



**2nd INTERNATIONAL CONGRESS ON
BLUE & GREY COLLAR WORKERS**
AN ALTERNATIVE NEO-HUMAN RELATIONS PERSPECTIVE
Warsaw University of Life Sciences, Management Institute
Warsaw, Poland
8-11 May 2024

2nd International Congress on Blue and Grey Collar Workers

May 8-11, 2024

Conference Program

8.05 - PhD Workshop <i>Warsaw University of Life Sciences (Campus)</i> <i>Nowoursynowska St. 166</i> Room 116, building 7	
12:15 – 13:00	<i>Communication Strategies for Blue-Grey Workers</i> Moderator: Janet Zeide, Esq. New York University-Stern Business School and Wharton/University of Pennsylvania, USA
13:00 – 13:45	<i>Prevention on food waste in food service sector – FoodConscious Project</i> Moderators: Agnieszka Tul-Krzyszczuk , Warsaw University of Life Sciences, Poland Beata Bilska , Warsaw University of Life Sciences, Poland Olena Kulykovets , Warsaw University of Life Sciences, Poland
18:00 – 20:00	Reception Dormitory house "Limba", cafeteria (building 38) Nowoursynowska St. 161L (Campus Warsaw University of Life Sciences)

9.05 - Congress 1st day <i>Władysław Grabski's Main Library</i> <i>Warsaw University of Life Sciences (Campus)</i> <i>Nowoursynowska St. 161</i> Room 150/151, building 48	
online transmission: https://www.youtube.com/live/q97qvFQMr7c?si=FJqm4niuVvf7l6te	
9:00 – 10:00	Registration
10:00 – 10:15	<i>Opening of the conference</i> Marta Mendel – Vice-Rector for International Cooperation, Warsaw University of Life Sciences, Poland Joanna Paliszkiewicz – Director of Management Institute, Warsaw University of Life Sciences, Poland H. Cenk Sözen – Director of Graduate School of Social Sciences, Başkent University, Turkey
Plenary Session 1 Keynote Speakers Session chair: Joanna Paliszkiewicz	
10:15 – 10:35	<i>An Alignment Between Strategic Policies and Recruitment and Selection Practice in Maldives Civil Service Organization</i> Muna Fathmath Maldives Media Council, Maldives
10:35 – 10:55	<i>Thinking Purple: Beyond White, Blue, and Grey Workers</i> Jay Liebowitz Columbia University, USA





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10:55 – 11:15	<i>Skill shifting through human-AI symbiosis</i> Kunchin Chen Western Michigan University, USA
11:15 – 11:35	<i>A bibliometric analysis of blue collar studies in WOS: Exploring symbolism patterns</i> Fatih Çetin Başkent University, Turkey
11:35 – 12:00	Coffee break
Plenary Session 2 Session chair: Hanna Górska-Warsewicz	
12:00 – 12:10	<i>SGGW engagement in the Green European University</i> Marta Mendel , Warsaw University of Life Sciences, Poland
12:10 – 12:20	<i>The Situation of Women in Turkish Petroleum Industry</i> Atay Özlem , Ankara University, Turkey Özge Koçman , Turkish Academy of Management, Turkey
12:20 – 12:30	<i>Do the SDG policy drivers support board gender diversity at work? Evidence from Poland</i> Anna Losa , University of Economics in Katowice, Poland Marco Papa , University of Bari Aldo Moro, Italy Mario Carrassi , University of Bari Aldo Moro, Italy Monika Wieczorek-Kosmala , University of Economics in Katowice, Poland
12:30 – 12:40	<i>Humanistic trend in HRM - theory and practice</i> Barbara Mazur , Lublin University of Technology, Poland
12:40 – 13:00	Discussion
13:00 – 14:00	Lunch
Plenary Session 3 Session chair: Tomasz Rokicki	
14:00 – 14:10	<i>Organizing workspace to stimulate creativity with technology - a perspective from qualitative research</i> Rafał Kacprzak , SGH Warsaw School of Economics, Poland Marta Ziółkowska , SGH Warsaw School of Economics, Poland
14:10 – 14:20	<i>The paradox of disliked actors: understanding positive outcomes from negative ties in networks</i> Kızrak Meral , Başkent University, Turkey H. Cenk Sözen , Başkent University, Turkey Pınar Fayganoğlu , Başkent University, Turkey Halil Eroğlu , Başkent University, Turkey
14:20 – 14:30	<i>Revealing creativity through empowerment and voicing with the role of leader-member exchange: blue & grey collar samples</i> Kıbaroğlu Gamze Güner , Başkent University, Turkey Burcu Tosun , Atılım University, Turkey H. Nejat Basım , Başkent University, Turkey Fatih Çetin , Başkent University, Turkey
14:30 – 14:40	<i>Corporate Social Responsibility in the small scale gold mining sector in Ghana</i> Theophilus Anderson , University of Leicester, England
14:40 – 15:00	Discussion
15:00 – 15:20	Coffee break





