

Conference Program

14th CIRCLE CONFERENCE

Creating and delivering value

April 19th-21st 2017

Keynote Speaker

prof. **Grzegorz W. Kołodko**

Kozminski University

*Poland, Europe, the World:
After the Crisis or Before a Next One?*



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Parallel sessions – presentations

	9.00-11.00 (room)		11.00-11.15	11.15-13.00		13.00-14.15	14.15-16.00	
Thursday 20th April	Paralell session 1	Circle PhD viva exam (room D215)	Coffee break	Paralell session 2	CIRCLE PhD modules (D215)	Lunch	Paralell session 3	Circle PhD viva exam (D215)
		Finance (D200)			Innovations and Logistics 1 (D200)			Marketing Strategy (D200)
		Creating Value (D218)			Consumer behavior 1 (D218)			Branding (D218)
	9.00-10.45 (room)		10.45-11.00	11.00-12.45		12.45-14.15	14.15-16.00	
Friday 21st April	Paralell session 4	Circle PhD mock exam (D215)	Coffee break	Paralell session 5	CIRCLE PhD Open Session (D215)	Lunch	Paralell session 6	CIRCLE PhD modules(D215)
		Consumer behavior 2 (D200)			Innovations and Logistics 2 (D200)			CSR and sustainability (D200)
		Organization and Management (D218)			E-commerce and social media (D218)			Marketing Communication (D218)

- We would like kindly to inform you that all the rooms in which conference presentations take place are equipped with projectors and computers.
- We would like also to ask you to send us your presentation till April 17th to circle2017@kozminski.edu.pl or deliver it on a pendrive 10 minutes before your track begins.
- We would like to remind you that your presentation should not exceed 15 minutes.

Wednesday, 19th April 2017

Room D202 -Senate Hall

14.00 Registration, welcome snacks.

14:45 Official Opening of the Conference

Prof. Grzegorz Mazurek, Vice-Rector for International Relations, Kozminski University and Prof. Gianpaolo Vignali, President of CIRCLE, University of Manchester.

15:15 Special Guest: KPMG, **The Polish luxury market in the shadow of global luxury trends: value, market segmentation and investments**, Tomasz Wiśniewski, Partner, Deal Advisory and Andrzej Marczak, Partner, Tax.

16:00 Keynote Speaker: Prof. Grzegorz W. Kołodko, Kozminski University, **Poland, Europe, the World: After the Crisis or Before a Next One?**

17:00 Special Guest: Nowy Styl Group, **What is the value of responsible business partner?** Alina Szastok, PR&CSR Specialist.

17:30 Special Guest: Thales, **Creating long-term value in Poland by delivering tomorrow's products today.** Andrzej Banasiak, General Director.

18:00 Transport to the hotels (IBIS and Mercure Warszawa Grand)

19.00-21.00 Optional program – Polish traditional cuisine at Oberża pod Czerwonym Wieprzem (additional fee: euro 50, paid in cash on 19th April, number of participants is limited – only registered participants).

Thursday, 20th April 2017

8:00 Transport from Mercure Warszawa Grand Hotel to Kozminski University

8:30 Transport from IBIS Hotel to Kozminski University

09:00-11:00 Parallel Sessions 1

Finance (room D200)

Chair: Shalva Akhrakhadze, Caucasus School of Business

Tomasz Mielniczuk, Department Director of Santander Universidades; Global Santander Universidades activity in the context of supporting the academic community, Special Guest: Santander Universidades Bank Zachodni WBK

Lech Gałkowski, Managing Director Head of Corporate & Investment Banking Poland, Leadership and its impact on business, Special Guest: Santander Universidades Bank Zachodni WBK

John Udofa, Leeds Beckett University; Razaq Raj, Leeds Beckett University; Alaa Soliman, Leeds Beckett University; *Appraisal of Customers Loyalty and Satisfaction of Nigerian Banking Sector*

Anna Gołąb, Edith Cowan University, Anna Zamojska, University of Gdansk, Faculty of Management, Department of Econometrics; *Brexit turmoil and its impact on world economies and financial markets*

Shalva Akhrakhadze, Caucasus School of Business (Caucasus University); *Finance's role in creating and delivering value and some critics of popular financial capital budgeting methods*

Nurat A. Akinlabi-Babalola, University of Vitez; *The Twin Goal Of Market Integrity And Market Efficiency: A Case Study Of The Nigerian Stock Exchange*

