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**KNOWLEDGE MANAGEMENT IN ENTERPRISES**

Today, it is generally known that the manner of organizing economic activity is subject to fundamental transformation. At first glance, the noticeable transformation of businesses places increasing stress on flexibility, innovation, and entrepreneurship. Also visible is the growing concentration of attention on processes of knowledge management.

The concept of knowledge management has gained significant recognition among theoreticians and practitioners over the last decades. It was introduced as a certain idea, a proposal intended to guaranty effectiveness in the contemporary economy. When radical changes take place in the economic, social and political surroundings, successful companies are those that consistently create new knowledge, disseminate it widely throughout the organization, and quickly embody it in new technologies and products.

The success of an enterprise in the twenty first century depends on the ability to create new models of perception, to find new ways of acting – with the involvement of all employees. In these circumstances the popularity of the conception of knowledge management becomes justifiable.

**Keywords:** Knowledge Management

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**SPORTS MEGA-PROJECTS AND BRANDING OF THE TERRITORY: PROBLEMS OF TRANSFORMATION OF THE REGIONAL IDENTITY**

Mega-projects that implement the world's largest sporting event are treated as a resource for regional economic growth, and in some cases, it is appropriate. Such mega-projects are a driver of spatial development and play a key role in the formation of a strong brand territory. In the end, they allow to overcome the crisis of identity of the territories as a reflection of a systemic crisis of confidence of the target groups in the region, and this leads to the positive transformation of regional identity.

**Keywords:** sports mega-projects, territory branding, regional identity

**СПОРТИВНЫЕ МЕГАПРОЕКТЫ И БРЕНДИНГ ТЕРРИТОРИИ:
ПРОБЛЕМЫ ТРАНСФОРМАЦИИ РЕГИОНАЛЬНОЙ ИДЕНТИЧНОСТИ**

Мегапроекты, реализующие крупнейшие мировые спортивные события, рассматриваются как ресурс регионального экономического роста, и в ряде случаев такие расчёты оказываются оправданными. Являясь драйвером пространственного развития, подобные мегапроекты играют ключевую роль в формировании сильного бренда территории. Это, в конечном итоге, позволяет преодолевать кризис идентичности территорий, как отражения системного кризиса доверия целевых групп региона, что приводит к позитивной трансформации региональной идентичности.

Ключевые слова: спортивные мегапроекты, брендинг территории, региональная идентичность.

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**ECONOMIC, SOCIAL AND CULTURAL ASPECTS OF THE INTERETHNIC INTERACTION PATTERNS IN MULTIETHNIC REGIONS OF RUSSIA**

 Currently, the problem of interethnic interaction is urgent for many Russian regions due to their complex ethno-national structure. The areas characterized by multicultural population, constitute special space of cooperation. In the article on the example of the Southern and North Caucasus Federal Districts the practices, forming different interethnic interaction patterns are analyzed. On the basis of empirical data it is found out that these regions are characterized by the development of complex social and economic processes. The population name unsolved socio-economic problems among the main issues of everyday life: unemployment, unsatisfactory functioning of health and educational spheres, weak transport infrastructure. Economic, social and cultural peculiarities of practices of interethnic interaction are shown. The influence of multiethnic ambience on the interethnic interaction patterns in Russian regions is found out.

