

Dear International Partner,

We are glad to invite you to the

INTERNATIONAL WEEK
held between April 20-25, 2020
at the University of Economics in Katowice, Poland

The general theme of the week is:

Internet Communication Management

The purpose of the event is to enhance international collaboration with our partners primarily in the field of teaching and learning. It will also be an opportunity for meeting and networking.

The topics proposed are interdisciplinary and suitable for both Polish and international students studying at our university in various programmes at the faculties of Informatics and Communication, Management, Economics, and Finance and Insurance. Hence, the lecture content can be either tailored to the needs of a highly specialized group or suited to a wider audience consisting of students of various specialisations.

The foreign lecturers will be asked to deliver a series of lectures (8 or 16 academic hours) to one student group in their respective field. The content of the lectures does not have to be limited to the specific topics listed below, as long as it reflects the general theme of the week.

The thematic list covers the following topics in two categories:

Management & Marketing	Information Communication Technologies
Internet Communication for Management and Marketing Research; Cross-cultural & Multi-cultural Business Communication; e/m-Learning, e/m-Training and Executive Training; Virtual Organization & Social Networking; Strategy Business Games; Multimedia Design; Content Management & Digital Rights Management; Ethical & Security Issues in Internet; EU & Global Integration in Internet; Data Science & Data Governance; Industry 4.0; Decision Making in Distributed Environment; Management 3.0; ICT Governance; Business Information Systems; Business Analytics; Web Services Implementation	Internet Communication technologies and tools; Web Analytics & Web Intelligence ; Virtual Reality; Pervasive Information Systems; Communication, Collaboration and Information Sharing; Interoperability in e-Business/ e-Government; Business Process Modelling; Ontologies and Semiotics; Business Information System Design; Internet Communication Security; Privacy Control; Cloud Computing; Information Technology Management; Search Engine Marketing ; Information Retrieval; Knowledge Engineering; Blockchain Applications; Logistics Information Systems; Ambient Technologies; Internet of Things; Smart City & Smart People;

Prospective participants are asked to discuss their topics with the academic coordinator of the International Week:

Prof. Małgorzata Pańkowska

Faculty of Informatics and Communication

Tel: +48 32 257 7292, mobile: +48 601 155 460, fax: +48 32 257 7200

E-mail: pank@ue.katowice.pl

Please note that lectures and classes need to be delivered in English. However, we leave the choice of teaching methods to the lecturers. Those could be classic lectures, workshops, discussions, projects and/or students' presentations, etc.

We would like to invite the teachers to stay with us for the five days between Monday and Friday. However, this period may be changed, if needed. Besides teaching, the programme will comprise other activities, including the Scientific Seminar, meetings with students and networking as well as a number of social activities.

Located close to the University:

[Ibis Budget Hotel](#)

[Novotel Katowice Centrum](#)

(if you choose this hotel, we send you information about a discounted price)

[Qubus Hotel Prestige Katowice](#)

[Hotel Diament Plaza Katowice](#)

[Hotel Diament Spodek](#)

[Quality Silesian Hotel](#)

[Economy Silesian Hotel](#)

[Hotel Katowice single](#)

[EuroResidence Apartament Home](#)

Please find enclosed a separate file with the registration form and the programme draft. We kindly ask you to fill in the registration form and send it by e-mail to pank@ue.katowice.pl by **15th of January 2020.**

Please feel free to forward a copy of this invitation to your colleagues at your university.

We are very much looking forward to seeing you in Katowice!

Contacts:

Prof. Małgorzata Pańkowska, Academic Coordinator of the International Week:

pank@ue.katowice.pl, tel: +48 32 257 7292

Erasmus office / International Relations, erasmus@ue.katowice.pl tel. +48 32 2577124 (Erasmus Mobility Agreements, scholarship possibilities)

See us on <http://www.intweek.ue.katowice.pl>