

KRAKÓW | 27.11-2.12.2023



**We invite you to events within
two research platforms
- Humanistic Management Network
and Future Democracy Lab
under the program Excellence
Initiative – Research University at the
Jagiellonian University in Krakow**



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Humanistic Management Network Meeting



This project was funded by the Priority Research Area Heritage under the program Excellence Initiative – Research University at the Jagiellonian University in Krakow



Humanistic Management Network



Humanistic
Management
Network

The mission of the Humanistic Management Network is to encourage, promote and support economic activities and business conduct that will change the paradigm from economic views of market activity towards a humanistic approach.

The idea behind the process of creating a research platform is to deepen the reflection on Humanistic Management, understood as three interrelated dimensions. These are:

1. Dignity of life deserves unconditional respect.
2. Ethical considerations must form an integrated part of business decisions and
3. Actively embracing corporate responsibilities is contingent upon initiating and maintaining an ongoing dialogue with stakeholders.

In combination, these three dimensions promote sustainable economic activities that are life-conducive and add value to society at large.

Thanks to the fund from the Priority Research Area Heritage under the program Excellence Initiative – Research University at the Jagiellonian University in Krakow we organize a series of lectures and workshops:

- 29.11, 10.00 a.m.- 1.00 p.m. – *Humanistic Management in Action – the Perspective of Various Countries*
- *Panel Discussion: Prof. Dr. Pingping Fu (China), Prof. Dr. Shiv K. Tripathi (India), Dr. Ernst von Kimakowitz (Switzerland), Dr. Carlos Largacha Martinez (Colombia), Dr. Christina Schwabenland (UK), Dr. Adaora Ijeoma Onaga (Nigeria), discussion moderator: Dr. Weronika Pokojska (Poland)*
- *Workshop – Prof. Dr. Shiv K. Tripathi (India)*
- 30.11, 9.45 a.m. – 1.00 p.m. – *Humanistic Management – various approaches and methodologies*
- *Confucian Humanistic Leadership in China (Prof. Dr. Pingping Fu, China)*
- *The Future of Marketing: Immaterial Communication (Dr. Carlos Largacha-Martinez, Colombia)*
- *Ethics and Sustainability at the Base of the Pyramid (Dr. Adaora Ijeoma Onaga Nigeria)*
- *Dignity at Work (Dr. Ernst von Kimakowitz Switzerland)*
- *Report Back from Grand India Tour (Sara Wurzer, Austria)*

Lectures and discussions will be streamed online.

Please complete the form:

<https://forms.office.com/e/xFC0wfReUv>



Humanistic Management in Action – panel discussion

Panel discussion
29.11.2023 (Wednesday)
10.00 a.m. - 11.30 a.m. CET
Room 0.101

During the panel discussion, representatives of local chapters of the Humanistic Management Network will present how humanistic management is understood and practiced in their countries. We will talk about the education of students, the specifics of research work in each country and the challenges in cooperation with the socio-economic environment. We will also consider the prospects for the development of humanistic management and what we can learn from each other.

Participants:

Prof. Dr. Pingping Fu (China)

Prof. Dr. Shiv K. Tripathi (India)

Dr. Ernst von Kimakowitz (Switzerland)

Dr. Carlos Largacha Martinez (Colombia)

Dr. Christina Schwabenland (UK)

Dr. Adaora Ijeoma Onaga (Nigeria)

Discussion moderator:

Dr. Weronika Pokojaska (Poland)

Humanistic Management in Action – workshop

Prof. Dr. Shiv K. Tripathi

Workshop

29.11.2023 (Wednesday)

11.30 a.m.-1.00 p.m. CET

Room 0.101

Objectives

During the workshop, we will be:

- Identifying the key stakeholders and their respective roles in the proposed blog initiative.
- Exploring the coverage and focus areas for the blog.
- Developing stakeholder engagement strategies for enhancing the blog reach and applications.
- Planning integrated dissemination approaches using the blog content.

