



LOOK
FORWARD



Invitation to the SOCIAL ECONOMY 2021

SOCIAL ENTREPRENEURSHIP AND SOCIAL CAPITAL

IMPORTANCE - EDUCATION - DEVELOPMENT

International Scientific Conference



18-19 NOVEMBER 2021
ONLINE



[HTTPS://IPE.UP.KRAKOW.PL/SE-2021/](https://ipe.up.krakow.pl/se-2021/)

PEDAGOGICAL UNIVERSITY OF CRACOW, POLAND

**Dean of the Faculty of Social Sciences, Director of the Institute of Law and Economics,
Head of the Department of Entrepreneurship and Social Innovation
& Department of Economics and Economic Policy**

in partnership with

**CHINESE UNIVERSITY OF HONG KONG (CUHK) BUSINESS SCHOOL,
HONG KONG**

and

**Faculty of Economics and Management of the
OPOLE UNIVERSITY OF TECHNOLOGY
Department of Ecology Economics of the
WROCLAW UNIVERSITY OF ECONOMICS**

have the pleasure to invite to the International Scientific Conference



SOCIAL ECONOMY 2021

**SOCIAL ENTREPRENEURSHIP AND SOCIAL CAPITAL
IMPORTANCE - EDUCATION - DEVELOPMENT**

18-19 November 2021

online conference

Conference language: English and Polish

Organizing committee

Chairwoman of the Organizing Committee:

dr Iwona Lupa-Wójcik

Chairman of the Organizing Committee:

dr Wojciech Maciejewski

dr Marta Czyżewska

dr Katarzyna Kowalska

dr Paweł Nowak

dr Ewa Radomska

dr Krzysztof Sala

dr Elżbieta Szczygieł

dr Paulina Szyja

dr Renata Śliwa

dr Marcin Kępa

dr Ireneusz Drabik

Keynote speakers

THOMAS GOLD, PH.D. - NEW YORK UNIVERSITY



Thomas Gold, Ph.D. is an Adjunct Associate Professor of Education Studies at New York University (NYU) and an Education Evaluation Consultant. For the past 20 years, Dr. Gold has held leadership positions at the New York City Department of Education, NYU, Sacred Heart University and the Network For Teaching Entrepreneurship (NFTE). In his consulting work, Dr. Gold supports the work of nongovernmental organizations by using rigorous methods to demonstrate their impact and develop processes of continuous improvement. He is also an advisor for RebelBase, an education technology company that is being used in universities globally to help students create startups addressing social issues from climate change to affordable housing. Dr. Gold received his BA from NYU and his Ph.D. in Political Science from the New School for Social Research. A former Fulbright Fellow, his work has been profiled in Forbes magazine and the Entrepreneurial Mindset by Kyle Garman.

FRED K.T. KU, PH.D. - CHINESE UNIVERSITY OF HONG KONG (CUHK) BUSINESS SCHOOL, HONG KONG



Dr. Fred Ku, Assistant Dean and Senior Lecturer, Chinese University of Hong Kong (CUHK) Business School, Hong Kong Project Leader of Business Education for Social Good (BESGO), CUHK Dr. Ku is a believer and advocate of creating shared value. He has been collaborating with the private sector and international partners to bring the idea of social good into business education. He's the Project Leader of CUHK Business Education for Social Good (BESGO) Programme, which aims to nurture future business talents who embrace social innovation and shared value. Trained as an economist, Dr. Fred Ku teaches economics and business analytics courses for Master and UG programs in Hong Kong and Japan. He is the co-author of Interpreting Macroeconomic Terms and serves as project consultants for the Education Bureau, Trade and Industry Department of Hong Kong Government and other private enterprises. As a pioneering and dedicated educator, he produced more than 10 video teaching cases and a business simulation game. He's also the leader of several e-learning research projects. His prominent contribution to teaching and learning has been recognised by the CUHK Vice-Chancellor's Exemplary Teaching Award (2013 and 2019) and eLearning Forum Asia 2020 Award. He is a columnist and a speaker of Everyday Economics, a popular podcast in Hong Kong, where he shares insights from the latest economic, business and social innovation research. Dr. Ku received his PhD in Economics from the Hong Kong University of Science and Technology (HKUST).

Objectives and topics of the conference

Social entrepreneurship is a key element of the social economy. Its function is not only the production of specific goods and services, but also the mobilization of **social capital** and expansion of the market by including people who have been excluded so far. Social enterprises have a great ability to innovatively respond to the current economic, social and environmental challenges by creating sustainable jobs, promoting social inclusion, and improving local social services. It is also visible now, when many social economy entities, despite unfavorable phenomena, have taken steps to counteract the effects of COVID-19 in local communities. Therefore, social entrepreneurship can be very important for socio-economic development. In this regard, education plays an important role, promoting social entrepreneurship in collective social awareness and shaping pro-social attitudes, as well as other possible actions taken towards its development.

