

## **Regulations of the scientific competition "Interdisciplinary research work of students and doctoral candidates"**

### **GENERAL PROVISIONS**

1. The competition is organized by WSB University, ul. Cieplaka 1C, 41-300 Dąbrowa Górnicza.
2. The aim of the competition is to activate and improve the skills and knowledge of students, graduates and doctoral candidates of WSB University and to disseminate the results of research in the form of interdisciplinary collective work.
3. Participation in the competition is voluntary and is tantamount to accepting these regulations.

### **PARTICIPANTS**

The competition is addressed to the students and graduates of 1st and 2nd cycle studies and doctoral candidates of WSB University, who are familiar with the topics in the fields of Management, Economics, National Security, Pedagogy, Health Sciences, IT, Logistics, Transport and Production Engineering.

### **RULES OF PARTICIPATION IN THE COMPETITION**

1. The article should be of a scientific nature and include the aspect of novelty. The article is to be written in Polish or in English, as stated in the editorial requirements (Annex 3) and the template of the text (Annex 4).
2. Each participant may submit one article.
3. **The application form (draft) from Annex 1 along with the signed information on the terms of personal data processing (Annex 6) should be sent to the following address: wydawnictwo@wsb.edu.pl by 30.06.2022.**
4. The article, statement (Annex 2) and the final application form (if there have been any changes in relation to the draft version) should be sent in electronic form (DOC and PDF files) to the address wydawnictwo@wsb.edu.pl by **16.09.2022**.
5. Information about qualifying the article for publication will be sent to the e-mail address provided in the application form until **21.10.2022**.
6. All articles that pass the review process will be published as a chapter in a scientific monograph (Interdisciplinary Scientific Student Works), the publication of which is planned for 2023 by the WSB University Publishing House (which is included on the Ministry of Education and Sciences list of Publishing Houses publishing peer-reviewed scientific monographs).

### **MENTORS**

1. It is possible to choose a Mentor who will support the participant of the competition in the preparation of the article. For this purpose, the proposed person should be indicated in the draft application form (List of Mentors: Annex 5).
2. If the participant arranges as a Mentor a person other than those listed in the Regulations in Annex 5 (for example, thesis advisor or workplace supervisor helping with the work implementation), the name of this Person should be reported in the application form, in the field "name and surname of the proposed Mentor" by entering the appropriate comment.

### **JURY**

1. The submitted articles will be assessed by the Jury appointed by the competition organizer..
2. The jury's decisions are final and cannot be appealed against.

3. The authors of the best articles will be notified of the award by e-mail to the address provided in the application form.

#### PRIZES

1. The authors of the works judged by reviewers and the Jury to be the best will be awarded prizes (maximum three) worth PLN 1,000.
2. The prizes will be awarded until **31.10.2022**.

#### FINAL INFORMATION

1. The organizer reserves the right to change the regulations. In this case, information about changes will be published in the same way as the original regulations were announced.
2. By entering the competition, the participant undertakes that in the event of receiving a prize, he will give the Organizer a free consent to publish his / her personal data: name, surname and title of the article in the mass media along with information about the competition and the prize.
3. The organizer of the competition reserves the right to change the course of the competition in the event of any obstacles resulting from reasons beyond his control.
4. Participants, by submitting their participation in the Competition, consent to the processing and use of personal data for related purposes with the organization and course of the Competition.
5. Personal data of the participants of the Competition will be used only for the purposes related to the Competition and will be protected in accordance with the national regulation on the protection of personal data and the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons in connection with the processing of personal data and on the free movement of such data and the repeal of Directive 95/46 / EC (the so-called General Data Protection Regulation / GDPR).

#### List of annexes:

Annex 1: Application form for submitting articles for publication

Annex 2: The statement of the author

Annex 3: Editorial Requirements

Annex 4: Template for the scientific article

Annex 5: List of Mentors

Annex 6: Information obligation on the conditions for the processing of personal data

## Annex 1: Application form for submitting articles for publication



### APPLICATION FORM FOR SUBMITTING ARTICLES FOR PUBLICATION

Out of concern for the security of your personal data, we would like to inform you that completing and sending the application form requires that you provide your personal data, which will be processed in order to participate in the "Interdisciplinary research work of students and doctoral students" If you do not wish to participate in the competition, please do not send the form, which will be tantamount to resignation from participation in the event.