Focus Questions

- Who can be key participants in humanistic management (MH) blogs? What will be their roles?
- What type of themes can be covered in the HM blogs?
- How can we engage different stakeholders for larger impact of the blog?
- How to integrate the HM blog with other existing platforms of HMN?

Workshop Flow

- Introduction and opening remarks (10 minutes)
- Brainstorming Session (20 minutes)
- Breakout Groups (30 minutes)
- De-briefing and Closing (30 minutes)

Confucian Humanistic Leadership in China

Pingping Fu will introduce the essence of Confucianism and the characteristics of humanistic leadership in China to show that humanistic leadership is universally applicable, but some of the forms and specific contents are culturally rooted, therefore, would vary from culture to culture.

Prof. Dr. Pingping Fu (China)

Lecture
30.11.2023 (Thursday)
9.45-10.30 a.m. CET
Room 0.101

The Future of Marketing: Immaterial Communication

Dr. Carlos Largacha-Martinez
(Colombia)

This lecture explores the enduring significance of the 1970s article 'Pygmalion in Management,' lauded by Harvard Business Review for its insights into motivation. Despite its acclaim, leadership literature has shown a surprising lack of focus on this crucial topic. Perhaps this oversight stems from the inherent complexity of studying the Pygmalion Effect, which necessitates an interdisciplinary approach rooted in complexity sciences. The lecture delves into the scientific advancements of the past century in understanding human energy, weaving together insights from quantum mechanics, bio-fields, neuroplasticity, and epigenetics. By doing so, it provides innovative explanations for the mechanisms behind the Pygmalion Effect, emphasizing its pivotal role in comprehending effective leadership and cutting-edge management practices.

In light of these revelations, a groundbreaking soft-skill is introduced: immaterial communication. This novel leadership construct proves instrumental in addressing the pervasive issue of disengaged workers worldwide, as evidenced by the alarming 86% disengagement rate reported by Gallup in 2013. The lecture concludes with a descriptive proposal outlining the operationalization of Immaterial Communication, paving the way for its practical application in shaping the future of marketing and leadership strategies.

Lecture

30.11.2023 (Thursday)

10.30-11.15 a.m. CET

Room 0.101

Ethics and Sustainability at the Base of the Pyramid

Dr. Adaora Ijeoma Onaga (Nigeria)

The Base (or Bottom) of the Pyramid (BoP) is a consumer segment dominantly found in regions of Africa, Asia, and South America and made up of two-thirds of the world's poor (Khandker, 2022). Many studies classify them as economically vulnerable, educationally disadvantaged, and socially challenged (Gupta & Pirsch, 2014). In this session, we will examine the intersection of economic interests, social responsibility, and sustainability concerns in engaging with the BoP consumer segment. We will reflect on what is needed to shift corporate thinking towards optimizing human flourishing for both corporate bodies and this specific group of consumers by creating shared value. Ultimately, we will establish some guidelines for business with the BoP which promotes humanistic management.

Lecture

30.11.2023 (Thursday)

11.30 a.m.-12.15 p.m. CET

Room 0.101

Dignity at the Work

Respect for the dignity of life plays a vital role for fruitful interpersonal relationships as well as in motivating care for our natural environment. Business conduct and business relationships are no different there and yet, dignity rarely receives much explicit attention in the context of business and economics. Likewise in academic works on leadership, business ethics, sustainability and related subjects dignity is under-researched whilst broad based agreement can be found on its foundational character. In this context Ernst von Kimakowitz has developed a model that can help us better understand how dignity is perceived and understood by economic actors and beyond. The model is looking at the subjectivity of dignity, the locus of respecting dignity and the ethical tradition implicit in narratives on dignity and this lecture will be the first time the “Dignity at Work” model is presented to a wider audience.

Dr. Ernst von Kimakowitz (Switzerland)

Lecture

30.11.2023 (Thursday)

12.15 a.m.-1.00 p.m. CET

Room 0.101

Report Back from India Grand Tour

Sara Wurzer (Austria)

The 1st HMN India Tour took place this year between October 25th and November 1st, spanning 8 dynamic days and encompassing visits to 7 diverse cities across India. It was an eventful journey filled with captivating interactions, enlightening discoveries and moments of joy, rendered unforgettable by the inherent welcoming nature and ease of the Indian culture. This report invites you to delve into the journey, sharing some insights into the tour and the experiences we made along the way.

