

# OEES ON TOUR THE LIST OF EVENTS

## 1. 18 January 2017, Cracow, Cracow University of Economics

*How should we understand value? Value concept from various social science perspectives.*

### **SPEAKERS:**

- ◇ Professor of the Cracow University of Economics, Stanislaw Mazur, PhD, Dean of the Public Economy and Administration Faculty, Cracow University of Economics
- ◇ Professor Piotr Sztompka, PhD, Institute of Sociology, Jagiellonian University
- ◇ Malgorzata Bogunia-Borowska, PhD, Institute of Sociology, Jagiellonian University
- ◇ Piotr Augustyniak, PhD, Philosophy Department, Cracow University of Economics
- ◇ Professor Leszek Sosnowski, PhD, Institute of Philosophy, Jagiellonian University
- ◇ Mariusz Makowski, PhD, Department of Psychology and Education, Cracow University of Economics
- ◇ Lech Gorniak, PhD, Department of Psychology and Education, Cracow University of Economics
- ◇ Professor Jerzy Hausner, PhD, Department of Public Economy and Administration, Cracow University of Economics
- ◇ Andrzej Rzonca, PhD, Department of International Comparative Studies – SGH Warsaw School of Economics
- ◇ Krzysztof Gluc, PhD – Wodociagi Sadeckie (Water Treatment Plant, Nowy Sącz)
- ◇ Artur Nowak-Goclawski – ANG Spoldzielnia Doradców Kredytowych (ANG Cooperative of Credit Advisors)
- ◇ Professor Jerzy Hausner, PhD, Department of Public Economy and Administration, Cracow University of Economics

### **SEMINAR DESCRIPTION:**

The seminar in January was the first event in the entire cycle of seminars accompanying the Open Eyes Economy Summit in 2017. The objective of the meeting was to hold a debate devoted to the crisis of values and ideas of the entities functioning in the economy, and to indicate the directions to be followed in order to fight the crisis. The meeting was also a result of expert team work, under the leadership of Professor Jerzy Hausner, PhD, on the elaboration of an authorial concept of the Firm-Idea. In the course of the meeting, inaugurated and hosted by the Dean of the Faculty of Public Economy and Administration of the Cracow University of Economics, Professor of the Cracow University of Economics, Stanislaw Mazur, PhD, there was a discussion on how the values are perceived by the representatives of various social science areas: economy, sociology, philosophy or psychology. The perspectives were clashed with the methods of defining the values by entrepreneurs – in the course of the seminar the issue was illustrated with practical examples by Krzysztof Gluc, PhD, Sadeckie Wodociagi and Artur Nowak-Goclawski, ANG Spoldzielnia Doradców Kredytowych.



## 2. 20 January 2017, Szczyrk, Orle Gniazdo Hotel

*Start-ups – entrepreneurship in the era of new technologies.*

### **SPEAKERS:**

- ◇ Edwin Bendyk – POLITYKA weekly
- ◇ Bartłomiej Gola – SpeedUp Group
- ◇ Karol Hop – CEO, Fundusz Zalazkowy KPT (KPT Seed Fund)
- ◇ Bartosz Jozefowski – Krakowski Park Technologiczny (Cracow Technological Park)
- ◇ Eliza Kruczkowska – Polski Fundusz Rozwoju (Polish Development Fund)
- ◇ Artur Kurasinski – AK74
- ◇ Jerzy Kwiecinski – a Secretary of State, the Ministry of Development
- ◇ Borys Musielak – Reaktor Warszawa
- ◇ Loukas Notopoulos – CEO, Vivus Finance sp. z o.o.
- ◇ Pawel Nowak Contellio – TechStars seminarist
- ◇ Pawel Sala – Freshmail
- ◇ Filip Skawinski – Representation of the European Commission in Poland
- ◇ Piotr Stolarczyk – Deputy CEO, KUKE S.A
- ◇ Małgorzata Szczepanska – Director, Innovation Department, the Ministry of Development
- ◇ Jakub Weber – Deloitte

