

International Entrepreneurship and Internationalization of firms in Visegrad Countries

co-organized by



UNIwersYTET
EKONOMICZNY
W KRAKOWIE

Centre for Strategic & International Entrepreneurship
Department of Entrepreneurship and Innovation
Faculty of Economics and International Relations
Cracow University of Economics
Kraków, Poland



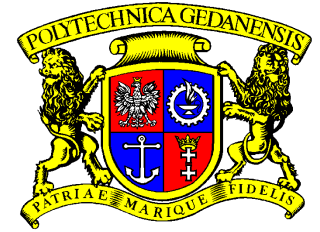
Department of International Trade
Faculty of International Relations
University of Economics in Prague
Prague, Czech Republic



Department of Economic Theory
Faculty of Economics
University of Miskolc
Miskolc, Hungary



Department of Marketing
Faculty of Economics and Management
Slovak University of Agriculture
Nitra, Slovakia



Department of Economics
Faculty of Management and Economics
Gdańsk University of Technology
Gdańsk, Poland

3 April 2014, Thursday

CUE Campus, ul. Rakowicka 27, Kraków (Poland)

CONFERENCE SCHEDULE

08.00 – 08.45 REGISTRATION AND NETWORKING

Venue: **Main Building – Old Auditorium (Stara Aula)**

08:45 – 09:15 WELCOMING

Prof. Aleksy Pocztoński – **Vice Rector for Research**, Cracow University of Economics, Poland
Prof. Elena Horská – **Vice Rector for International and Public Relations**, Slovak University of Agriculture, Slovakia
Prof. Josef Taušer – **Vice Dean for Research and PhD Studies**, University of Economics in Prague, Czech Republic
Prof. Krzysztof Wach – **Conference Chair**, Cracow University of Economics, Poland
Prof. Nelly Daszkiewicz – **Conference Coordinator**, Gdańsk University of Technology, Poland
Dr. Andrea Gubik – **Conference Coordinator**, University of Miskolc, Hungary

09.15 – 11.00 PLENARY SESSION

Chair & Discussant: Prof. Krzysztof Wach

Capabilities for Innovation in a Globalizing World: From Nearby or at a Distance?

Prof. Martin Gjelsvik – International Research Institute of Stavanger IRIS, Norway

Organizational Learning in 'Born Transnational' - What are the Driving Forces?

Prof. Jörg Freiling – University of Bremen, Germany

Ms. Mareike Schmidt – University of Bremen, Germany

Determinants of Early Internationalization of SMEs – Empirical Evidence from Global Entrepreneurship Monitor

Prof. Przemysław Zbierowski – University of Economics in Katowice, Poland

Firm Characteristics and Export Performance in Central and Eastern Europe

Prof. Andrzej Cieřlik – University of Warsaw, Poland

Prof. Jan Michałek – University of Warsaw, Poland

Dr. Anna Michałek – European Central Bank, European Union

The Role of Cross-Border Heterogeneity, Location Specificity and Distance Related Variables: Lessons Learnt from V4 marketers in Africa

Prof. Elena Horská – Slovak University of Agriculture, Slovakia

Dr. Florence Ondieki Mwaura – Jomo Kenyatta University of Agriculture and Technology, Kenya

Prof. Andrzej Krasnodębski – University of Agriculture in Kraków, Poland

V4 Countries – Ten Years After Entering the EU

Dr. Elena Fifeková – University of Economics in Bratislava, Slovakia

Dr. Eduard Nežinský – University of Economics in Bratislava, Slovakia

Synchronization of Economic Shocks in the Visegrad Group: An Empirical Assessment