Lecture

30.11.2023 (Thursday)

13.15-13.45 p.m. CET

Room 0.101

Visiting scholars



Prof. Dr. Pingping Fu (China)

Pingping FU (PhD, State University of New York at Albany) is a professor of organizational behavior at the University of Nottingham Ningbo China. Her main research interests are on humanistic leadership, cultural leadership and applications of Chinese philosophies in business operations. In recent years, she has been studying companies that apply traditional philosophies to executive leadership, examining how they build company cultures that make employees happy while sustaining company businesses. Together with her team, she is trying very hard to develop humanistic leadership. She has established a China Chapter under Humanistic Management Network. In 2020, she and her colleagues edited a Special Issue on Humanistic Leadership under Cross-Cultural and Strategic Management Journal. Her edited book with cases of humanistic leaders from across the world will soon be published.



Prof. Dr. Shiv K. Tripathi (India)

Has two and half decades of experience in teaching, research, and higher education management. Currently he is serving as Vice Chancellor at Atmiya University, India. He also leads Humanistic Management Network, India Chapter. Shiv has supervised 12 students for award of Ph.D. degree in Business Management; and he has been a member in Doctoral thesis committee of different universities in India, Tanzania, and France. He has published more than 90 articles, book-chapters and case-studies including nine books on 'Management Education' and 'Executive Education' theme. He is member in United Nations Principles for Responsible Management Education (PRME) Working Group on 'Anti-Corruption in Management Curricula' and 'Poverty Eradication through Management Education'. He has interests in (or combination of) ethics, humanism, sustainability, strategy, supply chains, responsible business, practical wisdom and higher education management.



Dr. Adaora Ijeoma Onaga (Nigeria)

Dr Adaora Ijeoma Onaga is the current Director of the Institute of Humanities, Pan Atlantic University (PAU), Lagos Nigeria. She also leads the Nigerian Chapter of the Humanistic Management Network and is a member of the Board of Directors of the International Humanistic Management Network. She holds an MBBS degree in Medicine and Surgery from the University of Ibadan, Nigeria and has specializations in Internal Medicine and Nephrology. She holds a PhD in Philosophical Anthropology and Ethics from the Pontifical University of the Holy Cross, Rome, Italy. She has taught Philosophical Anthropology, Ethics, Personal and Professional Skills, Health, Wellbeing, and flourishing. Her current research interests are in the areas of Workplace flourishing, Humanistic Management, General and Business Ethics. She is the co-editor of two books on Work Value Shifts titled 'Responsible Management of Shifts in Work Modes: Values for a Post-Pandemic Future (2022) and Responsible Management of Shifts in Work Modes: Values for Post-Pandemic Sustainability' (2023).



Dr. Christina Schwabenland (UK)

Christina Schwabenland is a Reader in Organisational Behaviour at the University of Bedfordshire, and Director of the Research Centre for Leadership Innovation.. Her research and teaching interests are focusing on equality, diversity and inclusion (EDI) in management curriculum and in non-profit organisations. She has published a monograph on EDI as well as numerous journal articles. Currently she is working on a project using Lego Serious Play to surface challenges and contradictions in implementing EDI, with funding from the Imagination Lab Foundation and the British Council.



Dr. Ernst von Kimakowitz (Switzerland)

Dr. Ernst von Kimakowitz is passionate about strengthening the positive impact of business. He is co-founder and president of the board of the Humanistic Management Network, founding director of the Humanistic Management Center and a senior research fellow at the University of Lucerne. His main research foci are dignity at work and the three stepped approach to Humanistic Management which he developed as well as impact investing, stakeholder engagement, development theory and leadership.

Ernst has been visiting faculty at universities in Colombia, Germany, India, Japan, Poland and Switzerland, holds a M.Sc. from the London School of Economics (LSE) in the UK and an award-winning Ph.D. from the Institute for Business Ethics at the University of St. Gallen, Switzerland.



