**Research Symposium Program**

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| **11:00– 12:30** | **Session 1** – **PERFORMANCE MEASUREMENT** |
| **Chair:** Dr hab. Monika Łada, prof. AGH Kraków | |
| Prof. Dr Jari Paranko (Tampere University of Technology, Finland), Petri Huhtala  “***Productivity Measurement at the Factory Level***” | |
| Dr Tomasz Dyczkowski (UE Wrocław, Poland)  “***Towards NGO Performance Model***” | |
| Dr hab. Michał Pietrzak, prof. SGGW, Piotr Pietrzak (SGGW Warsaw, Poland)  “***The Problem of Performance Measurement in the Public Higher Education***” | |
| Dr hab. Marta Nowak, prof. UE Wrocław  “***Cultural Determinants of Accounting, Performance Management and Costs Problems. View from Polish Perspective using G. Hofstede and Globe Culture Dimensions***” | |
| Prof. Dr Debora Lacs Sichel (Federal University of State of Rio de Janeiro, Brazil)  “***The Importance of Intellectual Property Rights Protection***” | |
| **13:00-14:30** | **Session 2** – **MANAGEMENT CONTROL** |
| **Chair:** Dr Tomasz Dyczkowski, UE Wroclaw | |
| Prof. Dr Ricardo Luiz Sichel (Federal University of State of Rio de Janeiro, Brazil)  “***Intellectual Property: Its Relevance for the Management Control***” | |
| Dr Maciej Ciołek (UE Poznań, Poland)  “***The Lean Thinking in Overhead Cost-Cutting***” | |
| Prof. Dr Ülle Pärl (Estonian Business School, Estonia), Prof. Dr Rodney Koyte (University of Sydney, Australia), Prof. Dr Salme Näsi (University of Tampere, Finland)  “***Examining Middle Managers Mediating Role in MCS Implementation***” | |
| Dr Anna Białek-Jaworska (Warsaw University, Poland)  “***Regulation Analysis of Higher Education Costs in Poland***” | |
| Dr Piotr Bednarek (UE Wrocław, Poland), Prof. Dr Rolf Brühl (ESCP Europe Business School Berlin, Germany), Dr Michael Hanzlick (Cornelsen Schulverlage GmbH, Germany)  “***Long-Range Planning and Cross-Cultural Research: A Literature Review***” | |
| **16:00-17:30** | **Session 3** – **REPORTING** |
| **Chair:** Dr hab. Marta Nowak, prof. UE Wrocław | |
| Prof. Dr Petra Kroflin (International Business University of Cooperative Education, Ravensburg, Germany)  “***Value Based Management and Value Reporting: Impacts of Value Reporting on Investment Decisions and Company Value Perception***” | |
| Dr Joanna Dyczkowska (UE Wrocław, Poland)  “***Do Annual Reports Communicate Strategic Issues? Insight into Reporting Practices of High-Tech Companies***” | |
| Dr Anita Reizinger-Ducsai (Corvinus University, Hungary)  “***Bankruptcy Prediction and Financial Statements***” | |
| Dr Małgorzata Macuda (UE Poznań, Poland)  “***CSR Reporting and its Impact on Value Creation***” | |
| Mgr Mariola Kotłowska (UE Wrocław, Poland)  “***Risk Areas in a Heating Company***” | |