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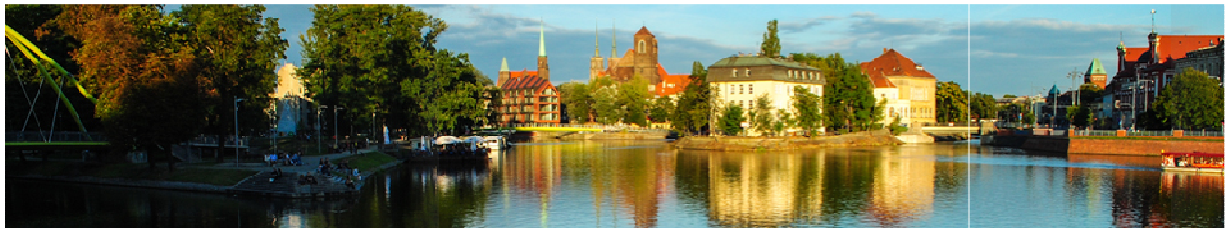
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Wyższa Szkoła Zarządzania  
Edukacja we Wrocławiu

# CMEP 2014

International Conference on Communication  
in Management, Education and Play



Proceedings of the Fifth International Conference  
Social Communication in the Real and Virtual World

Conference Theme: Leveraging Information Technology for  
Education, Communications, Marketing and Management

University of Wrocław, Poland

Linköping University, Sweden

College of Management "Edukacja" Wrocław, Poland

November 25-27, 2014



under the patronage of The Polish Chapter of  
Association for Information Systems (PLAIS)

Edited by the Conference Co-Chairs:

**Jolanta Kowal**

University of Wrocław, Poland

**Anna Kuzio**

College of Management "Edukacja", Wrocław, Poland

**Mirosława Wawrzak-Chodaczek**

University of Wrocław, Poland

A conference managed by University of Wrocław, Poland, Linköping University, Sweden,  
College of Management "Edukacja", under the patronage of PLAIS

# CMEP 2014

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University of Wrocław, Poland

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# Contents

|  |           |
|--|-----------|
| 1. From the Conference Co-Chair.....                   | 7         |
| 2. Biographies of Conference Co-Chairs .....           | 12        |
| 3. Honorary Co-Chairs .....                            | 13        |
| 4. Programme Co-chairs .....                           | 15        |
| 6. Biographies of Contributing Authors.....            | 19        |
| 7. Abstracts of research papers .....                  | 25        |
| <b>Communication in Management and Psychology.....</b> | <b>25</b> |

| Author(s)   | Paper Title  | Page No. |
|---|--|----------|
| Wojciech Piotrowicz, PhD, Oxford University   | Authors, editors and reviewers - some experiences from academic peer-reviewing   | 26       |
| Helena Lindskog, Linköping University, Sweden<br>Alicja Senejko, University of Wrocław, Poland<br>Zbigniew Łoś, University of Wrocław, Poland<br>Dorota Chmielewska-Łuczak, University of Wrocław | Temporal and material aspects of society members' living situations and their attitudes to globalization. Preliminary research | 27       |
| Helena Lindskog, Linköping University, Sweden   | Importance of time divide for eDemocracy   | 28       |
| Svitlana Paschenko, Ivan Danyliuk, Andrii Trofimov, Olena Valsova, Taras Shevchenko National University of Kyiv, Ukraine  | Peer-to-Peer Interaction as a Communicative and Learning Strategy in Organization  | 29       |
| Petr Smutný, Jakub Procházka, Martin Vaculík Masaryk University, Czech Republic   | Leaders' dominance and warmth: predicting communication skills   | 31       |
| Leon Jakubow, Wrocław's University of Economics, Poland   | Communication in strategic management of Polish companies  | 32       |
| Christina Böhm, Renate Motschnig, Leonard Obiagwu, University of Vienna, Austria  | Constructive Communication in Teams that Succeed   | 35       |
| Olexandra Loshenko, Taras Shevchenko National University of Kyiv, Ukraine   | Correlation of emotional intelligence components with the body image and their role in the communication process               | 36       |

|   |  |    |
|---|--|----|
| Saikat Gochhait, Sambalpur University, India<br>Flávio De São Pedro, Federal University of Rondonia, Brazil<br>P.C Tripathy, Sambalpur University, India  | E-learning as strategy for small entrepreneurs in Amazon   | 38 |
| Daria Pavlyn, Taras Shevchenko National University of Kyiv, Ukraine   | Spontaneity as a Factor of Personal Freedom  | 39 |
| Saikat, Gochhait, Khalikote Auto College, India,<br>P.C Tripathy, Irene Yoko Taguchi Sakuno, Sandra Da Cruz Garcia Do Espírito Santo Aguiar, Sambalpur University, India<br>Noemy Witt Ferreira, MA, Minas Gerais State, India                | Blue Oceans Marketing Strategy: A Study of Refractory Industries in Odisha                                       | 41 |
| Anna Brosch, University of Silesia, Poland  | Sexualisation of young people in the face of media culture   | 42 |
| Wiesław Palczewski, Wyższa Szkoła Zarządzania "Edukacja"<br>Szymon Suwała; Uniwersytecki Szpital Kliniczny nr 1 im. Norberta Barlickiego w Łodzi;<br>Mateusz Palczewski, Katedra i Klinika Chirurgii i Urologii Dziecięcej Akademii Medycznej | E-learning in preparation for Medical Final Examination (LEK)  | 43 |
| Anna Kuzio, Wyższa Szkoła Zarządzania „Edukacja”  | The prevalence of lying in Poland  | 45 |
| Dirk Reichelt, Ralph Sonntag, Prof. Dr; Linda Anlauf, Maria Schneider, University of Applied Sciences Dresden, Germany  | Decision support systems for E-Commerce price strategies with extensive information flow                         | 46 |
| Imre Özgün, MA, Linköping University, Sweden  | Open or Not: Interpretative Repertoires of an ERP Sales Pitch  | 48 |
| Jolanta Kowal, Uniwersytet Wrocławski, Adam Gurba, Wyższa Szkoła Zarządzania „Edukacja”, Polska   | The impact of mobbing communication on IT users professional burnout in Poland                                   | 49 |
| Mariya Vovk, Taras Shevchenko National University of Kyiv, Ukraine  | Psychological Consequences of Frustration Situations Experience in University Training                           | 51 |
| Robert Piechota, Wyższa Szkoła Zarządzania “Edukacja”   | Importance of communication and management support in controlling implementation                                 | 53 |
| Jarosław Wąsiński, Wyższa Szkoła Zarządzania “Edukacja”, Polska/<br>Collage of Management „Edukacja”, Wrocław, Poland<br>Piotr Woźniak, Państwowa Wyższa Szkoła Zawodowa w Nysie, Polska/<br>State Collage in Nysa, Poland                    | Process approach including information security system as a tool for improving communication in the organization | 55 |

**Communication in Management and Education ..... 57**

| Author(s)  | Paper Title  | Page No. |
|--|--|----------|
| Renate Motschnig, Christina Böhm, Stefan Reiböck, Shirley Werchota, University of Vienna, Austria; Katharina Cortolezis-Schlager, Campus Austria International | A User-Centered Strategy to Introducing Telecommunication Software in a Large Organization   | 58       |
| Katarzyna Gajek, Akademia Wychowania Fizycznego we Wrocławiu, Polska   | New Internet Communication Technologies in Polish Organization – the cardinal sins. Reflections of Communication Researcher and Trainer                  | 59       |
| Teresa Bogacz, Wyższa Szkoła Zarządzania “Edukacja”, Beata Konopska, Instytut Geodezji i Kartografii w Warszawie   | Computerization of management and production processes since 1989 and its consequences, on the example of Poland's largest cartographic publishing house | 60       |

**Communication in Education ..... 62**

| Author(s)  | Paper Title  | Page No. |
|--|--|----------|
| Bożena Matyjas, Jan Kochanowski University, Poland                         | Hip hop culture - a tool of communication and education of young people  | 63       |
| Maria Jolanta Zajęczkowska, dr, Wyższa Szkoła Zarządzania „Edukacja”       | Fight, mediation or meditation? Ways to resolve conflicts in a student environment   | 64       |
| Nataliia Pogorilska, Taras Shevchenko National University of Kyiv, Ukraine | The impact of communication motives on the formation of life sense of adolescents  | 65       |
| Anna Kuzio, Uniwersytet Zielonogórski                                      | Lie acceptability in intercultural communication   | 67       |
| Imre Özgün, Linköping University, Sweden                                   | Talking to the Students: Repertoires of a Syllabus   | 68       |
| Anna Maria Janiak, Uniwersytet Ekonomiczny we Wrocławiu, Polska            | Communication skills of teachers and educators in the context of new technologies as a challenge for Polish higher education | 69       |
| Alicja Keplinger, Uniwersytet Wrocławski, Polska                           | Communication and Ethic Curricula Today at the Polish Universities   | 71       |
| Anna Mitręga, Mirosława Wawrzak-Chodaczek, Uniwersytet Wrocławski          | Child in a virtual world- media competences of pre-school children   | 73       |
| Małgorzata Biedroń, Uniwersytet Wrocławski, Polska                         | Using edutainment in shaping pro ecological attitudes on the example of EkoDzieciaki.pl                                      | 74       |
| Jolanta Kędzior, Uniwersytet Wrocławski, Polska                            | Social campaign as a persuasive message in the media   | 75       |

|  |   |    |
|--|---|----|
| Krystyna Ostapiuk, Wyższa Szkoła Zarządzania „Edukacja”                                  | The competence of teachers and students   | 77 |
| Mirosława Wawrzak-Chodaczek, Arkadiusz Urbanek, Uniwersytet Wrocławski                   | Inter-group, intercultural and environmental communication areas in the activities of prison institutions | 78 |
| Anna Pałęga, Wyższa Szkoła Zarządzania “Edukacja”  | Sharing Everyday Aesthetic Experiences  | 80 |
| Anna Pawiak, Uniwersytet Kazimierza Wielkiego w Bydgoszczy                               | Manipulation as a threat coming from the Internet in the students' opinion                                | 82 |
| Janusz Czerny, Wyższa Szkoła Zarządzania “Edukacja”                                      | Hazards of technical Civilisation   | 83 |
| Maria Kajdasz-Aouil, Bassam Aouil, Uniwersytet Kazimierza Wielkiego w Bydgoszczy, Polska | The risk of cyberbullying among children and adolescents in the opinion of parents                        | 86 |
| Agnieszka Janik, Uniwersytet Wrocławski, Polska  | Acquisition of communicative competence by children at playgrounds  | 87 |

**Language in communication..... 89**

| Author(s)   | Paper Title   | Page No. |
|---|---|----------|
| William J. Sullivan, University of Florida, Maria-Curie Skłodowska University, Poland | The place of language in verbal communication   | 90       |
| Paweł Topol, Adam Mickiewicz University in Poznań, Poland                             | Communication and Language Learning in Virtual Worlds – a Research Project in Second Life | 91       |
| Mariusz Kamiński, Wyższa Szkoła Zarządzania „Edukacja”                                | Towards successful communication between the dictionary and its user                      | 92       |
| Piotr Grobelny, Wyższa Szkoła Zarządzania „Edukacja”                                  | The role of ontology in human-machine communication                                       | 93       |
| Paulina Forma, Uniwersytet Jana Kochanowskiego w Kielcach                             | Linguistic code in the public coaching  | 94       |

**Creativity in the economy of tourism..... 95**

| Author(s)  | Paper Title  | Page No. |
|--|--|----------|
| Lesław Koćwin, Wyższa Szkoła Handlowa we Wrocławiu | Anthropogenic Landscapes of the Kłodzko in literary work of Joseph Wittig - the product of a creative cultural tourism | 96       |
| Agnieszka Wieszaczewska, Uniwersytet Wrocławski    | The communication of the tourist attractiveness of the region. The role of folklore                                    | 97       |

|  |  |     |
|--|--|-----|
| Marta Pisarek, Marta Gargała, Uniwersytet Rzeszowski   | Inficrata as a creative product of religious tourism on the example of Corpus Christi in Spycimierzu | 99  |
| Jarosław Klebaniuk, Uniwersytet Wrocławski, Polska   | Media usage predicts attitudes towards globalization   | 100 |
| Hennadiy Shulha, Docent, Jaryna Onufriv, National University, Lvivska Politechnika, Ukraine                | The features of landscape and spatial structure of ski resort in Ukrainian Carpathian Mountains      | 102 |
| Agnieszka Faron-Okoniewska, Wyższa Szkoła Zarządzania „Edukacja”/ Collage of Management „Edukacja”, Poland | Dresden and Wrocław Waterfronts / Nabrzeża Drezna i Wrocławia  | 104 |



# 1. From the Conference Co-Chair

Communication is increasingly at the center of human activity and crucial to the success of individual professionals and their organizations. Moreover, communication in various organizations (companies, schools, etc.) encompasses all the means, both formal and informal, by which information is conveyed. These various modes of communication may be exploited to disseminate official information between parties, to exchange hearsay and rumors, or anything in between. The challenge for businesses, pedagogy and linguistics is to channel these myriad communications so they serve to improve relations, bolster individual satisfaction, build knowledge-sharing throughout the organization, and most importantly, enhance mutual understanding.

Dynamic transformations of different living spaces, an enormous spatial mobility of the Global Village inhabitants, multitude and omnipresence of modern social communication media require a responsible critical and rational attitude, gaining and permanent competence improvement in the sphere of information receiving and communicating on individual and group levels. Ability of gaining the agreement is both a condition for individual well-being and also integration on the level of groups, societies and cultures. Charles Cooley claimed that "There is not a single society that could exist beyond people's comprehension; there are not any individuals that wouldn't be formed by society. This particular unity is generated within the processes of interaction and interpersonal communication." When the functional relation of any number of people is generated that every social group is, so then in a natural way the necessity of exchange appears; the exchange of thoughts, ideas, needs, expectations, meaning agreements and values by using communication codes that already exist or are just being formed. Mutual agreement may play the role of a certain binder keeping up interpersonal relations. It makes a favorable climate for crossing ethnocentric limitations, finally enables a multi-subjected action. Starting from primal natural educational environments that family and local habitat are, through the social groups and environments connected with education and work, up to intercultural relations, success of communication depends on the ability of meaning reading that the partners assign to certain things, phenomenon, and events.

We hope that you have a productive and enjoyable conference.