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Plenary Session 4 Session chair: Piotr Pietrzak	
15:20 – 15:30	<i>Impact of trust on knowledge sharing and knowledge management culture in high-tech service companies</i> Marcin Soniewicki , Poznań University of Economics and Business, Poland
15:30 – 15:40	<i>Trust in the context of psychological and managerial determinants of Human-Robot-Interaction</i> Joanna M. Moczydłowska , Białystok University of Technology, Poland Agnieszka Tul-Krzyszczuk , Warsaw University of Life Sciences, Poland Urszula Widelska , University of Łomża, Poland
15:40 – 15:50	<i>Machine Learning in the Domain of Agriculture - a Systematic Literature Review</i> Piotr Pietrzak , Warsaw University of Life Sciences, Poland
15:50 – 16:00	<i>Human-Robot-Interaction - ethical and communicative determinants of trust</i> Urszula Widelska , University of Łomża, Poland Joanna M. Moczydłowska , Białystok University of Technology, Poland Agnieszka Tul-Krzyszczuk , Warsaw University of Life Sciences, Poland
16:00 – 16:10	<i>Corporate social responsibility as a factor of innovation on the sustainable development</i> Ewa Stawicka , Warsaw University of Life Sciences, Poland
16:10 – 16:30	Discussion
19:00 – 23:00	Gala Dinner Regent Hotel Belwederska St. 23 Conference Room

10.05 - Congress 2nd day
Warsaw University of Life Sciences (Campus)
Nowoursynowska St. 166
Room 116, building 7

Session 5 Keynote Speakers Session (online) Session chair: Piotr Pietrzak	
9:00 – 9:20	<i>Humans and Machines in the Digital Economy Era: What's Next?</i> Duysal Aşkun Çelik , Rice University, USA
9:20 – 9:40	<i>Digital Transformation: Creating New Value and Shaping the Future of the Digital Economy</i> Rashmi Gujrati , KC Group Of Institutions Nawanshahr, India
9:40 – 9:55	Coffee break





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10.05 - Congress 2nd day <i>Warsaw University of Life Sciences (Campus)</i> <i>Nowoursynowska St. 166</i>		
9:55 – 11:05	room 116, building 7 online	room 101, building 7 onsite
	Session 6 Session chair: Trang Nguyen	Session 7 Session chair: Monika Gębska
9:55 – 10:05	<i>Work-Related Factors Influencing Workplace Stress of Lawyers: The case of Law Firms In Ho Chi Minh City, Vietnam</i> Thanh Trang Bui , University Of Economics Hochiminh City – UEH, Vietnam Minh Tien Pham , University Of Economics Hochiminh City – UEH, Vietnam	<i>Data economy scenarios for food systems - Data4Food2030 project</i> Monika Gębska , Warsaw University of Life Sciences, Poland Edward Majewski , Warsaw University of Life Sciences, Poland Anna Grontkowska , Warsaw University of Life Sciences, Poland
10:05 – 10:15	<i>Non-immersive virtual reality technology in enhancing customer experience and housing purchase intention</i> Tien Minh Dinh , University Of Economics Hochiminh City – UEH, Vietnam	<i>Economic aspects of the use of phytobiotics in broiler feeding in selected EU countries - BroilerNet project</i> Monika Gębska , Warsaw University of Life Sciences, Poland Anna Grontkowska , Warsaw University of Life Sciences, Poland Sławomir Jarka , Warsaw University of Life Sciences, Poland
10:15 – 10:25	<i>Factors affecting consumers' purchase intention toward energy-efficient household appliances in Ho Chi Minh city – Vietnam</i> Thu Nguyen , University Of Economics Hochiminh City – UEH, Vietnam San Nguyen , University Of Economics Hochiminh City – UEH, Vietnam	<i>Innovative practices in organizing milk production - Care4Dairy project</i> Wiesław Świderek , Warsaw University of Life Sciences, Poland Monika Gębska , Warsaw University of Life Sciences, Poland Anna Grontkowska , Warsaw University of Life Sciences, Poland
10:25 – 10:35	<i>Spiritual branding attributes and consumer buying intention: the proposal of conceptual model</i> Ngoc Bich Do , University Of Economics Hochiminh City – UEH, Vietnam Y Nguyen Nhu Luu , University Of Economics Hochiminh City – UEH, Vietnam Vi Thai Huyen Kim , University Of Economics Hochiminh City – UEH, Vietnam Chi Viet Duong , University Of Economics Hochiminh City – UEH, Vietnam	<i>Multiplex interactions between blue-collar and white-collar groups: integrating k-nearest neighbors algorithm to model networks of avoidance, friendship, and advice</i> Şule Erdem Tuzlukaya , Atılım University, Turkey H. Cenk Sözen , Başkent University, Turkey Caner Asbaş , Atılım University, Turkey