## 3. 13 March 2017, Cracow, Cracow University of Economics

*Rights to the city.*

### **SPEAKERS:**

- ◇ Cracow University of Economics, building G room 13, 11.00–16.00
- ◇ Professor Jerzy Hausner, PhD – Department of Public Administration, Cracow University of Economics
- ◇ Professor Hubert Izdebski, PhD – Head of the Department of History of Political and Legal Thought, Faculty of Law and Administration, Warsaw University
- ◇ Professor of Warsaw Technical University Magdalena Staniszki, PhD – Laboratory of Urban Planning, Warsaw Technical University
- ◇ Professor Anna Karwinska, PhD – Head of Department of Sociology, Cracow University of Economics,
- ◇ Professor Aleksander Böhm, PhD, architect eng. – Cracow Technical University/University of Economics, Department of Regional Economy
- ◇ Professor of the Cracow University of Economics, Monika Kupisz-Murzyn, PhD – Department of Business and Social History, Cracow University of Economics
- ◇ Professor Marek Budzyński, PhD, architect eng. – Warsaw Technical University
- ◇ Adam Kowalewski, PhD, architect eng. – Institute of Urban Development
- ◇ Michal Kudlacz, PhD – Department of Public Administration, Cracow University of Economics



## SEMINAR DESCRIPTION:

The subject matter of the seminar was devoted to urban development, setting directions of urban development and respecting the city identity and values. The debate focused, among others, on how to understand the urban values that actually depend on the points of view or expectations that may be conflicting. The discussion was devoted to the understanding of the city, methods of urban development measurement and defining the city owners perceived in a novel way and to the future perspectives of our space and living in urban communities.

### 4. 22 March 2017, Gdansk, Gdansk Technical University

*The Firm-Idea: the actual challenge, the intangible values.*

## SPEAKERS:

- ◊ Professor Jerzy Hausner, PhD (Cracow University of Economics)
- ◊ Professor Piotr Dominiak, PhD (Vice-Rector, Gdansk Technical University)
- ◊ Maciej Barczewski, PhD, Professor of Gdansk University (Gdansk University – Centre of Intellectual Property Rights)
- ◊ Bartłomiej Biga, PhD (Cracow University of Economics)
- ◊ Ewa Sowinska (the National Chamber of Statutory Auditors)
- ◊ Zuzanna Skalska, 360Inspiration
- ◊ Aneta Chybicka, PhD, Instytut Miasta
- ◊ Rafał Stepnowski (Vice President, Boeing Digital Aviation)
- ◊ Maciej Grabski (CEO, Olivia Business Centre)
- ◊ Jolanta Lykowska (CFO Oceánica S.A)
- ◊ Marcin Peksyk, PhD (Education Centre of the National Chamber of Statutory Auditors)
- ◊ Szczepan Kniter (CEO, Trefl)

## SEMINAR DESCRIPTION:

The seminar was focused on the Firm-Idea concept. The participants debated on the future that belongs to innovative organisations that become conscious, socially sensitive and active participants of a huge change that we can witness at the moment. The opening lecture entitled „The Firm-Idea – values in business”, which was introducing the conference subject matter, was held by Professor Jerzy Hausner, PhD. Bartłomiej Biga, PhD, talked about sharing the intellectual property by the enterprises and its respective advantages for business. The first part, moderated by Dorota Sobieniecka, the Director of Gdansk Business Club, was closed with an academic panel on intangible assets – „What you cannot touch but it can make you rich – intangible assets in company development”. The second part - a practical one - „The imperceptible is coming. How to modify business to win future” was hosted by Ewa Sowinska, the Deputy Chairman of the National Chamber of Chartered Auditors, and the introduction was made by Zuzanna Skalska – an analyst of trends in design, innovation and business, and Aneta Chybicka, PhD - a psychologist, coach and the Director of Instytut Miasta. The seminar was summarised during a discussion panel entitled „The end of capital as we know it, the time for the Firm-Idea”.