Mr. Krzysztof Beck – Lazarski University in Warsaw, Poland

Mr. Jakub Janus – Cracow University of Economics, Poland

11.00 – 11.15 NETWORKING BREAK

11:30 – 13:15 Parallel Sessions

Parallel Session 1 “Int’l Business and Int’l Entrepreneurship”	Parallel Session 2 “Business, Entrepreneurship & Innovation”	Parallel Session 3 “Internationalisation of Economies”
Building B, Room 152	Building B, Room 153	Building B, Room 053
<p>Chair & Discussant: Prof. Josef Taušer</p> <p>Characteristics of Polish Firms’ Internationalisation Processes Prof. Mirosław Jarosiński – Warsaw School of Economics, Poland</p> <p>Productivity Distribution among Internationally-Operating and Home-Limited Production Companies in Łódź Region Mr. Piotr Gabrielczak – University of Łódź, Poland Mr. Tomasz Serwach – University of Łódź, Poland</p> <p>The Choice of Foreign Market Entry Modes – The Role of Resources and Industrial Driving Forces Dr. Andea Gubik – University of Miskolc, Hungary Dr. Sándor Karajz – University of Miskolc, Hungary</p> <p>Differentiation of Visegrad Group International Corporations in Comparison to World’s Largest Corporations Dr. Wioletta Kilar – Pedagogical University of Cracow, Poland</p> <p>Internationalization of Polish Family-Owned Businesses – Selected Results of Research Dr. Alicja Hadryś-Nowak – Poznań University of Economics, Poland</p> <p>The Determinants of Born Global Companies Emergence in Central European Countries Ms. Elena Pawęta – University of Łódź, Poland</p> <p>International Business Research in Poland: Looking Back and Looking Forward Dr. Łukasz Puślecki – Poznań University of Economics, Poland</p>	<p>Chair & Discussant: Prof. Nelly Daszkiewicz</p> <p>The Triad: Entrepreneurship – Risk – Genes Prof. Tomasz Bernat – University of Szczecin, Poland Dr. Aleksandra Gąsior – University of Szczecin, Poland Dr. Jarosław Korpysa – University of Szczecin, Poland</p> <p>Strategies for Immigrant Entrepreneurs Prof. Beata Glinka – University of Warsaw, Poland</p> <p>Barriers and Risk Factors in Development of Micro and Small Businesses Prof. Edward Stawasz – University of Łódź, Poland Dr. Jarosław Ropega – University of Łódź, Poland</p> <p>Business Restart in Visegrad Countries Prof. Anna Pilkova – Comenius University in Bratislava, Slovakia Dr. Marian Holienka – Comenius University in Bratislava, Slovakia</p> <p>Growth in the Polish Fast Growing Enterprises on Foreign Markets and Its Limitations Prof. Rafał Śliwiński – Poznań University of Economics, Poland Dr. Magdalena Śliwińska – Poznań University of Economics, Poland</p> <p>Entrepreneurship Challenges in High-Growth Companies and Consequences for SME Policy Mr. Robert Grúnwald – Cracow University of Economics, Poland</p> <p>Individual and Environmental Determinants of Female</p>	<p>Chair & Discussant: Prof. Elena Horská</p> <p>SME-Conducive Policy Formulation under Systemic Perspectives Prof. J. Hanns Pichler – President of Austrian Institute for SME Research / University of Economics & Business in Vienna, Austria</p> <p>Polish Case of Global Changes – the Walesa Method Prof. Jan D. Antoszkiewicz - University of Social Sciences in Łódź, Poland</p> <p>Investigations concerning Productive Entrepreneurship in the EU. Barriers in Visegrad Four Countries Prof. Zsuzsanna Szabo – Petru Maior University in Târgu Mureș, Romania</p> <p>Job Creation and Poverty Alleviation in the V4 Countries by Microcrediting Dr. Antal Szabo – Corvinus University of Budapest, Hungary</p> <p>Internal Market Europeanisation: An Empirical Assessment of V4 versus EU-15 Dr. Piotr Stanek – Cracow University of Economics, Poland Prof. Krzysztof Wach – Cracow University of Economics, Poland</p> <p>Mutual Trade in Agricultural Products among Visegrad Countries - Trends and Tendencies Prof. Lubos Smutka – Czech University of Life Sciences in Prague, Czech Republic</p> <p>Use of DEA Model for Calculating Better Life Index and Its</p>

