



### 5<sup>th</sup> AIB-CEE Chapter Annual Conference

INTERNATIONAL ENTREPRENEURSHIP  
AS THE BRIDGE BETWEEN INTERNATIONAL  
ECONOMICS AND INTERNATIONAL BUSINESS  
12-14 September 2018, Cracow, Poland



INTERNATIONAL  
TRADE  
DEPARTMENT



CRACOW  
UNIVERSITY  
OF ECONOMICS

## HOSTS AND COMMITTEES

### Chair of the Conference:

**Krzysztof Wach**, Cracow University of Economics, Poland

### Conference Scientific Committee:

**Łukasz Puślecki**, Chair of AIB-CEE Chapter, Poznan University of Economics, Poland

**Erzsébet Czakó**, Corvinus University of Budapest, Hungary

**Andreja Jaklič**, University of Ljubljana, Faculty of Social Sciences, Slovenia

**Mirostaw Jarosiński**, Warsaw School of Economics, Poland

**József Poor**, Szent Istvan University, Hungary

**Matevž Raškovič**, University of Ljubljana, Faculty of Economics, Slovenia

**Michal Staszkw**, Poznan University of Economics, Poland

**Josef Taušer**, University of Economics in Prague, Czech Republic

**Piotr Trąpczyński**, Poznan University of Economics, Poland

**Tiia Vissak**, University of Tartu, Estonia

**Krzysztof Wach**, Cracow University of Economics, Poland

### Local Organizing Committee:

**Krzysztof Wach**, Cracow University of Economics, Poland (conference chair)

**Marek Maciejewski**, Cracow University of Economics, Poland (conference secretary)

**Krzystian Bigos**, Cracow University of Economics, Poland

**Marcin Dąbkiewicz**, Cracow University of Economics, Poland

**Agnieszka Głodowska**, Cracow University of Economics, Poland

**Agnieszka Hajdukiewicz**, Cracow University of Economics, Poland

**Anna Marcinek**, Cracow University of Economics, Poland

**Bożena Pera**, Cracow University of Economics, Poland

## CONTACT

More info available at: [www.aibcee2018.uek.krakow.pl](http://www.aibcee2018.uek.krakow.pl)

Please contact us at: [aibcee2018@uek.krakow.pl](mailto:aibcee2018@uek.krakow.pl)



## CALL FOR PAPERS

Academy of International Business – Central and Eastern Europe Chapter  
and Cracow University of Economics – Department of International Trade

would like to invite you to

## 5<sup>th</sup> AIB-CEE Chapter Annual Conference on

# INTERNATIONAL ENTREPRENEURSHIP AS THE BRIDGE BETWEEN INTERNATIONAL ECONOMICS AND INTERNATIONAL BUSINESS

12–14 September 2018

Kraków, Poland

## CONFERENCE TRACKS

Our discussions in the academic panels will concentrate around following broadly defined conference tracks:

- 1. IB theory: from going international to designing international business models**  
Track Chair: **Piotr Trapczyński**, Poznań University of Economics, Poland
- 2. Internationalization theory and practice: from rethinking MNEs, to SMEs and BGs**  
Track Chair: **Tiia Vissak**, University of Tartu, Estonia
- 3. International entrepreneurship, strategy and innovation in the CEE region**  
Track Chair: **Krzysztof Wach**, Cracow University of Economics, Poland
- 4. Competitiveness of the CEE region, its economies and industries**  
Track Chair: **Erzsébet Czakó**, Corvinus University of Budapest, Hungary
- 5. Global value chains and developments in FDI in CEECs**  
Track chair: **Andreja Jaklič**, University of Ljubljana, Slovenia
- 6. International trade – rethinking convergence and fair trade**  
Track Chair: **Agnieszka Głodowska**, Cracow University of Economics, Poland
- 7. Societies, markets and cultures in Europe and beyond**  
Track chair: **Matevž Raškovič**, University of Ljubljana, Slovenia
- 8. Global marketplace and international marketing around the globe**  
Track Chair: **Michał Lemański**, University of Nottingham in Ningbo, China
- 9. International HRM and cross-cultural management**  
Track Chair: **József Poór**, Szent István University, Hungary
- 10. IB teaching and networking in the CEE region**  
Track Chair: **Mirostaw Jarosiński**, Warsaw School of Economics, Poland

We hope that within the above mentioned tracks everybody will find an appropriate topic that will suit his/her interests and/or needs. We invite all interested parties to submit paper and panel proposals accordingly. For the full description of tracks see the conference website: <http://aibcee2018.uek.krakow.pl>

The conference will take place at the campus of Cracow University of Economics (Kraków, Poland). At the conference website there is a list of recommended hotels nearby.

## PAPERS AND PUBLICATIONS

Conference sessions will provide the opportunity to broadly discuss ideas included in the papers. All the scientific papers accepted and presented at the conference will be placed for publication in cooperation with the AIB-CEE Chapter scientific journals (subject to their acceptance). **The full list of journals is available at the website of the conference.**

## REGISTRATION & FEES

Please visit **AIB-CEE 2018 Registration form** to fill in your registration, hotel accommodation, transfer booking and tourist program (hotel accommodation, transfer booking and tourist program are optional).

Fee type per person	Already AIB member	Non-AIB members
Certified Doctoral student	200 EUR	200 EUR + 50 USD AIB membership fee
Early-bird registration (before July 15, 2018)	350 EUR	350 EUR + 100 USD AIB membership fee
Regular registration (from July 15 to August 31, 2018)	400 EUR	400 EUR + 100 USD AIB membership fee
Late registration (from September 1 to September 10, 2018)	500 EUR	500 EUR + 100 USD AIB membership fee
On-site conference registration (from September 12, 2018)	500 EUR	500 EUR + 100 USD AIB membership fee
Guest at social events & gala dinner	70 EUR	

Each conference participant is subject to the fee, regardless whether the paper is coauthored or not. The participants are to cover accommodation and travel expenses on their own. The registration fee does not include accompanying persons, this is why we offer a special fee for guests.

There will be a sightseeing tour of the **Old Town of Kraków**, which is on the UNESCO World Heritage List. Before and after the conference it will be possible to purchase an additional tourist programme to world-class places like **Wieliczka Salt Mine** and **Auschwitz Nazi Concentration Camp** in occupied Poland (both on the UNESCO List). Details can be found at our conference website.

## SUBMISSIONS – IMPORTANT DATES

January 15, 2018 – Submission system opens, submit your paper here.

**April 30, 2018** – Deadline for papers and panel proposals submissions

**June 30, 2018** – Information on acceptance/rejection of papers and panel proposals