



Wrocław
University
of Science
and Technology

The role of knowledge and innovations in management Students' and academic' entrepreneurship

Information about seminars

Palermo, 29/11/2021 - 03/12/2021

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SEMINAR 1

“The practical approach to Open Innovations and Sharing Economy for Universities and it’s environment”

Date: 30/11/2021, 16:00-18:00

Audience: Researchers, PhD Students, 1st and 2nd Degree Students

Content:

- Theoretical approach to Open Innovations and Sharing Economy
- The roles of crowdfunding, crowdsourcing and infrastructure sharing at universities
- “SYNERGY” project and it’s outputs: the platform for crowdfunding and crowdsourcing and IT-tool for infrastructure sharing
- Crowd-innovation strategy

SEMINAR 2

“The Role of Knowledge Management in Manufacturing”

Date: 01/12/2021, 15:00-18:00

Audience: 1st and 2nd Degree Students

Content:

- Knowledge management as a new paradigm of XXI century
- Understanding knowledge and difference between information and knowledge
- Building knowledge-based organization on the basis of shaping organizational culture, human resources management practices, organizational structure and shaping physical environment
- Basic knowledge management tools

SEMINAR 3

“From Engineer to Innovative Entrepreneur”

Date: 02/12/2021, 15:00-18:00

Audience: 1st and 2nd Degree Students

Content:

- Entrepreneurship vs High Technology Entrepreneurship
- Milestones in the worldwide entrepreneurship revolution
- Innovation, types of innovation and innovation as management process
- Entrepreneur and characteristics of successful entrepreneur in new technology based firms
- Driving forces of successful entrepreneurship: opportunity, entrepreneur and resources
- Ingredients for a successful new business



Mateusz Molasy, PhD Eng.
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- Assistant Professor at the Faculty of Mechanical Engineering of WrUST. Ph.D. degree in the discipline of management, doctoral thesis: *Creating the organizational culture of an enterprise*
- Academic Teacher: *Knowledge Management, Innovative Entrepreneurship, Essentials of Management, Management in Production*
- Researcher: 65 registered papers
- Currently involved in research and projects covering topics of Open Innovations, Sharing Economy and Knowledge Management

Mateusz Molasy, Ph.D. Eng., Assistant Prof., Lecturer, Researcher.

Wide international experience (scholarships in Bangladesh, Lebanon, Albania, South Africa, India, Germany, Spain). His scientific interests are knowledge management, innovation management, Open Innovation, technology transfer, culture of organization. Participated in executing national and international grants and project in the area of international innovation and technology transfer in the advanced manufacturing, increasing effectiveness of transnational knowledge and technology transfer through a trilateral cooperation network of transfer promoters, improving the efficiency of the manufacturing companies in Lower Silesia automotive industry through changes in their organizational culture. Cooperated with Togliatti State University (Russia) in areas of improving the efficiency of human resource management systems and innovativeness in the automotive industry. Cooperated with Universidad Politécnica de Valencia (Spain) in areas of shaping human and social behaviours towards innovativeness and learning. Experienced in working in business support organizations: LETIA Technology Park of Legnica, Legnica Special Economic Zone (PL). Author or co-author of 65 registered national and international papers in the fields of management and mechanical engineering.