<p>Mr. Piotr Trąpczyński – Poznań University of Economics, Poland Mr. Michał Staszaków – Poznań University of Economics, Poland</p> <p>Combinations of Entry Modes chosen by Top Management Team Ms. Sara Jimenez Burillo – University of Castilla La Mancha, Spain Prof. Juan José Jiménez Moreno – University of Castilla La Mancha, Spain</p>	<p>Entrepreneurship in Algeria Prof. Abderrezzak Benhabib – Tlemcen University, Algeria Dr. Amina Merabet – Tlemcen University, Algeria Ms. Hadjira Merabet – Tlemcen University, Algeria Ms. Yamina Grari – Tlemcen University, Algeria Dr. Mohamed Benachenhou – Tlemcen University, Algeria Mr. Fouzi Boudia – Tlemcen University, Algeria</p> <p>Determinants of Innovative Activity of Firms in Visegrad Countries - The Demand Aspect Dr. Katarzyna Szopik-Depczyńska – University of Szczecin, Poland Prof. Arkadiusz Świadek – University of Zielona Góra, Poland Dr. Marek Tomaszewski – University of Zielona Góra, Poland</p>	<p>Impact on Economic Policy in Slovakia Dr. Andrea Vondrová – University of Economics in Bratislava, Slovakia Dr. Matej Valach – University of Economics in Bratislava, Slovakia</p> <p>State of the Construction Sector in the Czech Republic and Poland with a Particular Focus on the Housing Market in Selected Regions Dr. Monika Płaziak – Pedagogical University of Cracow, Poland Dr. Anna I. Szymańska – Pedagogical University of Cracow, Poland</p>
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13:15 – 14:15 Conference Dinning & Catering (Conference Lunch)

14:15 – 16:00 Parallel Sessions

<p>Parallel Session 4 “Foreign Direct Investment”</p>	<p>Parallel Session 5 “International Management & Marketing”</p>	<p>Parallel Session 6 “Internationalisation of Markets and Industries”</p>
<p>Building B, Room 152</p>	<p>Building B, Room 153</p>	<p>Building B, Room 053</p>
<p>Chair & Discussant: Dr. Andrea Gubik</p> <p>FDI to Visegrad Countries after 2004: Has Visegrad Countries' Membership to the European Union Changed Something? Prof. Jacek Klich – Cracow University of Economics, Poland</p> <p>Influence of Foreign Direct Investment on Foreign Trade Restructuring in Visegrad Countries V4 Dr. Wojciech Zysk – Cracow University of Economics, Poland Dr. Sławomir Śmiech – Cracow University of Economics, Poland</p> <p>Outward FDI from Hungary – the emergence of Hungarian multinationals Dr. Magdolna Sass – Hungarian Academy of Sciences, Hungary Dr. Katalin Antalóczy – Budapest Business School, Hungary</p>	<p>Chair & Discussant: Prof. Beata Glinka</p> <p>The Effectiveness of Loyalty Programs in the Hospitality Industry: French and Slovak Comparisons Prof. Jean-Michel Sahut – IPAG Paris, Cerege-Université de Poitiers, France Dr. Lubica Hikkerova – IPAG Business School in Paris, France</p> <p>Trends and Tendencies in Flexible Benefits in Five Central and Eastern European Countries Prof. József Poór – J. Selye University, Slovakia Dr. Zoltán Šeben – J. Selye University, Slovakia Dr. Katalin Ohegyi – Szent István University, Hungary Dr. Agnes Slavic – University of Novi Sad, Serbia</p> <p>The System of Instruments Stimulating the Development Strategies Adopted by Central European Enterprises</p>	<p>Chair & Discussant: Prof. Aleksandra Gawet</p> <p>Frontier Security Markets in the European Union Prof. Cornelia Pop – Babes-Bolyai University in Cluj-Napoca, Romania</p> <p>Towards the EU Financial Integration: The Bank Performance in Visgerad Countries Dr. Irena Barylyuk – Larefi, University of Bordeaux, France / Ivan Franko National University of Lviv, Ukraine</p> <p>The Changing Role of Industry in Economy in V4 Countries - Regional Approach Dr. Wioletta Kilar – Pedagogical University of Cracow, Poland Dr. Tomasz Rachwał – Pedagogical University of Cracow, Poland</p> <p>The Retail Internationalization in Visegrad Countries and</p>