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10:35 – 10:45	<i>E-Ticket - a new platform for transportation services providers - The Case in Vietnam</i> Canh Trinh Huynh Quang , University of Economics Hochiminh City – UEH, Vietnam Truc Dau Thi Thanh , University Of Economics Hochiminh City – UEH, Vietnam Tai Cao Thi Tam Nhu , University Of Economics Hochiminh City – UEH, Vietnam Anh Vo Trinh Thuy , University Of Economics Hochiminh City – UEH, Vietnam Anh Minh Nguyen , University Of Economics Hochiminh City – UEH, Vietnam	<i>Break the Curse for The Next Level! Women Representation in Video Gaming Industry? A Case Study of Turkey</i> Emek Barış Kepenek , Başkent University, Turkey
10:45 – 11:05	Discussion	Discussion
11:05 – 11:20	Coffee break	

10.05 - Congress 2nd day <i>Warsaw University of Life Sciences (Campus)</i> <i>Nowoursynowska St. 166</i>			
11:20 – 12:30	room 116, building 7 online	room 101, building 7 onsite	room 102, building 7 onsite
	Session 8 Session chair: Marcin Ratajczak	Session 9 Session chair: Michał Borowy	Session 10 Session chair: Anna Jasiulewicz, Agnieszka Tul-Krzyszczuk
11:20 – 11:30	<i>Corporate Social Responsibility in The B2C Market: The Role of Moral Emotions in Customer Brand Advocacy</i> Tien Minh Dinh , University Of Economics Hochiminh City – UEH, Vietnam	<i>Trust in employee- and employer-based brand equity for different collar workers</i> Hanna Górska-Warsewicz , Warsaw University of Life Sciences, Poland	<i>Placing non-managerial employees in the management theories: towards a theoretical advancement</i> Mehmet Barca , Social Sciences University of Ankara, Turkey
11:30 – 11:40	<i>Effects of working motivation on efficiency and work satisfaction: case of employees at FPT software company</i> Yen Nguyen Thi , University of Economics and Law of Vietnam National University, Vietnam Chinh Pham Duc , University of Economics and Law of Vietnam National University, Vietnam Ngan Ma Thi , Vietnam National University, Hochiminh City, Vietnam	<i>Factors affecting cancer patients' trust in the health care system</i> Zelal Özyıldız , Başkent University, Turkey Afsun Ezel Esatoğlu , Başkent University, Turkey Fikriye Yılmaz , Başkent University, Turkey	<i>Trust in artificial intelligence in hotel industry - the perspective of Polish managers</i> Agnieszka Tul-Krzyszczuk , Warsaw University of Life Sciences, Poland Weronika Wójtowicz , Warsaw University of Life Sciences, Poland





