

Department of Systems Engineering and Engineering Management

Seminar Series

Performance Measurement Systems in Virtual Enterprises

Prof. Anna Karmańska

Director
Institute of Accounting,
The SGH Warsaw School of Economics, Poland

Prof. Irena Hejduk

Professor
Institute of Information Systems and Digital Economy
The SGH Warsaw School of Economics, Poland

Date	10 November 2017 (Friday)
Time	11:00am - 12:00noon
Venue	P7303, Yeung Kin Man Academic Building (AC1)

Abstract

As the changes occur on many planes at the same time, follow the idea of sustainable development and corporate social responsibility and have a profound impact on the model on the business pursuit, it has been assumed that they may lead to a necessity for a thorough verification of business performance measurement systems. It is this intuitive supposition as well as curiosity that constitute a starting point for methodical studying of questions which determine the business performance measurement systems. The research has been undertaken as it is related to a current significant issue in the management of business entities. It refers to value creation and cost management, which are presently the key determinants of a business financial success. The holistic analytical context for the researcher is determined by the aforementioned term new enterprise environment.

It is absolutely necessary to thoroughly analyse the changes (their determinants and consequences) in the global environment, important nowadays in human business activity. It may allow for the extrapolation of further directions of transformations in the environment of human business activity. Moreover, it is important to diagnose the ways of pursuing business and appropriate styles, which are observed at present, including the focus on the specific character of virtual enterprises. It was assumed that this kind of research is important to design a performance measurement system of a virtual enterprise. It will allow for the mapping of connections between formerly established:

- a) features of the present business environment, saturated with digitalisation and need for personification,
- b) features of virtual enterprises and business models embodying a new way of value creation in business,
- c) functions of management accounting,

About the Speakers

Professor Anna Karmanska holds the academic title of Professor in economic sciences. She conducts scientific and didactic work in the area of accounting at the most prestigious economic university in Poland: SGH Warsaw School of Economics. In the past, Anna Karmańska was the Prorector and Head of the SGH Senate Program Commission, and is currently serving as Director of the Institute of Accounting at SGH. Her competences and scientific achievements are highly recognized and were rewarded with many reputable scientific awards, among them a Ministerial Award, a Medal of the Commission of National Education and numerous Rector's Awards. Her knowledge and expert publications are also valued by practitioners. She was an advisor to the Head of the Insurance and Pension Funds Supervisory Body in Poland and a member of the Polish Accounting Standards Committee to the Minister of Finance. Anna Karmańska has also been an independent member of the Audit Commission to the Minister of Justice and cooperates with the Chartered Institute of Management Accountants (CIMA) and Association of Chartered Certified Accountants (ACCA). From 2012 to 2015, Anna Karmańska was a Board Member of the European Federation of Accountants and Auditors for SMEs (EFAA).

Professor Irena K. Hejduk has been an economics professor since 1993, a specialist in the range of economy and enterprises' organization, as well as, management and information technologies. Her scientific interests focus on the issues of management systems i.a knowledge management systems, organization intellectual capital management, virtual organization, trust management, technology management especially the impact of new technologies in the contemporary business models, creation of new management paradigms and implementation of the "sustainability" concept in Polish enterprises. She created a plenty of concepts and projects in the field of enterprises' restructuring, monitoring and controlling systems, as well as, strategies and reform programs. She tackled with designing management systems and creating concept and implementation of strategic analysis and restructuring (i.a war industry and its R&D infrastructure, as well as, metallurgy and other branches enterprises). Professor also managed European projects and was an expert for many Polish and foreign companies. The current interests are: new technologies (among others: cloud computing, blockchain, BI, VR, IoT) impact on business models' creation.

Enquiry: 3442 8408

All are Welcome!