Jolanta Kowal, Mirosława Wawrzak-Chodaczek, Helena Lindskog

## Track 1

### Communication in Management and Psychology

---

*Track Chairs:*

*Jolanta Kowal, University of Wrocław, College of Management "Edukacja", Poland*

*Wojciech Piotrowicz, University of Oxford, UK*

Emerging economies with their dynamic development and rapid growth are often considered the engines of the global marketplace. Unfortunately, despite this vigorous

economic growth, most emerging economies still lag behind the mature, developed countries in economic output and standard of living. To truly close this gap, new management techniques, new business models, and new regulatory policies, among other factors may be needed. Moreover, information and communication technologies (ICTs) will likely play a vital role in this development process. Thus, the objective of this section is to provide a forum for interested researchers and practitioners to exchange their experiences and creative ideas related to ICT management for global competitiveness and economic growth in emerging economies. Possible topics may include but are not limited to the following:

- Social, political and legal frameworks as they relate to ICT and ICT Management
- Unique ICT management techniques for emerging and transition economies
- Methods for measuring the benefits and costs of projects involving the adoption of ICT
- The role of human and social capital
- Innovative ways for generating revenues and creating commercial knowledge products
- Educational systems and training as they relate to ICT and ICT Management
- ICT to support small and medium enterprises
- ICT as a path to economic growth
- ICT productivity with specific reference to the prevalent social and business conditions
- Global supply chain management in emerging and transition economies
- Country specific case studies, with specific reference to the prevalent social and business conditions
- ICT off-shoring/outsourcing into emerging and transition economies
- ICT project management, with specific reference to the prevalent social and business conditions
- Digital divide in emerging and transition economies
- E-commerce impact in emerging and transition economies
- E-government in emerging and transition economies
- Psychological, social, and economic aspects of Internet use in emerging and transition economies
- Quantitative methods and information technology in management

## **Track 2**

### **Communication in Education**

---

*Track Chairs:*

***Małgorzata Biedroń, Anna Mitreǵa, University of Wrocław, Poland***

Possible topics may include but are not limited to the following:

- New technologies and trends in education and social communications
- New Technologies in education in global educational space, e-learning platforms, exchange of ideas, experiences, creating joint study programs, e-publications, virtual

libraries, virtual campuses, the use of e- learning and communication mediated by modern media in scientific research and teaching (conference room, voice chat, diagnosis, skills, problems with the use of New means of communication), e-learning in Professional development, creating, popularization, the use of knowledge

- Educational function of computer games
- Edutainment (entertainment education)- knowledge, competences, attitudes, entertainment, social change
- Media competences of different social groups (diagnosis, developing of key competences), New Technologies and child development
- New form of Communications in social Communications
- New Technologies In interpersonal Communications In different social groups (family, education, labour market institutions, NGO, civic movements, social environment in the internet), social conflicts
- Wiki technology- wikinomy (openness, partnership, cooperation, global collaboration, experts community). E-inclusion

### **Track 3**

## **Language in communication**

---

*Track Chairs:*

*Anna Kuzio, University of Zielona Góra, College of Management "Edukacja"*

*William J. Sullivan, UMCS, Lublin, Poland*

The importance of language seems to be essential to every aspect and interaction in our everyday lives. Individuals use language to inform the people around us of what we feel, what we desire, and question/understand the world around us. People communicate effectively with their words, gestures, and tone of voice in a multitude of situations. Being able to communicate with each other, form bonds, teamwork, and so on is what separates humans from other animal species. Communication drives our lives and helps us better ourselves. Thus, the objective of this section is to provide a forum for interested researchers and practitioners to exchange their experiences and creative ideas related to linguistics. Possible topics include but are not limited to the following:

- (New) Media discourse
- Party political discourse
- Advertising
- Discourses of war and terrorism
- Discourses of discrimination and inequality
- Power, ideology and dominance in institutional discourse
- Identity in discourse
- Education discourses
- Environmental discourses
- Health communication
- Language and the law
- Translation

- Intercultural Communication

We especially welcome papers which re-examine existing frameworks for critical discourse research and/or which highlight and apply new methodologies sourced from anywhere across the humanities, social and cognitive sciences including but without being limited to the following fields:

- Sociolinguistics
- Functional Linguistics
- Cognitive Linguistics
- Corpus Linguistics
- Pragmatics and Argumentation Theory
- Conversation and Discourse Analysis
- Discursive Psychology
- Multimodality
- Media Studies
- Communication Studies
- Political Science
- Translation Studies

#### Track 4

### Creativity in the economy of tourism

---

*Track Chair:*

*Mieczysław Leniartek, College of Management "Edukacja", Poland*

The culture, including communication, plays a significant role in analyzes of potential for development, as well as programs and plans for tourist areas. In terms of economy of tourism it is expressed in defining the role of historical and contemporary cultural content as a leading motive of various tourism products.

The authors of these products are local communities who wish to improve the quality of life, as well as motivated by commercialism organizers of economic life.

In this perspective, it can be observed within the tourism environment the occurrence of "creative regions", "creative cities" and "creative villages" inhabited by "creative communities", governed by the "creative class". As significant for these locations and communities are "creative industries", identified also as the "cultural industries". They are a variety of activities related to the protection of historical content, the evolution of new content and their dissemination. These are such areas of cultural life, as conservation of historical monuments, museology, archeology, architecture, music, visual arts, industrial design, crafts, media and publishing.

The aim of the panel is to consider the nature of relationship between creativity and economy of tourism. In particular it concerns the activity of the creative and business environment in the form of local government units, schools and universities, cultural institutions and non-governmental organizations. They just are involuntary or intentional authors of entering the tourism market "cultural" tourism products. Their activity is the answer to the needs and

trends in tourism, as well as an inspiration for the organizers and entrepreneurs operating in the sphere of tourism.

Range of topics: In research reports and reflections from personal experiences which are the basis for discussion and exchange of views, the references to the following problems are sought:

- specifics of the creative sector in tourism;
- art as a response to new needs and trends in the contemporary tourism;
- trends and needs of the creative sector;
- management of the creative sector in tourism;
- institutional support for the arts for the purposes of tourism;
- linking science and business in the area of creative industries;
- originality of "cultural" tourist products in the light of ethics and law;
- economics of the production of "creative products" for the purposes of tourism.

## 2. Biographies of Conference Co-Chairs



Dr **Jolanta Kowal** is Vice Rector and a professor at Wrocław College of Management "Edukacja" in Wrocław, and a tutor and researcher at the Institute of Psychology of Wrocław University. She is a member of scientific associations AIS, PTS and PTPA accredited by IAAP. A researcher and lecturer, Jolanta is the author of over 80 scientific publications and delivers lectures and seminars on methodology of management, applied statistics in socio-economic, psychological and multicultural research. Her interests and research specializations are: organization and management, information technology in organization, methodology, quantitative and qualitative research, analytical psychology, cross-cultural research. Jolanta acted as the conference co-chair and track-chair for many international conferences (ECMLG 2010, CMEP 2012, ICTM 2012, ICTM 2013, AMCIS 2014 minitrack). She is also a member of editorial board of scientific journals: GRE and PJAP.



**Helena Lindskog** is an adjunct professor in industrial marketing and industrial economy with a special focus on public procurement at Department of Management and Engineering, Linköping University, Sweden. Engineer on electronics from Technical University in Warsaw, Bachelor of Arts in languages, comparative religion, history and literature from Stockholm University; long experience from both private (responsible for market introductions and training at Ericsson, as adviser, expert and consultant at HelDag AB) and public sectors (technical director and secretary in governmental commissions), PhD in Technology at Linköping Technical University. Author of several scientific articles, reports, technical specifications, debates and columns in the Swedish press. Fluent in Polish, Swedish, English, Spanish, Russian and French.



**Mirosława Wawrzak-Chodaczek** prof., Dr Hab. at the Institute of Pedagogy, Wrocław University in Wrocław, (professor). Member of scientific associations Wrocław Scientific Society. Researcher and lecturer, the author of over 60 scientific publications. Research specialisation: social communications, mass media and education, public relations, social security. She is an organiser of many conferences. In 2006-2008 she participated in the research on the educational-professional mobility of incomplete-legal persons in the Lower Silesia. Diagnosis of the Support Instruments - project financed by the European Social Funds and in a research project Czech-German-Polish "Equal opportunities for women and men in the Euro-region Neisse-Nisa-Nysa" coordinated by the Internationales Begegnungszentrum St. Marienthal, PONTES-Agentur, St.. Marienthal 10, 02899 Ostritz, funded by the government of Germany- Bundestag.

### 3. Honorary Co-Chairs



**Marek Lewandowski** – a graduate of the Academy of Physical Education in Wroclaw, specializing in teaching.

In the 1986-2012 academic teacher at the Academy of Physical Education in Wroclaw. The College of Management in Wroclaw industry since 2012, author of over 70 scientific peer-reviewed publications, including two books, editor of nine monographs. He has research and teaching internships at the Hochschule für Musik und Darstellende Kunst "Mozarteum" Abteilung Orff Institute in Salzburg, Austria, Deutsche Sporthochschule - Institut für Sportdidaktik in Cologne, Germany, the University of Olomouc - Czech Republic, Academy of Physical Education in Warsaw Academy of Physical Education in Gdansk. Work experience: developing a theory of physical education in the context of the culture of health behavior, recreational and aesthetic man. Research activity is focused on the study of the role of the environment: the school and the family in the child's acquisition of cultural competence and psychomotor.

Interests: listening to music, collecting records, drawing and painting, hiking.



**Anna Oleszkowicz** (born in 1956), psychologist, professor at the Institute of Psychology at the University of Wroclaw. Her research interests focus on developmental issues of adolescence, adolescent rebellion, criteria and forms of adulthood. The author of numerous scientific and popular works in this field, including the monograph crisis youthful - the essence and process (1995), youthful rebellion. Conditions, forms, effects (2006), How to truancy (2010) co-author, psychology of adolescence. Developmental changes in the age of globalization (2013), co-author. Since 2008 he has been the Director of the Institute of Psychology. PhD 1989, habilitation in 2007.



**Alicja Szerłaż** – doctor, Professor; University of Wroclaw. Director of the Institute of Education at the University of Wrocław and head of the Department of Social Pedagogy.

An expert in the field of multiculturalism and interculturalism (education and intercultural communication). Author of numerous publications. She is an initiator and the director of many national, international and foreign scientific conferences on national minorities, ethnic and religious. She takes care of the work of research masters and PhD candidates, which relate to issues of multiculturalism and dialogue on cultural borderlands. She is also an animator of environmental activities for understanding, agreement and cooperation of different cultural backgrounds.



Professor **Stanisław Wrycza**, University of Gdansk

Founding member of AIS – 1995;

He has been the organizer of the following AIS events:

- Xth European Conference on Information Systems – ECIS 2002
- SIGSAND/PLAIS EuroSymposia - 2007, 2011, 2012, 2013, 2014, 2015

Professor Wrycza is together with the former AIS President

Professor Claudia Loebbecke co-founder of PLAIS in 2006;

Head of Department of Business Informatics at University of Gdansk;

Senior Editor of Information Systems Management Journal (IF=0.35);

Editorial Review Board of Journal of Database Management (IF=2.121);

Advisory Board of Information Systems Journal (IF=1.381);

Editorial Board of Information Systems and e-Business Management (IF=0.605);

President of PLAIS - Polish Chapter of Association for Information Systems;

General Chair of SIGSAND/PLAIS EuroSymposium;

Steering Committee of BIR - International Conference on Business Informatics Research;

ISAH (Information Systems Academic Heads International) Vice President 2008 – 2010;

University of Gdansk AIS Student Chapter Faculty Advisor;

Honourable Ambassador of Polish Congresses;

President of PLAIS – Polish Chapter of Association for Information Systems;

General Chair of ECIS'2002 – The Xth European Conference on Information Systems in Gdańsk;

General Chair of SIGSAND/PLAIS EuroSymposium.



## 4. Programme Co-chairs



### **William J. Sullivan**

Ph.D. in Slavic Linguistics, Yale University, 1969.

Research Associate, Linguistic Automation Project, Yale University, 1969-70.

Professor of Slavic and Linguistics, University of Florida, 1970-2000.

Profesor nadzwyczajny, English and Linguistics, Uniwersytet Wrocławski, 2000-2010.

Profesor zwyczajny, English and Linguistics, Uniwersytet Marii Curii-Skłodowskiej, 2002-pres.

Fulbright fellow 1979-80 (UMCS), 1990-91 (UMCS), 2000-2001 (UWroc).

Research interests: Relational network theory and its application to Russian, Polish, English, Ukrainian, Bulgarian, and Latin.

Monographs:

1998. Space and time in Russian. (Locus uses of Russian prepositions). Muenchen: LINCOM Europa.

2009. The Tense-Aspect System of Polish Narrative (co-author David R. Bogdan). Muenchen: LINCOM Europa.

Current long-term projects:

Speech errors and what they tell us about the storage and use of language.

Relational network theory: The foundation and some descriptive applications.

Recent articles appear in various volumes of the LACUS forum and PASE's linguistic volumes, PALC 2001, Kwartalnik filologiczny XLIII, and elsewhere.



### **Wojciech Piotrowicz**

Research: Information Systems, Supply Chain Management,

Interests: Information Communication Technology, Performance Management, Sustainable Supply Chain, Management, and 11 more

About: Wojciech Piotrowicz is a member of the Faculty of Management, University of Oxford, and a member of the Oxford Institute of Retail Management (OXIRM) at Saïd Business School.

Wojciech is an expert on supply chain management, information technology and performance measurement, including sustainability-related indicators.

Wojciech is currently working on a major 18 month research project led by Richard Cuthbertson of OXIRM, on the evolution of multi-channel retailing. The project is examining how emerging information technologies can be utilised to encourage shoppers back to the high street against the backdrop of increasing online sales, decreasing footfall in store and increasing costs. Instead of treating online and in-store purchases as two competing channels, the project is exploring how online solutions could be brought into stores to combine the advantages of both. Wojciech is examining the ways in which the physical shopping experience could be enhanced by the benefits generated by emerging technology, such as self-service kiosks and mobile applications used in-store. Such a radical reconfiguring of retail will present challenges to retailers, who must simultaneously address back office support and supply-chain issues to service these innovations and exploit the opportunities of developing technology.

## 5. Conference and Review Committee

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**Jolanta Kędzior**, University of Wrocław, Poland  
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## 6. Biographies of Contributing Authors



**Małgorzata Biedroń** is an author of 4 monographs in the field of interpersonal communication and social pedagogy (Tutelary function of the urban family, Theoretical and practical aspects of contemporary tutorial pedagogy (co-ed.), Communication- accord- social presence (co-ed.), The experience of post-modernism in intimate family relationships (co-author) and more than 40 articles in scientific journals (national and foreign) and chapters in peer-reviewed publications. Editor of 19 consecutive edition of "Handbook of publications in the field of social pedagogy". Member of Program Council of quarterly "Auxillium Sociale Novum".



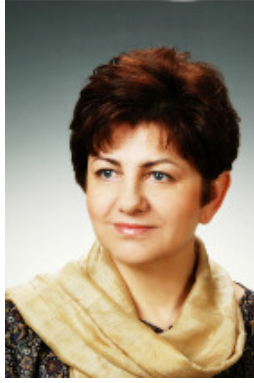
**Michał Cybulski** – Student of the third year of Management at the Management Faculty at the University of Lodz. Founder and Vice-chairman Students Scientific Associations FEIM. Coordinator of projects, director of videos and the author of publications. He interest in Social Media. He would like to conduct research about Social Media and their influence in society. Privatelty lives in counrty with family, away from city.



**Sorina Georgescu** is a Lecturer (PHD student – PHD expected on September 2014 – American-Romanian Studies – 19<sup>th</sup> century) at the Faculties of "Journalism" and "Sciences and Engineering" at the Hyperion University, Bucharest, Romania, where she teaches English classes. She published 20 papers, in English and Romanian, mostly in English, on such themes as multiculturalism, American and Romanian literature and culture, history, national myths, racism, Ethnic Studies, Teaching (ESP). She presented papers at national and international conferences in Romania and abroad. She is a member of the "Romanian American Studies Association" (RAAS), of the "European American Studies Association" (EAAS), and of the "Society for Romanian Studies" (SRS). She is also editorial assistant and editor/coordinator of *Hypercultura* – biannual double-blind peer-reviewed Journal of the Department of Letters and Foreign Languages (Hyperion University, Bucharest), and co-organizer of the International Conferences of the same Department.

### **Mariusz Kamiński**

I work as an Assistant Professor in the Department of English Philology at the College of Management 'Edukacja' in Wrocław. In 2009 I defended my PhD thesis on the history of the Chambers Dictionary, whose revised version was published by Walter De Gruyter in 2013. My main areas of research are English lexicography, corpus linguistics, and specialised languages, including Business English. Currently, I am working on a comparative analysis of various defining styles in dictionaries, using quantitative and qualitative methods.



