Among the speakers:

7th CONFERENCE
LUMEN
Leaders in University Management
23-24 November 2021

Organizers
DAY 1
STRATEGIC MANAGEMENT

09:00 - 09:30 | OPENING SESSION
— Prof. Łukasz Sulkowski
  President of the Management Board of PCG Polska,
  Jagiellonian University in Kraków, University of Social Sciences
— Wojciech Murzek
  Secretary of State, Ministry of Education and Science,
  Government Plenipotentiary for the reform of research institutes
— Prof. Arkadiusz Mężyk
  President of the Conference of Rectors of Academic Schools in Poland,
  Rector, The Silesian Technical University
— Prof. Jerzy Wańkowiak
  President of the Polish Rectors Foundation

09:30 - 10:00 | PRESENTATION
Keynote speech: The future role of universities in the post-covid 19 era
— Phil Baty
  Chief Knowledge Officer, Times Higher Education

12:00 - 12:35 | PRESENTATION
Evaluation of scientific activities 2017-2021.
Technical aspects which are worth paying attention to
— Marek Michajłowicz
  Deputy Director, National Information Processing Institute -
  National Research Institute

12:35 - 12:50 | PRESENTATION
"Traditional" vs. flexible strategic planning model for university development
— Piotr Stec
  IRSW expert on market research, President of Research pro

12:50 - 13:30 | PANEL DISCUSSION
Conditions favorable for internationalization. What model of the university is conducive to success on an international scale?
— Prof. Marek Kwiek
  Director of the Center for Public Policy Studies, Adam Mickiewicz University in Poznań
— Prof. Jarosław Bosy
  Rector, University of Life Sciences in Wrocław
— Prof. Marta Kosior-Kazberuk
  Rector, Białystok University of Technology
— Prof. Jerzy Lis
  Rector, AGH University of Science and Technology in Kraków

13:50 - 14:00 | PRESENTATION
Chancellor’s methodical recommendations – a step towards the polish project management methodology
— Maria Szymierska
  Counsel, The Chancellery of the Prime Minister

14:00 - 15:00 | PANEL DISCUSSION
Sustainable development and social responsibility of universities in the era of economic and climate crisis
— Prof. Piotr Wachowiak
  Rector, SGH Warsaw School of Economics
— Maria Andrzejewska
  Director of the UNEP/GRID-Warsaw Centre
— Prof. Aleksandra Przegalińska
  Vice-Rector for International Cooperation, Koszminski University
— Duncan Ross
  Chief Data Officer, Times Higher Education

15:00 - 15:30 | SUMMARY OF THE 1ST DAY
— Prof. Łukasz Sulkowski
  President of the Management Board of PCG Polska,
  Jagiellonian University in Kraków, University of Social Sciences

Marcin Witkowski
Conference Moderator
European Association of Communication Professionals
in Higher Education - EUA/GRID | University of Adam Mickiewicz in Poznań

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Phil Baty

Keynote speech: The future role of universities in the post-COVID 19 era.

Drawing on the deep and rich databases that underpin the THE World University Rankings and THE Impact Rankings, focused on the Sustainable Development Goals, and taking insights from THE's annual University Leaders' Survey, THE Chief Knowledge Officer Phil Baty will explore the shifting sands of the global knowledge economy, lessons learned from the global response to the pandemic, the extent of disruption coming to the university sector, and will suggest a new focus for universities worldwide.

Prof. Jerzy Woźniaki

Panel discussion: Higher education and science in the light of the national reconstruction plan, the EU financial perspective 2021-27 and the state budget for 2022.

The National Reconstruction Plan is, in addition to funds from the state budget and the EU perspective 2021-2027, a special source of funding for universities in the coming years. Linking objectives, identifying sources, as well as determining the scope and amount of funding for individual tasks under conditions of availability of funds of such diverse nature requires the implementation of a properly designed strategy for the development of the knowledge sector in Poland that refers to related strategic documents, including the national science policy.

In this debate, representatives of the three ministries concerned will provide information and commentary explaining the intentions, goals and decisions already made that determine government plans in this regard. The participants in the discussion, inspired by the moderator, will in particular point to the expected developmental results of the investment activities undertaken in the area higher education and science.

