

Digital Entrepreneurship in Europe

Final Conference



Krakow University of Economics
2nd of June 9:30-16:00

Building C, Nowa Aula

Teaching Entrepreneurship in Digital Era

Project TED (Teaching Digital Entrepreneurship) aims to fill the gap between the competencies required to compete in a digitalized world and the High Educational teaching programme mainly addressed to transferring knowledge to start and manage the traditional business.



Join us at the final conference Digital Entrepreneurship in Europe!

Conference in a hybrid form



Krakow University of Economics
Building C, Nowa Aula



[https://zoom.us/j/96971100516?
pwd=QlFIVzgycjRlalhWbUIFRFBHS050UT09](https://zoom.us/j/96971100516?pwd=QlFIVzgycjRlalhWbUIFRFBHS050UT09)
Meeting ID: 969 7110 0516 PIN: 227831

2nd of June, 2023



Agenda

8:30-9:30	Registration
9:30-10:00	<i>Welcome address</i> prof. Marek Ćwiklicki, Project Coordinator
10:00-10:30	<i>Keynote speaker</i> prof. Krzysztof Wach
10:30-11:00	Coffee break
11:00-11:15	Assumptions for teaching guidelines for digital entrepreneurship Chaired by: Olena Shtepa, Borys Grinchenko Kyiv University
11:15-11:30	Curriculum update mechanism. Case study: disruptive technology. Chaired by: David Herold, Vienna University of Economics and Business
11:30-11:50	Presentation of the textbook "Doing Business Digitally" Chaired by: Pierpaolo Magliocca, University of Foggia
11:50 - 12:10	Case study as a teaching method. Example of the case of Medaarch/CAD Chaired by: Roberto Parente, University of Salerno
12:15-13:15	Lunch break
13:15-14:00	Digitalisation and entrepreneurship - panel discussion Chaired by: Cracow University of Economics
14:00-14:20	International Students' Engagement in Digital Entrepreneurship: the experience of the Short-term Intensive Program in Naples Chaired by: Rossella Canestrino, University of Naples Parthenope
14:20-14:40	How to approach the change in teaching methodology in a digital transformation scenario? Chaired by: Manolo Valverde, University of Jaen
14:40-15:40	Digitalisation and Humanistic Approach - panel discussion Chaired by: <i>Humanistic Management Network</i>
15:40-16:00	Final comments and next steps: how to sustain the development of curriculum for digital entrepreneurship



Digital Entrepreneurship in Europe





Explore the results of the TED project



Teaching guidelines



The textbook “Doing
business digitally”



The casebook
“How to do business in
digital era?”



Curriculum
course on ‘Digital
Entrepreneurship’

Meet the TED-Team



Krakow University of Economics
www.uek.krakow.pl



University of Naples Parthenope
www.uniparthenope.it



University of Foggia
www.unifg.it

Università di Foggia



University of Salerno
www.unisa.it

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DI SALERNO



Vienna University of Economics and Business
www.wu.ac.at

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Erasmus+



Find out more about our speakers on Digitalisation and Humanistic Approach

Dr. Carlos Largacha-Martinez

Carlos is a research-professor at the Fundación Universitaria del Area Andina, consultant & futurologist with a holistic professional formation having more than 20 years of experience in reinventing management, humanistic management, non-linear thinking, alternative strategic planning, and inspirational leadership. He has won several awards for his consulting as well as teaching activities. Dr. Largacha-Martinez holds a M.A. in Sociology and a Double-Doctorate in International Studies and Sociology from the University of Miami, and a B.S. in Industrial Engineer from the Universidad de los Andes.

Dr. Malwina Popiołek

She is a member of the Faculty of Management and Social Communication at Jagiellonian University in Cracow. She works as Assistant Professor at the Institute of Culture. In the academic year 2021/2022 she was a Visiting Professor at the School of Business and Justice Studies at Utica University in the United States, where she conducted classes and research on student attitudes towards various forms of violating privacy in the electronic media space. She conducts academic courses and trainings about the media, especially communication in the Internet space. She is the author of several dozen publications devoted to online privacy management, social media communication and e administration. Recently, she conducts her research on fake news in mainstream media and on Russian disinformation in the Internet.

Dr. Shiv K. Tripathi

Dr. Shiv K. Tripathi has two and half decades of experience in teaching, research, and higher education management. He has been Vice Chancellor at Atmiya University, India. Dr. Tripathi has worked actively in disseminating sustainable development focused higher education in India and East Africa through collaborative interventions with United Nations Academic Impact (UNAI) and UN Principles for Responsible Management Education (PRME) He is elected board member of Humanistic Management Network (HMN) and leads India Chapter. Shiv has been recognized as a Pioneering Professor for promoting sustainable development focused education initiative, jointly by Flourish Prize Initiative, Case Western Reserve University (USA) and UN Principles for Responsible Management Education (PRME).

Dr. Katarzyna Kopeć

Deputy Director for Teaching at Institute of Culture Jagiellonian University. Doctor of Humanities in the field of management sciences (Jagiellonian University, 2013), graduate of culture management (Hochschule Zittau/Görlitz, Jagiellonian University). Since October 2018, she has been working at the Department of Culture Management (JU Institute of Culture). Her research activities encompass, among others, cultural politics and economics of culture, especially the socio-cultural contexts of financing culture.



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