Dr **Alicja Keplinger** is a researcher and lecturer at the Institute of Psychology of Wrocław University. She is a member of Polish Association of Organizational Psychology and a board member of Lower Silesian Branch of the "National Forum for Lifelong Guidance" Association. Between 2008 and 2012 she held position of Vice Director of the Institute of Psychology of the University of Wrocław. Alicja is the author of over 50 scientific publications (published among others in University of Wrocław and ENETEIA) and delivers lectures and seminars on psychology of management, psychology of motivation and psychology of individual differences. She reviewed papers for ECMLG PROCEEDINGS 2010-2012 (ACI, Reading, UK) and Developmental Psychology 2012 (Poland) among many others. Her interests and research specializations are: organization and management, psychology of motivation, psychology of individual differences and ethos of behavioural problems in organization.

Alicja acted as the conference chair for the 3rd, 4th and 5th Interdisciplinary Scientific Conferences "Man against mass social phenomena" hosted at the University of Wrocław, Poland. The topics included: "Faces of passivity" 11-12 June 2007, "Femininity and masculinity - contexts (not) daily," 19-20 May 2008, "Transgressions, innovation and creativity" 18-19 May 2009.



#### **Jarosław Klebaniuk**

Assistant Professor at the Institute of Psychology of the University of Wrocław, a journalist, novelist, editor of the quarterly "Social Psychology". He conducts research in the field of political psychology. He advocates greater social equality. He writes about psychology, politics, books, films and theater productions. He published several scientific articles, authored five books, among others: "The phenomenon of social inequality" and "Faces of inequality." He is the editor of the journal "Social Psychology" and Lewica.pl portal. His pieces of writing appeared in such magazines as "Accent", "Frazier", "Borderland" and "Lamp".



**Beata Konopska**, geographer (Associate Professor of the Earth science) and historian (PhD in humanities); employee of the Institute of Geodesy and Cartography in Warsaw; the area of interest covers the issues related to the cartographic activity in Poland in XX century, especially activity of publishing companies and the social role of maps. The author and co-author of over 70 scientific publications and over 50 positions promoting cartographic knowledge. She is among others a member of National Committee for the International Cartographic Association, Vice-President of the Research Group of Cartography Historians Institute for the History of Science of the Polish Academy of Sciences, chief editor of the "Polish Cartographic review" member of the scientific college of the "Вісник геодезії та картографії".



#### **Anna Kuzio**

M.A.: studied English at Wrocław University, Ph.D. studied English at Adam Mickiewicz University in Poznań. Research interests: intercultural communication, critical discourse analysis, pragmatics, rhetoric, persuasion and manipulation. Assistant Professor at WSZ EDUKACJA in Wrocław (Poland).



Dr **Mieczysław K. Leniartek** is an architect and a town planner, a graduate of the Faculty of Architecture in the Technical University in Cracow, Poland (MA 1970). He has practiced in Poland, England and Australia, completed a doctoral dissertation in the Technical University in Cracow on the revitalization of historic small towns (PhD 2003). He has been a manager of a regional studies bureau in Lower Silesia and a technical director in a development company in Cracow. He has been a chairman of several international conferences on cultural tourism and an editor of publications in this field ("Commercialism of Cultural Tourism", "Exploration of Historic Environment", "Terra Incognita in Tourism"). He lectured in the Faculty of Tourism of the College of Management "Edukacja" in Wrocław, Poland, in the subject of development for hospitality, and held a position of a dean.

#### **Olexandra Loshenko**

My name is Loshenko Olexandra. I was born in the city Vinnitsa, that on Ukraine. I got higher education in the walls of the Kiev National University of Taras Shevchenko. In 2012, I finished postgraduate study at the same university and got the degree of candidate of psychological sciences. My scientific interests lie in the area of study of the emotional potential of personality, emotional self-knowledge and spiritual development.



**Anna Mitreğa**, Institute of Pedagogy, University of Wrocław, Poland

Area of study: Elementary School Pedagogy, Social Pedagogy and Communication, Pedagogy of Family, Life - coaching.

1999 - University of Wrocław - PhD degree with specialty in Pedagogy, since

01.10.2004 – assistant professor of Institute of Pedagogy, University of Wrocław.

Participation in research: own R&D work – issue Chances and Threats of Educational Function Accomplishment within Postmodern Family. The research includes: parents' narratives and also educational-classes meetings carried on within Academy of Parents framework.

Over thirty publications /also in English, German and Russian/



**Renate Motschnig**, born in Ostrava, Czech Republic, is a professor of computer science and head of the Computer Science Didactics and Learning Research Center (CSLEARN) at the University of Vienna, Austria. Renate held positions at the RWTH Aachen in Germany, the University of Toronto, Canada, and teaches and cooperates with at the Masaryk University in Brno, Czech Republic. She participated in encounter groups and several events based on the Person-Centered Approach. She is deeply interested in the multiple ways in which mutual understanding and whole-person learning happen. She has (co-)authored more than 150 scientific articles, two books on constructive communication, and is determined to foster a style in higher education that is based on person-centered attitudes, our co-actualizing potential, and thoughtful support by web-based technology. She appreciates synergies between presence and distance, and a multitude of (scientific) disciplines and cultures.



**Marian Niedźwiedziński** is Professor of Management Information Systems. He is the Chair of the Department of Computer Science in Economics, University of Lodz, Poland.

His Specialization and Research Interests are associated with: Information Management Systems, Business Information Systems, Information Systems Developing Methodologies, Computer-Aided Systems Engineering, Electronic Data Interchange, Inter-Organizational Systems, Electronic Commerce. He is the author or coauthor of more than 80 publications.

Prof. Niedźwiedziński is also Initiator and Chair of the Programme and Organizing Committee of the National EDI Conferences in Poland.



### **Iaryna Onufriv**

2011 – architect in Urban planning and architecture Department, City Council of Lviv  
From 2012 - A doctorate student of Urban planning and urban design Department, Lviv Polytechnic National University.

From 2012 - Teacher assistant of Urban planning and urban design Department, Lviv Polytechnic National University.

Study field - Urban planning and Landscape architecture (Landscape and spatial organization of ski resorts in Carpathian mountains)

### **Krystyna Ostapiuk**

Krystyna Ostapiuk Ph. D., is an associate professor at the Pedagogy Department of Wrocław University of Management 'Edukacja', Krakowska 54-42. She is a pedagogue, educationist, therapist, and a licensed coach of 2<sup>nd</sup> rank of Polskie Towarzystwo Psychologiczne (Polish Psychology Association) in Warsaw, as well as a business coach.



### **Dr. Saikat Gochhait**

11 years of experience with 5 years of teaching experience and 6 years of industrial experience with Tata Group(TRL Krosaki Ref Ltd) and Bajoria Group(IFGL Ref Ltd). Bsc(Physics), PGDCA, MSc-IT, MBA with specialization in Marketing and Ph.d-International Business from Sambalpur University. He has been awarded Doctorial Bursary Award 2010 from Coventry University, UK for the doctoral thesis-Refractory Industries. He has been awarded with Diamond of Belpahar-2013 sponsored by Tata Krosaki Refractories community for excellence as an individual and contribution to the society. He has been awarded with MTC Global award for Best Faculty in Rural Area. Mr.Saikat has contributed extensively in National and International Journals and Conferences and has chaired session in different International and National conference such as IIM-K,IIM-L,IMS-Noida, IMT, XIM-B and Amity University-Jaipur. Phd Thesis has been published in Book printed form by LAP Lambert Academic Publishing, AG & Co KG, 2012 available on (www.ebay.com > Books > Nonfiction).

Blog:[www.saikatgochhait.blogspot.com](http://www.saikatgochhait.blogspot.com)

### **Gennadiy Shulha**

Ph.D. in architecture, Kiev Civil Engineering Institute, 1990.

From 1990 – till now - Associate Professor of Urban planning and urban design Department, Lviv Polytechnic National University.

During 1983-2000 - Deputy Dean of the Faculty of Architecture of Lviv Polytechnic National University.

From 1983 – member of The Union of Architects of Ukraine.

From 2004 – Chief Architect of Design Bureau “ADB”.

From 2012 – A doctoral student, Lviv Polytechnic National University.

The main direction of scientific and design practice: urban planning, architectural design environment, design of public, residential buildings and mountain recreational facilities.

Author of more than 100 implemented projects of buildings and complexes, more than 50 scientific and methodical publications in national and international editions including textbooks.

Winner of the tenders - Habitat II (UIA, 1986), "Style-Perfection-Beauty" (NSAU, 2001), Kryształowa Cegła (PTML, Polska, 2011), Grand Prix Festival of architecture (NSAU, 2012).

The main themes of research:

- Methods of planning of mountain recreational areas in the Carpathian mountains
- Trends in the design of public, residential buildings and houses.





**Petr Smutny** was born in Czech Republic. He received the master degree in National Economy (MSc equivalent, 2001) and the Ph.D. in Management (2007) at Masaryk University, Brno, Czech Republic. He works as an Assistant Professor at the Department of Corporate Economy and as a vice-dean of Faculty of Economics and Administration, Masaryk University, Brno, Czech Republic. His research focuses on competency models, managerial skills and managerial simulation games.



**Ralph Sonntag** is professor for marketing, especially multimedia marketing, at the Hochschule für Technik und Wirtschaft Dresden, University of Applied Sciences. After studying business administration in Würzburg, he was a researcher at the University of Technology Dresden. Subsequently he held positions at the strategy/technology consulting Diebold and advertising agencies. His research interests are social media, word of mouth and e-learning.



**Paweł Topol**, associate professor, Adam Mickiewicz University in Poznań, Poland, Faculty of Educational Studies – M.A. in English, Ph.D. in pedagogy, educator and researcher. Research interests: educational technology, teacher training, IT in education, CALL (Computer-Assisted Language Learning), e-learning and u-learning, 3D virtual worlds for education. Author: 2 books, 50+ articles, 11 reviews. Research and teaching experience: EFL (30+ years), IT and CALL (25+ years), e-learning (15+ years), 3D virtual worlds (6 years), online teacher at Appalachian State University, NC, USA (8 years).



**Arkadiusz Urbanek** - PhD in humanities, researcher and lecturer at the Institute of Pedagogy, University of Wrocław. Graduate of post-graduate studies in community work and legal aspects of organizing social welfare. His academic interests are in the areas of intercultural communication, penitentiary pedagogy and the status of foreigners within judicial system. He is the author of four books and several scientific articles – contributions in journals. Co-founder of the Wrocław branch of Polish Penitentiary Association, members of the Polish Society of Mental Hygiene. Member of the editorial committee of “Zdrowie Psychiczne” journal.



**Angelika Urbaniak** - Student of the second year of Analysis and Management in Business at the Management Faculty at the University of Lodz. In the years 2010 - 2012 she took part in an international student exchange program Comenius. In 2013 graduated XLV High School in Lodz as The Best Graduate. Since May 2014 she is a member of Students Scientific Associations FEIM, as coordinator of projects, the author of publications, administrator of social media sides and organizer of events. She works as assistant Editor-in chief of [urodaizdrowie.pl](http://urodaizdrowie.pl). Currently a member of the second edition of the program "MENTORING - GRADUATE VIP".



**Jarosław Wąsiński** – Lecturer in the College of Management Edukacja; Doctor of economics; Alumnus of The Warsaw School of Economics, Auditor/ Lead Auditor ISO 9000 series QMS and ISO 27 001 (about 500 audits and expert opinions in UE); Trainer; Eleven years of experience in the implementation of management systems such as ISO 9001, ISO 27 001, ISO 22 000, HACCP, BRC, IFS; Originator of technology projects in companies and industrial restructuring.

## **7. Abstracts of research papers**

# **Communication in Management and Psychology**

# **Authors, editors and reviewers - some experiences from academic peer-reviewing**

by

**Wojciech Piotrowicz**, PhD, Oxford University, United Kingdom,  
Wojciech.Piotrowicz@sbs.ox.ac.uk

## **ABSTRACT:**

The talk will be focused on academic peer review process. The speaker will share his experience of serving as reviewer, guest and book editor and member of the journal editorial boards. Different types of reviews will be overviewed, considering variety of research publications (conference papers, books, book sections and academic journals). Roles, tasks assigned, as well as duties of parties involved will be analysed. Disciplinary and methodological differences will be also briefly covered. This will be followed by some observations and advices of how to handle review from point of view of reviewer (what should be considered and why when preparing a peer review). In addition some comments of how to handle response to review comments will be given. This talk stresses the differences between reviews performed in the Polish academia and those from the international journals. The talk will be based on experiences from Management and Information System- related fields.

**Keywords:** *authors, editors, reviewers, academic peer-reviewing*

# **Temporal and material aspects of society members' living situations and their attitudes to globalization. Preliminary research**

by

**Helen Lindskog**, Linköping University, Sweden, helena.lindskog@liu.se

**Alicja Senejko**, Wroclaw University, Poland, alase@wp.pl

**Zbigniew Los**, Wroclaw University, Poland, z.los@psychologia.uni.wroc.pl

## **ABSTRACT:**

The main purpose of this paper is to present the preliminary results of research on correlations between attitudes towards globalization and time/materialistic aspects of people's life conditions. The research focuses on the Polish and Swedish population of age between 18-75. The methodology consists of two models:

- 1) "World and I" questionnaire prepared by A. Senejko and Z. Los that investigates three attitudes towards globalization: accepting, critical and fearful, and
- 2) Enquiry "Time and Money" prepared by H. Lindskog, Z. Los, A. Senejko and D. Chmielewska-Luczak in order to investigate the financial situation and usage of time for different activities.

This paper will present the results of preliminary research carried out by using mentioned above methods.

**Keywords:** *time-rich&time-poor, globalization, attitudes, money-rich&money-poor*

# Importance of time divide for eDemocracy

by

**Helena Lindskog**, Linköping University, Sweden, helena.lindskog@liu.se

## **ABSTRACT:**

E(lectronic)-democracy is seen as a potent possibility to promote democracy through the usage of Information Communication Technology (ICT). This is considered especially suitable for so called direct democracy with increased citizen participation.

In this paper we want to point out one of the aspects that we think are of rising importance and should be taken into consideration while discussing e-democracy – time divide namely division on time-rich and time-poor. This divide in the longer perspective can more visible and important than today existing digital divide or illiteracy real or for using Internet.

This is an exploratory paper and the subject will need more investigations as well as studies to compare situation in different countries and under longer time period. Only in the future we can be sure if our assumptions have been correct.

**Keywords:** *e-democracy, ICT, time-rich and time-poor, timedivide*

# Peer-to-Peer Interaction as a Communicative and Learning Strategy in Organization

by

**Paschenko Svitlana**, Trofimov Andrii, Danyliuk Ivan, Vlasova Olena

**Taras Shevchenko**, National University of Kyiv

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## ABSTRACT:

Peer learning is an educational and organizational strategy which promotes participation and interaction. It stimulates creative ways of thinking and team working. Such activity promotes a sense of belongingness that combats the newly comer's anonymity and isolation in the organization. The *aim* is to reveal an influence of the management style on the effective interaction inside organization and to investigate correlation between the style of organizational management and interaction on the horizontal level of subordination which is one of the backgrounds of organizational loyalty of the employees. One of the main tasks is defining peer-to-peer interaction and communication as an instrument of management and at the same time a strategy of self-organization of the employees. Research *methodology* includes such methods as Emotional Intelligence Test (*Hall, 2002*), Organizational Commitment Questionnaire (*Porter, 1979*), Interpersonal Relations Test (*Leary, 1954*), Level of Organizational Culture (*Ladanov, 1997*), Management Style of an Administrator (*Rogov, 1999*). The sample consisted of 45 persons (20 males and 25 females) aged 20-25 years old who have been working in the building company for one year or less and got primary working and communication experience through peer-to-peer system learning. The *results* gave a possibility to conclude that peer-to-peer learning in organization has some basic aims: to help the subjects to integrate into the process of study or work, adapt to the organization life and facilitate their self-organization and self-understanding. It stimulates interpersonal communication and forms an environment for interaction in the group. Peer-to-peer learning system promotes communicative, leading and executive skills which are highly appreciated by the majority of employers. The main benefits of peer interaction include the following issues: direct interaction between subjects promotes active learning; peer instructors reinforce their own activities by instructing others; people feel more comfortable and open when interacting with peers; peers share a similar discourse allowing for greater understanding. Our research also indicates that peer learning activities typically yield the following results for

employees: team-building spirit and more supportive relationships; greater psychological well-being, social competence, communication skills and self-esteem; higher achievement and greater productivity in terms of enhanced learning outcomes. They also include skills to articulate and evaluate personal objectives and motivation, manage time, construct personal activities' strategies and develop effective communication. The *limits* of using peer-to-peer strategy in organization concerns specificity of the managing style which often appeared to be authoritarian instead of democratic one which stimulates organizational commitment, group identification, involvement and peer activity. The *impact* of the research enables to develop the three-leveled system of organizational management: top and middle levels subordination and peer instructions which include peer-to-peer instructors in the managerial system. They could assist newly comers to become a part of organization structurally and psychologically. For this purpose it is necessary to single out and train special instructors among the employees who are skillful in leadership, committed and loyal to organization and have a desire to incorporate the new members into the group. The *value* is in developing the most effective strategies of organization sustainability.