The development of social entrepreneurship also means hope for the development of social capital, the level of which in Poland is exceptionally low. Social capital is of great importance in the development of the social economy. It can be its product, but also a condition for its development. The deficit of social capital, manifesting itself in such elements as trust, ties, standards of cooperation, is the basic limitation of the development of social entrepreneurship. For the development of social economy entities, it is also necessary to professionalize their activities, in the business sphere, by strengthening their human capital. And here also the importance and role of education in increasing social capital and developing appropriate social and professional competences cannot be overestimated. Other opportunities for the development of social capital are also important.

The international scientific conference "Social Economy 2021. Social Entrepreneurship and Social Capital: Importance - Education - Development" is another edition of the conference organized annually by the Department of Economics and Economic Policy and the Department of Entrepreneurship and Social Innovation of the Pedagogical University of Cracow in cooperation with national and foreign scientific institutions. The main goals of the conference are:

- exchange of thoughts on the **importance** of **social entrepreneurship** in the modern economy, **education** in this area and its development, creating opportunities to exchange knowledge about the role of education in the **development** of social entrepreneurship, providing inspiring examples of teaching methods that shape pro-social attitudes, especially among young people; presenting the role of new technologies in the development of social entrepreneurship; analyze contemporary theoretical and empirical problems related to these issues;
- disseminating the results of research on the **importance** of **social capital** and **education** in this area, creating opportunities to exchange knowledge about the role of education in the **development** of social capital and the conditions and methods of its development in Poland and around the world, and its impact on the local community; presenting the role of new technologies in the development of social capital;
- enabling the exchange of knowledge and experience in the field of the social economy, with particular emphasis on social entrepreneurship and social capital - their importance, education and development, between participants representing various industries and environments: scientists, entrepreneurs, representatives of governments and non-governmental organizations, representatives of local communities, as well as young researchers and students.

Conference topics

- Social economy and its development in Poland and in the world,
- Awareness of the social economy importance in the economy,
- Changes and challenges for the social economy sector in COVID-19 and after pandemic,
- Social innovations and their impact on the integration of people with fewer opportunities,
- Social entrepreneurship - its importance in the economy and society,
- Conditions and opportunities for the development of social entrepreneurship,
- Education in the field of social entrepreneurship - challenges and threats,
- Methods of shaping pro-social attitudes,
- The importance of social capital and its impact on the local community,
- The role of educational practices in the field of social capital development,
- Methods and conditions for the development of social capital,
- The role of new technologies in the development of social entrepreneurship and social capital.

Scientific Council

- Chairwoman of the Scientific Council: Dr hab., prof. UP Janina Pach, Pedagogical University of Cracow, Poland
- dr hab. Dorota Murzyn, prof. UP, Pedagogical University of Cracow, Cracow, Poland
- Dr. Thomas Gold, New York University, New York, United States
- Dr. Fred Ku, Chinese University of Hong Kong - CUHK Business School, Hong Kong, China
- Dr hab. Ryszard Praszkiel, University of Warsaw, Poland; Institute for Advanced Studies (iASK), Kőszeg, Hungary
- Dr. Janelle A. Kerlin, Georgia State University, Atlanta, USA
- Prof. Artur Steiner, Glasgow Caledonian University, Yunus Centre for Social Business and Heath/ Glasgow School for Business School and Society, United Kingdom
- Dr. Erika Jáki, Corvinus University of Budapest, Hungary
- Prof. dr hab. Yuriy Bilan, Tomas Bata University in Zlín, Zlín, Czech Republic
- Prof. dr hab. Andrzej Graczyk, Wrocław University of Economics, Wrocław, Poland
- Dr hab. inż., prof. PO Marcin Łuszczczyk, Opole University of Technology, Opole, Poland
- Dr hab., prof. UJ Agnieszka Hess, Jagiellonian University, Cracow, Poland
- Prof. dr hab. Krystyna Przybylska, Cracow University of Economics, Cracow, Poland
- Prof. dr hab. Marian Kozaczka, Pedagogical University of Cracow, Poland
- Dr hab. Teresa Piechuch, prof. PRz, Rzeszow University of Technology, Rzeszow, Poland
- Dr hab., prof. UP Michał Rogoż, Pedagogical University of Cracow, Poland
- Dr hab., prof. UP Tomasz Rachwał, Pedagogical University of Cracow, Poland

Important dates

- 30 September 2021 - registration and submission of abstracts
(**to register visit conference website: <https://ipe.up.krakow.pl/se-2021/>**)
- 15 October 2021 - information on the acceptance of the abstract
- 31 October 2021 - payment of the conference fee
- 5 November 2021 - publication of the conference program
- 15 November 2021 - submission of the article
- 18-19 November 2021 – conference (online)

Publications

The submitted articles will be published in:

- a monograph,
- scientific journals.

For more information visit: <https://ipe.up.krakow.pl/se-2021/>

Fees

Amount: 60 EUR or 270 PLN

When: October 31, 2021

Persons who make the payment within the above deadline will be entitled to participate in the conference and receive a certificate.

Contact details

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For more information visit:
<https://ipe.up.krakow.pl/se-2021/>

 Stay tuned on Facebook
facebook.com/events/778469639474796