First name and surname:	
Title:	
Correspondence address:	
Name of the university, faculty, field of study, year / semester of study:	
Phone number:	
E-mail address:	
Title of the article/paper in Polish:	
Summary of the article in Polish – up to 800 characters with spaces:	
Key words in Polish – max. 5 words	
Name and surname of the proposed Mentor:	



## THE STATEMENT OF THE AUTHOR

**THE AUTHOR:** .....

**THE TITLE (of the article, the chapter in a monograph):**

.....  
.....

The author agrees to publish the work in the following fields of exploitation by the WSB University Publishing House in Dąbrowa Górnicza without paying the copyright (one-time transfer of copyrights):

- consolidation,
- reproduction in the form of print,
- placing the copies on the market,
- use of the work for advertising or promotional purposes.

The Publishing House decides on:

- the cover, form, graphic design,
- the price of copies of the work,
- number of copies.

The author declares to the Publishing House that:

- the work is the result of the author's own creation and in no way infringes the copyrights of third parties,
- if in the work provided by the author, the illustrations or other materials are protected by copyright, the author is obliged to obtain a written permission for their use by the Publisher and to bear the related costs and to state the source of the materials in the work,
- the author agrees to stylistic, linguistic and other editorial corrections.

.....

place, date

.....

signature



## EDITORIAL REQUIREMENTS

### 1. General Information

The article as a DOC and PDF file, together with a statement bearing a handwritten signature, should be sent to the following address: [wydanictwo@wsb.edu.pl](mailto:wydanictwo@wsb.edu.pl) with the annotation "Article-Student-2022".

#### Article / Chapter Layout:

- the title of the paper in Polish,
- a short summary of the publication in Polish,
- key words in Polish,
- the title of the paper in English,
- a short summary of the publication in English,
- keywords in English,
- introduction
- chapters,
- summary,
- bibliography.

### 2. Text format:

- The length of the text: approximately half a publishing sheet (20,000 typographic characters with spaces).
- The text should be prepared as a DOC file and PDF in the form of a standard typescript, i.e. :
  - page size: A4,
  - all margins of 2.5 cm,
  - font: Times New Roman (CE), size 12,
  - line spacing: 1.5,
  - vertical orientation,
  - justified text.
- The text should contain clearly marked formatting (bolds, paragraphs, spaces, etc.) indicating the rank of individual content. It is not recommended to use too many formatting styles (for example, if you use bolds, then you should not use italics too often - it interferes with the legibility of the text).
- Create paragraphs using tabs, not multiples of spaces. Only one white space should be used between words and characters. Do not use the word break function. Formulas and equations should be prepared using the WORD equation wizard.

### 3. Graphics (drawings, tables, charts, photos)

The author is required to take care of not only the correct preparation of the text, but also graphics appearing in it. The author should ensure the correct sequence and numbering of figures, tables and graphs, according to the following scheme:

- a header centered over the drawing, table or graph,

- space for a drawing, table or graph (attached as a file in an appropriate format or pasted into the text - at least 300 DPI),
- information about the source placed under the drawing, table or graph, e.g. :  
Source: M. Pearn, C. Roderick, Ch. Mulrooney, *Learning Organizations in Practice*, McGraw-Hill, London 1995, p. 21,
- all objects included in the publication should be previously mentioned in the text in accordance with its numbering - e.g. Figure 1, Table 7.

#### **4. Footnotes, quotes, literature list:**

- The author is required to standardise the system of footnotes, e.g.  
W. M. Grudzewski, I. K. Hejduk, *Changes in paradigms shaping management systems*, [in:] *In search of new management paradigms*, collective work edited by W. M. Grudzewski and I.K. Hejduk, Warsaw School of Economics, Warsaw 2008, p. 19.
- The list of references is necessary and should be prepared alphabetically (in the order of the authors' surnames) - included at the end of the chapter.
- Author's comments to text fragments should be placed in the form of footnotes on the page with the commented fragment of the text.
- The author is responsible for obtaining written permission to publish any material whose copyright belongs to third parties.