Prof. Łukasz Sułkowski


Science management in a university is based on scientific evaluation, which is a set of methods, approaches and techniques used to study, evaluate and measure the effectiveness or quality of scientific activities. Evaluation can lead to improving science management, making decisions about science, implementing research excellence programmes, comparing scientific units or even entire national science systems.

The data collected in the process of evaluation are also the ground for the currently developed employee evaluation systems, which are based on the data on the increase of the research output of academic employees. Consequently, effective knowledge management depends on the reliability and effectiveness of data in the scientific information management system.

Representatives of three excellent universities, who cooperate closely with PCG Academia in the area of computerization of science management, will discuss opportunities and challenges of the scientific evaluation process: Jagiellonian University, University of Warsaw and SWPS University.
Piotr Stec
Presentation: “Traditional” vs. flexible strategic planning model university development

When embarking on the development strategy, the university should make an extremely important decision concerning the choice of the strategic planning model. It has far-reaching implications, because the strategy model influences not only the construction of objectives, but also finances, monitoring and evaluation indicators, management, building organizational culture or the very identity of the university.

For some HEIs a “traditional” model of strategic planning will be appropriate, whereas others may try to deal with a flexible model. However, this decision should be based on rational premises and be dictated by the awareness of the persons responsible for strategic work of what are the advantages and challenges of both models. Choosing the right direction of strategic work may crucially translate into a significant increase in the competitive position of the university and its attractiveness.

Prof. Marek Kwiek
Panel discussion: Conditions favorable for internationalization. What model of the university is conducive to success on an international scale?

During the session we will look for answers to questions such as: why do some universities conduct more international research and others less? Does the level of internationalization depend only on university policy? Which internal and external factors have a positive impact on the internationalization of research and which have a negative one?

Are numerous international publications and extensive foreign cooperation the most important features of research universities? What role do international staff, doctoral students and students play in them? Is international success related to the location of the university? And finally - are the most internationalized Polish universities destined for success in research?

Prof. Piotr Wachowiak
Panel discussion: Sustainable development and social responsibility of universities in the era of economic and climate crisis.

Ignoring the climate crisis is increasingly costly. Global warming is not just about raising the average temperature on Earth. It is above all extreme weather phenomena that have a measurable financial cost.

Experts are in no doubt - due to climate change, radical weather events will not only become more frequent, but will also cause increasingly serious economic losses. It is man who has the most important influence on nature and the climate. It is man who exploits the planet irresponsibly, although natural resources are very limited. We fail to see that the world is on the brink of economic destabilization closely linked to climate catastrophe. If we do not slow down the process of climate change, moving quickly towards climate neutrality, we will not be able to stop the disastrous consequences of this phenomenon.

Rising food prices, cost of living and economic losses in many sectors are already being felt today, and unless we collectively overcome the climate crisis, a massive economic crisis is only a matter of time. The role of universities in this regard is very important in that they should participate in addressing the current climate crisis as part of a broader ecosystem that includes various stakeholders, as well as shaping the leaders who will undertake such activities.
DAY 2
OPERATIONAL MANAGEMENT

09:00 - 09:15 | OPENING SESSION
— Prof. Łukasz Sulkowski
President of the Management Board of PCG Polska, Jagiellonian University in Kraków, University of Social Sciences

09:15 - 10:15 | PANEL DISCUSSION
University of the future in the IT perspective – cloud, SAAS, standardization
— Tomasz Bużak
Chief Technology Officer, PCG Academia
— Barbara Michalska
Education Director, Microsoft
— Tomasz Strojeck
Technical Services Director, Senetic
— Dr Krzysztof Wojewodzie
Chief Executive Officer, ESCOLA S.A.

