

WYKŁADY OTWARTE

11 CZERWCA, 9:00 – 11:50

01

**HUMAN CAPITAL MANAGEMENT / HUMAN RESSOURCE MANAGEMENT /
KNOWLEDGE MANAGEMENT
INDEEREN VENCATACHELLUM
UNIVERSITY OF MAURITIUS, MAURITIUS**

02

**PRACTICES OF MOUNTAINEERING TOURISM
SERVICES IN NEPAL
BAL RAM BHATTARAI
SCHOOL OF BUSINESS, POKHARA UNIVERSITY, NEPAL**

03

**BLUE OCEAN STRATEGY AS A SPECIFIC STRATEGY APPLICABLE IN DIFFERENT COUNTRIES
THROUGH WORLDWIDE EXAMPLES. CHALLENGES OF DIGITAL TECHNOLOGIES FOR ALBANIAN
SME MANUFACTURERS
IRA GJIKA
FACULTY OF ECONOMIC SCIENCES, MEDITERRANEAN UNIVERSITY OF ALBANIA**

04

**EMOTIONS IN MARKETING DECISIONS
LLILIT KOLYAN
YDEPARTMENT OF MARKETING, ASUE YEREVAN, ARMENIA**

05

**FOUNDATIONS OF DIGITAL ENTREPRENEURSHIP. BUILDING A DIGITAL BUSINESS MODEL.
DIGITAL MARKETING AND GROWTH. FUTURE TRENDS (SUSTAINABILITY AND INNOVATION)
MOHAMED AHMED MOHAMED GHONEIM
MANSOURA UNIVERSITY, EGIPT**

WYDZIAŁ INŻYNIERII ZARZĄDZANIA

SALA RADY WYDZIAŁU 114



Dofinansowane przez
Unię Europejską



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INFORMACJI