**5. 26 April 2017, Warsaw, SWPS University of Social Sciences and Humanity,  
ul. Chodakowska 19/31, 10.00–15.30**

*The Firm-Idea: management – people – values.*

**SPEAKERS:**

- ◇ Pawel Potoroczyn - CEO, SWPS University
- ◇ Krzysztof Gluc, PhD (Cracow University of Economics)
- ◇ Malgorzata Bonikowska, PhD (THINKTANK, CSM) - tbc
- ◇ Przemyslaw Powalacz (CEO Geberit)
- ◇ Piotr Dziwok (CEO Shell)
- ◇ Michal Kazmierski (Values)
- ◇ Piotr Voelkel (SWPS University, VOX Group)
- ◇ Olaf Żylicz, Professor of the SWPS University
- ◇ Professor Jerzy Hausner, PhD – Cracow University of Economics
- ◇ Jacek Santorski – Values

**SEMINAR DESCRIPTION:**

„It is time to replace the economy of greediness with the economy of values” – claim the authors of the Open Eyes Economy concept. And at the same time they foresee the occurrence of new points on the business map – Firm-Ideas, for whom the priorities include social responsibility, fair communication, and partnership with customers. Will the Open Eyes Economy revolutionise the modern economy? What kinds of managers do firms need today? Why the authoritarian management style is no longer compatible with current market reality?

**6. 9 May 2017, Lodz, Aula of the Faculty of Management, University of Lodz,  
ul. Jana Matejki 22/26, 11.00–17.00.**

*The integrated urban revival – social, economic, material and spacial dimensions.*

**SPEAKERS:**

- ◇ Professor Tadeusz Markowski – University of Lodz
- ◇ Professor Jerzy Hausner, PhD – Cracow University of Economics
- ◇ Professor Anna Karwinska, PhD – Cracow University of Economics
- ◇ Michal Kudlacz, PhD, – Cracow University of Economics
- ◇ Jan Bocian – Regional Building Chamber of Commerce in Lodz
- ◇ Filip Moterski, PhD – University of Lodz
- ◇ Dorota Jopek, PhD, architect eng. – Cracow University of Economics
- ◇ Laura Klimczak, MSc, landscape architect – Cracow University of Economics
- ◇ Kamil Smiechowski, PhD – University of Lodz
- ◇ Magdalena Wisniewska, PhD – University of Lodz, representative of the Architect’s Office in the Lodz Municipality
- ◇ Hanna Zdanowska – Mayor of Lodz
- ◇ Tomasz Czapla – Dean, Department of Management, University of Lodz.



## SEMINAR DESCRIPTION:

The Lodz conference is to show, among others, how municipalities search for their own methods of revival within the existing financial and legal conditions, and further, to show how this approach is assessed through the prism of local economy and local communities with reference to post-industrial heritage of Lodz. It is particularly important to consider various stakeholders in the revitalization process, as their involvement in the undertaken activities is a prerequisite for the achievement of the targeted outcome, i.e. not only regeneration of the city tissue but an authentic revitalisation in the economic, social and spacial dimensions. The discussion will be rooted in theoretical concepts that present comprehensive systems of the developmental process interdependencies. Successful capture and understanding of their processes are the foundations for the determination of the distribution of advantages and economic and social costs of the anticipated regenerative urban process. Therefore, a comprehensive and reliable theoretical concept can be the basis for building local agreements and compromises within the framework of a publicly initiated revitalisation process.