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11:40 – 11:50	<i>Factors Affecting Career Commitment of Public Servants in Vietnam: Perspectives of Investment Model and Moderation Effects of Perceived Economic Conditions</i> Quang-An Ha , University Of Economics Hochiminh City – UEH, Vietnam	<i>CSR initiatives and reporting in the global food processing industry</i> Małgorzata Wiktoria Paprocka , Warsaw University of Life Sciences, Poland	<i>Rethinking organizational hierarchy: a critical analysis of strategic management schools</i> Semih Ceyhan , Ankara Yildirim Beyazit University, Business School, Turkey Mehmet Barca , Ankara Social Science University, Turkey
11:50 – 12:00	<i>National Identity in the Corporate Social Responsibility-Attitude of Lithuanian Organizations</i> Birute Vaiteniene , Vilniaus Kolegija Higher Education Institution, Lithuanian Laimute Fedosejeva , Vilniaus Kolegija Higher Education Institution, Lithuanian Egidijus Grigunas , Vilniaus Kolegija Higher Education Institution, Lithuanian	<i>Media communication with stakeholders on example of Polish Innovation Centres</i> Michał Borowy , Warsaw University of Life Sciences, Poland Piotr Makówka , Medical University of Lodz, Poland Monika Mazurkiewicz , Medical University of Lodz, Poland Bartłomiej Grobelski , Medical University of Lodz, Poland	<i>Explaining DEI at Work in the Post-Pandemic Work-Worker Contexts: Comparing the DEI Narratives and Policies of Top 25 Fortune 500 Companies and Higher Education Institutions of 2023</i> Duygu Özalp , Başkent University, Turkey Emek Kepenek , Başkent University, Turkey Saime Özçürümez , Başkent University, Turkey
12:00 – 12:10	<i>A study on environment, social and governance disclosure in the case of the packaging sector in Romania</i> Anca Draghici , Politehnica University of Timisoara, Romania, Gabriela Banaduc , Politehnica University of Timisoara, Romania Roxana Mihaela Sirbu , Politehnica of Timisoara, Romania Attila Tamas-Szora , “1 Decembrie 1918” University of Alba Iulia, Romania	<i>Trust and cooperation with virtual assistants</i> Elżbieta Kacperska , Warsaw University of Life Sciences, Poland Jakub Kraciuk , Warsaw University of Life Sciences, Poland Katarzyna Łukasiewicz , Warsaw University of Life Sciences, Poland Joanna Stefańczyk , Warsaw University of Life Sciences, Poland	<i>Beyond the Collar: Exploring Work Intensity and Recovery Experiences in the Supply Chain Workforce</i> Tugba Erhan , Suleyman Demirel University, Turkey Inan Eryilmaz , Suleyman Demirel University, Turkey Deniz Dirik , Suleyman Demirel University, Turkey
12:10 – 12:30	Discussion	Discussion	Discussion
12:30 – 12:45	Coffee break		





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12:45 – 13:55	room 116, building 7 online	room 101, building 7 online	room 102, building 7 onsite
	Session 11 Session chair: Wojciech Pizło	Session 12 Session chair: Olena Kulykovets, Julita Szlachciuk	Session 13 Session chair: Ireneusz Dąbrowski
12:45 – 12:55	<i>Application of bibliometrix app in the context of digital transformation of the logistics sector and SCM</i> Daniil Golubtsov , Al-Farabi Kazakh National University, Kazakhstan Rysty Sartova , Al-Farabi Kazakh National University, Kazakhstan Damian Kędziora , LUT University, Finland	<i>Limitations Of Techno-Empowerment: Multi-Method Research On The Perception Of Autonomous Machines In Human-Centred and Sustainable Work Automation With AI</i> Artur Modliński , University of Lodz, Poland Joanna Kedziora , LUT University, Finland Yevgeniy Vladimirovich Kossov , CAICR Research Center, Kazakhstan Damian Kedziora , LUT University, Finland	<i>How Cognitive Crafting, Job Stress and Ostracism Affect Workplace Loneliness? A Structural Model on Engineers</i> Hakkı Okan Yeloğlu , Başkent University, Turkey
12:55 – 13:05	<i>The impact of personalization on the behavioral purchase intentions based on consumer psychology: a stimulus-organism-response (SOR) model perspective</i> Mai Dong Tran , University Of Economics Hochiminh City – UEH, Vietnam Thi Ngoc My Doan , University Of Economics Hochiminh City – UEH, Vietnam Uyen San Lieu , University Of Economics Hochiminh City – UEH, Vietnam Thi Thu Phuong Truong , University Of Economics Hochiminh City – UEH, Vietnam Trong Ly Nguyen , University Of Economics Hochiminh City – UEH, Vietnam	<i>Speak up for the hospital! Inclusive leadership and hospital employees' voice behavior</i> Gül Isa , Afyonkarahisar Health Sciences University, Turkey Özlem Tuna , Afyonkarahisar Health Sciences University, Turkey	<i>The role of internal communication and employee participation in creating health & safety climate a monographic study</i> Elif Sungur , Maltepe University Turkey, Turkey Nevin Kılıç , Fatih Sultan Mehmet Vakıf Üniversitesi, Turkey Çiğdem Vatansever , Namık Kemal Üniversitesi, Turkey





