



MANAGEMENT
IN ECONOMY 4.0



Institute of Management



leadership and vision

University of Bialystok

International Scientific Conference Challenges in Management in Economy 4.0

23-24.06.2022

Organizer: Institute of Management of the University of Bialystok **Conference mode:** hybrid

Conference goal: to identify research areas in consultation with stakeholders (business, administration, society) and to integrate researchers around them in the face of the challenges of Economy 4.0

Thematic areas:

1. Human capital, competencies of managers and employees of Economy 4.0
2. Innovation, innovativeness of enterprises, open innovation system, technology transfer
3. Transformation of value chains and business models in Economy 4.0
4. Digital transformation in marketing and sales
5. Strategies for the development of enterprises, clusters, regions and the challenges of Economy 4.0
6. Social challenges of the Economy 4.0
7. Smart city, smart village
8. Network structures - relational competencies of enterprises and cross-sectoral relational competences (business, science, administration)

Benefits:

- networking
- study visits to enterprises
- Industry 4.0 technology demonstrators
- exchange of good practices of cooperation between science-business-administration

Publication opportunities:

- Optimum. Economic Studies
- Production Engineering Archives
- Human Resource Management
- Journal of Marketing and Market Studies
- Chapter in the monography of the University of Bialystok Publishing House

Schedule:

- 23.04.2022 - registration deadline
- 23.05.2022 - deadline for sending abstracts and paying the conference fee
- 23-24.06.2022 - conference
- 29.07.2022 - deadline for sending in papers

Detailed information about the conference, conference fees, recruitment form:

<https://zarzgosp40.uwb.edu.pl/>

Questions and suggestions can be directed to the e-mail address: iz_konferencja@uwb.edu.pl

Strategic partner: Metal Processing Cluster - Key National Cluster

Technology partners: ALNEA Sp. z o.o.; D-TECH Sp. z o.o.; Promotech Sp. z o.o., SaMASZ Sp. z o.o.; Technology Applied Sp. z o.o.; TOCK-Automatyka Krzysztof Toczydłowski