**Keywords:** *Peer-to-peer strategy, communication, organization, commitment, loyalty, learning, sustainability*



# Leaders' dominance and warmth: predicting communication skills

by

**Petr Smutný**, Department of Corporate Economy, Faculty of Economics and Administration, Masaryk University, Brno, Czech Republic psmutny@econ.muni.cz

**Jakub Procházka**, Department of Corporate Economy, Faculty of Economics and Administration, Masaryk University, Brno, Czech Republic

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## ABSTRACT:

This study explores the relationship between communication skills and two leaders' interpersonal traits that define the axis of interpersonal circumplex: warmth and dominance. The research was conducted in the environment of standardized Managerial Simulation Game. All respondents were undergraduate college students. Data about interpersonal traits of 184 CEOs of game companies were gained via self-reports, and 3,330 followers assessed the communication skills of their CEO by the questionnaire. Both parts of the evaluation took place after three months of intensive cooperation. Results of regression analysis show dominance to be a weak predictor of communication skills. Warmth is not in the relationship with communication skills. Both interpersonal traits explain only a small amount of the variance of communication skills. The results are applicable in the managerial training and development.

**Keywords:** *Dominance, warmth, interpersonal traits, managerial skills, leaders*

# Communication in strategic management of Polish companies

by

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## ABSTRACT:

In strategic management practice it is often considered as a domain of company senior management. This way of thinking impedes ensuring company growth. New strategic thinking results from that main source of growth is all employees knowledge, very important is good image of the company and trust of business partners, pressure on social responsibility of the company, often occurs difficulties with implementation of planned strategy. It is difficult to create competing strategies and implement them with success without wide engagement of knowledge and employees will. These in turn require appropriate communication system to support this process.

For analysis of communication in strategic management of polish companies conducted questionnaire surveys in 150 companies (50 big, 50 medium, 50 small). Particular attention was paid to the management attitude to communicate strategies, forms of communication, employee participation, take into account the aspirations of stakeholders. The aim of the study was to evaluate communication in strategic management, which significantly affects the quality of the strategy and its effective implementation and consequently determines the chances of development of enterprises.

The present study attempted to find answers to the following questions:

- what is the level of strategy communication to employees?
- does the communication processes occur only at the stage of its implementation and also at the stage of its creation?
- what forms of communication strategies are in enterprises?
- does in the last 20 years strategic management communication in Polish enterprises
- improved?

The level of communication in the strategic management of Polish companies are shown in Table 1.

The study shows that:

- 66,6% of enterprises attaches great importance to communicate strategy to employees. The level of this communication is defined at 3.7 (scale 1-5)
- only in the 54% of the companies employees are familiar with the strategy (level of knowledge of the strategy - 3.5). This assessment concluded that the effects of communication are much lower than statements of executives,
- 60% of companies engages workers in the process of strategy development (level - 3.7),
- 45.3% of the companies consult strategic decisions with the various stakeholders in the environment. The level this communication is at 3.3. Without this communication it is difficult to get institutional support, to create a positive image of a socially responsible company with confidence of business partners. The low level of communication with the environment will make it more difficult to acquire and retain customers. Reduce the support of the authorities and the local community. No positive image and trust will make it difficult for Polish entrepreneurs to operate in the network and the global economy.
- in 84% of companies there is a confidence that the basic elements of the strategy should be written but her communication is dominated by discussions of the management with employees (70%, level 3.9). The formal means of communication are used by 48% of the companies, the level of - 3.1. The low level of formalization, communication hinders its effectiveness. Evidence of this is in low knowledge of strategies among employees.
- in the last 20 years communication in strategic management has improved:
  - in 1995, the choice of strategy in 90% was decided by the management (level - 4.1) is now 3.5 which indicates a more participatory strategic management,
  - the degree of informing employees about the strategy in 1995 was 1.5 and now 3.5.
 Progress in this area is visible but the level of this communication is insufficient to compete in the global market because companies do not use the full knowledge and will of the employees.

Table 1 Level of communication in strategic management in scale 1 (low) - 5 (high)

| No | Specification   | Level | Yes (in %) |
|----|---|-------|------------|
| 1  | We engage employees in the process of strategy development      | 3,7   | 60,0       |
| 2  | Employee involvement in strategy development raises its quality | 3,8   | 66,0       |

| No | Specification  | Level | Yes (in %) |
|----|--|-------|------------|
| 3  | In our company, we have formally written mission                                 | 3,7   | 58,8       |
| 4. | We attach great importance to communicate strategy to employees                  | 3,7   | 66,6       |
| 5  | All employees know the company's strategic objectives                            | 3,5   | 54,0       |
| 6  | We give employees information about the implementation of the strategy           | 3,4   | 52,7       |
| 7  | Strategic decisions are consulted with various groups of stakeholders            | 3,3   | 45,3       |
| 8  | The strategy is presented to employees in an organized manner                    | 3,7   | 68,6       |
| 9  | The future of the company is the subject of discussions of staff with management | 3,9   | 70,0       |
| 10 | The communication strategy we use formal means of communication                  | 3,1   | 48,0       |

Source: own elaboration

- there are no clear differences noticed in communication strategies in small, medium, large companies. A positive surprise is a high level of communication assessments in small businesses. This reflects the increase in knowledge and skills of managers of these enterprises,
- these studies give an one-sided picture of the situation evaluated by the management. To demonstrate a more objective assessment would be necessary to obtain an opinion of how employees evaluate the communication,
- even if the level of communication in strategic management today deviate from the desired, the awareness of the importance of this issue in the leaderships of the companies gives an optimistic hope for the future.

**Keywords:** *communication, strategic communication*

# Constructive Communication in Teams that Succeed

by

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## **ABSTRACT:**

Good communication and teamwork are known to be inevitable for projects to succeed. In order to learn more about the perceived challenges and success factors in teams we inquired team members of 31 project teams about their recent teamwork experience using a semi-structured online-questionnaire.

The study confirmed success factors found in the literature and suggested to emphasize factors addressing the quality of communication, teamwork, and social skills. In particular, team members found the person-centered attitudes of openness, respect, and empathic understanding to have significant influence on constructive communication in project teams. Further, communication that includes social aspects besides strictly project relevant issues improves the coherence and cooperation in the team and thus was considered essential.

Hence, the study contributed to the explication of implicit knowledge regarding omnipresent factors of communication in project teams, in particular specific attitudes for constructive communication. Thus, the study illuminated the relevance of the Person-Centered Approach for successful teamwork and hence projects in the 21st century.

**Keywords:** *communication, teamwork, social skills*

# **Correlation of emotional intelligence components with the body image and their role in the communication process**

by

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## **ABSTRACT:**

The relevance of emotional intelligence research defines diversity of the outlined problem, which forms the interest not only for psychology but also for a range of sciences. The emotional saturation of social, professional and personal life demonstrates the importance and relevance of emotional world cognition in terms of success factors of personal social communication. In practice, the problem of understanding and expressing emotions appears quite urgently, as in the modern society the cult of rational attitude is artificially assigned, at the same time the problems of dissatisfaction of self body, disorder of its image are significantly increasing, and especially women suffer from it. Therefore, it is vital to study the role of harmonious emotional life in building the image of self body that makes emphasis in interaction with the social environment of the individual.

During our empirical study, we set a number of tasks, including: analysis of the main theoretical aspects of the emotional intelligence concepts, body image and communication process in psychological literature; scheme developing and conducting empirical research in correlation between emotional intelligence and the body image; presentation and analysis of main results of the study and their role in the communication process.

To achieve the objectives we used extensively tested methods: test of emotional intelligence of D.Lyusin, body image questionnaire of O.Skuharevskiy and body image questionnaire of N.Pohorilska.

The representative sampling of the empirical study contains 50 females, aged 25 to 50 years.

Scientific novelty and practical value of the study is that for the first time the object of the research was correlation between emotional intelligence components and the body image and their role in the communication process.

There were identified significant correlations between emotional intelligence components, such as emotional understanding and management, and body image, specifically the level of body image dissatisfaction. The ability to recognize own feelings and emotions at

any time, the ability to discuss them, to gain knowledge about what is happening around us, about our feeling help to reduce the deficit of confidence, decreasing the sense of loneliness and inability to control own lives. This data suggests that with increasing of emotional understanding and management the level of body image dissatisfaction reduces, as well as the level of general inadequacy feeling. At the same time, the work to increase self-esteem and improve perception of the self body image as the one that does not cause discomfort and unpleasant experience, leads to a better understanding of own and others' emotions, that is the ability to entry into the personal world of another person and to stay in this world without evaluation and condemnation. These results suggest emotional intelligence as a factor of the body image, both body image as a factor of emotional intelligence formation.

From the positions of modern psychology the communicative process as an integrated multi-level system of self-representation and image of others through the prism of ideas, thoughts, emotions, sets the importance of study of correlation between emotional intelligence and body image. In future there is the perspective of creating training programs for development of communication skills based on the results.

**Keywords:** *Emotional intelligence, body image, communication process.*

# **E-learning as strategy for small entrepreneurs in Amazon**

by

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## **ABSTRACT:**

With the advent of the Internet, the spread of the media grows every day, so people see the possibility of new horizons in the field of knowledge. It's possible to create a virtual learning environment that helps collaboration with the most different branches of business to seek knowledge in their workplace. The distance education (e-Learning) has been touted as an alternative to address the challenges of training and qualifications of many interested parties. Brazil is experiencing an economy moment in which one of the Brazilian public policy actions is to expand training programs, with the goal of improving the quality of life in the country. In this perspective, chooses for a case study on teaching and learning using e-Learning tool in the Cacoal City in the State of Rondônia, Brazil. This task displays a virtual teaching and learning environment with consistent criteria where the possibility of qualifying labor in their own establishment is present. The research quest is to consolidate this task through the existing concepts in System Theory and Contingency Theory. The obtained results indicates that because it is a region with difficult to access locations, it is interesting that they can have access to knowledge without being absent from work.

**Keywords:** *Administration, Communication, Distance learning, E-Learning, Knowledge, Management*



# Spontaneity as a Factor of Personal Freedom

by

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## ABSTRACT:

In the modern changing world a person has a need to develop the ability to approach problems from the perspective of the variety of existing options. Satisfying these needs becomes possible if freedom of choice, creative expression, willingness for change and openness to new experience are provided. At this rate, an individual develops a personality trait, such as spontaneity. Lack of spontaneity due to: the constant state of stress, the restriction of the range of experienced feelings and emotions, the formation of rigid patterns of behavior, and eventually to the inability to enjoy the life.

The purpose of the study: to investigate the effect of spontaneity on personal freedom. Hypothesis: Spontaneity as the quality of personality linked to personal freedom. Development of spontaneity as personality traits contribute to achievement of the experience of existential freedom.

### Methods:

- Bibliographical Method (literature study);
- Empirical methods: Questionnaire of Self-actualization by Lazukin (scale of: spontaneity, autonomy, creativity, flexibility in communication), Multiple Stimulus
  - Types Ambiguity Tolerance-I (willingness for change); The Locus of Control by
  - Rotter (for level of responsibility); Investigatory of will self-regulation by Zverkov.
- Mathematical methods of processing empirical data: correlation, factor, discriminant and regression analyzes.

### Research

Sample. Pilot research was tested on a sample consisting of 37 people, including 22 women and 15 men. The average age of respondents is 23,4 years.

### Results.

Index of spontaneity positively correlated with several indicators, such as: The index of tolerance to uncertainty. Index of creativity. Indicators of autonomy. Flexibility in communication. General internality. Using regression analysis it is checked which factors affect the index of autonomy and general internality as components of the concept of

freedom. Factor that affects the index of autonomy by built model is the index of spontaneity, what is confirming the hypothesis of the study. Factor that affects the index of general internality is willed self-regulation, indicating the connection of freedom with spontaneity and self-control as indicated in the conceptual model.

#### Conclusions

Constructed conceptual model of the study was approved by basing on operating model; resulting hypothesis was confirmed by the relationship of personality spontaneity and his freedom. Connections were identified between indicators of general internality and spontaneity, which is a measure of internal responsibility; autonomy as part of the concept of personal freedom and creativity as an indicator of human creative activity. It was found that on the index of autonomy affects exactly index of spontaneity, and on the index of general internality affects willed self-regulation, confirming the hypothesis of our study and that may indicate a direction of design of forming program. On the basis of the data three factors were determined that explain the interaction of the studied components and their distribution.

Perspectives of research include:

- Conducting cross-cultural research on the basis of the Hungarian University;
- Development and testing program of personality spontaneity.

**Keywords:** *Spontaneity, personal freedom, self-control, responsibility, autonomy, creativity*

# **Blue Oceans Marketing Strategy: A Study of Refractory Industries in Odisha**

by

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## **ABSTRACT:**

For refractory industries to be successful in terms of reasonable profit rate with multiplying sales and consistently rising market share, it is essential for these industries to adapt the most appropriate marketing strategy for creating new customers and their retention. Customer creation and customer retention are the two main strategies objectives of the marketing strategies of a modern business firm. Keeping in view the fast changing economic and non-economic environment and the volatile customer's expectations, new and sometimes unusual strategies are adopted by the marketers to enhance the sales. In this paper deals with the limitations of Red Ocean Marketing Strategy that promotes guerrilla marketing and brand wars and this has led to a fresh debate on ethical and legal grounds. Blue Ocean strategy that helps in creating uncontested market spaces has also been discussed highlighting its methodology principles that apply all types of refractory industries. In Blue Oceans, demand is created rather than fought over.

**Keywords:** *Blue Ocean Strategy, Red Ocean Strategy, Globalized Environment, Refractory*

# **Sexualisation of young people in the face of media culture**

by

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## **ABSTRACT:**

The explosion of media technologies at the turn of the millennium has significantly changed the way young people live. Media, from press to television to the Internet, offer an accessible source of information exposure youth to the sexual content received from popular culture. Media images of sexual behavior are more extensive and powerful than the limited life experience of young people, cultivating attitudes and expectations in young people that are more consistent with virtual reality than with reality itself.

The article describes the phenomenon concerning sexualisation of children and adolescents. There are shown main reasons for this occurrence, such as the new role of the youth in popular culture, which consists in being a recipient of sexual behavior presented in the media. Based on the literature there are presented signs of sexualization, evident in the music, youth magazines, Internet and even toys. Also, the consequences of this phenomenon are presented and its possible prevention. Finally, the text submits proposals of strategies to reduce the harmful effects of sexual media content on adolescents.

