

13th International Scientific Conference  
of the College of Management and Quality Sciences  
of the Cracow University of Economics

# 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 venue

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

September 22 – 23, 2021  
(Wednesday – Thursday)



## Main topics of the conference

- Applied and theoretical problems of management
- Enterprise management on the global market
- Accounting and controlling in organization management
- Artificial Intelligence and Business Process Automation
- Human capital management
- Information, knowledge, and intellectual capital management
- Information systems in organization management
- Managing information in an enterprise
- Management in the tourism and leisure sector
- Marketing aspects of enterprise management
- Quality and product management issues
- Financial management
- Risk management
- Innovativeness and entrepreneurship
- Sustainable socio-economic development
- Commercialization of scientific research
- Innovative models of shaping student competences
- Shaping student competences as part of economic education
- The dual model of education in economic studies

## Events within the Conference

### 1. Plenary session

The conference will start with a plenary session during which the selected papers of the domestic and foreign participants will be presented.

### 2. International session

An international session is planned, with foreign scientists and business practitioners.

### 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. Special session

As part of the conference, a special session will be held devoted to shaping student competencies in economics via innovative education models, including dual studies. The session will be carried out with the support of the Ministry of Education and Science as part of the „DIALOG” program.

### 5. 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.

### 6. Student session

As part of the conference, a panel session will be held for students of domestic and foreign universities. The achievements of the student session participants will be collected into a monograph. An important element of the student session will be a poster session, allowing young scientists to present the results of the research they conducted and discuss them with others using their scientific posters.

## Conference programme schedule

### May 31, 2021 /Monday/ Student session

Contemporary framework of risk in enterprises and local government units

09.00-09.30	Inaugural session of the student conference
09.30-11.00	Presentation of posters in English
11.15-12.45	Presentation of papers submitted to the monograph
13:00	The closing session of the student conference

### September 22,2021 /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 /English language/
13.30-15.00	Expert panels part 1
15.15-16.45	Panel debates part 1

### September 23,2021 /Thursday/

09.00-10.30	Expert panels part 2
10.45-12.15	Panel debates part 2
12.30-14.00	International session
12.30-14.00	Special session
14.15	Plenary session – closing of the conference

## Conference fee & payment details

### Conference fee:

- EUR 160** 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 conference participation.

The deadline for payment is **May 05, 2021**. Please transfer the payment to the following account:

Uniwersytet Ekonomiczny w Krakowie

ul. Rakowicka 27, 31-510 Kraków

IBAN: **PL 19 2490 0005 0000 4600 4637 5105** (Alior Bank)

SWIFT: **ALBPPLPW**

with a title: **CMQ 2021-Name\_Surname**

**Attention: the transfer cost will be born by the participant**

## 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 22,000 characters in length.

## Organization information

- ▶ **Please submit your declaration of participation in the conference as well as your paper title and abstract no later than March 31, 2021**, via the following website: [www.cmq.uek.krakow.pl](http://www.cmq.uek.krakow.pl)
- ▶ **Papers in English** should be submitted **no later than May 05, 2021**, only via the website above, where you can find the formatting requirements for the paper (in the form of a template)
- ▶ **Conference languages:** English and Polish

## Conference calendar

NOTICE	ACTIONS
31.03.2021	Registration for the conference
31.03.2021	Submission of paper titles and abstracts
05.04.2021	Announcement of the accepted papers
05.05.2021	Conference fee payment
05.05.2021	Conference paper submission
22-23.09.2021	Conference

## Honorary Patronage



Rector of the Cracow University of Economics  
– Professor Stanisław Mazur



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