



# Technical Communication for Academic Study and Business

**Conference date: May 25, 2018**

**Hosted by the Faculty of Economics and Management,  
University of Szczecin, Poland**

## **Location**

### **Room of the Faculty Council**

Faculty of Economics and Management, University of Szczecin

64 Mickiewicz Street, Szczecin

## **Program**

10.00 – 10.30 Conference opening – *Prof. Zygmunt Drążek*, Head of  
Conference, University of Szczecin

### ***Official Welcome***

*Prof. Waldemar Tarczyński, Dean of the Faculty Of Economics and  
Management, University of Szczecin*

*Dr. Eng. Mirosław Łazoryszczak, Vice Dean of the Faculty of  
Computer Science and Information Technology, West Pomeranian  
University of Technology, Szczecin*

*Prof. Jakub Swacha, President of the Scientific Society for  
Organization and Management – Szczecin Chapter, University of  
Szczecin*



10.30 – 11.15 *Keynote presentation – Prof. Sissi Closs* Karlsruhe University of Applied Sciences

**“TeCOMFrame as a tool for developing a curricula and support in business”**

11:15 – 11.35 *Prof. Rolf Eggert* (em. Präsident der Hauptverwaltung Hamburg der Deutschen Bundesbank) – “Communication in business”

11.35 – 12.00 *Susanne Marx* (Hochschule Stralsund) – “Knowledge management as a communications approach in international projects - the example of BalticMuseums: LoveIT!”

**12:00 – 12.30 Coffee break**

12.30 – 12.50 *Dr. hab. Eng. J. Jankowski* – “Modeling processes of dissemination of marketing content in social networks”

12.50 – 13.10 *G. Ladorucki* – “Communication in logistics”

13.10 – 13.30 *T. Naprawski, A. Pilarczyk* – “Internet as a medium for Technical Communication”

13.30 – 13.50 *Prof. J. Swacha, Dr. K. Muszyńska, A. Miluniec* – “Content and communication management models for a multinational end-user on the example of Baltic Museums”

13.50 – 14.30 Panel Discussion – Moderator: **Prof. Sissi Closs, Prof. Zygmunt Drązek**

Panelists: *Dr. T. Komorowski* (Marshal Office of West Pomerania), *G. Ladorucki* (Ladrok), *Dr. A. Bendig-Wielowiejski* (Asseco Data Systems), *S. Marx* (Emaerix), *K. Woloszyn* (dms/dmz group), *E. Rohkohl* (itm-consultants gmbh)

14.30 – 14.40 Summing up & concluding remarks