**Keywords:** *young people, Sexualisation, media culture*

# **E-learning in preparation for the Medical Final Examination (LEK)**

by

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## **ABSTRACT:**

Online learning is an innovative and dynamic method of universal education which is particularly useful in the case of a necessity to learn extensive amounts of material. The web portal *PrzypadkiMedyczne.pl* ([www.PrzypadkiMedyczne.pl](http://www.PrzypadkiMedyczne.pl)) with its module called *LEK-endium* was designed with the purpose of supporting this sort of education using a modern widely accessible Internet technology. When creating this portal, the basic idea of its authors and creators was to improve the knowledge and professional competences of graduates from medical university faculties and to make their own contribution in education of young students of medical art. Our work constitutes a description of the research that was aimed at assessing the usefulness of the *LEK-endium* module in the preparation of young doctors - graduates from medical university faculties to their Medical Final Examination. Medical Final Examination is a test that is designed to check the knowledge of young medics acting in exceptionally vast domains of medicine such as internal medicine, surgery, pediatrics, gynecology, psychiatry, general practitioner medicine, rescue medicine, medical law, medical certification and public health. The results obtained in this test are decisive in shaping the future careers of graduates from medical departments in that they influence the choice of specialization which is not always the same as preferences of the particular student. It is therefore extremely important to achieve the best possible result. Based on a questionnaire survey, this article addresses the question whether the proposed form of education helps in the process of preparing for a real examination that is a milestone on the professional path of people who shall look after our health in the nearest future. A research instrument that we used in collecting information and replies to that question was a questionnaire and more precisely – an Internet survey called CAWI (Computer Assisted Web Interviews). The effects of the implemented technology showed significant concurrence

of average test results with real examination results. This means that the mechanisms and procedures with their level of difficulty as used on the portal are very similar to the real test that a graduate from a medical university has to face. The research results showed that 80% of the respondents evaluate the *LEK-endium* module as good or very good support in the preparation process for LEK examination. The questionnaire survey was addressed to a selected group of 932 respondents. A final research group consisted of 188 respondents. Obtaining replies from 188 respondents constitutes a certain limitation influencing the transfer of the results into the general population. However, due the specific nature of CAWI research, a 20% feedback can be considered as good. An e-learning module called *LEK-endium* that was made accessible by the web portal *PrzypadkiMedyczne.pl* constitutes a collection of originally prepared tests based on principles of Medical Final Examination consisting of 100 questions with two hours' time allowed to provide answers. Each question is accompanied by a comment from its author, which additionally facilitates memorising the discussed material. The particular sets of *LEK-endium* include half the number of questions that are used during the real examination. This is only an illusory limitation as in reality the users check their knowledge more intensively and more frequently. Ultimately, it provides better educational values. The originality of the e-learning module called *LEK-endium* lies in its unique and inimitable formula. Currently, *LEK-endium* constitutes an original source of real tests preparing for LEK examination. Other similar solutions existing in this domain are almost exclusively previous years' tests which are commonly accessible and as a rule are not repeated in their old form in the examination practice.

**Keywords:** *web portal PrzypadkiMedyczne.pl, LEK-endium, online learning, Medical Final Examination, LEK, Internet learning module, medical final examination, web portal PrzypadkiMedyczne, module called LEK-endium*

# **The prevalence of lying in Poland**

by

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## **ABSTRACT:**

Humans are uncertain about deception. On one hand, nearly all human cultures have some prohibition against lying. On the other hand, the capability to deceive well may be crucial for polite interaction and, at times, self-preservation. Significant research exists on the topic of deception, yet remarkably little is known about the base prevalence of deception. Instead, much of this research has relied on unproven assumptions and anecdotal evidence or on a few studies with small and non-representative samples.

**Keywords:** *lying, deception, communication in Poland*

# **Decision support systems for E-Commerce price strategies with extensive information flow**

by

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## **ABSTRACT:**

The complexity of e-commerce has gained gradually and has become one of the core business models on the internet. The purchase decision of consumers depends on a variety of criteria in the e-commerce business. In accordance with a survey of Morgan Stanley consumers particularly look for a low price, information from price comparison websites (for example IDEALO), broad selections and reviews of other costumers (for example Amazon product reviews). Another decisive role play various heterogeneous sources of information such as opinions in forums, blogs, web portals etc.. Besides, consumers very often buy at online shops with the most favorable price. For sales maximization, optimization of the procurement strategies and therefore indirectly the increase of the profits, e-commerce suppliers have to adapt their prices dynamically to the competitors and their business environment. So the business model of e-commerce strongly depends on a good marketing performance, for example search engine optimization and dynamic price strategies. For the online pricing different price strategies are available and have to be considered for an optimally fitting to the company's goals and general business strategy. These price strategies are different from the classic offline strategies and have to be figured out well due to their special characteristics and higher requirements. The integration of a consistently price strategy to other business areas helps to optimize an integrated business strategy, for example in the range of marketing or the supply management.

The aim of the project is the creation of a system, which enhances the transparency of pricing strategies in the array of ecommerce and provides suppliers an open source tool for pricing analysis. The project will include an information system which offers decision-makers the opportunity to map their pricing strategy. Based on these strategies the system will analyze relevant environmental events and give the e-commerce supplier a recommendation for the adjustment of their prices. For the analysis and evaluation



methodology Complex Event Processing (CEP) procedures will be used. Complex Event Processing is a new method of the analysis and processing of events. The CEP concept is designed to identify patterns and connections of different events by processing and thereby to make significant events accessible for the respective context. While previous approaches for monitoring events and their analysis obtain one point of time and do an isolated processing our system allows temporal and integrated analysis of incidents. This will achieve higher quality in analysis and recommendation and suits for emerging markets to get quicker and closer to the competition in the own market and in foreign markets.

**Keywords:** *e-commerce, support system, price strategies, website, online-shop, dynamically pricing, optimization, open source tool, price analysis, Complex Event Processing, emerging market*

# Open or Not: Interpretative Repertoires of an ERP Sales Pitch

by

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## **ABSTRACT:**

**Purpose:** The aim of this paper is to identify the repertoires a vendor uses to argue for the adoption of an open source ERP system.

**Design/Methodology:** To achieve this aim, websites of two vendors – one open source one proprietary – are scrutinised by employing discourse analysis, namely interpretative repertoires.

**Results:** Three repertoires are identified that both vendors draw from when arguing for their products. Having an open source code is used sporadically by the open source ERP vendor, and pricing issue is left out of the discourse, both issues that have previously thought to be the strong points of open source system adoptions.

**Limitations:** The paper uses data from websites of two vendors, thus employs a small sample of data.

**Research/Practical Implications:** The results show that by drawing from same repertoires in very similar ways, the ERP vendors create a situation where they are unable to differentiate themselves from rivals.

**Originality/Value:** The results show that the open source ERP systems are situated very similar to their proprietary rivals in their sales pitch in their websites, and that attributes related to open source see limited use in this sales pitch.

**Keywords:** *Discourse analysis, interpretative repertoires, open source, enterprise resource planning system, ERP*

# **The impact of mobbing communication on IT users professional burnout in Poland**

by

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## **ABSTRACT:**

**State of the Art and Purpose:** The paper focuses on psychological, organizational and the ethical aspects of communication as a factors human capital development in information systems in Poland. The aim of the research is to verify the association of mobbing communication and IT users professional burnout, in Poland.

**Design/Methodology:** The qualitative and quantitative methods were used to examine the study hypotheses. The authors introduced and validated initially two new questionnaires in Polish studies: The Questionnaire of Professional Burnout (QPB) and Inventory of Mobbing Communication (IBC). The research was conducted among 60 IT users. The sample was constructed with the method of interpersonal network and sequence sampling, with the use of planning optimal passive experiments formation in small sample conditions.

**Results:** The model of mobbing communication and IT users professional burnout was shown, with an emphasis on the specific features of transition country, in association with socio-economic variables.

**Limitations:** The study should be continued in other transition economies, in different industries of the economy, for larger trials.

**Research/Practical Implications:** The results of current study may be directed to It Users, managers, especially to HR staff and politicians. Paying attention to the phenomenon of psychological violence at work and professional burnout may have an impact on improving the organizational climate, can be a factor of improving interpersonal relationships at work, increase efficiency, commitment and socio-economic development.

**Originality/Value:**

The provided author's new tools and analysis conclusions complement the gap in the scientific literature that is associated with the phenomenon of psychological violence at work and professional burnout among IT users. A model indicating the association of bullying

communication and IT users professional burnout was proposed probably first time in Poland.

**Keywords:** *impact, bullying, communication, IT users, mobbing, professional burnout, questionnaire*

# Psychological Consequences of Frustration Situations Experience during University Training

by

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## ABSTRACT:

During the training students often face with various difficult situations they need to overcome and find another way of activities in order to solve the problem. *The aim* is to study peculiarities, psychological expressions and consequences of frustration situations experience during training at the university.

Results of analysis demonstrate that success motivation in males predominates (55%) in comparison with failure escape motivation (18%) (on a “very high level”). The situation is opposite for the high level of these motives representation. Failure escape motivation predominates over success motivation. Firstly, in the female group there is a low level of both motives manifestation (it is absent in boys). “Very high level” of both motivations in girls has less significant gap in comparison with boys.

We can mention that need in achievements is expected to be met among students because many of them as young people who do not know all the realities of “adult life” are ready for maximally high aims and taming any horizons. At the same time there are some misdoubts stipulated by social environment where Ukrainian students exist; negative parental and friends’ experience; unstable economic situation in the country which gives them the ground for anxiety of negative results of activity.

There are normative (regular, obligatory) and indecent (occasional, biographical, vital) frustration situations. During the training period the important meaning belongs to learning activities which is constantly evaluated in score or rating system. It provokes frustration situation which facilitates depressive and even aggressive behavior when there is an element of injustice. Necessity of social frustration study is stipulated by appearing a phenomenon of frustration in adolescent personalities. According to the theoretical analysis of the problem the social factors appeared to be the strongest frustrators in the juvenile age. The research methods included the original questionnaire “Types of Frustration Situations” and L. Vasserman’s “Diagnostics of Frustration Levels”. The research results allowed differentiating the main groups of frustration situations. On the basis of frustration situations

typology there were defined percent correlation of the frustration situations types to the general amount of frustration situations in adolescent personalities. We have defined the level of disaffection by social progress in the main aspects of a personality vital activity:

- relations with parents;
- relations with the closest people (friends, colleagues, authorities etc);
- social status, education, learning
- social-economic position;
- health and working capacity.

There are three levels of manifestation of each mentioned effect: *low level* detects an absence of complications in the analyzed sphere; *middle level* foresees appearing the definite symptoms of complications in the analyzed sphere but they don't have a systematic character; *high level* expects an existence of systematic manifestations of complications in the analyzed sphere. The empirical results permit to conclude that 1) critical states and their consequences are the unavoidable reactions to frustration situations but a person could be taught to behave and go them through tolerantly; 2) human behavior is influenced by importance of the consequences of a frustration situation for the person: the intensity of reaction to a frustration situation depends on this.

**Keywords:** *frustration situation, adolescence, values*

# Importance of communication and management support in controlling implementation

by

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## ABSTRACT:

### State of the Art and Purpose

The paper focuses on organizational aspects and importance of communication in implementation of controlling.

The aim of the research is to investigate the role of communication and management support in implementation of controlling, in Poland.

### Design/methodology

Qualitative methods were used to study the relationships between management support, organizational communication and controlling implementation.

A case study was conducted in manufacturing company in south of Poland. Data were collected over a six-month time period. The analysis was performed on the resulting data set.

### Results

Evidence was found to support the supposition that management support does play a role in driving a controlling implementation. Management support impacted the controlling implementation both negatively and positively. The research also found moderate support for improved communication in the organization attributable to the controlling implementation.

### Research limitations/implications

The organization studied was in the early stages of implementing controlling practices and principles. Future research should include multiple organizations with a longer history of controlling.

### Practical implications

The research findings identified management support and communications as important variables in a controlling implementation. Furthermore, there is evidence that these variables are critical in not only the implementation of controlling practices and principles, but also in the ongoing planning and deployment efforts of organizational leaders.

### Originality/value

This research provided empirical evidence for the role of management support and communication in controlling implementation. As a result of the methodology used, both positive and negative implications were identified. The research design has enabled the uncovering of a complex set of relationships that existed between two sociocultural variables and an organization's effort to improve performance through the implementation of controlling practices.

**Keywords:** *controlling, communication, management support, controlling practices and principles*



# **Process approach including information security system as a tool for improving communication in the organization**

by

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## **ABSTRACT:**

Dynamically changing the terms of cooperation between enterprises, individuals and institutions to the need of continuous improvement processes associated with communication. One of the promoters of changes in the relationship between the above-mentioned market participants are laws that often determine the consequences of the creation of modern, supervised improvement tools communication processes.

One of the tools improve communication processes in organizations and in relations between them; Process approach is based on the elements of information security. Many corporations, due to the increasing requirements for information security implementations decides dedicated information security management systems based on ISO / IEC 27001. In this standard, in addition to the idea of a process approach, there are several important areas that improve the supervision of the flow of information. In our opinion the most important elements that must be present because of the subject of this report are: safety of human resources, access control, information security organization or management of security incidents information.

A multitude of solutions for improving communication causes that, unfortunately, many entrepreneurs make decisions about choosing a specific solution based solely on the price criterion or legal requirements. The guiding idea, which should provide a basis for decision-making to improve communication within an organization or between them should be a comprehensive identification of all areas - internal processes of the organization. Without conducting such proceedings repeatedly increases the possibility of errors in choosing the correct tools to improve communication.

Hence, a fundamental step after identifying all internal processes should be the development of a comprehensive scope of a dedicated information security management

system that will be created primarily based on the identification process and the specifics of your business.

Lack of proper identification of internal processes related to information security or communication is often caused by an insufficient level of awareness among the employees in this regard. In the absence of awareness of information security, workflow documentation, etc.; tool for improving the state of things become in recent years the above-mentioned information security management systems. The paper presents the key elements of the process approach with regard to information security; in the context of the implementation of dedicated management systems based on ISO / IEC 27001.

**Keywords:** *information security system, communication in the organization, process management*

## **Communication in Management and Education**

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# **A User-Centered Strategy to Introducing Telecommunication Software in a Large Organization**

by

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**Katharina Cortolezis-Schlager**, Campus Austria International

## **ABSTRACT:**

It is well established that improving communication results in better informed employees and stakeholders, and leads to higher effectiveness of work processes as well as a higher satisfaction of all those involved. It is also known that usually the purchase of modern telecommunication tools per se doesn't accomplish any significant improvement. Therefore a thoughtful strategy and support for anticipated users are needed to upgrade their communication patterns and habits and let them experience the benefits of any new tool. In this case study we explore a user-centered process that was aimed at improving communication and cooperation of a big organization in the medical and health-care field – the AUVA (Austrian Workers' Compensation Board) – through the use of Microsoft's Lync telecommunication software.

**Keywords:** *Communication, User-Centered, Organizational Development, IT Strategy, Microsoft Lync, Case Study, Health Care, Telecommunication, AUVA (Austrian Workers' Compensation Board)*

# **New Internet Communication Technologies in Polish Organization – the cardinal sins. Reflections of Communication Researcher and Trainer**

by

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## **ABSTRACT:**

The human civilization is bounded with strong strings of media, which are a result of human idea, but in the same time they are a kind of switch between civilization eras. Media are effect of the change but also they induce the change. There is the most amazing and fascinating thing about them: as they are invented they persist in time and adapt to new technological environment. If we believe in continuous progress of human thought we should be sure there are still some unexpected technological invention that would change our communication habits. As well nowadays we are the witnesses of spectacular development of new Internet communication technologies (NICT) that provides us to new dimensions of social functioning.

The first goal of this article is to describe the new Internet technologies of communication in the organization according to the literature. Secondly the author wants also to underline the most common communication mistakes with NICT usage that appear in organizational practice by the eye of communication trainer in Polish organizations.

There are several NICT's tools discussed: e-mail, videoconferences, blogs, instant messages, wikis and social media. Next the author reveals the question of mismatch between the chosen media by the employees of organization and the media richness or orientation on significance of the message.