#### **5. Summary and keywords:**

- in Polish and English,
- a short summary of the publication (approx. 800 typographic characters with spaces),
- key words (min. 5)

***Name and Surname of the author(s)***

Affiliation

## **TITLE OF THE PAPER**

**Abstract:**

**Key words:**

## **TITLE OF THE PAPER (IN ENGLISH)**

**Abstract: in English**

**Key words: in English**

### **Introduction**

The term "relationship", from which the relational adjective is derived, has many meanings in science. The easiest way to define relationships is what connects, joins and unites people with each other<sup>1</sup>. From the point of view of the discussed topic, however, the important approach that assumes that *"a relationship is mutual recognition (and recognition) of a certain special status between the partners of the exchange"*<sup>2</sup>...

### **Value as the basis for building relationships**

V. Zeithaml<sup>3</sup>, R. Woodruff<sup>4</sup> and B. Gale<sup>5</sup> hile defining the concept of value for the customer, emphasize the aspect of customer satisfaction with the purchase or use of a product or service, while Ph. Kotler<sup>6</sup> refers to the costs of achieving this satisfaction ... (Table 1).

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<sup>1</sup> *Słownik języka polskiego, tom III*, PWN, Warszawa 1995, s. 716.

<sup>2</sup> J.A. Czepiel, *Service encounters and service relationship: Implications for research*, "Journal of Business Research", 1990, vol. 20, s. 13-21.

<sup>3</sup> V. Zeithaml, *Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence*, "Journal of Marketing", 1988, 52(3).

<sup>4</sup> R. Woodruff, *Customer Value: The Next Source for Competitive Advantage*, "Journal of the Academy of Marketing Science", 1997, 25(2).

<sup>5</sup> B. Gale, *Managing Customer Value*, The Free Press, New York 1994, s. 14.

<sup>6</sup> Ph. Kotler, *Marketing Analiza, planowanie, wdrażanie i kontrola*, Felberg SJA, Warszawa 2001.

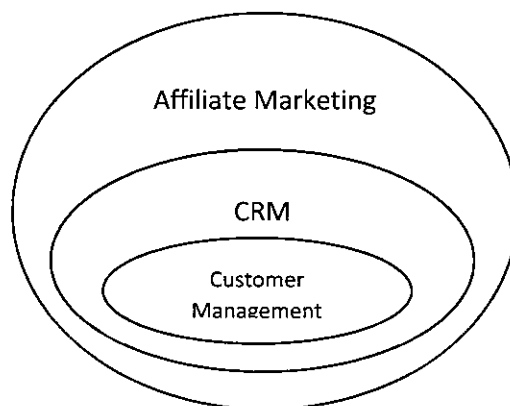
**Table 1.** Creating value for the recipient of services - selected concepts

The approach to the problem	Authors	Characteristics
Process	F.E. Webster	<ul style="list-style-type: none"> <li>– the process of creating value for the customer is at the heart of the activities undertaken by the organization,</li> <li>– the process involves defining value, developing it and delivering it to the customer</li> </ul>
	D. A. Aaker D. McLoughlin	<ul style="list-style-type: none"> <li>– the process of creating value is a key element of the strategic management of the enterprise</li> </ul>
Resource	J. Barney	<ul style="list-style-type: none"> <li>– value for the recipient is created in the sphere of unique resources (e.g. human) and competences, difficult to copy by competitors</li> </ul>
Relation	Ch. Grönroos	<ul style="list-style-type: none"> <li>– customer value is built in the relationship between the company and the customer,</li> <li>– interactions with the recipient of the company's offer increase the value</li> </ul>

**Source:** own study based on: F.E. Webster, *Market-Driven Management...*, op. cit.; p. 68-70; D.A. Aaker, D. McLoughlin, *Strategic Market Management, European Edition*, John Wiley&Sons, Chichester 2007, pp. 6-7, 142-143; J. Barney, *Firm Resources and Sustained Competitive Advantage*, "Journal of Management", 1991, No. 1, pp. 105-106; C. Grönroos, *Service Management and Marketing...*, op. cit., p. 27.

A. Payne and P. Frow defined the areas of responsibility of affiliate marketing, customer relationship management and CRM, and also outlined the differences between them<sup>7</sup>. The orientation of these concepts in relation to each other is illustrated in Figure 1.

