Day 1 Presentations – May 27

Keynote
How AI, Analytics, and IOT Already Affect Our Lives
Dr. Jay Liebowitz
Distinguished Chair of Applied Business and Finance
Harrisburg University of Science and Technology

CONSUMER ATTITUDES TOWARDS FASHION INFLUENCERS ON INSTAGRAM: IMPACT OF PERCEPTIONS AND ONLINE TRUST ON PURCHASE INTENTION
Joanna K. Santiago, Universidade de Lisboa - ISEG, joannas@iseg.ulisboa.pt
Daniel Magueta, Universidade de Aveiro, dmagueta@ua.pt
Catarina Dias, Universidade de Lisboa - ISEG, catarinavdias@ua.pt

THE EFFECT OF RELIGIOSITY ON DECISION MAKING IN SELF-DRIVING CARS: THE CASE OF "THE ETHICAL KNOB"
Kiana Stephen, Texas Christian University, kiana.stephen@tcu.edu
Beata M. Jones, Texas Christian University, b.jones@tcu.edu

CYBERSECURITY IN THE DENTAL HEALTHCARE SECTOR: THE NEED OF KNOWLEDGE FOR SMALL PRACTITIONERS
Eliel Melon, University of Puerto Rico, eliel.melon@upr.edu
Wilnelia Hernandez, Independent Researcher, wilheca@hotmail.com

CONSUMERS ENGAGEMENT IN BUSINESS PROCESS INNOVATION - CASES FROM POLAND AND UK
Monika Eisenbardt, University of Economics in Katowice, monika.eisenbardt@ue.katowice.pl
Ewa Ziemia, University of Economics in Katowice, ewa.ziemia@ue.katowice.pl
Roisin Mullins, Faculty of Business and Management, University of Wales Trinity Saint David, United Kingdom, r.mullins@uwtsd.ac.uk
Sandra Dettmer, Faculty of Business and Society, University of South Wales, United Kingdom, sandra.dettmer@southwales.ac.uk

BUSINESS INTELLIGENCE BASED PRODUCTIVITY DEVELOPMENT
Kaisa Ylinen, University of Vaasa, kaisa.ylinen@uva.fi
Josu Takala, University of Vaas, josu.takala@uwasa.fi
Teppo Forss, TVT, teppo.forss@tvt.fi

BLOCKCHAIN TECHNOLOGY FOR RENEWABLE ENERGY: PRINCIPLES AND APPLICATIONS
Oskar Juszczyk, University of Vaasa, oskar.juszczyk@uwasa.fi
Josu Takala, University of Vaasa, josu.takala@uwasa.fi

CORE AGILE PRACTICE ACCOMPLISHMENT IN PROJECTS
Rosarito Sanchez-Morcillo, University of Puerto Rico, Rio Piedras Campus, rosarito.sanchez@upr.edu
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SOCIAL NETWORKING SITES AND RESEARCHER’S SUCCESS
Anna Gorasa, Kozminski University, amg@kozminski.edu.pl
Grzegorz Mazurek, Kozmiski University, gmazurek@kozmiski.edu.pl
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Susana Silva, Católica Porto Business School - Universidade Católica Portuguesa, ssilva@porto.ucp.pt

IOT-BASED KNOWLEDGE MANAGEMENT IN HEALTHCARE SYSTEMS IN POLAND
Ewa Stawicka, Warsaw University of Life Sciences, ewa_stawicka@sggw.pl
Agnieszka Parlinska, Warsaw University of Life Sciences, agnieszka_parlinska@sggw.pl

EVALUATION OF THE PERCEPTION OF CRYPTOCURRENCIES AND THEIR ONLINE EXCHANGES IN POLAND IN 2019
Marek Zborowski, University of Warsaw, mzborowski@wz.uw.edu.pl
Oskar Szumski, University of Warsaw, szumski@wz.uw.edu.pl
ROLE AND MEANING OF EQUILIBRIUM AND LIMIT STATES IN RISK ANALYSIS, SECURITY AND FORENSIC SCIENCE
Dagmar Kopencova, University of Finance and Administration, dagmar.kopencova@seznam.cz
Miroslav Felcan, Academy of Police Forces at Bratislava, miroslav.felcan@minv.sk
Roman Rak, University of Finance and Administration, roman.rak@irisident.cz