Communication in organization is one of the most important factors drive to quality the processes of organization itself. Make the communication effective means to teach the people how to use the available tools of communication. For now, by the eye of communication trainer, the author notes a huge gap of knowledge – people in organization choose the media mostly in the chaotic way with no orientation on such dimensions as the richness of medium, the significance of message and the rate of possible feedback.

**Keywords:** *Internal communication in organization, new Internet communication technologies, richness of the media, feedback, communication barriers*

# **Computerization of management and production processes since 1989 and its consequences, on the example of Poland's largest cartographic publishing house**

by

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## **ABSTRACT:**

The new economic system, which began in Poland after the date of June 4, 1989, influenced the development of entrepreneurship and also brought a distinct change in the cultural sphere as well as mental. Behind these changes, there were many processes concealed, i.e. computerization processes that were introduced into production, and new company management and human resources. This was associated with different regions and sectors of the economy, including the production of maps, in which a central position on the Polish ground took the National Cartographic Company controlled by Eugeniusz Romer. In a planned economy (centrally controlled), during the communist period, a cartographic editor was obliged by the competent supervisory authority - in simple terms - for the competent national authorities to control the publishing plan. Then, according to further procedure, the cartographic editor was supposed to pass scheduled to release titles for acceptance of censorship. According to the guidelines of the authorities who controlled the release process, it was the publisher who defined the substantive scope of the final map, aligned their circulation, distribution method as well as price, which was not usually in relation to the actual total cost of the whole process. Cartographic production, in the communist period, was determined by the decisions relating to the allocation and availability of paper printing services. Despite of significant investments in the publishing market, one could feel that there was a lack of cartographic publications. In a situation of scarcity, resulting mostly from inefficient management of centrally controlled distribution, the recipient has expressed satisfaction with the fact of having this type of publication, especially atlases. Publishers operating in the cartographic publication market were not familiar with the feeling of pressures to achieve higher and higher profits. Time and financial resource were the least important in the process of map, preparation; superficial controls in this area did not

result in significant effects as well. In the new political and economic reality, this approach had no right to exist any longer.

The subject of this article makes clear that the main objective of the research was an attempt to answer the following question: what was the impact of the process of computerization and management, which took place in Poland after 1989, with special attention to the efficiency of cartographic activities in terms of the organization of its production, the processes taking place in the attitude to employees and the stages of development of cartographic publications intended for the general public (except of publications that were intended for schools and public administration), by analyzing the example of PPWK.

Referring briefly to the consequences of these developments, it is clear that the computerization of management processes caused a reorganization of the structure in the area of administrative departments, in turn computerization of the production processes has brought investment in computer equipment and the training of editors in the field of digital technology. Changes in production processes, that were introduced simultaneously, resulted in the closing of the modules associated with the traditional technology of preparing maps and the introduction of information technology solutions resulted in mental changes as well. The lateral process took a lot longer than the implementation of the new, computerized organization of work. After a certain amount of time, the staff got to understand that the production of maps by traditional methods is economically inefficient. Finally, the reorganization process (we can talk about 2005) led to a significant shortening of the formation of the biggest maps from 1-3 years to 6-8 months and an approximate 20 - 30% reduction in the cost of editing, while increasing the wages of most of the professional staff.

**Keywords:** *computerization of management, production processes, reorganization process, methods, professional staff*

## **Communication in Education**

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# **Hip hop culture - a tool of communication and education of young people**

by

**Bożena Matyjas**, Jan Kochanowski University, Poland

## **ABSTRACT:**

The article, based on theoretical and empirical research, discusses hip hop phenomenon among young people, its components, styles and genres as well as the language system in hip hop culture (communication tools). Empirical research involves hip hop culture as a tool of education which can have both negative and positive impact on youth care and upbringing; it can also encourage young people to try and study harder (specific examples are presented). They are described and discussed on the basis of different opinions expressed on internet forums. The research results have been applied to draw conclusions for pedagogical practices e.g. improving teachers' knowledge of hip hop culture.

**Keywords:** *hip hop culture, the youth, young people, education through, hip hop music*

# The fight, mediation or meditation

## Different ways to solve conflicts in student's environment

by

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### **ABSTRACT:**

The article represents results of researches from the second part of study cycle dedicated to culture / ways conflicts solutions in University and School environment in 2003-2014.

The first stage of the research was carried out in 2003-2004 among teachers and students of primary and secondary schools from the former Legnica Province. These results were published in 2006.

In the academic the first part of researches of the second study cycles has been made in 2007 within a group of students from Państwowa Wyższa Szkoła Zawodowa w Legnicy and the second part in 2014 within students from Wyższa Szkoła Zarządzania "Edukacja" in Wrocław (College of Management Edukacja in Wrocław).

Data from 400 students has been reached by using a method of diagnostic survey. They are showing student's behaviors in conflict situations and a knowledge of different ways resolving the issues. They present also a current student's knowledge about a relatively new way of resolving conflicts - mediation.

Mediation is shown as an alternative way to arbitration and Justice Court This is voluntary and confidential way to achieve agreement in a conflict situation. Mediation is promoted and practiced in Poland from over ten years. However is not popular and not widely available which has been shown by researches.

**Keywords:** *the fight, mediation, research*

# The impact of communication motives on the formation of life sense of adolescents.

by

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## ABSTRACT:

Communication is one of the most important feature of personality formation. Affiliation process is understood as the human need of establishing, maintaining and strengthening of good relations with others. Considering the human need of emotional and trusting communication (affiliation), I.Kuznetsova identifies two tendencies - the striving for acceptance and fear of rejection. At a high level of motive “fear of rejection” for humans is characterized to feel loneliness and alienation. Therefore, we assume that the dominance of motivational tendencies influences the choice of the individual sense of life.

**Purpose:** The purpose of this study was features of impact of affiliation motives and components of viability indicators on the formation of life sense. The study involved 54 adolescents.

**Methodology:** In order to identify the motives of affiliation, we used test of affiliation motives diagnostics by A.Mehrabian and method of life sense investigation by V.Kotlyakov (that defines altruistic, hedonistic, status, family, cognitive, communicative senses and self-realization) and test to determine viability by S.Maddi (that consists factors of inclusion, control and risk). Data analysis was done by multiple regression analysis.

**Results:** The results indicate that the motive of desire to be accepted affects the formation of existential sense of life for the high school students, and the fear of rejection forms altruistic and status meanings of life. This may indicate that a high level of desire for acceptance at this age exempts the child from the care of their place in the team, its evaluation by others, and allows to see sense of life in general, in freedom and love. Prevalence is the opposite tendency - the fear of rejection - directs a child to worry about success, career, helping others and more.

Motive “striving for acceptance” impacts on the formation of a existential life sense of adolescent, and the fear of rejection forms altruistic and status life senses.

The need of acceptance stimulates the adolescent to seek to be free, to realize themselves and to love life. The choice of the style is caused also by the control that is the

conviction that the struggle allows to influent the outcome of what is happening. The person with highly developed component of control feels that chooses his own activities and own way. Thus, the existential meaning of life is chosen by adolescent who has a high level of control and a high level of striving for acceptance.

Altruistic sense is chosen by adolescent with high level of fear of rejection and a high level of inclusion in life – he is striving to help others and improve the world, to do goodness. Thereby, the choice of such a life sense enables adolescent to be actively involved in the events that are held around.

**Value:** In the case of choosing the sense to achieve high results, to take the decent place in society for person with high fear of rejection, in our opinion, is the compensation.

**Keywords:** *Communication motives, Striving for acceptance, Fear of rejection, Life sense, Inclusion and control*

# Lie acceptability in intercultural communication

by

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## ABSTRACT:

Research proposes that lying is a common, everyday occurrence (DePaulo, Kashy, Kirkendol, Wyer & Epstein, 1996). Regardless of the prevalence of deception in ordinary life, it is probable that some people lie more than others. It is also possible that some people have greater expectations for honesty than others, judging others' fabrications severely. In short, there are those who see equivocation as an acceptable communication strategy for goal obtainment, those who see the veracity of one's words as inseparably linked with one's personal integrity and therefore spurn deceit in themselves and others, and those who fall at numerous points along a continuum between these extremes. The extent to which people perceive deception as satisfactory probable impacts message production, message processing, and important communication outcomes.

This paper hypothesizes and measures an individual difference in general attitude toward deceit as a communicative means to accomplishing personal and social goals. In the early 1990s, McCornack and Levine studied people's reactions to discovered deception (McCornack & Levine, 1990).

McCornack and Levine (1990) found that people differed in the extent to which they found deception suitable, and that people who viewed deception as more acceptable reacted less intensely to discovered deception. Levine et al. (1992) predicted and noticed that men scored more highly on lie acceptability than women, and presumably as a consequence, women reported being more upset by a discovered deception than did men. This paper introduces the construct of lie acceptability. The now-dated items used in the McCornack-Levine research of the early 1990s were updated, and preliminary evidence of validity is reported. A refined scale is provided for use in future research.

**Keywords:** *lie acceptability, deception, intercultural communication*

# Talking to the Students: Repertoires of a Syllabus

by

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## ABSTRACT:

- Purpose: The aim of this paper is to identify the repertoires that the teachers draw from when writing a course syllabus.
- Design/Methodology: To achieve this a syllabus of a course is scrutinised by using discourse analysis, namely interpretative repertoires.
- Results: Two distinct repertoires are identified which the teacher draw from. By employing these repertoires the opposing demands from the students and regulatory bodies as well as the traditional role of the teacher, the teachers maintain their position. By using language the teachers are able to maintain the traditional roles of teacher and student, thus reinforce the existing system.
- Limitations: The study uses only one syllabus as its data, thus limiting the potential generalizability of the findings.
- Research/Practical Implications: Results show how the teachers use rather paradoxical repertoires to maintain their position and reinforce the existing system.
- Originality/Value: The results show that even on a syllabus the teachers have to maintain their position when confronted with demands from students and regulatory bodies, and employ paradoxical repertoires to do so.

**Keywords:** *Discourse analysis, interpretative repertoires, syllabus, constructive alignment*

# **Communication skills of teachers and educators in the context of new technologies as a challenge for Polish higher education**

by

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## **ABSTRACT:**

The subject of communication skills of teachers and educators is extremely important in the process of educational changes that take place in contemporary schools. Even defining communication skills is not easy, because they are interpreted in various ways in the literature of the subject. They are often associated with the level of knowledge and skills necessary for an effective communication process with other parties in certain circumstances, the adjustment of both verbal and non-verbal language to the recipients and encouraging them to cooperate.

The subject of the author's analysis is the problem of acquiring communication skills by future teachers and educators in the course of studies. Observations of classes, conversations with students and a study of schedules and legal acts on education of teachers allowed for an analysis of the current situation and encouraged to seek ways in which students can acquire media communication skills the most effectively.

Developing communicative competences is a great challenge. It is also an obligation that the academic teachers educating future teachers and pedagogues, do not fulfil to an extent that could be expected while observing the sociocultural and technological changes taking place in recent years.

A university graduate, irrespective of the field of studies he or she has chosen, in order to meet the requirements of the contemporary job market, shall have the abilities of: working in group, organising their own work and the work of the whole team, preparing professional presentations, critical thinking, argumentation, speaking freely in stressful situations, being able to adapt to changing circumstances and being open towards using new technologies, which means being open for self-development and for acquiring new skills. These features should characterise teachers in particular, as they are constantly in contact with children and they are, to a large extent, responsible for caring about the development of their students, in particular about their communicative competences.

Developing communicative competences of student-teachers and student-pedagogues based upon new technologies shall take place in two directions: on one hand, the students shall be familiarized with e-learning technologies, educational platforms, using e-libraries and open source publications, as well as with professional presentations during university classes. On the other hand, the syllabus shall include subjects whose aim will be to prepare the students in a practical way to create e-learning courses, presentations with the use of different software, as well as animating work in groups through new media.

**Keywords:** *communication skills, communication competence, educators*



# Communication and Ethic Curricula Today at the Polish Universities

by

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## ABSTRACT:

### Purpose

We are witnessing the development of new technologies and trends in education and social communications. New technologies in the global educational space is pointing out our attention, inter alia at ethical problems of use of computers. It is assumed that it is very important to teach the ethical sensitivity of IT users. Subject of research is devoted to the analysis of the programs of undergraduate education. The aim of analyze is support the ethical attitudes and behaviors regarding the use of computer, especially for communication. The question is whether educational programs are ready educate ethical attitudes and behaviors in the use of computers? They are looking for training programs, courses on ethical issues of the use of the computer, especially for communication.

### Design/Methodology

The applied method was supposed to encourage an open discourse and use of examples from academic life. The analysis is based on the today's curricula of undergraduate education which teach of future computer scientists and IT users in Poland.

### Results

The data are compared with information from similar studies Matthew R. Sharp and Eva R. Brumberger (2013) for assessing the current status of IT programs within business curricula and to make suggestions for future education and economic development of Poland. The obtained results shed light on way of perceiving ethic attitudes and behaviors among IT users; reveal specificity of social awareness in terms of ethic's behaviors in practice; indicate a need for popularizing and educating in the area of ethic within the both axiological and practical meaning among IT users.

### Limitations

It is worth thinking about expanding research and application of a new method for checking of individual responses about ethical issues use of IT for communication. A new questionnaire could be used for studying the ethical attitude and behavior in the IT area.

### Research/Practical Implications

The research allows formulate conclusions for future education and career planning of IT users. Their impact on the economic growth will be significant. Necessary is exploring and monitor ethic context of the behavior among IT users. It is very important for development of future ethic approach, behaviors and for the formation of corporate social responsibility (CSR).

### Originality/Value

The economic growth is not just about the technology development, it is also crucial to reflect on people's attitudes and behaviors. After all, they generate new technologies and they

are the ones who use them. In our opinion, ethic behaviors are potentially a driving force for the economic transformation.

**Keywords:** *education, curricula, development of ethical attitudes and behavior, users of IT, communication, emerging economies, transition economies.*

# **Child in a virtual world – media competences of pre-school children**

by

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**Mirosława Wawrzak-Chodaczek**, University of Wrocław, Poland

## **ABSTRACT:**

The last decade is a period of media offer enlargement aimed at the youngest children. Numerous studies indicate the increase of length of child's contact with media. The offer of devices connected with media entertainment is broaden, and the age of child's initiation is being gradually decreased. Contact with the screen often becomes an equivalent for the contact with another human. Every day average Polish children in their pre-school age spend a number of hours in contact with media.

In this research the attention has been aimed at children being in their pre-school age. While group interviews the questions were formulated in such a manner as children could naturally formulate statements concentrated on media initiations, competences, as well as on important events connected with media that they could remember. In the case of TV interesting issues were: which channels and programs were being watched by children, how long was the time spent on watching TV, and also the way in which they described the context of family. Another significant element was, which of multimedia devices were the most popular among that age group and how children described the attractiveness of possessed devices, likewise- in which way the computer possibilities are used, and in what purpose is it used by pre-school children? The research is supplemented by children's free statements.

**Keywords:** *pre-school, TV, media, computer*

# Using edutainment in shaping pro ecological attitudes on the example of EkoDzieciaki.pl project

by

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## **ABSTRACT:**

Playing games is one of the basic forms of child activities. It is accepted in free and spontaneous way. It follows from child's direct needs and interests, as well as it is an original, natural form of learning and exploring reality. These natural predisposition of young people can be successfully used in activities aimed at acquiring knowledge, forming attitudes and even social change. Effective education using entertainment and fun (edutainment) should provide a number of conditions like: evoke emotion, contain strong persuasive message, benefit the learner and gives occasion to actively participation, individual impact on the course of events and identify with the characters, and of course be applied in everyday life.

The organized by the Ministry of Environment media campaign called EckoKids.pl is aimed primarily at parents and tutors and encourages them to pro-environmental education of their children through creative play. The campaign pays attention to the kinds of joint activities with the child, which gives the possibility of free creation and operation also shaping environmental attitudes. Persistence behavior also depends on how early it begins to form, it is important to enable child became familiar with this space of life, understand how important is rational environment management, which we are the part of.