Dr. Carlos Largacha Martinez (Colombia)

Carlos Largacha-Martinez is a social futurist who designs and develops social inventions using quantum mechanics and artificial intelligence. Carlos believes that society has to be more authentic in order to be more humane, and particularly at the workplace, where he has been leading the start-up 'FlourishingAI', linking humanistic and ethical leadership with NLP-natural language processing. More than a decade ago, Carlos has been helping corporations to become purpose-driven and increase the engagement and motivation levels of their workers, like WoodGroup-Energeticos, Mansarovar, and Colpatria-ClínicaVIP. Carlos is an award-winning consultant by the HBR/McKinsey M-Prize: Leaders Everywhere Challenge, TEDx speaker, quantum & outplacement coach, and B-Corps multiplier. Currently he is the Colombia Director for the Swiss' Humanistic Management Network, the Swedish Inner Development Goals and researcher for University Areandina (Colombia).

Carlos holds a double-Ph.D. in International Studies and Quantum Sociology from the University of Miami, and a B.S. in Industrial Engineering from the Universidad de los Andes (Colombia). Currently he is a Fulbright Fellow in a Post-Doctoral Visiting Scholar Program. He is married and lives with his lovely wife, two children, and their pets. He loves playing squash and horseback riding.



Sara Wurzer (Austria)

Sara Wurzer is a PhD student at the department of Psychology at the University of Innsbruck, Austria. After completing her studies in psychology and economics at the University of Innsbruck, her passion for the scientific research process and her interest in sustainability inspired her to pursue a doctorate. Her research is centered around sustainable production and consumption in a globalized world, with a focus on promoting living wages and fair trade. She is dedicated to finding solutions that support a more sustainable and equitable future.



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Future Democracy Lab Meeting



This project was funded by the Priority Research Area FutureSoc under the program Excellence Initiative – Research University at the Jagiellonian University in Krakow





**FUTURE
DEMOCRACY
LAB**

Future Democracy Lab is based in the Faculty of International and Political Studies.

Led by dr hab. Magdalena Góra, prof. UJ it creates an **Interdisciplinary Excellence Team** aiming at creating a platform for researchers analysing various aspects of the **transformations of liberal democracies**, democratisation processes and the liberal international order itself, approaching the issue from multidisciplinary perspectives. Disciplines covered by the project - social science and humanities; political science and administration; security sciences; sociology; communication and media; law, economy, geography, psychology, philosophy.



WP2: (Social)mediatization and Democracy

WP2 focuses on the role of social media in changing conditions for democratic institutions to operate, especially in the context of the information flow. The digital revolution and the widespread use of Web 2.0 tools have shown that social media can be used in the processes of democratization, social involvement, and political participation. However, it quickly turned out that the same tools are also effective in achieving goals that threaten democracy. In situations of crises such as the COVID-19 pandemic or the war in Ukraine, the enormous potential of using social media for disinformation, managing social emotions, introducing chaos and social apathy has been revealed. The aim of the research activities will be to look for answers if, and how social media can threaten the institutions of liberal democracy, especially.



Thanks to the fund from the **Priority Research Area FutureSoc** under the program **Excellence Initiative – Research University at the Jagiellonian University in Krakow** we organize a series of **lectures:**

- 28.11, 10:30 a.m. - 1:00 p.m. CET OSINT Workshop
 - *Leslie Corbo, Maxim Gorbachevsky*
- 30.11, 4:00-7:00 p.m. CET Guest lecture and joint research presentation
 - *Leslie Corbo, Maxim Gorbachevsky*
 - *Barbara Cyrek,*
 - *Malwina Popiołek*
 - *Jenna Peltonen*



Leslie Corbo, D.Sc., Associate Professor, Utica University, Utica NY (USA)