<p>Dr. Andrea Éltető – Hungarian Academy of Sciences, Hungary</p> <p>Conventional or Atypical: FDI in the Internationalisation Process of Polish Firms Mr. Piotr Trąpczyński – Poznań University of Economics, Poland</p> <p>The Determinants of Foreign Direct Investment flows from the EU-15 to the Visegrad Group Countries Mr. Liwiusz Wojciechowski – Cracow University of Economics, Poland</p> <p>Government Incentives and Foreign Direct Investment Inflow into Research & Development. The Case of Visegrad Countries Ms. Magdalena Owczarczuk – University of Białystok, Poland</p> <p>Exploring Foreign Direct Investment from Poland using Grounded Theory Method Dr. Marta Götz - Institute for Western Affairs, Poland</p> <p>Economic Integration and Foreign Direct Investment: Review of Main Theoretical Concepts Mr. Adam Marszk – Gdańsk University of Technology, Poland</p>	<p>Dr. Waldemar Gajda – Warsaw School of Management, Poland</p> <p>The Management Control Systems in the Visegrad Countries' Public Sector – A Comparative Analysis Prof. Marek Ćwiklicki – Cracow University of Economics, Poland</p> <p>Transitive Business Model of Visegrad Countries in the International Management Mr. Artur Modliński – University of Łódź, Poland</p> <p>Implementation of International Standards for Environmental Management in Visegrad Countries: A Comparative Analysis Dr. Maria Urbaniec – Cracow University of Economics,</p> <p>Export Platform as a New Concept of Export Oriented Activity Mr. Mariusz Olemańczuk – Warsaw School of Economics, Poland</p>	<p>Croatia Prof. Blaženka Knežević - University of Zagreb, Croatia Ms. Mia Delic - University of Zagreb, Croatia Dr. Nikola Knego - University of Zagreb, Croatia</p> <p>Potentials of the Electronic Power Industry Financing in Serbia Through Public-Private Partnership Prof. Sladjana Benković – University of Belgrade, Serbia Dr. Slađana Barjaktarović Rakočević – University of Belgrade, Serbia Prof. Nevanka Žarkić Joksimović – University of Belgrade, Serbia</p> <p>Comparison of Factors Influencing the State of Formal and Informal Venture Capital in Europe Mr. Lev Faingloz – Transport and Telecommunication Institute in Riga, Latvia Mr. Anatolijs Prohorovs – Riga International School of Economics and Business Administration, Latvia</p> <p>Performance of Social Responsible Investments Ms. Tijana Obradovic – University of Belgrade, Serbia Ms. Milica Latinovic – University of Belgrade, Serbia</p>
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16:00 – 16:15 Networking Break

16:15 – 18:00 Parallel Sessions

<p>Parallel Session 7 “International Competitiveness” Building B, Room 152</p>	<p>Parallel Session 8 “Case Studies in International Business” Building B, Room 153</p>	<p>Parallel Session 9: PhD Special Session “Internationalisation of Business Environment” Building B, Room 053</p>
<p>Chair & Discussant: Prof. Jacek Klich</p> <p>Global Value Chain and Competitiveness of V4 Countries Mr. Maciej Grodzicki – Jagiellonian University, Poland</p> <p>Entrepreneurship and Competitive Potential and Position of Economies - Regional Approach on the basis of Polish Voivodeships</p>	<p>Chair & Discussant: Dr. Tomasz Rachwał</p> <p>Upgrading or Downgrading in International Networks: A Case Study of a Polish International Freight Transport Company Prof. Marta Gancarczyk – Jagiellonian University, Poland</p> <p>Corporate entrepreneurship and the internationalization of</p>	<p>Chair & Discussant: Prof. Marek Ćwiklicki</p> <p>Opportunities for Doing Business with Countries Neighboring V4 - The Case of Ukraine Ms. Jana Galová – Slovak University of Agriculture in Nitra, Slovakia</p> <p>Possibilities of Co-Operation between Companies in</p>