### 7. 11 May 2017, Cracow, Cracow University of Economics

*From transaction-driven to relations-driven finance.*

## SPEAKERS:

- ◇ Professor Jerzy Hausner, PhD
- ◇ Professor Arnoud W. A. Boot, Professor of Corporate Finance and Financial Markets at the University of Amsterdam
- ◇ Sławomir Lachowski, former CEO of BRE Bank and mBank (Commerzbank Group) and BIZ Bank
- ◇ Andrzej Klesyk, former CEO of PZU S.A
- ◇ Andrzej Chmielecki, Wyższa Szkoła Bankowa, Gdansk and KP Lewiatan
- ◇ Paweł Borys, CEO of Polski Fundusz Rozwoju (Polish Development Fund)
- ◇ Rafał Sulkowski, the Malopolski Fund for Social Economy

## SEMINAR DESCRIPTION:

The main speaker will be Arnoud W.A. Boot - Professor at the University of Amsterdam at Corporate Finance and Financial Markets. In recent years, he mainly dealt with the transformations of the banking sector and the necessary changes in supervision and regulation. A lot of attention has been paid to advances in information technology and to the changes it causes in financial services, both positive and negative. Financial innovations are necessary, but they can cause significant increase in risk, both for individual institutions as well as for the financial and economic system, and for the clients. Many financial innovations make the financial institution's relationship with the client completely anonymous. This makes them extremely vulnerable to changing financial services providers by the customer and looking for the best deal conditions. Therefore, in the paper 'Understanding the future of banking' A. Boot will set up a relationship-driven and transaction-driven approach. The seminar will also be attended by financial industry practitioners and researchers, including present and former CEOs of banks and insurance companies. The discussion will focus on the success factors in the functioning of the financial institution in the market, the better understanding of its customers and the appropriate tailoring for them, not only in the technological sense. To achieve such a state, according to prof. Boot, financial institutions need more ethics in their business and demonstrate a genuine understanding with their clients.





## 8. 18 May 2017, Nowy Sacz, State University of Applied Sciences in Nowy Sacz, Aula of Library ,PWSZ, Aleja Wolności 40

*TA turquoise organisation – in the search for a new management model.*

### **SPEAKERS:**

- ◇ Professor Mariusz Cygnar, PhD, eng., the Rector of the State University of Applied Sciences in Nowy Sacz
- ◇ Professor Jerzy Hausner, PhD
- ◇ Professor Andrzej Blikle, PhD, Member of Academia Europaea
- ◇ Tomasz Misztal, CEO, Kamsoft Polska sp. z o.o.
- ◇ Marek Sliboda, CEO, Marco sp. z o.o.
- ◇ Ryszard Florek, CEO, Fakro sp. z o.o.
- ◇ Tomasz Misztal, CEO, Kamsoft Polska sp. z o.o.
- ◇ Marek Sliboda, CEO, Marco sp. z o.o.
- ◇ Krzysztof Saczka, Director of ZUS (Social Insurance Office) in Nowy Sacz
- ◇ Jan Golba, PhD, the Mayor of Muszyna
- ◇ Adam Dudek, Chairman of the Supervisory Board, Bank Polskiej Spółdzielczosci

### **SEMINAR DESCRIPTION:**

The seminar is held, first of all, with the target of business sector representatives but also with public sector in mind. The objective of the organised event is to explain the idea of „turquoise organisations” that implement avant-garde management methods devoid of internal hierarchy or motivational systems. The addressed model brings about many changes in the system of business entity functioning but the experience shows that it is very efficient. The meeting will be divided into two parts: the first one will be focused on the presentation of the idea in practice while the other one will be a panel discussion devoted to the presented model. Speakers of the first part: Professor Jerzy Hausner, PhD, Professor Andrzej Blikle, PhD, and the representatives of Kamsoft Podlasie sp. z o.o. and Marco sp. z o.o. – companies that are managed in the “turquoise” style. In the second part, the panel discussion will be held by Professor Jerzy Hausner, with the participation of business sector and public administration representatives. The introduction of new solutions involves many discussions and debates. That is also the assumption of the organised event; to present the „turquoise organisation” idea to the entities interested in the work efficiency improvement in their organisations, and then, to discuss the advantages and disadvantages of the innovative organisation management model.