Tomasz Wiśniewski, The University of Szczecin, *Comparable analysis of income tax in retail stores in Poland*

Creating Value (room D218)

Chair: Ryszard Kłeczek, Wrocław University of Economics

Beata Stępień, Poznań University of Economics and Business, *Are any snobs in the bandwagon? Perception of value in a luxury goods' sector.*

Ryszard Kłeczek, Wrocław University of Economics, *Company's actions and value drivers: managers' reports from Polish firms.*

Przemyslaw Tomczyk, Kozminski University, Michael Haenlein, ESCP Europe (Paris), *Customer Knowledge Value - An Unexplored Component of Customer Engagement Value. A Systematic Literature Review.*

Jutta Mäkipelkola, University of Vaasa, Department of Management; Jesse Heimonen, University of Vaasa, Department of Management; Marko Kohtamäki, University of Vaasa, Department of Management / Entrepreneurship and Innovation, Luleå University of Technology; *Managerial Cognitive Capability Enabling New Product And Service Portfolio Advantage.*

Larissa Dell, University Of Gloucestershire, *The inclusion of controlling (CO) considerations in quality management systems (QMS) to provide a more complete early warning system (EWS) for German food production SMEs.*

Mikhail Serebriannikov, *Experiential Marketing for E-Commerce on apparel market.*

11:00-11.15 Coffee break

11:15-13:00 Parallel Sessions 2

Innovation and Logistics 1 (room D200)

Chairs: Sebastian Jarzębowski, Mirosław Antonowicz, Logistics and Procurement Center, Kozminski University

Mirosław Antonowicz, Kozminski University, Sebastian Jarzębowski, Logistics and Procurement Center, Kozminski University, *Innovative models of supply chain management.*

Dawid Szutowski, Poznań University of Economics and Business, Department of Controlling, Financial Analysis and Valuation, Julia Szulczyńska, Poznań University of Economics and Business, Department of Natural Science and Quality Assurance, *Exploring companies' innovation policies in industrial sector in Central and Eastern Europe.*

Beata Barczak, Cracow University of Economics, Department of Process Management, *The impact of the potential of knowledge and innovation efficiency of clusters - the results of empirical research.*

Simon Kallinger, University of Nicosia, Hans Rüdiger Kaufmann, University of Nicosia, *Factors for a sustainable Lean Warehousing Implementation.*

Jarmila Koudelková Mendel University in Brno, *Introducing identification technology in manufacturing companies and their impact on business economics.*

Consumer behavior 1 (D218)

Chair: Mitsunori Hirogaki, Ehime University

Szczepan Figiel, Institute of Agricultural and Food Economics – National Research Institute, Warsaw, Poland, Dominika Kuberska, University of Warmia and Mazury in Olsztyn, Wojciech

Kozłowski, University of Warmia and Mazury in Olsztyn, *Attitudes of young consumers towards product innovations in the Polish food market.*

Małgorzata Bartosik-Purgat Poznań University of Economics and Business, *Social media and e-WoM communication – does gender matter?*

Paola Carnevale Arella, University of Brighton, Athanasios Poulis, University of Brighton, Ioannis Rizomyliotis, University of Brighton, *Responses to Tripadvisor Negative Online Reviews: Tackling the Effects Of Negative WOM on Customer Based Brand Equity and Booking Intentions.*

Mitsunori Hirogaki, Ehime University, *Frequency of Retail Services, Membership Fees, and Real Store Shopping Experience— Analyzing Consumer Preferences.*

Jana Turčínková Mendel University in Brno, Faculty of Business and Economics, Michaela Macková, Mendel University in Brno, Faculty of Business and Economics, Vít Hanák, Mendel University in Brno, Faculty of Business and Economics, *Factors affecting consumers when shopping for meat product in the Czech Republic.*

13:00-14:15 Lunch

14:15-16:00 Parallel Sessions 3

Marketing strategy (room D200)

Chair: Michael Fass, University of Gloucestershire

Chrystyna Misiewicz Kozminski University, *The role of intangibles in the implementing marketing strategies.*

Juergen Wieland, *Qualitative findings on marketing mix practices of SMEs of the MedTech Industry*

Juergen Wieland, *Quantitative findings on post-marketing surveillance practices of IVD industry in Europe*