**Keywords:** *edutainment, play, ecology, attitudes formation*

# Social campaign as a persuasive Messenger

by

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## ABSTRACT:

According to F. Zimbardo, a persuasion is to influence others by modifying their beliefs, values and behaviors by using transmitted arguments. Thus understood category of social influence is also used by the media. D. Maison, N. Maliszewski, P. Wasilewski aptly treat advertisement (social campaign) as persuasive communication process. Its role is, among others, to pay attention to important issues, to induce changes in socially desirable attitudes and behaviors, for example to promote social minority rights, to engage to protect the environment, to promote healthy lifestyle and to increase the level of road safety, which is the issue of social campaign discussed below.

In this study I will refer to that on the examples of selected medial messages - social campaign “10 less. Slow down” spots. It is social campaign of The National Road Safety Council for reducing a phenomenon of excessive speed and increase safety of vulnerable road users. First edition has been carried out since October, 31<sup>st</sup> 2013, the second one - since June, 17<sup>th</sup> 2014.

I will apply and present the way of analyzing and interpreting of messages taking into account: described in the literature types of persuasion, the determinants of the intensity of impact and mechanisms, strategies, techniques of persuasion.

There are commonly known 2 classifications of types of persuasion. M. Korolko takes into account the target of impact on the audience. There are therefore: persuasion, whose task is to prove the validity of something; agitation, whose function is to conciliate the audience of an idea or view of matter; propaganda, focused on obtaining the greatest number of followers of an idea or doctrine.

The second division takes into account the types of ways to appeal to consumers of content, application the suitable for their arguments and/or other means. It may be: rational appeal emotional appeal or moral appeal.

According to E. Aronson, determinants of persuasion intensity depend on three factors: features of the message source (for example experts, trustworthy, attractive or famous people); nature of the message (for example emotional, supported by examples messages are

more effective than detailed compilation of statistical data); features of audience (for example social location, experience, self-esteem of recipients).

According to R. Cialdini and M. Tokarz, in persuasive action there are used various techniques of influence on consumers: appealing to take a particular position and to take certain action; suggesting the desired interpretation and evaluation; rational justification of the presented ideas validity. I will also refer to other techniques used in the analyzed media messages. Among that techniques are: credibility, rationalization, contrast, compromise, repeating and relax.

The effectiveness of the persuasive effects, according to R. Cialdini, increases the use of appropriate mechanisms, which include: rule of authority, rule of sympathy, rule consequence the proof of a social rule (conformism), rule of reciprocity, the rule of unavailability. In this study will be identified and discussed with examples of specific media messages, some of these social mechanisms.

**Keywords:** *social campaign, persuasion*

# The competence of teachers and students

by

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## ABSTRACT:

The paper focuses on some markers of communication competencies of university professors, taking into consideration theoretical premises, globalization processes, and current requirements of the department of education. The significance of non-verbal communication, so-called body-language, as an important element of communication competencies of university professors has been stressed, in relation to one of the aspects of on-verbal communication – the ways of using interpersonal space and distance between the teacher and the students in class, on the basis of communication models by A. Sztejnberg.

**Keywords:** *verbal communication, non-verbal communication, written communication, electronic non-verbal communication, communication competencies, communication styles in education*

# **Inter-group, intercultural and environmental communication areas in the activities of prison institutions**

by

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**Arkadiusz Urbanek**, Instytut Pedagogiki WNHIP Uniwersytet Wrocławski

## **ABSTRACT:**

Formal organisation of life in prison is based on laws precisely defining prisoners' behaviour by strict bans and orders. Still, communication between groups is also part of the life of this institution, becoming integral part of the community, according to Henryk Machel.

Communication and its channels constitute important area of activity of the prison staff since the verge of 19th and 20th centuries, when prison services reforms were launched, after abolishment of the prohibition of talking, as it was happening in the extreme cell model.

Methodology of research tackles qualitative exploration of communication processes. The first stage embraced direct interviews with the sentenced and their tutors, concentrating on difficulties in understanding culturally diverse persons. The second part concerned the analysis of the area of social communication of Prison Service Personnel, applying the analysis of topic matrixes for the purpose of interpreting public information.

Communication is not only an area of delegating tasks, but also a way of reducing conflicts, antagonisms and tensions. Communication in prison area also comprises of channels of informing the local environment, or in a wider context – society, on the role and tasks of prison service. The tradition of the interwar period in the 20th century proves its importance. For example, at that time, the Lvov newspapers were obligatory posting information on social goals and works of prison staff contributing to the society. Therefore a community in total institutions has to work out given channels, procedures and communication styles (sometimes officially, but at times unofficially), taking into account the subculture, although not always concerning solely prison subculture. For instance, communication takes place within hermetic groups such as antagonistic subgroups as they function in the outside world, e.g. criminogenic groups, hooligans, etc. Within such system of prison institutions there is also a place for new communication channels with those of different religion, culture, tradition or customs.

The research results are applicable within the processes of recognizing communication channels of a total institution as well as within the area between a total institution and the



social environment. With reference to research activities, the exploration of the penitentiary works with cultural diverse prisoners has, so far, remained marginalized.

**Keywords:** *Prison, communication, local community, media, multiculturalism*

# Sharing Everyday Aesthetic Experiences

by

Anna Pałęga, Wyższa Szkoła Zarządzania "Edukacja"

## ABSTRACT:

This research study explores the everyday aesthetic experiences that lay people find meaningful in their daily encounters through a phenomenological approach. This topic has not been adequately explored within environmental psychology, as it largely draws from philosophy and art and focuses on visual qualities and the exceptional. Historically, the study of the aesthetic experience was mostly associated with formal art theories, but in recent years the focus of such experiences has shifted from indoor settings to outdoor environments as well as the aesthetics dimensions of day- to-day experiences and activities. Instead of focusing on large, public environments, the aesthetics of everyday life focuses on the cumulative power of aesthetic experience and how its meaning becomes relevant to peoples' individual existence. This study explores the multisensory nature of everyday aesthetic experience through in-depth interviews with a small and diverse sample of adults in New York City. It reveals clearly that aesthetic experience is not primarily about the formal qualities of objects; it is a transactional relationship between the affective state of the perceiver and diverse and idiosyncratic range of features of the physical environment. Aesthetic experiences are meaningful because they are a blend of affect, (pleasure, happiness, excitement, contentment and relaxation) cognition, (contemplation, reflection) and conation (planning, arranging and striving). The stories of the participants reveal that everyday aesthetic experiences are those small surprises that seem to come out of nowhere and, are also more elaborate engagements that are planned and, when woven together, are not a supplement to one's life but a way of life. It is a quality of being in the world. Even though the number of participants should not exceed more than 10 in a qualitative research of this type, uncovering the hidden dimensions of more people is needed. Thus, there should be more opportunities for people to come together and share with one another. The significance of this type of research will reveal that thinking about aesthetics not as a fixed objective idea, but rather as something that we do and we can change. Aesthetically pleasing object/situations are not just encountered in one's everyday life; they are created in continuous engaging with one's surroundings. A search for meaning is not a solipsistic act. It is a search for experiencing connection with others in our world as well as with our physical

and social environment. This connectedness carries with it an experience of wholeness (however temporary this experience may be).

**Keywords:** *aesthetic, experiences, everyday life, connection with others*

# Manipulation as a threat coming from the Internet in the students' opinion

by

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## ABSTRACT:

Using the Internet nowadays is connected with numerous negative effects. One of the most serious is manipulation which affects Internet users. Not each of Internet users is aware of such a threat as it is not often highlighted during IT or Technical classes at school, though ethical, moral, social or legal issues are part of these subjects' curriculum. In the presented article the author deals with the topic of meaning of manipulation which is faced by students using the Internet. That is why the author tries to specify situations in which manipulation takes place and specify the ways of manipulation, ways of defending against it and its effects. The analysis of the research results received in diagnostic survey performed in a group of Kazimierz Wielki University students allowed to determine that almost all students are familiar with manipulation coming from the Internet. Manipulation affects them almost always by involving the change in their behaviour and their opinions as the students declared. They know some techniques and ways of manipulation which are helpful in defending from it in certain situations. Unfortunately situations in which students feel helpless and unprotected happen very often. The respondents often face manipulation in the virtual world where there is the greatest flow of data. They are aware that they can be victims of manipulation and they can also describe its negative effects. Despite that almost each of the students was once or even more than once affected by manipulation and became its victim.

Manipulation is a dangerous phenomenon and it is becoming more intensive in the virtual world. According to the author this issue is continually up-to-date and requires further research in different social groups. For other Internet users e.g. elderly people, the problem of manipulation may be even more serious and intense in its effects than in the case of students.

**Keywords:** *manipulation, internet, threat, students, interpersonal communication, internet communication*

# Hazards of technical Civilisation

by

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## ABSTRACT:

The author wants to point out and describe the essential of the main hazards of our civilization in a short way. In this article will be used description method. To give some arguments for the negative influence modern civilization usually for young generation. A typical warning for the nearest future usually for the young generation. Lies in the axiology area.

Long years ago in the past over 80 per cent people have been working on their farms. But at the beginning of the XIX century many governments usually in the west of European countries have carried out of land – reform, so that a lot of people became an owner farm, but lot of them have lost their fields forever In this way a lot of peasants found in a hardly time. Some of them usually rich were staying on farms ,but most of them become unemployed. So, such kind of land reform for some peasants was positive, but for others have brought tragedy.

As we well known after that period came an industrial development process which gave millions people the work in such brunch of economy. It was of course a great progress all over the World. This period lasts till XXI century. In those times near 42 per cent people work on farms and 36 per cent work in an industrial brunch. So, in the XX century the quantum of workers which were busy on farms or industry was almost similar.

The whole situation change in contemporary, I mean nowadays in the XXI century, Today nearly 7 per cent work as a farmer , near 35 per cent employ in heavy industry and nearly 62 per cent work in large social service.

Scientists appreciate that in the second half of the XXI century only 3 per cent the whole population of the World will be working on the farm , 30 per cent in the industry area and above 65 per cent will be busy in the large service.

When people work on farms or in the woods they were in a permanently moving in a fresh air. Such kind of work was good for human health. Their manual labour I mean physical job was hard, but good for them.

When the technical civilization based on electronic and quantum technology improve the results production the man of XXI century bound up to modern technical and control equipment like never before..The man of XXI century comes to a sedentary lifestyle . It is

characterized for our times. It has caused that modern man has evidently lack of movement. There are a lot of consequences such situation. We called them; diseases civilization “or;” trap civilization. Human ,because of evolution process ,and development of technical civilization have changed their work from “ moving work” towards “ sitting (sedentary) work. Today we pay a great” social- prize” for that.

Advanced civilization eliminated man slowly from physical work for the intellectual one, but I must underline for the social prize of sedentary life. In school period we were sitting in the class. In job we are sitting, in meetings we are sitting, also by television, computer, at home conference, and so on...Everywhere we are sitting today. It brings a lot of complication usually for our health.

The experts expect that in the end of the XXI century near 70 per cent the whole population will have civilization diseases .Such situation I called; “non mobile man” (NMM).

The second hazard of our civilization is climate - warming.

The temperature in the World is rising approximately to one degree centigrade and causes dangerous for our life. By the further warming process the level of water comes higher, and the land area of the earth is permanently reduced. But at the same time rises the population and together quantum of food is declined. It will bring a big tragedy or even world disaster.

The "population growth rate" is the rate at which the number of individuals in a population increases in a given time period as a fraction of the initial population. Specifically, population growth rate refers to the change in population over a unit time period, often expressed as a percentage of the number of individuals in the population at the beginning of that period. This can be written as the formula:

When the temperature rises to two degree centigrade more it means cataclysm for human race and the end of human civilization. The temperature rises from different factors. For example; sea current, industrial smog , and processes on the Sun. It is not clear if this process will be continued or stop in the future. This is a thermodynamic process which has a

In Christmas time people lived at about 30 years long. But in the XVII century they lived over 50 s. Now in the XXI century they lived over 80 years. People live longer and longer. For medicine is a success. The doctors are very proud of it. But for rest people usually governments it means a really problem. Today we past 7 milliards inhabitants of the earth . It brings a seriously problem. Such population one must to provide ;food, living area, education, job, insurance,, and the whole economic equipments. Neither country in the World

is no ready to guarantee and give solution of those tasks. It is simply impossible. . If we assumption that in the end of XXI century the population of the World will count 14 milliards inhabitants, so it is difficult to imagine what's great problem it will be. It is simply more one hazard of our time. neither has idea how solution such affairs.

The generally conclusion says that the level of civilization decided of the number of hazards and any other dangerous rise parallel to develop. The final results further civilization is unknown to the scientists. The development of civilization is based on economy effects but not on human ideas. Technical civilization is not moral one, and no honest. Thinkers believe that further future is not optimistic.

**Keywords:** *non mobile man, climate warming, technical civilization, large service area, overcrowded, sedentary lifestyle*

# **The risk of cyberbullying among children and youth in the opinion of parents**

by

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**Małgorzata Suprynowicz**, Fakultet for teknologi, kunst og design (TKD) Høyskole and Oslo og Akershus

## **ABSTRACT:**

In present thesis is discussed the problem of cyberbullying among children and adolescents. The first chapter introduces the basic information concerning this phenomenon, i.a. presents the profile of victim and perpetrator, psychosocial conditioning and preventive measures which are essential to embark on the fight against cyberbullying. The second chapter contains the methodology of own research. In the third chapter are discussed the results of it.

The aim of this study was to evaluate the prevalence and intensity of risk factors of cyberbullying among youth aged 9-16 years. Among parents (N = 112) was conducted a survey, in which were asked the questions i.a. about the scope of control over the children regarding the usage of electronic media, the awareness of Internet threats, including cyberbullying, experiencing and perpetrating of different forms of violence. There were isolated individual, family and social risk factors conditioning the occurrence of online aggression among the youngest.

In the examined group a cyberbullying threat turned out to be average.

**Keywords:** *cyberbullying, risk, children*



# Acquisition of communicative competence by children at playgrounds

by

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## ABSTRACT:

The importance of language as a communication tool seems to be a fundamental and in the everyday individuals' lives. Ability to communicate effectively is shaped in early childhood, first at home, than at school. Children learn how to communicate with both: adults and their peers. Play creates the most convenient conditions to start those processes. Child's right to play is guaranteed in 31th article of the Convention on the Rights of the Child: "the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural and artistic life". TSN OBOP Poland survey in 2011 (conducted on a group of 1200 children aged 4 to 15 years) shows that on average, every child spends two hours and 25 minutes a day during the week and over three hours during the weekend on watching TV, which definitely is not a play.

What is more, the authors of Education Reform in 1999 (Poland) and the core curriculum for primary schools argued that efficient and effective communication is crucial in child's life. The concept of communication is one of the key skills that school is supposed to provide children with. It is also seen as one of the fundamental elements in pupil's future success. Thus, school should develop:

- "The ability to communicate in both: child's native and foreign language, both orally and in writing;
- The ability to use modern information and communication technologies, including finding and using information" (The Core Curriculum at Polish primary school).

The authors of the curriculum drew attention to the multidimensionality of acts of communication - verbal and direct, but also indirect using advanced ways of communication. In terms of living "online" and in the era of computerization it is important to note that the modern ways of communication might be perceived as more valuable than the "traditional" ones. In other words, the question of "the balance" between the direct and indirect communication is risen within the paper. Is this balance needed at all? It seems that the question whether development of "traditional" communication skills of children is important

is rhetorical. However, important would be the issue how to encourage children to leave their homes and let them play using direct verbal and non-verbal communication.