Leslie Corbo is the director of the Undergraduate Cybersecurity Programs and an associate professor of cybersecurity. Her area of expertise is cybersecurity and behavior analysis of human interaction with computer systems. Prior to joining Utica University, she was a Sr. Information Security Program Manager for Cofense, Inc. and the Director of Training for Dragos, Inc. Corbo has also supported Department of Defense and Department of Homeland Security efforts, working as a Cybersecurity Analyst and Information Systems Security Manager. She is believed to be the only cybersecurity professor published in the Journal of the American Medical Association, and was selected as the first recipient of the Karl Zimpel Endowed Professorship in Cybersecurity. Corbo has provided commentary for various local media outlets including WKTU News Channel 2, Spectrum News, WUTQ's Talk of the Town morning radio show, and WUTR Eyewitness News. Corbo's education includes a D.Sc. in Cybersecurity from Capitol Technology University, an M.S. in Cybersecurity from Utica University, and a B.S. in Cybersecurity and Information Assurance with a concentration in Cybercrime Investigation and Forensics. She also holds an A.A.S. degree in Web Development. Corbo's research areas include phishing emails, behavior analysis, and fraud. Dr. Corbo's dissertation study involved case studies in the decision-making processing methods utilized by undergraduate students when interacting with malicious emails. In February 2020, the International Medical Informatics Association selected Dr. Corbo's collaborative paper, Employee Susceptibility to Phishing Attacks at US Healthcare Institutions a "best paper" in the Clinical Information Systems category.



Maxim Gorbachevsky, M.S., Professor of Practice, Utica University, Utica NY (USA)

Professor Gorbachevsky teaches undergraduate and graduate courses in cybersecurity at Utica College. His main area of interest is cyber operations. Max Gorbachevsky has taught courses on information technology foundations, information security, network forensics, network security, and penetration testing.

Prior to entering academia in 2014, he worked as a research consultant at the Air Force Research Laboratory. Max is currently pursuing a Ph.D. in Cyber Operations from Dakota State University.



OSINT/SOCMINT Workshop

Leslie Corbo, Maxim Gorbachevsky (USA)

The OSINT(Open Source Intelligence) / SOCMINT (Social Media Intelligence) workshop will provide attendants with an understanding for common data that is openly available. Common Internet users, defensive and offensive security professionals could use the data to formulate defenses and security controls to mitigate risks of the openly available information or use the information as the foundation for launching attacks. OSINT about people, organizations, networks, logistics, physical/geographical information will be covered.

Workshop

28.11 (Tuesday)

10:30 a.m. - 1:00 p.m. CET

Room 0.313

(Social)mediatization and Democracy – International Seminar

Leslie Corbo (USA),

Maxim Gorbachevsky (USA),

Jenna Peltonen (Finland),

Barbara Cyrek (Poland),

Malwina Popiołek (Poland),

Joanna Kulpińska (Poland)

During the seminar, we will present the results of research conducted together with the Jagiellonian University, Utica University and University of Turku. The topics covered during the seminar will include:

- Russian aggression of Ukraine from the perspective of CNN, PBS, and Fox News: analysis of Facebook posts;
- The image of war in CNN's "Russia-Ukraine News" headlines. Report from September 2022;
- Disinformation Aimed at Immigrants from Eastern and Central Europe Living in the USA;
- Social media as a space for the (dis)information flow during the COVID-19 pandemic;
- Deception in the lens of Scimago Journal Rank: review of best ranked journals in communication studies

Individual topics will be presented by researchers working together within WP2 (Social)mediatization and Democracy: Leslie Corbo, D.Sc., Maxim Gorbachevsky, M.Sc, Joanna Kulpińska Ph.D., Malwina Popiołek, Ph.D., Jenna Peltonen Ph.D. Candidate. After presenting the research results, there will be time for discussion with the audience.

Lecture

30.11.2023 (Thursday)

4.00-7.00 p.m. CET

Room 0.102

The program was prepared by employees and associates of the Institute of Culture of the Jagiellonian University:

- Dr. Agnieszka Konior (Humanistic Management Network research platform coordinator, e-mail: agn.konior@uj.edu.pl)
- Dr. Anna Góral
- Dr. Katarzyna Kopec
- Dr. Anna Pluszyńska
- Dr. Weronika Pokojska
- Dr. Malwina Popiołek

