

15<sup>th</sup> International Scientific Conference of the  
College of Management and Quality Sciences  
of the Cracow University of Economics

CMQ  
2023

# Knowledge Economy Society

## Conference organizers

College of Management and Quality Sciences of the Cracow University of Economics  
Foundation of the Cracow University of Economics

## Conference partner

Catholic University of Ávila (UCAV), Spain  
University of Messina, Italy

## Conference venue

Cracow University of Economics (on-line Zoom)  
27, Rakowicka St., 31-510 Kraków, Poland

**May 18, 2023** (Thursday)

Student sessions

**May 24, 2023** (Wednesday)

Scientific and business sessions (1)

**May 25, 2023** (Thursday)

Scientific and business sessions (2)



## Main topics of the conference

- Applied and theoretical problems of management
- Artificial intelligence in Industry 4.0
- Automation and robotization of business processes
- Business development after the COVID-19 pandemic
- Business models of the future
- Circular economy - opportunities and threats
- Commercialization of scientific research
- Controlling and accounting in managing of organizations
- Digital workplaces - fashion or trend?
- Financial management
- Green product innovations
- Human capital management
- Information systems in organization management
- Information, knowledge, and intellectual capital management
- Innovativeness and entrepreneurship
- Internet of Things
- Management in local government
- Management in the health sector
- Management in the public sector
- Management in the tourism and leisure sector
- Managing the enterprise on the local and global market
- Marketing aspects of enterprise management
- Quality and product management issues
- Risk management
- Science-Business cooperation
- Sustainable socio-economic development

## Events within the Conference

### 1. Polish and English-speaking plenary sessions

The conference will start with plenary sessions in English and Polish. During these sessions, selected papers of domestic and foreign participants will be presented.

### 2. International English-speaking session

It is planned to organize an international session in which researches from foreign universities and practitioners from international business units will be invited.

### 3. Panel sessions

As part of the conference, themed sessions in the following areas are planned: management, marketing, tourism, accounting and controlling, quality, and IT. A presentation of selected papers is planned, followed by discussion panels. A separate doctoral session is also planned.

### 4. Panel of practitioners

A meeting of practitioners is planned, during which a discussion panel will be held on current domestic and international economic challenges. The commercialization of scientific research will also be addressed.

### 5. Business-Science Panel

It is planned to organize for the first time at the conference a panel to present the achievements of employees of the Cracow University of Economics in the field of research projects implemented into business practice.

### 6. Economy 4.0 panel

For the first time, a panel devoted to the presentation of the latest industry and services solutions will be prepared by the invited guests.

### 7. Student sessions

The conference will include a part for students of domestic and foreign universities. The result of these sessions will be a separate monograph, collecting the achievements of the participants. An important element of the students' part of the conference will be an English-language poster session, giving young scientists the opportunity to present the results of their research and discussion. An English-language publication in the form of an e-book will be published.

## Framework programme of the conference

### 18.05.2023 /Thursday/

#### Student's session: **Innovation management in the region**

09:45-10:00	Inaugural session of the student conference
10:00-11:15	Presentation of posters in English
11:30-13:00	Presentation of papers submitted to the monograph
13:00	The closing session of the student conference

### May 24, 2023 /Wednesday/

09:00-09:30	Plenary session – opening of the conference
09:30-11.00	Plenary debates /Polish language/
11.15-12.45	Plenary debates – International session /English language/
13.30-15.00	Expert panels part 1
15.15-16.45	Panel debates part 1
15.15-16.45	Panel Industry 4.0

### May 25, 2023 /Thursday/

09.00-10.30	Expert panels part 2
10.45-12.15	Panel debates part 2
10.45-12.15	Panel Business-Sciences
12.15	Plenary session – closing of the conference

## Participation costs and deadlines

### Conference fee:

- EUR 200** Includes: participation in debates, a publication in a high-scoring scientific monograph, certificate of conference participation, publication and/or presentation.
- EUR 50** Includes: participation in debates, certificate of participation.

The deadline for payment is **May 10, 2023**

Please transfer the payment to the following account:  
Fundacja Uniwersytetu Ekonomicznego w Krakowie  
ul. Rakowicka 27, 31-510 Kraków  
**IBAN: PL 96 1600 1013 1821 3894 5000 0005**  
SWIFT: PPABPLPK, (BNP Paribas Bank Polska S.A.)  
with a title: CMQ2023-Name\_Surname

## Conference book

A conference book will be printed in the form of a reviewed scientific monograph including previously posted and edited papers. We request papers up to 25,000 characters in length.

In order to prepare a paper, please use the template: **CMQ2023\_paper\_format.docx**, which can be downloaded from the conference website. It contains the styles that we ask you to use when preparing your work.

## Organization information

**Please submit papers by May 10, 2023.** The conference website <https://cmq.uek.krakow.pl/> provides detailed information on substantive and formal issues.

## Conference calendar

DATE	DEADLINE
18.05.2023	Student debates CMQ2023
31.03.2023	Registration for the conference
31.03.2023	Submission of paper titles and abstracts
04.04.2023	Announcement of the accepted papers
10.05.2023	Conference fee payment
10.05.2023	Conference paper submission
24-25.05.2023	Conference debates CMQ2023
31.12.2023	Publication of conference monographs

### Honorary Patronage



Rector of the Cracow University  
of Economics –  
Professor Stanisław Mazur



Wojewoda  
MAŁOPOLSKI  
Voivode of the Malopolska Province –  
Łukasz Krmita



Marshal of the Malopolska  
Province –  
Witold Kozłowski



Mayor of the City of Kraków –  
Professor Jacek Majchrowski

### Media patronage



Cracow Review  
of Economics  
and Management