

Intercultural Communication and Empathy



Agnieszka Rachwal- Mueller is a dedicated explorer of intercultural communication, practitioner with well over 20 years of working in international teams with the focus on teaching intercultural communication since 2005.

University lecturer, head of international cooperation office at College of Economics and Computer Science in Krakow, Poland.

Founder and CEO of Ad Lucem Foundation dedicated to strengthening dialogue between cultures.

Phd candidate at the University of Economics and Business in Prague, The Czech Republic



Przemysław Stach

Vice-Rector for International Cooperation

– College of Economics and Computer Science, Poland

Holds a Ph.D. in Economics in the field of Management Science (Cracow University of Economics), and M.A. in American Studies (American Studies Center, University of Warsaw). An academician with over 20 year of experience in teaching and scholarly research. Works for many institutions if higher education institutions in Poland and abroad. Lectured in Germany, Denmark, and the UAE.

His current teaching responsibilities include mainly Principles of Management, Strategic Planning in Digital Marketing, Marketing Research, Change Management, and Performance Management.

Outside academia, he has been an active management consultant with Factor Consulting, where he specializes in the field of change and performance management, sales and marketing organization, decision support and market research. He has carried out projects in IT, chemical, medical, pharmaceutical, HoReCa, R&D, and automotive industries.



Ryszard Ćwiertniak

– Design thinking expert, WSEI faculty,
Poland

Holds a Ph.D. Social Sciences in the field of Management and Quality Sciences. Holds an engineering degree in Electronics, Agile Design Methods and Design Thinking expert.

Fully draws on design thinking when conducting training for business, public administration, education and the non-governmental sector.

He has conducted several dozen workshops in the field of training planning, operational planning and crisis response. He is involved in supporting organizations in their search for improvement.

He currently conducts training courses for companies preparing teams to implement the Design Thinking methodology in the area of advanced production systems – Industry 4.0.



DONATA ADLER

A graduate of the University of Economics in Krakow, Faculty of Management. Field of study: Management and marketing, Specialty: Accounting. She also completed postgraduate studies in Public Relations.

Participant of doctoral studies at the College of Management and Quality Sciences of the Krakow University of Economics, Department of Labor Resource Management.

Scientific interests: organization management, communication, relationships, work resources; non-financial indicators in the reporting of business entities, social reporting; social value in sustainable development projects; sustainable development and corporate social responsibility, green marketing; development of professional and interpersonal competences.

In 2014-2020, she won the UEK Rector's scholarship for the best doctoral students. She received twice: a Grant for Young Scientists at the Faculty of Management of the CUE and a Grant from the Doctoral Students' Council of the CUE.

Research activities:

Grant for Research of Young Scientists (BMN) and Participants of Doctoral Studies of the Faculty of Management, co-financed by the Ministry of Science and Higher Education.

Grant for Research of Young Scientists (BMN) and Participants of Doctoral Studies of the Faculty of Management, co-financed by the Ministry of Science and Higher Education.

Participation in a foreign project organized by the Department of Labor Resource Management and the Scientific Club of Personal Development and Hochschule Fulda /University of Applied Science/ in Germany.