in the seminar. The organisers would especially like to thank the speakers who prepared and conducted the plenary lectures. These were given by Professor Tadeusz Bednarski of the University of Wrocław (“Statistics Yesterday, Today, and Tomorrow”), Dr Tomasz Górecki of the Adam Mickiewicz University in Poznań (“Introduction to Functional Data Analysis”), and Dr Sławomir Śmiech of the Cracow University of Economics (“Why We Can and Why We Cannot Efficiently Forecast Oil Prices”). The subsequent sessions were chaired by Professor Józef Pociecha, Professor Daniel Kosiorowski, Dr Sławomir Śmiech, all of the Cracow University of Economics. The originator and coordinator of the seminar was Professor Daniel Kosiorowski.

As far as content is concerned, the subject areas of the seminar included the application of mathematical statistics in: research on the dynamics of economic phenomena; studies of the Internet; big data analysis; research on empirical welfare economics; game theory; studies on the distribution of enterprise revenue, profitability and size; qualitative data analysis; text mining; operational research; econophysics; research on spatial econometrics; studies of the effectiveness of medical procedures; and issues relating to obtaining samples.

From the methodological point of view, the subject areas of the seminar included: estimation and verification of hypotheses; forecasting; multi-dimensional statistics; robust time series analysis; Bayesian statistics; functional data analysis; robust data mining techniques; big data; complexity of statistical procedures; data visualisation methods; the data depth concept; conducting computer simulations; and R environment.

This year’s conference was linked to a session of the 13th Polish–Italian–Ukrainian–Serbian Symposium entitled “Challenges of Contemporary Economies in the Face of Global Market Conditions. Economic, Social and Legal Aspects”, organised by the Cracow University of Economics, the University of Messina, the Kyiv National University of Trade and

Economics, and the University of Kragujevac. The symposium is an initiative of four partner universities, and every year since 2003 it has taken place in one of the universities that are signatories to the cooperation agreement. Traditionally, the symposium is divided into three academic sessions chaired by Professor Anatolij Mazaraki, Rector of the Kyiv National University of Trade and Economics, Professor Nenad Stanišić of the University in Kragujevac, and Professor Giovanna Centorino of the University of Messina. As part of the symposium, Professor Pietro Navarra, Rector of the University of Messina, also gave a lecture entitled “Freedom and the Pursuit of Happiness. An Economic and Political Perspective”.

The honorary patrons of the conference were: Professor Andrzej Chochół, Rector of the Cracow University of Economics, Jerzy Miller, Governor of the Małopolskie Province, Marek Sowa, Marshal of Małopolskie Province, Professor Jacek Majchrowski, Mayor of Cracow, and Roman Ciepiela, Mayor of Tarnów.

The conference was attended by a large group of participants representing all the leading Polish universities as well as universities from the Czech Republic, Spain, Canada, Germany, Russia, Serbia, Slovakia, Ukraine, and Italy. Numerous employees of the Cracow University of Economics also attended. The participants were welcomed by the host of the conference, Professor Paweł Lula, Dean of the Faculty of Management of the Cracow University of Economics. The conference was opened by the Rector of the Cracow University of Economics, Professor Andrzej Chochół.

The themes of the plenary, panel, and student debates were as follows:

1. *Global and Regional Challenges of the Contemporary Economy* – three sessions of plenary debates chaired by Professor Zora Arsovski of the University of Kragujevac (Serbia), Professor Jadwiga Berbeka of the Cracow University of Economics, and Professor Lutz Schminke of the Fulda University of Applied Science (Germany).

2. *Challenges of the 21st Century Economy* – two sessions of panel debates chaired by Professor Jan Ministr of the Technical University of Ostrava (Czech Republic) and Professor Anna Malina of the Cracow University of Economics.

3. *Management Concepts, Methods and Tools* – four sessions of panel debates chaired by Professors Czesław Mesjasz, Bogusz Miłkuła, and Grażyna Śmigielska of the Cracow University of Economics, and Zoran Kalinić of the University of Kragujevac.

4. *Selected Problems of Economics and Management* – two sessions of student debates chaired by Professors Renata Oczkowska and Grażyna Śmigielska of the Cracow University of Economics.

The format of this year's conference, similarly to last year, included two sessions of student debates. During these debates, research findings prepared in student research groups were presented by students representing the Lviv Banking Institute of the University of Banking of the National Bank of Ukraine (Ukraine), Fulda University of Applied Science (Germany), the University of Kragujevac (Serbia), the Bronisław Markiewicz State Higher School of Technology and Economics in Jarosław, and the Cracow University of Economics.

During an organised sightseeing trip, the conference participants visited Cracow and the Benedictine Abbey in Tyniec.

The conference was held thanks to the efforts of a wide range of people. Supervision over the content and programme of the conference was exercised by Professor Paweł Lula, Dean of Faculty of Management of the Cracow University of Economics, in cooperation with Professor Andrzej Jaki. The conference organisational committee was headed by Dr Tomasz Rojek of the Department of Economics and Organisation of Enterprises, while IT and organisational support were provided by Katarzyna Wójcik MSc of the Department of Computational Systems and Karolina Orzeł MSc of the Department of Trade and Market Institutions. In addition, employees of the Office of the Dean of the Faculty of Management – Agnieszka Gucwa MA, Maria Klucznik BA, and Katarzyna Dąbrowska BA, managed by the Head of the Faculty Office, Katarzyna Bień MA – played an active role in organising the conference. Financial services were provided by the Foundation of the Cracow University of Economics. Goods-in-kind and financial support were provided by the Office of the Rector of the Cracow University of Economics. The outcome of this year's conference is books that are to be published by the end of 2015.