



Scientific Committee

Prof. Krzysztof Janasz – Chairman of the Scientific Board
PhD Barbara Czerniachowicz – Vice Chairperson, head of the 8th International Scientific Conference
Prof. Piotr Bartkowiak - Poznań University of Economics and Business
Prof. Jacek Batóg - University of Szczecin
Prof. Tomasz Bernat - University of Szczecin
Prof. Maria Białasiewicz - University of Szczecin
Prof. Grazia Calabrò - University of Messina
Prof. Edoardo Della Torre – University of Bergamo
Prof. Jarosław Kaczmarek - Cracow University of Economics
Prof. Jarosław Kaczmarek - Cracow University of Economics
Prof. Katarzyna Koziół-Nadolna - University of Szczecin
Prof. Barbara Kryk - University of Szczecin
Prof. Maurizio Lanfranchi - University of Messina
Prof. Kari Liuhto - Turku School of Economics and Business Administration
Prof. Małgorzata Łatuszyńska - University of Szczecin
Prof. Adele Marino - University of Messina
Prof. Janusz Nesterak - Cracow University of Economics
Prof. Massimiliano Piras – University of Cagliari
Prof. Arkadiusz Świadek - University of Zielona Góra
Prof. Tatiana Tchemisova - University of Aveiro
Prof. Jorge Vila Biglieri - University of Vigo
Prof. Joanna Wiśniewska - University of Szczecin
Prof. Tomasz Wiśniewski - University of Szczecin
Prof. Dariusz Zarzecki - University of Szczecin
Prof. Anetta Zielińska - Wrocław University of Economics
PhD Karolina Beyer - University of Szczecin
PhD Marzena Frankowska - University of Szczecin
PhD Aleksandra Gašior - University of Szczecin
PhD Małgorzata Guzowska - University of Szczecin
PhD Joanna Kasińska - Maritime University of Szczecin
PhD Katarzyna Kazojć - University of Szczecin
EngD Konrad Kolegowicz - Cracow University of Economics
PhD Katarzyna Kotulska - Cracow University of Economics
PhD Marek Krasieński - Wrocław University of Economics
PhD Anna Krejner-Nowecka - Warsaw School of Economics
PhD Paweł Krzemiński - Cracow University of Economics
PhD Andrzej Lis - Nicolaus Copernicus University Toruń
PhD Piotr Litwa - Cracow University of Economics
EngD Ireneusz Miciuła - University of Szczecin

PhD Dominik Rozkrut - University of Szczecin
PhD Monika Rozkrut - University of Szczecin
PhD Celina Sołek-Borowska - Warsaw School of Economics
PhD Paweł Stępień - University of Szczecin
PhD Katarzyna Szopik-Depczyńska - University of Szczecin
PhD Wojciech Szymła - Cracow University of Szczecin
PhD Katarzyna Wąsowska - Siedlce University of Natural Sciences and Humanities
PhD Wioletta Wereda - The Military University of Technology Warsaw
PhD Anna Wieczorek-Szymańska - University of Szczecin

The aim of the Conference is to present students' and young researchers' scientific achievements to date as well as practical experiences connected with academic activity.

Each year, new elements are added to the Conference by the organizers. Thanks to that fact, the Conference has developed significantly since first edition. It has gained new meaning.

Organizing Committee:

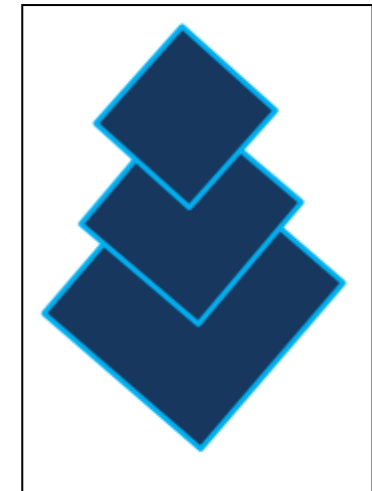
PhD Anna Wieczorek-Szymańska - Chairwoman
PhD Katarzyna Kazojć - Vice Chairperson
PhD Karolina Beyer - Secretary
PhD Barbara Czerniachowicz
PhD Wojciech Leoński
Karolina Krawczyk
Sebastian Gidaszewski
Academic Circle: Business Economics
Academic Circle: Business, Innovation, Networking



E-mail: konferencja.gzs@wneiz.pl
Detailed information and application form available at: www.konferencjagzs.wordpress.com
and www.facebook.com/konferencja.gzs

*8th International
Scientific Conference*

**„Economy,
Management,
Environment”**



09-10.05.2017

The Faculty of Economics and Management of
the University of Szczecin

„Economics, Management, Environment” WNEiZ US 09-10.05.2017



UNIWERSYTET SZCZECIŃSKI
WYDZIAŁ NAUK EKONOMICZNYCH
I ZARZĄDZANIA



Patronat Honorowy
Prezydenta
Miasta Szczecin



PATRONAT HONOROWY
MARSZAŁKA WOJEWÓDZTWA
ZACHODNIOPOMORSKIEGO
OLGIERDA GEBLEWICZA



SCIENTIFIC TOPICS

Management and Innovations – i.a. management functions, concepts of management, knowledge management, risk management, human resources management, project management, corporate governance, time management, NGO management, management in health service, innovation in management, the use of Big Data in business, practical application of artificial intelligence methods, systems management, testing the effectiveness of the Internet, an innovative analysis of social networks.

Sustainability Development – i.a. alternative energy sources, legal considerations of sustainability, CSR, innovation in environmental protection, monitoring and research tools used in preservation of environment, waste management, efficient use of natural resources, sustainable transport.

Panel discussion ‘Enterprise’ – theory and development’s condition of enterprise – discussion in English due to the presence of foreign guests.

Finance & Accountancy – i.a. financial reporting, financial crisis, sources of corporate financing, taxes, financial liquidity of the enterprises, management accounting, methods of cost rationalization, controlling, shadow banking system, personal finance.

Marketing – i.a. acts of Public Relations, new trends in marketing, communication tools, non-profit marketing, brand management, CRM, marketing in sports, crisis communication, creating appearance, political marketing, marketing in health services.

CONFERENCES FEE

Participation fee: **400 PLN**

The price includes: paper publication, participation in the Conference, participation in training, Conference materials.

Participation cost without publication: **250 PLN**

The cost of publication without participation in the Conference: **250 PLN**

The payment must be made to the account of the University

Payment details

Uniwersytet Szczeciński

Al. Jana Pawła II 22a

70-453 Szczecin

ING Bank Śląski

46 1050 1559 1000 0022 8790 4474

Subkonto: 0027

ATTENTION! In payment title please write: ‘Subkonto 0027; Oplata konferencyjna Forename and Surname’

Deadlines:

30.04.2017

Registration of participation in the Conference with publication.

05.05.2017

Registration of participation in the Conference without publication. Payment for the Conference. Paper deadline.

Requirements of articles available at www.koferencjagzs.wordpress.com in ‘Wymogi edytorskie’.

Articles will be published in Scientific Book. About qualification of publication decides review of the article and Scientific Committee.