**Figure 1.** The relationship between the concepts of "Affiliate Marketing", "Customer Relationship Management" and "Customer Management"



**Source:** A. Payne, P. Frow, *Strategic Customer Management Integrating Relationship Marketing and CRM*, Cambridge University Press, Cambridge 2013.

## Conclusions

Due to the specificity of services provided by cultural institutions, the value is to a much greater extent intangible, and the perception of the service by the recipient of the cultural institution's offer is

<sup>7</sup> See: A. Payne, P. Frow, *Strategic Customer Management...*, op. cit.



generally more emotional than the perception of the services of entities from other industries or material products. Additionally, purchasing cultural services is often associated with high risk and uncertainty. With regard to the services of cultural institutions, it can therefore be stated that<sup>8</sup>:

- value of the service in relation to the value of tangible goods ...
- unlike material goods, in services ...

## **Bibliography**

*(in alphabetical order, numbered, without division into bibliography, list of legal sources, documents, legal acts, case law, websites, etc.)*

1. Stachak S., *Podstawy metodologii nauk ekonomicznych*, Książka i Wiedza, Warszawa 2006.
2. Stolarczyk E., *Postawy konsumentów wobec produktów zagranicznych jako podstawa segmentacji*, „Marketing i Rynek” 1999 (10).
3. Storbacka K., Strandvik T., Grönroos C., *Managing Customer Relationships for Profit: The Dynamics of Relationship Quality*, “International Journal of Service Industry Management”, 1994, 5(5).
4. Storbacka K., Lehtinen J.R., *Sztuka budowania trwałych relacji z klientami*, Dom Wydawniczy ABC, Kraków 2001.
5. *Stosunek Polaków do innych narodów*, Centrum Badania Opinii Społecznej, BS/12/2013, Warszawa 2013, p. 2, Retrieved from: [https://www.cbos.pl/SPISKOM.POL/2013/K\\_012\\_13.PDF](https://www.cbos.pl/SPISKOM.POL/2013/K_012_13.PDF) [accessed 21.08.2018].
6. Szarucki M., *Modelowanie w rozwiązywaniu problemów zarządzania*, in: *Rozwój koncepcji i metod zarządzania*, J. Czekał, M. Lisiński (ed.), Fundacja Uniwersytetu Ekonomicznego w Krakowie, Kraków 2011.

## **Contact information:**

email address:

phone number:

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<sup>8</sup> P. Chlipała, *Wartość dla klienta w działalności usługowej przedsiębiorstw*, „Świat Marketingu”. Retrieved from: [http://www.swiatmarketingu.pl/index.php?rodzaj=01&id\\_numer=267974](http://www.swiatmarketingu.pl/index.php?rodzaj=01&id_numer=267974) [accessed: 12.01.2018].

## Annex 5: List of Mentors

### 1) Topics in the field of Management and Economics:

Prof. dr hab. Zbigniew Makiela  
Dr hab. Joanna Kurowska-Pysz, prof. AWSB  
Dr hab. Łukasz Wróblewski, prof. AWSB  
Dr Joanna Dzieńdziora  
Dr Jolanta Kotelska  
Dr Julita Mlaskawa  
Dr Edyta Nowak-Żółty  
Dr Ewa Siudyka  
Dr Agnieszka Raczek  
Dr Mariusz Raczek  
Dr inż. Paweł Sobczak  
Dr Krzysztof Wraha

### 2) Topics in the field of Pedagogy:

Dr hab. Małgorzata Orłowska, prof. AWSB  
Dr hab. Agnieszka Weiner, prof. AWSB  
Dr hab. Jerzy Kochanowicz, prof. AWSB  
Dr hab. Eugenia Rostańska, prof. AWSB  
Dr hab. Agnieszka Stopińska-Pająk, prof. AWSB  
Dr hab. Marek Walancik, prof. AWSB  
Dr Aneta Kochanowicz  
Dr Karolina Walancik  
Dr Michał Szyszka

### 3) Topics in the field of Sociology:

Dr hab. Maciej Witkowski, prof. AWSB

### 4) Topics in the field of National Security:

Dr hab. Andrzej Czupryński, prof. AWSB  
Dr hab. Adrian Siadkowski, prof. AWSB  
Dr hab. Robert Socha, prof. AWSB  
Dr hab. Ryszard Szynowski, prof. AWSB  
Dr Paulina Polko  
Dr inż. Bogusław Kogut  
Dr Łukasz Szymankiewicz