10:15 - 10:25 | BREAK

10:25 - 11:25 | PANEL DISCUSSION
From data to success in scientific evaluation and international university rankings
— Piotr Masalski
Business Line Director, PCG Academia
— Tomasz Psonka
Research Solution Director for CEE, Elsevier
— Michael Lubasz
Business Development Manager, Times Higher Education
— Danae Banette
THE Analyst, Times Higher Education

11:25 - 11:35 | PRESENTATION:
Higher education and technologies – report presentation
— Monika Kulesza-Czupryn
Director of the Science and Higher Education Segment, Wolters Kluwer Polska

11:35 - 12:35 | PANEL DISCUSSION
University without paper - a vision of a complete electronic documentation workflow in the university
— Jakub Brończyk
Regional Director, PCG Academia
— Ewa Wiśniewska
Vice-President of the Dean’s Forum Association, Head of the Dean’s Office of the College of Law, Koźmiński University
— Elżbieta Włodarczyk
Business Line Director for Electronic Signature, KIR
— Łukasz Wrobel
Chief Business Development Officer, WEBCON

12:35 - 12:45 | BREAK

12:45 - 13:00 | PRESENTATION
University and student readiness for the challenges of the new business reality – Google Cloud support
— Kamila Clóś
Higher Education Learning Program Lead, EMEA region, Google Cloud
— Beata Galas
Google for Education Sales Manager, CEE region, Google for Education

13:00 - 14:00 | PANEL DISCUSSION
Full potential of e-learning platforms – support in teaching, improved quality of education and increased competitiveness of universities
— Magda Sochacka
Business Line Director, PCG Academia
— Dr Sabina Ratafcek
Vice-Recto for Development, WSB University
— Charles Knight
Associate Dean for Student Experience, Salford Business School
— Dr Agata Cebora
Lecturer at the Faculty of Law and Administration of the Jagiellonian University
— Jakub Firius
Lecturer at the Faculty of Law and Administration of the Jagiellonian University

14:00 - 14:10 | BREAK

14:10 - 15:10 | PANEL DISCUSSION
The cloud connects us - a perspective of global IT leaders in education on the postpandemic development of the universities
— Tomasz Olgiński
Head of CEE Public Sector, Amazon Web Services
— Juan Ramen Alegret
Regional VP, Blackboard
— Peter Hirst
 Territory Manager for EMEA, Open LMS
— Tonya Riney
Chief Operations Officer, InteliBoard

15:10 - 15:30 | SUMMARY OF THE 2ND DAY OF THE CONFERENCE
— Prof. Łukasz Sulkowski
President of the Management Board of PCG Polska, Jagiellonian University in Kraków, University of Social Sciences

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2 DAY ABSTRACTS

Tomasz Buczak
Panel discussion: University of the future in the IT perspective – cloud, SAAS, standardization

Today's IT world is a world of the cloud and the use of solutions in a service model. Once the cloud was treated as avant-garde and raised concerns about security. Today it is a standard confirmed and used by major Polish universities and the Ministry of Education and Science itself (e.g. within POL-on and PBN systems). It is hard to imagine that for new IT solutions cloud is not the first, and sometimes the only, choice to launch.

But what about previous solutions? How can the process of migration to the cloud be done most timely and cost effectively? How is the management of IT systems changing in the cloud? Whether and how to use the biggest advantages of cloud solutions: scalability, security and cost optimization? How to use the standard and still stand out in the market? These and other questions will be answered by an excellent group of panelists: Barbara Michalska (Education Director, Microsoft Poland), Tomasz Stojek (Technical Services Director, Sensit) and Dr Krzysztof Wojewódzic (CEO, ESCOLA S.A), in a discussion moderated by Tomasz Buczak (CTO, PCG Academy).

Piotr Masalski
Panel discussion: From data to success in scientific evaluation and international university rankings

The scientific information can be used in various different contexts – from the national scientific evaluation, to international benchmarking and university rankings. Regardless of the context, the quality and completeness of scientific data, are the key determinants of the university's success.

During the panel, we will follow the data as it "travels" from the university scientific information management systems (ScienceCloud), to international science benchmarking engines (Scopus, SciVal), from where the data is pulled to the Times Higher Education database, where after standardization and analysis it used for the purpose of creating university rankings.

The partners of the panel – PCG Akademia, Elsevier and Times Higher Education, will discuss how the data is used and analyzed at the different stages of its journey and what activities the Parties undertake – individually and collaboratively, to ensure that the scientific data is coherent, complete and reliable.