Tahir Rashid, University of Salford, Salford Business School, Javed Kawsar, University of Salford, Salford Business School; *Brotherhood: A concept of developing Customer Relationship Marketing (CRM)*

Milena Ratajczak-Mrozek, Poznań University of Economics and Business, *Interorganizational network embeddedness and companies' performance.*

Branding (room D218)

Chair: Gianpaolo Vignali, University of Manchester

Alice Dallabona, University of Leeds, *Brand extension of Italian luxury fashion labels into the hospitality industry and conceptualisations of luxury.*

Agata Kakitek, SGH Warsaw School of Economics, *Application of Aaker's Brand Personality Scale on Human Brands in Surf Sports.*

Izabela Stańczyk, Jagiellonian University in Kraków, Katarzyna Bilińska-Reformat, University of Economics in Katowice, *Employer branding as the source of competitive advantage of Retail Chains*

Edin Arnaut, University Vitez, Siniša Dukić, University Vitez, *Impact Of Selective Types Of Tourism To Create Image And Branding Of Bosnia And Herzegovina As Important Tourist Destinations In The Western Balkans.*

Nicola Capolupo, Università degli Studi di Salerno, Gianpaolo Basile, Universitas Mercatorum –Rome, Roberto Chionne, University for Foreign of Perugia, *The role of content analysis in the systemic relationship brand–consumer.*

16:15 Transport to the hotels (IBIS and Mercure Grand)

17:00-19:00 Optional program – Warsaw Walk: Old Town (additional fee: euro 20, paid by bank transfer or credit card to eTravel Agency; start at the IBIS hotel, end at Zapiecek)

19:00-21:00 Optional program – Polish traditional dumplings at Zapiecek, Nowy Świat 64; (additional fee: euro 25, paid in cash on 19th April, number of participants is limited- only registered participants)

Friday, 21st April 2017

8:00 Transport from Grand Mercure Hotel to Kozminski University

8:30 Transport from IBIS Hotel to Kozminski University

9:00-10:45 Parallel Sessions 4

Consumer behavior 2 (D200)

Chair: Tahir Rashid, University of Salford

Tahir Rashid, University of Salford, Salford Business School, Amina Kazhina, University of Salford, Salford Business School, Sophie Iredale, University of Salford, Salford Business School, *Mapping a Customer Journey in E-Commerce: A Case Study of Glass Company.*

Jessica Kowalczyk, Kozminski University, *The ROPO and Reverse ROPO Effect among German and Polish Online Shoppers – A Comparative Study.*

Radosław Baran, SGH Warsaw School of Economics; Department of Market, Marketing and Quality, *Characteristics of cosmetics brands in dependence on the country of origin in the Polish consumers' opinion.*

Katarzyna Żyminkowska, University of Bielsko-Biala, University of Economics in Katowice, *Customer engagement in marketing process.*

Organization and Management (D218)

Chair: Heather Y. Z. St. Peters, Huntington University

Saeed Salem Alshamsi, Leeds Beckett University, Leeds Business School, Razaq Raj, Leeds Beckett University, Leeds Business School, *Employee Empowerment and Leadership within the Abu Dhabi Police.*

Igor Nečas, Mendel University in Brno, Faculty of Business and Economics, Department of Marketing and Trade, *Role of entrepreneurs and of micro-enterprises within the rural development of the Czech Republic.*

Heather Y. Z. St. Peters, Huntington University, *Exploring Dramaturgical Training as Cross-cultural Training.*

Valeria Gkoura, Hans Rüdiger Kaufmann, Univesity of Nicosia, *HRM Practices and Organizational Performance.*

Uche Richmond Ideozu, The University of Vitez, *Social and Environmental Expenditure Reporting and Disclosure: A Tool in Niger Delta Crisis Resolution*

Alaa M. Soliman, Leeds Beckett University, *Capacity Utilization, Unemployment And Wages In Selected Mena Countries.*

10:45-11:00 Coffee break

11:00-12:45 Parallel Sessions 5

PhD special module (D215) (open session)

Chair: Michael Fass, University of Gloucestershire
Looking over the Edge (or pity the poor supervisor!)

