

## MONDAY

12. 10. 2015	Lecturer	Country	Theme	Room
9:00-10:30	Robert RANKL	Germany	<i>IT Services Management for medium-sized enterprises - practice oriented toolbox</i>	A303
9:00-10:30	Ed HALLA	USA	<i>Retail Environments</i>	C343
9:00-10:30	Olivier ROSSEEL	Belgium	<i>Building a small computer network</i>	B272
10:45-12:15	Khatuna CHAPICHADZE	Georgia	<i>Georgia and its Integration Processes into EU and NATO</i>	E510
10:45-12:15	Petra SCHMIDT	Germany	<i>Project Management - International Project together with students from VŠB-TU Ostrava</i>	A101
12:30-14:30	Agnieszka TLUCZAK	Poland	<i>Selected methods of spatial econometrics in the assessment of structural changes of agricultural production in the European Union.</i>	B269

## TUESDAY

13. 10. 2015	Lecturer	Country	Theme	Room
9:00-10:30	Khatuna CHAPICHADZE	Georgia	<i>Neoliberal Policy in Georgia</i>	A402
9:00-10:30	Brigitte HORDERN	UK	<i>Presenting Essays, Dissertation and articles</i>	A101
9:00-10:30	Yusuke MATSUZAWA	Japan	<i>Japanese Monetary Policy</i>	B136
10:45-12:15	Sabina KAUF	Poland	<i>Die Unternehmensanforderungen an die Logistikspezialisten und akademischer Ausbildung der Logistiker. GERMAN</i>	E309
10:45-12:15	Jan LIBICH	Australia/CR	<i>The Economic Future of Europe</i>	B136
12:30-14:00	Olena PANOVA	Ukraine	<i>Business Culture in the System of Factors of Entrepreneurial Success</i>	A314
12:30-14:00	Marek JOCHEC	Kazakhstan/CR	<i>Test of PIN algorithms through Simulation</i>	B357
12:30-14:00	Zbigniew ZONTEK/Ewa LIPIANIN-ZONTEK	Poland	<i>Methods of strategic management - Scenario Planning Method</i>	A325
12:30-14:00	Ed HALLA	USA	<i>Brand Activation for Reebok</i>	A303
14:15-15:45	Mirosława SZEWCZYK	Poland	<i>Factors influencing the development and growth of micro and small firms run by students of managerial and economic majors in Poland</i>	E510
16:00-17:30	Olena DYMCHENKO	Ukraine	<i>Building a City Development Strategy</i>	A101
16:00-17:30	Ed HALLA	USA	<i>Brand Activation for Reebok</i>	A404

## WEDNESDAY

14. 10. 2015	Lecturer	Country	Theme	Room
8:30-10:45	Earl MOLANDER	USA	<i>Corporate Social Responsibility</i>	C343
9:00-10:30	Timo KUOSMANEN	Finland	<i>20<sup>th</sup> Anniversary of Finnish Membership in the EU</i>	E610
9:00-10:30	Alastair BALCHIN	UK	<i>Project Management</i>	A402
9:00-10:30	Stefaan Van RYSEN	Belgium	<i>Changing business models in digital enterprises</i>	A308
10:45-12:15	Svitlana MISCHENKO	Ukraine	<i>The Regulation of the Financial Sector of Ukraine</i>	A301
10:45-12:15	Olivier ROSSEEL	Belgium	<i>Building a small computer network</i>	A102
10:45-12:15	Adam PALMER	UK	<i>Using Action Learning as part of an executive DBA programme</i>	C343
10:45-12:15	Aleksandra CALKA	Poland	<i>E-Public Relations in Crisis Situation</i>	A100
12:30-14:00	Timo KUOSMANEN	Finland	<i>Introduction to Productivity and Efficiency Analysis</i>	E610
12:30-14:00	Barbara MRÓZ-GORGON	Poland	<i>Marketing Communication-Fashion Market Perspective</i>	A325
15:00-16:30	Mirosława SZEWCZYK	Poland	<i>Economic base of a region</i>	E610
16:00-17:30	Patrizia GAZZOLA	Italy	<i>CSR, sustainable development, sustainable report.</i>	A718

## THURSDAY

15. 10. 2015	Lecturer	Country	Theme	Room
9:00-10:30	Karine SAMYN	Belgium	<i>Building a realtime application with SignalR HTML5 Canvas, building a simple Javascript game.</i>	A313
10:45-12:15	Piotr DZIKOWSKI	Poland	<i>The concept of sectoral system of innovation on the example of high technology system in Poland.</i>	A403
10:45-12:15	Timo KUOSMANEN	Finland	<i>(De)regulation of Energy Industry in Finland</i>	E206
12:30-14:00	Paula Marisa NUNES SIMÕES	Portugal	<i>The lecture could be about non-market evaluation of environmental goods, referring specifically to forest recreational values.</i>	E107
12:30-14:00	Dagmara MIKA	Poland	<i>EU Financial Perspective 2014-2020. Regional Labour Market Development within European Project</i>	E510
14:15-15:45	Stefaan Van RYSEN	Belgium	<i>Changing business models in digital enterprises</i>	A313



**International Day Programme:**  
(workshop - universities presentations)

**13.10.2015**

**Tuesday**

**9:00 – 12:15      classroom E801**

**Presentation of Foreign Teachers and Staff**

**(Belgium, Croatia, Cyprus, Germany, Italy, Malta,  
Poland, Portugal, Romania, Slovenia, United  
Kingdom)**

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6. INTERNATIONAL  
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