Jakub Bróńczyk
Panel discussion: University without paper - a vision of a complete electronic documentation workflow in the university

Over the last decade, Polish universities have made a huge step towards digitalization of the document workflow process. A number of systems have been implemented, such as student information systems, finance and accounting systems, recruitment systems, and CRM systems, in which universities collect a huge amount of data on student and administrative matters. The first applications of electronic signatures have emerged, and non-profit organizations, notably the Deans’ Forum Association, are moderating the debate on the transition of the university’s workflow to a fully electronic one.

Despite all these efforts, it still is not possible to eliminate paper as a mandatory part of the student and administrative documentation workflow, which in the era of the COVID-19 pandemic has proven to be quite a challenge for universities across the country. What formal, organizational and IT challenges stand in the way of a "paperless university"? Do we have ideas to overcome them?

The discussion on this topic will be attended by: a representative of Deans’ Forum Association, the largest organization in Poland associating administrative staff of universities, a representative of KIR, which is a provider of electronic signatures widely used in public administration, and a representative of WEBCON - a leader in workflow systems and process automation in universities.
**Kamila Cioś, Beata Galas**  
**Presentation: University and student readiness for the challenges of the new business reality – Google cloud support**

The cloud transformation of enterprises is accelerating, and the pandemic is an additional catalyst for this process. There is a very high demand in the labour market for specialists in cloud computing - not only engineers, but also data analysts. We also need future specialists in various fields among our university graduates to help guide companies and employees through this change in the best possible way.

Universities can use the available cloud solutions both to support their students and to operate even more efficiently. Google Cloud can strongly support universities in this process with both its products and dedicated student education programmes.

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**Monika Kulesza-Czupryn**  
**Presentation: Higher education and technologies – report presentation**

The COVID-19 pandemic has greatly accelerated the digital transformation process at universities. Some technological solutions - e.g. electronic workflow systems and distance learning platforms - hitherto little present in the daily life of universities, have become essential to ensure the continuity of their operations. This applies to solutions in the area of both management and education.

The report entitled “Higher Education and Technologies” prepared jointly by Wolters Kluwer and Polish Rectors Foundation answers the question how the pandemic affected the IT infrastructure and software used at universities. It examines what the IT infrastructure of universities were like in spring 2020 and how it has evolved to date. The report also shows how universities have dealt with the challenges of the over one-year lasting lockdown and, more importantly, what challenges still lie ahead.

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**Magda Sochacka**  
**Panel discussion: Full potential of e-learning platforms – support in teaching, improved quality of education and increased competitiveness of universities**

HEIs in Poland and abroad have been using IT solutions to support education for many years, and their adoption increased significantly during the COVID-19 pandemic. However, few universities make full use of the potential of these tools in terms of making communication between students and lecturers more coherent, effectively supporting the teaching process or linking the verification of learning outcomes with introducing the student to the labour market.

LMS platforms, in Poland referred to as e-learning platforms, because that is their main use, can have a much wider application as basic tools for organizing the teaching process. The examination systems integrated with them may, in turn, support the process of the learning outcomes verification in a standardized and high-quality manner, regardless of whether the exams are conducted remotely or on the university campus.

In this session, we will present practical case studies of three universities which have managed to unlock the full potential of tools supporting education and electronic examinations. We will ask about the strategy adopted, its results and impact on the competitiveness of these entities on the international education market.
Tomasz Olejnik
Panel discussion: The cloud connects us - a perspective of global IT leaders in education on the postpandemic development of the universities

Highly developed education markets, such as the American, British and Australian ones, created a demand for very specialized platforms supporting various aspects of distance learning years before the COVID-19 pandemic. Today, these systems are characterized by high maturity, as well as a high level of adoption and use by end users - especially in well-computerized universities, aspiring to be at the top of national and international rankings. In these institutions, the pandemic merely redirected the entire process of educating students to the Internet, to IT tools that were already well known to students and educators.

PCG Academia is currently working with four global technology providers for universities, all of whom cooperate with Amazon Web Services - a leader in cloud services for educational institutions around the world. During the panel, representatives of these companies will talk about the changes that, from their perspective, have occurred in the higher education sector in response to the pandemic and the impact they will have on the further development and strategic priorities of universities. They will also present examples of universities that have benefited from cloud-based solutions in terms of increased quality of education, student recruitment and retention, and operational efficiency.