Innovation and Logistics 2 (D200)

Chair: John L. Stanton, Saint Joseph's University

Monika Zajkowska, WSB University in Gdańsk, Department of Management, *Open model of innovation processes as a future management challenge for small and medium-sized enterprises in Poland.*

Osinakachukwu T. Ideozu, The University Of Vitez, *Urban Infrastructure Development In Nigeria: Focus On Road Infrastructure In Metropolitan Lagos.*

John L. Stanton, Saint Joseph's University, Ekaterina Salnikova, University Aarhus, *Variation in New Product Introduction Strategies Between International Markets.*

Paweł Bryła, University of Lodz, Faculty of International and Political Studies, Department of International Marketing and Retailing, *Creating and delivering value for consumers of healthy food – a case study of the Organic Farma Zdrowia company.*

E-commerce and social media (D218)

Chair: Alaa Soliman, Leeds Beckett University

Radosław Maćik, Maria Curie-Skłodowska University, *Am I Managing, or Am I Managed? The Young Consumers Perception of the Internet of Things.*

Antonio Feraco Fraunhofer IDM@NTU, Nanyang Technological University, *The role of Data Visualisation and Interaction in the Digital Economy era.*

Ivan-Damir Anić, The Institute of Economics, Zagreb Vatroslav Škare, University of Zagreb Faculty of Economics and Business, *Online privacy concern in Croatia: the effect of consumer- and regulatory control factors.*

Paulo Rafael ; Pictónio; Madalena Pereira; Rui A. L. Miguel; Susana Azevedo; Benilde Reis; Liliana Pina; University of Beira Interior; Covilhã; Portugal. *Traditional sourcing Vs. Digital Sourcing: A contribute to circular economy in fashion brands and fashion industry*

12:45-14:15 Lunch

14:15-16:00 Parallel Sessions 6

CSR and sustainability (D200)

Chair: Neil Richardson, Leeds Business School

Anna Olejniczuk-Merta, Kozminski University, *The innovative consumption and responsible development.*

Neil Richardson, Leeds Business School, Leeds Beckett University, *Sustainability, marketing and other matters within the UK independent music festival sector.*

Baseer Durrani, University of Salford, Salford Business School, Tahir Rashid, University of Salford, Salford Business School, Morven McEachern, University of Salford, Salford Business School, *An exploratory study to investigate the relationship between Islamic values and consumer sustainable purchase behavior.*

Georgina Görög, Kaposvár University, Faculty of Economic Sciences, Noémi Csigéné Nagypál, Budapest University of Technology and Economics, Faculty of Economic and Social Sciences, *Are Sharing Economy companies Social Responsible? A study about CSR factors of Access Economy companies.*

César Sahelices-Pinto, University of León, Ana Lanero-Carrizo, University of León, José Luis Vázquez-Burguete, University of León, *Corporate Social Responsibility (Csr) And Consumer Behavior In The Agro-Food Sector: Its Effects On The Decision-Making Process*

Marketing Communication (room D218)

Chair: Hans Rudiger Kaufmann, University of Nicosia

John David Africs, University Of Vitez, *The Most Advertized Product/Brand/Service In Nigeria Is "Vacant Billboard/Site"*

Krzysztof Chmielewski, Kozminski University, Paweł de Pourbaix, Kozminski University, Bartosz Bieszyński WALK, *Event marketing in integrated marketing communications. Case studies from Poland*

Ehrhardt, C., Zulauf, K. Wagner, R., Kaufmann, H.R., Sanchez-Bengoa, D., Hermannsdottir, A., *Assessment of Usefulness of Communication Channels for European Entrepreneurs*

Tahir Rashid, University of Salford, Salford Business School, Juan Mora Romero, University of Salford, Salford Business School, *Content Marketing Strategy: Key Lessons Learnt from a Case Study*

16:00-16:10 Coffee break

16:10-16.45 Meeting with the editors: dr Paweł Korzyński Editor in Chief MBA.CE; prof. Hans Rudiger Kaufmann – editor in chief World Review of Entrepreneurship, Management and Sustainable Management; prof. Gianpaolo Vignali – editor in chief IJMC and IJSRM (*Room D202 -Senate Hall*)

16.45-17:15 Ending session (*Room D202 -Senate Hall*)

17:20 Transport to the hotels (IBIS and Mercure Grand)

18:30 Transport from IBIS hotel to the Mercure Grand

19.00-23.00 Gala dinner ([Mercure Warszawa Grand Hotel](#), Krucza 28)

23:00 Transport to the IBIS hotel