THE USAGE OF SMARTPHONE AND MOBILE APPLICATIONS FROM THE POINT OF VIEW OF CUSTOMERS IN POLAND
Witold Chmielarz, University of Warsaw, witek@wz.uw.edu.pl

PURCHASE OF FOOD IN LARGE PACKAGES IN THE ASPECT OF FOOD WASTE IN POLAND
Magdalena Ankiel, Poznan University of Economics and Business, magdalena.ankiel@ue.poznan.pl
Urszula Samotyja, Poznan University of Economics and Business, urszula.samotyja@ue.poznan.pl

SOCIAL MEDIA MARKETING IN CREATIVE INDUSTRIES: HOW TO USE SOCIAL MEDIA MARKETING TO PROMOTE COMPUTER GAMES?
Iwona Otola, Czestochowa University of Technology, iwona.otola@wz.pcz.pl
Bartosz Wawrowski, Czestochowa University of Technology, bartosz.wawrowski@pcz.pl

SELECTED ASPECTS OF EVALUATING KNOWLEDGE MANAGEMENT QUALITY IN CONTEMPORARY ENTERPRISES
Olga Sobolewska, Warsaw University of Technique, Olga.Sobolewska@pw.edu.pl
Agnieszka Bitkowska, Warsaw University of Technique, Agnieszka.Bitkowska@pw.edu.pl

Day 2 Presentations – May 28

Keynote
Dr. Josu Takala
Decision Modeling for Technology and Knowledge Intensive StartUps
Professor, School of Technology and Innovations
University of Vassa, Finland

EVALUATION OF INTERNAL COMMUNICATION TOOLS IN A BANK
Barbara Wyrzykowska, Warsaw University of Life Sciences, barbara_wyrzykowska@sggw.pl

COMMUNICATION STRATEGIES IN SOCIAL MEDIA IN THE EXAMPLE IF ICT COMPANIES
Anna Losa-Jonczyk, University of Economics in Katowice; anna.losa-jonczyk@ue.katowice.pl

DETERMINANTS OF PURCHASING DECISIONS OF AESTHETIC MEDICINE SERVICES IN POLAND
Bogdan Sojkin, University of Economics and Business in Poznan, bogdan.sojkin@ue.poznan.pl
Magdalena Ankiel, University of Economics and Business in Poznan, magdalena.ankiel@ue.poznan.pl
Anna Gogolek, University of Economics and Business in Poznan, anna.gogolek@ue.poznan.pl

ANTECEDENTS OF INNOVATIVE BEHAVIOUR: KNOWLEDGE SHARING, OPEN INNOVATION CLIMATE AND INTERNAL COMMUNICATION
Maria Eduarda Soares, Universidade de Lisboa, mes@iseg.ulisboa.pt
Pilar Mosquera, Universidade de Lisboa, pilarconde@iseg.ulisboa.pt
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UNIVERSITY GRADUATES’ SKILLS-AND-EMPLOYABILITY EVALUATION IN POLAND - A CASE STUDY OF A FACULTY OF MANAGEMENT IN WARSAW
Malgorzata Cieciora, Polish-Japanese Academy of Information Technology, Malgorzata.Cieciora@pja.edu.pl
Piotr Pietrzak, Warsaw University of Life Sciences, Piotr_pietrzak1@sggw.pl
Piotr Gago, Polish-Japanese Academy of Information Technology, pgago@pja.edu.pl
COLLABORATIVE ECONOMY AND ITS AWARENESS IN VISEGRAD GROUP COUNTRIES AND WITHIN THE EUROPEAN UNION
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DIGITALLY TRANSFORMING THE PROFESSIONAL SCHOOL COUNSELOR
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A MACHINE LEARNING APPROACH TO IMPROVING FORECASTING ACCURACY OF HOTEL DEMAND: A COMPARATIVE ANALYSIS OF NEURAL NETWORKS AND TRADITIONAL MODELS
Misuk Lee, Seattle University, leem@seattleu.edu
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MANAGING CYBER SECURITY COMPLIANCE ACROSS BUSINESS SECTORS
Kevin J. Slonka, University of Pittsburgh, slonka@pitt.edu

