

## EUopreneurship & Sustainability

### *EUopreneurship vs. contemporary challenges of balancing socio-economic development*

*international online conference organized by:*

European Research Center Krakow University of Economics POLAND

Date: 30<sup>th</sup> September – 1<sup>st</sup> October 2024

#### Day 1. 30.09.2024 (Monday)

**Onsite:** Rakowicka 27, Kraków, Krakow University of Economics, **Room G13 (Building G)**

**Online:** <https://zoom.us/j/93676055832?pwd=IdDebgXiWMaaKM6e3ioxA9i83HdGzQ.1>

9:00 – 9:50	Registration and opening of the Conference
9:50 – 10:00	<i>Welcome by Conference Organizers</i> <b>Opening of the conference:</b> <i>dr Janusz Rosiek (KUE Rector Proxy for European Research Center).</i>
<b>Session IA: Digitalisation (Chair: dr Tomasz Kusio)</b>	
10:00 – 11:30	<b>Developing a Digital Education Ecosystem to Empower Adult Education Organizations and Foster Digital Competence: Insights from the DigIN Project.</b> <i>Luis Ochoa Siguencia, Associate Professor, The Jerzy Kukuczka Academy of Physical Education in Katowice, POLAND.</i>
	<b>Mobile digital security: Data and health protection in phones.</b> <i>Gabriela Ochoa-Dąderska, B.Sc. or B.A., Instytut Badań i Innowacji w Edukacji / Institute for Research and Innovation in Education, POLAND.</i>
	<b>Communication and collaboration in the digital educational ecosystem: Strengthening digital competences.</b> <i>Kacper Kotlewski, B.Sc. or B.A., Instytut Badań i Innowacji w Edukacji / Institute for Research and Innovation in Education, POLAND.</i>
11:30 – 12:00	Discussion
12.00 – 12.30	Coffee break
<b>Session IB: Digitalization (Chair: dr Tomasz Kusio)</b>	
12.30 – 14.00	<b>Digitalization as a Catalyst for Social Change in Emerging Countries.</b> <i>Maciej Jagódka, Assistant Professor, Uniwersytet Ekonomiczny w Krakowie / Krakow University of Economics, POLAND.</i>
	<b>Central Bank Digital Currency (CBDC) and financial inclusion – challenges and opportunities.</b> <i>Daniel Niemiec, PH.D. student, Uniwersytet Ekonomiczny w Krakowie / Krakow University of Economics, POLAND.</i>
	<b>Opportunities and challenges for the development of female entrepreneurship in Małopolska Voivodeship.</b> <i>Agata Miętus, M.Sc. or M.A., Uniwersytet Ekonomiczny w Krakowie / Krakow University of Economics, POLAND.</i>
14.00 – 14.30	Discussion
14.30 – 15.00	Summary and closing of the day 1

**Day 2. 1.10.2024 (Tuesday)**

**Online:** <https://zoom.us/j/99111691832?pwd=KNPhlJOotnCaQW0l8Zqa3ByTTxkxb3.1>

**9:45 – 10:00**

**Registration**

**Session II: EUopreneurship (Chair: dr Janusz Rosiek)**

**10:00 – 12:00**

**The concept of rural EUopreneurship.**

*Tomasz Kusio, Assistant Professor, Uniwersytet Ekonomiczny w Krakowie / Krakow University of Economics, POLAND.*

**Employees' perceptions of the transformational leadership dimensions: Empirical evidence from Serbia.**

*Milica Dukanac, Ph.D. student, Uniwersytet w Kragujevac / University of Kragujevac, SERBIA.*

**The role of social media in business development using the example of chocolate products enterprises.**

*Jarosław Pawlik, M.Sc. or M.A., Uniwersytet Ekonomiczny w Krakowie / Krakow University of Economics, POLAND.*

**Determinaty rozwoju innowacyjności państw Unii Europejskiej**

*Daniel Buś, Ph.D. student, WSPiA Rzeszowska Szkoła Wyższa / WSPiA University of Rzeszów, POLAND*

**Digital learning.**

*Živilė Navikienė, Professional Projects Researcher, Sustainable Attitude For Environment (S.A.F.E.), NETHERLANDS.*

**12:00 – 12:30**

**Break**

**Session III: Sustainability (Chair: dr Zofia Gródek-Szostak)**

**12:30 – 14:00**

**Perception by students of the actions undertaken by Kozminski University in terms of Environmental protection.**

*Kosma Kulczycki, B.Sc. or B.A., Akademia Leona Koźmińskiego / Kozminski University, POLAND.*

**The Role of the EU Critical Raw Materials Act in Promoting Resilience and Sustainability.**

*Justyna Tomala, M.Sc. or M.A., Uniwersytet Ekonomiczny w Krakowie / Krakow University of Economics, POLAND.*

**Adult bridging the Digital Divide: Empowering Adult Learners in Spain through Digitalization**

*Javier Sánchez-García, Associate Professor, Universitat Jaume I, SPAIN.*

**The concept of ecopreneurship versus sustaining socio-economic development. European perspective.**

*Janusz Rosiek, Assistant Professor, Uniwersytet Ekonomiczny w Krakowie / Krakow University of Economics, POLAND.*

**14:00 – 14:30**

**Discussion**

**14.30 – 15.00**

**Summing up and closing of the Conference**