## 9. 19 May 2017, Zakopane, Nosalowy Dwor Hotel

*The Firm-Idea: a new approach to values in business.*

### **SPEAKERS:**

- ◇ Bartłomiej Biga, PhD, Cracow University of Economics
- ◇ Mateusz Zmyslony – Creative Director of the OEES
- ◇ Maciej Lukowski - Member of the Management Board, Jeronimo Martins Polska S.A



- ◇ Blanka Fijolek – Samsung Electronics Polska
- ◇ Jakub Wygnanski – „Stocznia” Foundation
- ◇ Cezary Stypulkowski – CEO, mBank S.A
- ◇ Piotr Voelkel – VOX Group founder
- ◇ Professor Andrzej Blikle
- ◇ Professor Elzbieta Maczynska, PhD – CEO, Polish Economic Society,
- ◇ Professor Krzysztof Obloj, PhD – Academy of Leon Kozminski, Warsaw University

## SEMINAR DESCRIPTION:

The seminar will be organised within the framework of the 45th Academic Symposium within the cycle entitled „Contemporary Economy and Public Administration” in Zakopane, which is a regular event organised for the students of the Cracow University of Economics. The conference will be hosted on that day by Bartłomiej Biga, PhD, from the Department of Public Economy and Administration, Cracow University of Economics. The Firm-Idea concept will be discussed based on case studies devoted to individual companies.

### 10. 3 June 2017, Lublin, Lublin Conference Centre

*The democratisation of urban democracy.*

#### SPEAKERS:

- ◇ • Edwin Bendyk – POLITYKA weekly
- ◇ • Professor Jerzy Hausner, PhD – Cracow University of Economics
- ◇ • Professor Hoffman
- ◇ • Mayor Krzysztof Zuk + discussion

### 11. 12 June 2017, Cracow, Cracow University of Economics

*The process management in the Firm – Idea.*

#### SPEAKERS:

- ◇ Professor Jerzy Hausner, PhD – Cracow University of Economics
- ◇ Professor of the Cracow University of Economics, Andrzej Kozina, PhD – Cracow University of Economics
- ◇ Professor Wojciech Dyduch
- ◇ Professor of the Academy of Physical Education Wojciech Cieslinski, PhD
- ◇ Judyta Kwasniewska



- ◇ Malgorzata Klimczyk
- ◇ Professor of the Jagiellonian University Roman Batko, PhD
- ◇ Marek Rutkowski, PhD
- ◇ Professor of the Cracow University of Economics, Pawel Cabala, PhD
- ◇ Natalia Potoczek, PhD

## SEMINAR DESCRIPTION:

The presentation and analysis of specific problems within the process management in a Firm-Idea and methods of addressing them with due consideration of both identification and evaluation of processes, and their design and improvement. On the one hand, general models and concepts will be presented, reflecting the unique characteristics of the Firm-Idea as an object of analysis (in particular, the issues of values, relations, cooperation and integration), and on the other hand, problems and tools used to implement the processes in particular areas of the company functioning.

**12. 14-15 September 2017, Museum of Municipal Engineering in Cracow,  
ul. Wawrzyńca 15**

*Raw materials and energy versus circular economy and carbon efficiency.*

## SPEAKERS:

- ◇ TBC

## SEMINAR DESCRIPTION:

The seminar entitled „Raw materials and energy versus circular economy and carbon efficiency” is a two-day event devoted to the issues of urban development and urban economy based on the circular economy concept. On the first day of the conference, hosted by the Malopolska School of Public Administration and GAP Foundation, particular focus will be on the problems related to the functioning of municipal companies - their role in addressing the inhabitants’ needs, technological and financial efficiency, new business models and directions of development. The second day will be devoted mainly to the natural environment protection and technological aspects of circular economy and it will be hosted by the Institute of the Mineral and Energy Economy Research of the Polish Academy of Sciences (PAN).