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13:05 – 13:15	<p><i>AI-Driven Leadership: Transforming Organizational Practices and Engagement in the Digital Age</i> Vildan Esenyel, Bahçeşehir Cyprus University, North Cyprus</p>	<p><i>Measuring Tokenism through Social Network Analysis: The Case of Disabled Grey-Collar Employees in a Higher Education Institution</i> Ahmet Aziz Akmermer, Başkent University, Turkey Demet Varoğlu, TOBB University of Economics and Technology, Turkey Mehmet Abdülkadir Varoğlu, Başkent University, Turkey</p>	<p><i>Negative and positive interactions in grey-collar workers group: the case of nurses</i> H. Cenk Sözen, Başkent University, Turkey Menderes Tarcan, Başkent University, Turkey Sinem Eroglu, Başkent University, Turkey</p>
13:15 – 13:25	<p><i>Is Digitalization Bad for Trade Union Density in OECD Countries in the Age of Globalization?</i> Orhan Cengiz, Çukurova University, Pozanti Vocational School, Turkey Ömer Demir, Şirnak University, Turkey</p>	<p><i>Sexual coercion and labor turnover via job burnout in the hospitality industry: a hidden issue in Vietnam</i> Cuu Long Hoang, University Of Economics Hochiminh City – UEH, Vietnam Xuan Quyet Pham, University Of Economics Hochiminh City – UEH, Vietnam</p>	<p><i>Continuance Intention in Professional Networking Site: The Role of Perceived Values and Sociability</i> Trang Nguyen, University Of Economics Hochiminh City – UEH, Vietnam Xuan Tai Mai, University Of Economics Hochiminh City – UEH, Vietnam</p>
13:25 – 13:35	<p><i>Customer Webrooming Behavior in Consumer Electronics Industry of Bangladesh: Determining Online Search Factors</i> Mohammed Abdur Rahman, University of Chittagong, Bangladesh Zahurul Alam, University of Chittagong, Bangladesh Mohammad Khaled Afzal, University of Chittagong, Bangladesh</p>	<p><i>Mentoring in the context of CSR strategy's creation and implementation</i> Barbara Rychta, SGH Warsaw School of Economics, Poland Beata Żelazko, SGH Warsaw School of Economics, Poland</p>	<p><i>Inflation wages and markups in Poland</i> Ireneusz Dąbrowski, SGH Warsaw School of Economics, Poland</p>
13:35 – 13:55	Discussion	Discussion	Discussion
14:00 – 15:00	<p>Lunch Warsaw University of Life Sciences Nowoursynowska St. 166 building 6</p>		