### 5) Topics in the field of Transport and Logistics:

Prof. dr hab. inż. Lech Bukowski  
Prof. dr hab. inż. Marek Sitarz  
Dr hab. inż. Katarzyna Chruzik, prof. AWSB  
Dr inż. Marzena Graboń-Chałupczak  
Dr inż. Iwona Krzyżewska  
Dr Jacek Karcz  
Dr inż. Paweł Sobczak  
Dr inż. Piotr Uchroński

**6) Topics in the field of IT:**

Dr inż. Paweł Buchwald  
Dr inż. Krystian Mączka

**7) Topics in the field of Health Sciences:**

Dr hab. Olga Nowotny-Czupryna, prof. AWSB  
Dr hab. Mariola Szulik  
Dr Paulina Głowacka  
Dr Patrycja Mickiewicz  
Dr Aneta Orczyk  
Dr Krzysztof Czupryna  
Dr Tomasz Kulpok-Bagiński

**8) Topics in the field of Administration:**

Dr Konrad Łoś

**9) Topics in the field of Economics and Finance and Accounting:**

Dr Marcin Budziński  
Dr Rafał Rębilas

**10) Topics in the field of Philology:**

Dr Łukasz Mencner

PROREKTOR  
DS. NAUKI I KSZTAŁCENIA

  
prof. nadzw. dr hab. Katarzyna Szczępańska-Woszczyzna

Annex 6: Information obligation on the conditions for the processing of personal data

**GDPR Information obligation on the conditions for the processing of personal data:**

1. The Controller of personal data is Akademia WSB (WSB University) with its registered office in Dąbrowa Górnicza 41-300, ul. Cieplaka 1c. To contact us, send an e-mail to: rektorat@wsb.edu.pl or call +48 32 262-28-05.
2. Please be informed about the appointment of the Data Protection Officer, the function of which is performed by Martyna Kucharska-Staszal. You can contact her by sending an e-mail to: iod@wsb.edu.pl or by calling +48 513-457- 575.
3. Personal data will be processed pursuant to Art. 6(1)(a) GDPR, that is to participate in the the scientific competition "Interdisciplinary research work of students and doctoral candidates".
4. The recipients of your personal data will be:
  - a. entities cooperating with WSB University and processing personal data on the basis of a previously concluded agreement for entrusting the processing of personal data pursuant to Art. 28. 3 GDPR or authorities and bodies acting on the basis of and for the purposes set out in generally applicable legislation;
  - b. University employees or persons employed by the Controller on the basis of civil law contracts – on the basis of authorizations granted by the Controller to process personal data pursuant to Art. 29 GDPR
5. The provision of personal data indicated in the registration form is voluntary, but necessary to achieve the objective of participation in the the scientific competition "Interdisciplinary research work of students and doctoral candidates".
6. Personal data will not be processed in an automated manner and will not be the basis for automated decision making, including profiling.
7. The Controller will not transfer personal data to a third country.
8. In connection with the processing of personal data by the Controller, you are entitled to:
  - a. request access to the content of personal data – Art. 15 GDPR;
  - b. request the rectification of personal data – Art. 16 GDPR;
  - c. request the deletion of your personal data – Art. 17 GDPR;
  - d. request the restriction of the processing of your personal data – Art. 18 GDPR;
  - e. transfer your personal data processes– Art. 20 GDPR;
  - f. object to the processing of personal data – Art. 21 GDPR;
  - g. withdraw consent to the processing of personal data at any time, if it is based on Art. 6. 1 (a) GDPR. The withdrawal of consent to the processing of personal data does not affect the lawfulness of the current processing of personal data,
  - h. lodge a complaint with the supervisory authority for the compliance with personal data protection regulations, i.e. the President of the Personal Data Protection Office, ul. Stawki 2, 00-193 Warszawa, kancelaria@uodo.gov.pl (pursuant to art. 77 GDPR).

I declare that I have read the content of the information obligation on the conditions of personal data processing, including information about the purpose and methods of personal data processing and my rights.

.....  
Signature of the participant