**Keywords:** interethnic interaction patterns, multiethnic regions, Russia,

**ЭКОНОМИЧЕСКИЕ И СОЦИОКУЛЬТУРНЫЕ АСПЕКТЫ МОДЕЛЕЙ МЕЖЭТНИЧЕСКОГО ВЗАИМОДЕЙСТВИЯ В ПОЛИЭТНИЧНЫХ РЕГИОНАХ РОССИИ**

 В настоящее время для многих регионов России актуальна проблема межэтнического взаимодействия ввиду их сложной этнонациональной структуры. Территории, отличающиеся поликультурным составом населения, представляют собой особое пространство взаимодействия. В статье на примере Южного и Северо-Кавказского федеральных округов анализируются практики, формирующие различные модели межэтнического взаимодействия. На основе анализа данных эмпирических исследований  выявлено, что данные регионы характеризуются развитием достаточно сложных социально-экономических процессов. Основная проблематика повседневной жизни в оценках населения данных регионов сконцентрирована в нерешенных проблемах социально-экономического характера: безработица, неудовлетворительный уровень функционирования медицинской и образовательной сфер, крайне слабая транспортная инфраструктура. Показаны экономические и социокультурные  особенности практик межэтнического взаимодействия. Выявлено влияние полиэтничной среды на модели межэтнического взаимодействия в регионах России.

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**THEORETICAL BACKGROUND OF CENTRAL BANKING IN EUROPE**

 The main issue touched upon in the following paper are the mechanisms of the financial institutions of the European Union. It shall be discussed both from the judicial and organizational angle as well as the functional one.

 First angle will contain such topics as: process of creating each of the particular institutions, laws that serve as basis for their daily operation as well as their internal structure.

Then in the functional angle we will look at the main objectives, directions and fields of activity of each institution.

 The initial chapter contains information on the banking systems of cereal EU, which as any state has its own European Central Bank. It is the counterpart of our own Polish National Bank. This paper will contain the history of how the bank came to be as well as the history of the whole European System of Central Banks came to be, its structure, main objectives as well as its purpose in the structure of the EU.

 The main base for the ECB operation is the idea of federalism and subsidiarity. Its character was based mainly on the banking system of federal states.

**Keywords:** financial institutions of the European Union, central banking, Europe,

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**THE INFLUENCE OF CLUSTERS FOR ATTRACTIVENESS**

**OF THE TOURIST REGIONS**

Tourism can be an important factor for the region development, especially in case of regions which have a low degree of urbanization. To attract tourists and permit them residence, there must be attractive values, appropriate infrastructure, and ensure good accessibility of the region. However, now even the existence of exceptional attractions does not guarantee success. Important is the steady development and investment to maintain and attract new tourists. In connection with subjective perception, it is a major challenge which must be face by the entrepreneur and the authorities of the region. Presented example of cluster shows that cooperation can bring tangible results in that area. Thanks to cooperation it is possible to offer tourists a wider and more comprehensive offer, which goes in the taste bigger and more diverse audience. Additional benefit is possibility of cost sharing and obtain funds, which was not to be possible in case of individual companies. Cluster “Beskidzka 5” can be an example for the other regions that the cooperation of companies and authorities and organizations supporting entrepreneurship in significantly contributes to the development region.

**Keywords:** clusters, tourist region, cooperation, regional development

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**CONCEPTUAL BASES OF CONSUMER BEHAVIOR:**

**HISTORICAL AND METHODOLOGICAL APPROACH TO RESEARCH**

 In the modern Russian economy, the consumption sphere is one of the inalienable aspects of human life. Consumption characterizes the material well-being of a person, and also shapes his thinking, values, priorities, attachments, motivations, social norms and attitudes. The consumer is one of the main economic subjects on the market and the object of research not only for producers and entrepreneurs, but also for economists, marketers, managers, sociologists and psychologists.

Historically, the study of consumer behavior began with an analysis of the category of "utility". Subsequently, most economists identified the concepts of "utility" ("value") and "value" ("use value"). In utilitarian and cardinal concepts, the main principles of consumption were the utility of a particular good, its value and its rarity. Ordinational concept and further emerging innovative views on consumer behavior proceeded from the freedom of choice, sovereignty and rationality of the modern consumer. The evolutionary approach in the theory of consumer behavior, preserving the traditions of fundamental economic science, interprets the process of consumption and choice through the prism of human consciousness, learning, gaining experience and forming consumer knowledge. The criteria for distinguishing this approach are: a change in the structure of the economic system; Improvement of goods and services; Unsaturation of needs; Ingenuity in the technology of consumption and innovation in consumer practice.

