



IX International Conference in a series on
"Enterprise in the Global Economy"

ENTERPRISE CREATIVITY DIGITIZATION

Various dimensions of business
in the XXI century

MARCH 22-23, 2018

SGH WARSAW SCHOOL OF ECONOMICS

BASIC INFORMATION

CONFERENCE TOPICS

- Organizations in the XXI century (strategies and company structures, business models, leadership style)
- Future consumers (consumption research, new consumption patterns, consumption ecosystem)
- New entrepreneurship dimensions (sharing economy, freelancing, self-employment)
- Creativity in marketing (customer role, traditional vs. modern tools, 'manipulation' or creativity)
- Internationalization – traditional vs. virtual dimension (international entrepreneurship, cross-border e-commerce, the Internet ecosystem vs. entry strategy on international markets)

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- Prof. Ludwik Wicki, Warsaw University of Life Sciences, Poland
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CONFERENCE SCHEDULE

until January 15, 2018 – conference registration

until January 31, 2018 – conference fee payment

until February 15, 2018 – submission of full papers

INFORMATION RELATED TO PUBLICATION

Papers with positive reviews will be published journals with the ministerial impact factor B: "Economics and Enterprise Organization" (12 points), "Education of Economists and Managers" (12 points), "Business Science Quarterly" (9 points) and in the monograph. Language of publication: Polish or English.

CONFERENCE FEES

700 PLN – participation with the paper submission for publication

300 PLN – participation without publication

500 PLN – submission for publication without participation

150 EUR – the fee for foreigners (doctoral students: 80 euro)

ATTENTION!

Employees, PhD students, postgraduate students of SGH Warsaw School of Economics are exempt from fees.

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CONFERENCE SECRETARY

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Any further information related to the conference venue, accommodation in Warsaw, accompanying events, are available on the conference website (by downloading the QR code).



CONFERENCE ORGANIZER:

Institute of Markets and Competition,
Collegium of Business Administration,
SGH Warsaw School of Economics