The Field of my research are playgrounds, therefore, during my presentation I will make an effort to answer the question whether the playground foster the shaping of child's communication skills (in the sense of direct communication)? What are the competencies that children acquire through playing in playgrounds? In the light of above the goal of this paper is to present a case study - natural playgrounds of Reykjavik – as an examples of creating children's play areas that foster their development and shape their communication skills. Throughout the conducted research the qualitative methodology was used (participating observation, qualitative research interview).

**Keywords:** *Child, playgrounds, communication.*

## **Language in communication**

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# The place of language in verbal communication

by

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## **ABSTRACT:**

Communication starts with something in the real world context that inspires on person to produce a message that will inform or enlighten another. The process moves to the brain of the speaker before articulation produces sounds (speech acoustics) that produce a reaction in the ear of the intended receiver of the message. From here the process moves into the second person's brain and eventually the message is understood. More or less well. This raises two questions. First, how much of this communication process is linguistic, i.e. just where is language? Second, given the amount of the process that takes place out of sight, in one brain or another, can we distinguish the linguistic part from the non-linguistic part? My answer also comes in two parts. The first part is a real-life example that illustrates the architecture of the human linguistic system. I have found this model to be useful in my own descriptive studies. It has also been validated by an ongoing study of speech errors produced by native speakers of Polish and English. Second is an informal description of a subset of the set of locus expressions in Russian. This example shows the difference between what we can picture semantically and how the Russian language allows us to communicate it linguistically. Time permitting, the Polish language equivalent will also be shown.

**Keywords:** *Communication, language, intercultural communication*

# Communication and Language Learning in Virtual Worlds – a Research Project in Second Life

by

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## **ABSTRACT:**

The article discusses selected issues of language learning and communication in three-dimensional virtual worlds. The author focuses on the so-called serious virtual worlds, i.e. non-gaming environments. First, a short introduction to 3D virtual worlds is given, with special attention to educational uses. Second Life, the largest virtual world nowadays, is described shortly. Then, communication and foreign language learning in Second Life is discussed. The author gives some examples of educational places in SL, as well as some methods and techniques of how to make the most of language learning in the virtual environment.

The third part of the article is a short report of a research project conducted by the author in Second Life. It examined educational functionality of Second Life in foreign language learning. The project involved 70 students of humanities at Adam Mickiewicz University, Poznan, Poland. The students performed regular weekly activities throughout one semester. Methodology used a pedagogical experiment with control and experimental groups. Rotation method was implemented. Two environments were examined and compared: the 3D virtual world and 2D WWW spaces in foreign language learning and communication. Both language gain and cultural gain were measured. In addition, the students' motivations and opinions were analysed. Most hypotheses were confirmed: 3D environments proved to be highly functional for educational purposes. The results were statistically significant (in most cases  $p < 0.005$ ).

**Keywords:** *communication, education, pedagogy, language learning, virtual worlds, Second Life*

# Towards successful communication between the dictionary and its user

by

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## ABSTRACT:

This paper addresses the problem of communication between the dictionary and its user. Dictionaries have long been appreciated as useful pedagogical tools providing the user with rich information on meaning, grammar, and usage of words. Although they are conceived as traditional reference tools, their potential does not seem to have been fully exploited by their users. Both the dictionary and the user can be blamed for this situation. The reasons vary, and include such factors as the dictionary failure to provide information in an accessible way, provision of redundant information, the user's inability to understand the dictionary message, the user's lack of skills, and the mismatch between the dictionary function and the user's expectations. This paper suggests practical solutions to the problem of communication failure by showing examples of dictionary revisions and emphasizing the role of training dictionary skills.

**Keywords:** *dictionary, reference tool, communication failure, dictionary skills*

# The role of ontology in human-machine communication

by

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## ABSTRACT:

Information technologies have forced a change of form of communication. It is not associated only with messages transmitted from mouth to mouth. Information systems play very important intermediary role in this transmission. These messages should be understandable for both computer and human. This means, that they must be placed in a certain context that makes them comprehensible. Thanks to this, knowledge stored in IT systems can be contextually processed. This document introduces the importance of ontology, as a mean of describing the world, drawn from philosophy, which has been used in the field of information technology. It describes techniques for creating ontological dictionaries in socio-economic domain, where abstract beings are classified as concepts associated within mutual relations. Ontology standardizes and gives the semantic meaning of the information processed in the social media and provides added value of being able to build and analyze the knowledge base on the basis of transmitted messages. The author of the document also presents the practical application of created domain ontology in the system, which has been used to search and visualize data on electronic maps regarding socio-economic phenomena.

**Keywords:** *Ontology, Semantic annotation, Socio-economic domain, Human-machine communication*

# **Linguistic code in the public coaching**

by

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## **ABSTRACT:**

The coaching is a relatively young field of the practical knowledge being subject to a professionalization of methods of supporting the personal and professional development. On land of pedagogic studies he is applied of baulk other as the new form of supporting persons in difficult situations. This article present constitutes deepened reflection over the public coaching, in particular linguistic code applied through interested in it, of particularly social teachers and social workers.

**Keywords:** *linguistic code, public coaching*



## **Creativity in the economy of tourism**

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# **Anthropogenic landscapes of the Klodzko Earth in the literary output of Joseph Wittig – The product of a creative cultural tourism**

by

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## **ABSTRACT:**

The development of educational cultural tourism can be regarded as one of the contemporary trends observed on the tourist market. Multiculturalism of a tourist region may constitute its distinctive quality at a highly competitive tourist market. Cultural heritage (landscape) is often one of several values of the region. It is essential to its proper use. By analyzing the region's resources should not look at how businesses, especially if the topic of conversation is supposed to be their creativity or innovation. Landscape of the region can be a source of new and constructive ideas. A lot of innovative ideas you can build on its basis in connection with strengthening the role of cultural tourism, which enhances the sense of identity and helps shape the image of the region. The purpose of this article is to show how you can take advantage of the cultural heritage and cultural tourism potential of Ziemia Klodzka district, as a product of this region on cultural tourism education. Taken from his Joseph Wittig landscapes Klodzko create and perpetuate a positive image in the region and it actuate development of tourism based on cultural routes. A question arises of the extent to which these landscapes can have a tourist value or can facilitate tourism development. This article focuses on one of the components of the anthropogenic landscape, viz. the so-called creative spaces. Creative spaces are usually connected with unique objects and non-standard cultural activities. They are shaped by a union of three elements: object, events and creative people. All of them contribute to the specificity of the anthropogenic landscape and give places their distinctive atmosphere (*geniusloci*), which – as a result – generates tourist traffic.

**Keywords:** *landscape, culture, cultural tourism, product of creative tourism, multiculturalism, educational tourism.*

# **The communication of the tourist attractiveness of the region. The role of folklore**

by

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## **ABSTRACT:**

The purpose of the paper is to create a space for anthropological reflection on contemporary tourism industry. Currently, tourism researchers are facing dynamic changes that are related to, inter alia, with the increasing popularity of alternative tourism. Alternative tourism is often opposed to mass tourism, defined by the formula 3S (sun, sand, sea). New, alternative tourism is associated with a completely different formula 3E (education, entertainment, excitement).

These changes also affected the cultural tourism, which for me is a particularly interesting area. In that research area Mikos v. Rohrscheidt [2008] distinguished between other also the popular cultural tourism. As part of the popular cultural tourism is the ethnographic tourism, connected with the folk culture of the visited regions.

In my presentation I will focus on ways of portraying Polish folk culture to the needs of the tourism industry: advertising and brochures of travel agencies, official documents promoting the region among tourists and others. I will focus primarily on the Podhale, and above all, Zakopane and culture of the highlanders. That is a region especially popular and presented as an attractive tourist destination not only because of the natural values (Tatra mountain) but also the vitality and authenticity of traditional patterns of life.

Theoretical framework will be the modern searching of authenticity, which for many researchers is the reason why today's tourists embark on the holiday travels. A. Appadurai's opinion is that the feeling of nostalgia which "modern" people feel was masterfully used for marketing purposes. Also, travel agencies use present desire for authenticity while trying to sell tradition to tourists.

The research will be based on the analysis of documents. First of all texts produced by travel agencies and organizations that promote the culture of the Highlands will be analyzed. In addition, I will use photographic material, which is available on the websites of Zakopane. The use of these methods will allow me to capture the type of rhetoric used in all that texts and examine which kind of narrative that tells the tourists about the culture of Polish highlanders is produced.

The originality of the research results from a combination of anthropological perspective with the issues related primarily to regional marketing. Folk culture is becoming more likely used for tourism promotion. Some perceive this as a threat, which is why this type of analysis is especially needed today.

I believe that such studies have broad practical applications. Supported by studies in the field can later be successfully used by the regional tourist organizations, local governments and individuals to promote the region. Folk culture has great potential, which can be used for the sustainable development of the regions, yet the trial of this type must be preceded by research, in order to avoid the risks underlined in discussions on this topic (mainly possible commercialization of folk culture).

**Keywords:** *folklore, tourist attractiveness, locality, authenticity, cultural tourism*

# **Inficrata as a creative product of religious tourism on the example of Corpus Christi in Spycimierzu**

by

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## **ABSTRACT:**

Solemnity of the Body and Blood of Christ - known in the folk tradition Corpus Christi, the Catholic Church is a liturgical celebration in honor of the Blessed Sacrament. In Poland it is celebrated in a ceremony Thursday after Trinity. On this day, Eucharistic processions are held to four altars. For more than 200 years in Spycimierzu (province Łódź) These processions are graced carpets made for the occasion with flower petals and other natural elements. Unconventional celebration feast of Corpus Christi by Spycimierzan initiated the original tourist product, which annually is improved by creative multigenerational tour operators and the local community. Travel agencies organize many tours, which in its program include a stay in Spycimierzu for the duration of Corpus Christi. Residents Spycimierz in order to enhance the attractiveness of the housing procession include the selection of plant species in home gardens and an annual design other composite systems. In addition, prepare souvenirs referring to the event (postcards, calendars, etc.). On the needs of the faithful and tourists Mass procession starts in the afternoon. Secular housing this celebration is the presence of numerous stalls devotional objects, handcrafts and arts and small catering.

**Keywords:** *tourism, history*

# Media usage predicts attitudes towards globalization

by

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## ABSTRACT:

The purpose of the study presented was determining if and to what extent television watching and Internet usage are predictors of attitudes towards globalization. It was designed according to correlation paradigm and was a part of a much broader study on political orientations and beliefs.

Globalization can be described as the process of international integration arising from the interchange of world views, products, ideas, and other aspects of culture, meaning tightening relations and growing interdependence worldwide. As far as the attitude towards globalization is concerned its measurement was meant to capture various facets of globalization including: politics, technology, economy, finance/ banking, institutions, ecology, consumption, recreation, culture, media, and ethics. The attitude – following an exploratory factor analysis – takes three relatively independent forms: accepting, critical, and fearful.

The study was conducted in April and May 2014. Total of 447 participants, including 366 students (265 women, 168 men), aged 18 –84 years ( $M=25,62$ ;  $SD=9,68$ ) were administrated „paper and pencil” set of materials: the total 180 items, including questions about the weekly television watching and weekly Internet usage. Three subscales of the Questionnaire “World And Me” (QWAM) by Los & Senejko (2013), including 35 items, of which 30 constituted three subscales, were used to measure the dependent variables. The answers were indicated on the 4-point Likert-type format (yes, rather yes, rather no, no).

The results indicated that the most pronounced attitude were The Critical ( $M=1.866$ ,  $SD=.591$ ) and the Accepting ( $M=1.739$ ;  $SD=.575$ ), the least – The Fearful ( $M=.996$ ,  $SD=0.478$ ) on the 0 – 3 scale. The reliability of the measures was sufficient (Cronbach’s  $\alpha = .80$ ,  $.74$  and  $.71$  – accordingly). The average declared indicator of weekly TV watching was 2.19 ( $SD=1.80$ ) and the average declared indicator of weekly Internet usage was 4.15 ( $SD = 2.46$ ) on the 1 – 10 scale.

The fearful attitude towards globalization was predicted by television watching, the critical one – by TV watching and (older) age, and the accepting one – by using Internet and

(younger) age, although the correlations were weak (maximum regression  $\beta=.222$ ). The fact that television viewing predicts negative and Internet using – positive attitude towards globalization could be discussed in terms of differences in both content and usage forms and functions. The television offers more gloomy and more unified vision of social world, whereas the Internet is set to open more broader and differentiated prospects on the social reality. Thus the former contributes to the critical stance towards globalization and the latter – corroborates the more accepting viewpoint. Limitations of the study are of at least two kinds: methodological and analytical. First, the TV and Internet usage measures were single-item, namely: “I dedicate my entire spare time to watching television”, “I spend my entire spare time in the Internet” (10-point Likert-type scale ranging from 1= “I totally disagree” to 10 = “I totally agree”). It could be considered less precise than asking for the number of hours in various types of days (at work/study, off) and calculating the average. Second, the analysis of the TV content and the type of Internet activity performed would allow for closer picture of the effect and determining more specific qualitative relations. Thus the future directions of the research could be pointed at. Despite the above limitations the high and growing importance of the acceptance and disapproval of the globalization processes is worth studying because of their implication to quality of life, stability of social order and the challenges that media makers could face.

**Keywords:** *attitudes towards globalization, media usage, television watching, the Internet*

# **The features of landscape and spatial structure of ski resorts in Ukrainian Carpathian Mountains**

by

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**Yaryna Onufriv**, Urban planning & urban design Department, Lviv Polytechnic National University

## **ABSTRACT:**

### Purpose

Determination of features of landscape and spatial structure of ski resorts in the Carpathian Mountains and the formulation of the main trends of this structure under the influence of social and economic processes under market economy.

### Methodology

The study examines the practice of ski resorts designing based on field surveys and comprehensive assessment of the territory and graphic-analytical method, on this basis landscape spatial structure of ski resorts is explored.

### Results

The features of landscape and spatial structure of ski resorts in the Carpathian Mountains in the context of the relationship between functional-planning structure and landscape in time and space are discussed. The models of interaction between human and natural environment in the functional-spatial structure of ski resorts are developed. The basic trends of landscape and spatial structure of ski resorts in the Carpathian Mountains:

- Territorial expansion of existing ski resorts in three-dimensional space - the development of macro hillsides, formation of a system of interconnected cells that are located on different slopes and are linked with planning nucleus which are the main points of tourists attraction;
- Use of various types of space-planning structures (linear-group, group-focused and dispersed-autonomous location) and their close relationship with the landscape and the spatial structure of natural systems;
- Use of technology "artificial relief", which allows developing suburban areas of major cities in the Precarpathians for ski resorts creating.

### Limitations

Territorial limitations: Ukrainian Carpathian Mountains



### Practical implications

The results of the research can be used as scientific and theoretical framework for architects practitioners in predesign researches, designing of mountain recreational objects, including ski resorts.

### Originality

For the first time the structure of ski resorts is examined from the perspective of landscape architecture field. The features of landscape and spatial structure of ski resorts are discussed and the graphic models of urban and landscape structures interaction are presented.

**Keywords:** *Landscape, spatial structure, ski resorts, Ukraine, communication, market economy*

# Dresden and Wroclaw Waterfronts / Nabrzeża Drezna i Wrocławia

by

**Agnieszka Faron-Okoniewska**, Wyższa Szkoła Zarządzania „Edukacja” / Collage of Management „Edukacja”, Poland

## **ABSTRACT:**

Two cities with a similar population and a river inseparably associated with them. Similar war damages, similar time of stagnation in the communist period, the flood of the century, but there was a completely different approach to the revitalization of the riverside areas at the turn of the 21st century. The use of this public space was a reason that Dresden restored its bonds with the river, while the limited efforts of Wroclaw in this scope cause that the city turns further away from the river and fails to utilize its dormant potential. The aim of this article is to create a comparative analysis and synthesis for the development of riverside areas.

**Keywords:** *boulevards, waterfront, river in the city, Wrocław, Drezno*