ONLINE STUDENTS' PERCEPTIONS OF EMBEDDED LIBRARIANS: A PILOT STUDY
Scott C. Spangler, Middle Georgia State University, scott.spangler@mga.edu
Dana Casper, Middle Georgia State University, dana.casper@mga.edu
Deborah Stanfield, Middle Georgia State University, Deborah.stanfield@mga.edu

EXAMINING THE RELIABILITY, VALIDITY, AND STRENGTH OF A UNIFIED MODEL FOR INFORMATION SECURITY POLICY COMPLIANCE
Alex Koohang, Middle Georgia State University, alex.koohang@mga.edu
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Vicky Sandoval, Middle Georgia State University, vicky.sandoval@gmail.com
Joanna Paliszkiewicz, Warsaw University of Life Sciences, Joanna_paliszkiewicz@sggw.pl

APPLICATION OF MICROSOFT EXCEL SOLVER TECHNIQUES TO COMPUTE CLUSTER SIZE IN CELLULAR WIRELESS NETWORK
Abhijit Sen, Kwantlen Polytechnic University, abhijit.sen@kpu.ca

THE ROLE OF HIGHER EDUCATION INSTITUTIONS IN RESSKILLING THE WORKFORCE
Karen Paullet, Robert Morris University, USA, paullet@rmu.edu
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USING MACHINE LEARNING ALGORITHMS TO ANALYZE IMPACT OF CRIME ON PROPERTY VALUES
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Evin Tolentino, Seattle University, tolen14@seattleu.edu
Ben Kim, Seattle University, bkim@seattleu.edu

STRESS AND COPING IN THE RELATIONSHIP BETWEEN ORGANIZATIONAL SUPPORT AND IN-ROLE PERFORMANCE: THE MODERATING ROLE OF WORK OVERTIME
Fatih Çetin, Omer Halisdemir University, Turkey, fatih_cetin@ymail.com
Argjenta Plakolli, Omer Halisdemir University, Turkey, argjentaplakolli@gmail.com
Day 3 Presentations – May 29

ESSENTIALS ISSUES FOR E-GOVERNMENT EFFICIENCY
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BROADENING PARTICIPATION OF RURAL COMMUNITY COLLEGE TRANSFER STUDENTS IN STEM DEGREES AND CAREERS
Karen Paullet, Robert Morris University, paullet@rmu.edu
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Natalya Bromall, Robert Morris University, bromall@rmu.edu
Diane Igoche, Robert Morris University, igoche@rmu.edu

CYBERSTALKING ... NO MEANS NO: AN EXPLORATORY STUDY OF UNIVERSITY STUDENTS
Karen Paullet, Robert Morris University, paullet@rmu.edu
Adnan Chawdhry, California University of PA, chawdhry_A@calu.edu

TRUST IN LEARNING FROM BIG DATA: THE TWO SIDES OF THE SAME COIN
Dimitar Christozov, American University in Bulgaria, dgc@aubg.edu
Emanuela Mitreva, American University in Bulgaria, emitreva@aubg.edu

INTRODUCING THE DEEP AND DARK WEB INTO HIGHER EDUCATION PEDAGOGY: AN EXPLORATORY STUDY
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SOFTWARE CO-DEVELOPMENT BETWEEN SUPPLIER AND BUYER - BENEFITS, RISKS AND ENABLERS
Antti Rantala, VTT, antti.rantala@vtt.fi
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Helena Kortelainen, VTT, helena.kortelainen@vtt.fi

DATA PRIVACY: WHY IS EVERYONE SO CONCERNED?
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KNOWLEDGE MANAGEMENT AND SUSTAINABLE DEVELOPMENT OF A FAMILY BUSINESS
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HEALTH-RELATED MOBILE APPLICATIONS FOR SMART DEVICES ON INSURANCE PROVIDERS: AIDING CUSTOMER RETENTION
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Chaza F. Abdul, Harrisburg University of Science and Technology, cabdull@harrisburg.edu
Loreen M. Powell, Bloomsburg University of Pennsylvania, lpowell@bloomu.edu

THE ROLE OF SOCIAL MEDIA IN GENERATION Y TRAVEL DECISION MAKING PROCESS
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Maciej Rzepka, LOT Team sp. z oo, astrolabium22@gmail.com

CORPORATE SOCIAL RESPONSIBILITY STUDY AMONG STUDENTS FROM THE REPUBLIC OF GEORGIA: LEARNING THE CONTEXT OF AWARENESS AND APPROACHES
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