<p>Prof. Aleksandra Gawet – Poznań University of Economics, Poland</p> <p>International Competitiveness of V4 Countries as for High-Tech Industries Ms. Judyta Lubacha-Sember – Cracow University of Economics, Poland</p> <p>The Characteristics of Service Offshoring in Central and Eastern Europe Countries Dr. Magdalena Rudnicka – Wrocław University of Economics, Poland</p> <p>Global Shared Service Trends in the Market of Central and Eastern European Countries Mr. Robert Marciniak – University of Miskolc, Hungary</p> <p>Impact of the European Energy Policy on the Competitiveness of Slovak Economy in Post-Crisis Period Prof. Peter Baláž – University of Economics in Bratislava, Slovakia Mr. Lukáš Harvánek – University of Economics in Bratislava, Slovakia</p> <p>Improving the Competitiveness of Enterprises in Poland by Increasing Financial Support for Early Stage of Development Dr. Honorata Howaniec – University of Bielsko-Biała, Poland</p>	<p>firms – the case of Nowy Styl Group Dr. Agnieszka Żur – Cracow University of Economics, Poland</p> <p>Shareholder Value Effects of Cross-Border Acquisitions Conducted by Poland’s Asseco Group Dr. Witold Nowiński – Poznań School of Banking, Poland</p> <p>The Process of Internationalization – A Case Study of Polish Security Printings Works (PWPW) Dr. Remigiusz Lewandowski – Nicolas Copernicus University in Toruń, Poland Ms. Grażyna Rafalska – Polish Security Printings Works, Poland</p> <p>Localization Factors for Outsourcing and Offshoring Projects in the V4 Countries. An Attempt of Initial Investigation Mr. Mateusz Muchlado – Gdańsk University of Technology, Poland Prof. Piotr Grudowski – Gdańsk University of Technology, Poland</p> <p>Innovation and Competitiveness: Building Innovation Potential of Central European Businesses Dr. Małgorzata Kosała – Cracow University of Economics, Poland</p> <p>Internationalisation of European SMEs and Europeanization of Businesses on the Single European Market Prof. Nelly Daszkiewicz – Gdańsk University of Technology, Poland</p> <p>Central European Dimension of International Entrepreneurship: In search for Regional Specifics Prof. Krzysztof Wach – Cracow University of Economics, Poland</p>	<p>European Countries (The Example of EEN) Ms. Mária Šášiková - University of Economics in Bratislava, Slovakia Ms. Tatiana Hlušková - University of Economics in Bratislava, Slovakia</p> <p>The Choice of Insolvency Regime in Hybrid Proceeding by Entrepreneurs Mr. Tomáš Moravec – University of Economics in Prague, Czech Republic</p> <p>Impact of the Common Agricultural Policy’s Reform on Agriculture in Slovakia Ms. Adriana Rašovská – Slovak University of Agriculture in Nitra, Slovakia</p> <p>Current Czech Business Area in the light of Selected Political, Economic and Legal Factors Mr. Lubomír Augustín – University of Economics in Prague, Czech Republic</p> <p>Accrual Accounting in the Public Sector of Adria Countries: Comparative Study Mr. Miloš Milosavljević – University of Belgrade, Serbia Mr. Nemanja Milanović – University of Belgrade, Serbia Ms. Nela Milošević – University of Belgrade, Serbia</p> <p>Corporate Seed Capital as the Stimuli for the Corporate Internationalisation. The Central European Perspective Mr. Łukasz Cieśla – Cracow University of Economics, Poland</p> <p>Prospects for Financing R&D Activities in Firms from Visegrad Countries Mr. Michał Becla – Cracow University of Economics, Poland</p>
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18:00 – 18:30 Closing Session: In Search for Regional Specifics and Future Prospects