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15:00 – 16:20	room 116, building 7 online	room 101, building 7 onsite	room 102, building 7 onsite
	Session 14 Session chair: Ewa Stawicka, Barbara Wyrzykowska	Session 15 Session chair: Monika Roman	Session 16 Session chair: Hanna Górska Warsewicz
15:00 – 15:10	<i>ESG as a framework for sustainable and ethical business management (case of Ukraine)</i> Alona Tiurina , National University of Life and Environmental Science of Ukraine, Ukraine Andrii Kazymyrov , National University of Life and Environmental Science of Ukraine, Ukraine	<i>Influencer marketing on Tiktok: the role of content and reviewer-related signals</i> Trang Nguyen , University Of Economics Hochiminh City – UEH, Vietnam Joanna Paliszkievicz , Warsaw University of Life Sciences, Poland	<i>The Contribution of 3+1 Workplace Model in Vocational Schools on Grey Collar Employment, Job-Related Skills and Productivity: An Evaluation in Anadolu Organized Industrial Zone in Türkiye</i> Levent Çolak , Başkent University, Turkey Yalım Gültekin , Başkent University, Turkey
15:10 – 15:20	<i>Portrayal of Working-Class Relations and Workers' Rights in Contemporary Cinema: A Comparative Analysis of "Crossroad" and "Forgotten Love"</i> Selva Staub , Bandırma Onyedi Eylül University, Turkey Mustafa Çağatay Tok , Bandırma Onyedi Eylül University, Turkey Olca Yığılcan , Marmara University, Turkey	<i>A Text Mining Analysis on the Reflections of Physician Brain Drain on the Turkish Medical Association</i> Fikriye Yılmaz , Başkent University, Turkey Sema Dokme Yağar , Başkent University, Turkey	<i>Health Service from Volume to Value: Value Based Healthcare from The Perspective of Future Physicians and Today's Physician's</i> Meriç Yavuz Çolak , Başkent University, Turkey Fikriye Yılmaz , Başkent University, Turkey Caner İncekaş , Başkent University, Turkey Ayşe Yavuz Derman , Başkent University, Turkey
15:20 – 15:30	<i>Peculiarities of the human resources development in state authorities of Ukraine</i> Tetiana Balanovska , National University of Life and Environmental Sciences of Ukraine, Ukraine Oksana Havrysh , National University of Life and Environmental Sciences of Ukraine, Ukraine Krystyna Dramaretska , National University of Life and Environmental Sciences of Ukraine, Ukraine Barbara Wyrzykowska , Warsaw University of Life Sciences, Poland	<i>Is silence in commercial kitchens a catalyst or barrier to entrepreneurial intentions?</i> Hakan Turgut , Başkent University, Turkey Meral Kızrak , Başkent University, Turkey Inan Eryılmaz , Süleyman Demirel University, Turkey H. Cenk Sözen , Başkent University, Turkey	<i>Feminization In Health: The Glass Ceiling in the Health Sector From the Perspective of Faculty of Medicine Students</i> Meriç Yavuz Çolak , Başkent University, Turkey





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15:30 – 15:40	<i>Solidarity Based Women Cooperatives as Co-working Spaces in Istanbul</i> Zeynep Özsoy , Altinbas University, Turkey Mustafa Şenyücel , Halic University, Turkey	<i>Health workers' experiences with precariousness</i> Deniz Güngör Özcan , Başkent University, Turkey Çağdaş Erkan Akyürek , Başkent University, Turkey	<i>Dilemmas of future military Logistics</i> Tomasz Jałowiec , War Studies University, Poland
15:40 – 15:50	<i>The effect of “oneness” on citizenship behaviors towards organization: contextual roles of job satisfaction and organizational culture</i> Duysal Aşkun , Rice Üniversitesi, Turkey Fatih Çetin , Başkent University, Turkey H. Nejat Basım , Başkent University, Turkey Faruk Şahin , Muğla Sıtkı Koçman Üniversitesi, Turkey	<i>Bioreactors as a solution to decreasing labour costs in plant tissue cultures</i> Mariusz Pożoga , Warsaw University of Life Sciences, Poland	<i>Humanizing, Social Norms, Trust and Attitudes on Artificial Intelligence (AI): Comparing Poland and Turkey</i> Fatih Çetin , Başkent University, Turkey Mehmet Çakar , Başkent University, Turkey Anna Jasiulewicz , Warsaw University of Life Sciences, Poland
15:50 – 16:10	Discussion	Discussion	Discussion

Closing session and Awards ceremony
Warsaw University of Life Sciences (Campus)
Nowoursynowska St. 166
room 116, building 7

16:10 – 16:30	Awards and Closing Ceremony
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11.05 – Social Program Day

Place of meeting: Square in front of Royal Castle next to clock tower

10:00 – 13:00	Tourist Trip around Warsaw's Old Town
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The scheduled time in the program is in the local time of Warsaw (CET/Central European Time).

[Warsaw University of Life Sciences \(SGGW\) Campus map](#)





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Co-organizers



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**Ministry of Science and Higher Education
Republic of Poland**

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