Chairs and Discussants:

Prof. Elena Horská – ***Vice Rector for International and Public Relations***, Slovak University of Agriculture, Slovakia
Prof. Josef Taušer – ***Vice Dean for Research and PhD Studies***, University of Economics in Prague, Czech Republic
Prof. Krzysztof Wach – **Conference Chair**, Cracow University of Economics, Poland

Panelists

Prof. Marek Ćwiklicki – Cracow University of Economics, Poland
Prof. Nelly Daszkiewicz – Gdańsk University of Technology, Poland
Prof. Beata Glinka – University of Warsaw, Poland
Prof. Jacek Klich – Cracow University of Economics, Poland

19:30 – 21:00 Conference Dining & Catering (Conference Dinner)

**The Conference is organized with the financial support of
International Visegrad Fund**



The conference is organized within the research project no. StG-21310034 entitled
“Patterns of Business Internationalization in Visegrad Countries – In Search for Regional Specifics”
conducted in the years 2013-2014 and financed by the International Visegrad Fund IVF.

For more details please visit: <http://www.visegrad.uek.krakow.pl>

**International Scientific Conferences on 'Entrepreneurship, Business and Beyond'
organized or co-organized by Department of Entrepreneurship and Innovation:**

- 2014** **8th** International Scientific Conference on:
„Shaping Entrepreneurial Attitudes in Higher Education”
 Krakow (Poland) - May 12-13, 2014
 co-organiser: Jesuit University Ignatianum in Krakow, Poland
- 2014** **7th** International Scientific Conference on:
„International Entrepreneurship and Internationalization of firms in Visegrad Countries”
 Krakow (Poland) - April 3, 2014
 co-organisers: 1) University of Economics in Prague, Czech Republic
 2) University of Miskolc, Hungary
 3) Slovak University of Agriculture in Nitra, Slovakia
 4) Gdańsk University of Technology, Poland
- 2012** **6th** International Scientific Conference on:
„Entrepreneurship: New Tendencies and Future Sectors”
 Krakow (Poland) - April 24, 2012
- 2009** **5th** International Scientific Conference on:
„Entrepreneurship and Growth of Family Firms”
 Krakow (Poland) - June 4-5, 2009
 co-organisers: 1) Department of European Studies, Cracow University of Economics, Poland
 2) Entrepreneurship Research and Education Network of Central European Universities ERENET, Hungary
- 2005** **4th** International Scientific Conference on:
„Exploring the Dynamics of Entrepreneurship”
 Stockholm (Sweden) - September 8-9, 2005
 co-organisers: 1) School of Business, University of Durham, Durham, UK
 2) ENTER Forum - Centre for Entrepreneurship Southern Stockholm University College, Sweden
- 2003** **3rd** International Scientific Conference on:
„Entrepreneurship, Employment and Beyond”
 Kraków (Poland) - September 18-19, 2003
 co-organisers: 1) Northern Economic Research Unit NERU, Northumbria University, Newcastle, UK
 2) ENTER Forum - Centre for Entrepreneurship, Southern Stockholm University College, Sweden
- 2001** **2nd** International Scientific Conference on:
„Universities & Entrepreneurship”
 Newcastle (UK) - September 7-9, 2001
 co-organiser: Northern Economic Research Unit NERU, Northumbria University, Newcastle, UK
- 1999** **1st** International Scientific Conference on:
„Entrepreneurship and Regional Development”
 Kraków (Poland) - September 14-15, 1999
 co-organiser: Northern Economic Research Unit NERU, Northumbria University, Newcastle, UK