**Keywords:** consumer behavior, Russian economy, emerging innovative

**КОНЦЕПТУАЛЬНЫЕ ОСНОВЫ ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ: ИСТОРИКО-МЕТОДОЛОГИЧЕСКИЙ ПОДХОД К ИССЛЕДОВАНИЮ**

 В условиях современной российской экономики сфера потребления является одной из неотъемлемых сторон человеческой жизни. Потребление характеризует материальное благополучие человека, а также формирует его мышление, ценности, приоритеты, пристрастия, мотивации, социальные нормы и установки. Потребитель является одним из главных экономических субъектов на рынке и объектом исследования не только производителей и предпринимателей, но и экономистов, маркетологов, менеджеров, социологов и психологов.

Исторически изучение потребительского поведения началось с анализа категории «полезность». Впоследствии большинство экономистов отождествляли понятия «полезность» («ценность») и «стоимость» («потребительная стоимость»). В утилитаристской и кардиналистской концепциях основными принципами потребления считались полезность того или иного блага, его ценность и редкость. Ординалистская концепция и далее формирующиеся инновационные взгляды на потребительское поведение исходили из свободы выбора, суверенитета и рациональности современного потребителя. Эволюционистский подход в теории потребительского поведения, сохраняя традиции фундаментальной экономической науки, трактует процесс потребления и выбора сквозь призму человеческого сознания, обучения, приобретения опыта и формирования потребительского знания. Критериями выделения данного подхода являются: изменение структуры экономической системы; совершенствование благ и услуг; ненасыщаемость потребностей; изобретательность в технологии потребления и инновации в потребительской практике.

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**THE** **DEVELOPMENT OF SOCIOLOGY IN RUSSIA:**

**THE CURRENT STAGE - SOCIOLOGY OF THE** **INTERNET**

 The article discusses the role that the Internet plays in the present stage of development of society and discussed the positive and negative aspects of the use of the Internet for conducting sociological research. An attempt is made to predict the further development of sociological research on the Internet.

**Keywords:** development, sociology, Russia, internet

**РАЗВИТИЕ СОЦИОЛОГИИ В РОССИИ:**

**СОВРЕМЕННЫЙ ЭТАП - СОЦИОЛОГИЯ В ИНТЕРНЕТЕ**

 В статье рассматривается роль которую интернет играет на современном этапе развития общества, рассмотрены положительные и отрицательные аспекты использования интернета для проведения социологических исследований. Сделана попытка спрогнозировать дальнейшее развитие социологических исследований в сети Интернет.

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**SENIORS EDUCATION**

Education of the elderly encounters many issues, mainly due to the fact that it must conform the level of knowledge of the recipients, as well as their needs and interests. We must also take into consideration their technological as well as perception capabilities. The

 The groups of elderly are usually vary by age, they also possess different levels of education, work experience and knowledge. They also have different needs. As a result, lectures that aim to improve the general level of knowledge should deal with a wide range of subjects, mainly but not exclusively: economy, banking, medicine, computerization in various areas of public life and finally modern technologies.

 Workshop classes should instead take into consideration various interest, needs and capabilities of its attendees. It should mainly deal with basic computer knowledge, foreign languages, gymnastics, swimming. Possible extracurricular activities include painting, music, dance and handcrafting classes. Theatre and choir are also a possibility. The classes that deal with modern technologies should include a course teaching operating a smartphone.

 With the recent changes in the economy as well as due to the fact that new groups of elderly leave the workforce it will be necessary to modify the existing programs that deal with educating the elderly.

**Keywords:** education, activities, seniors

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**CONCEPTUAL LIMITATION ON THE TOURISM INDUSTRY IN RUSSIA**

 When analyzing the issue of management in tourism and the development of the tourism industry in the Russian Federation we must be aware of the fact that we can identify two stages in their history. The first took place until 1991 i.e., in the command and distribution period, and the time after 1991 which to some extent was characterized by the existence of the free market. In both the first and the second period either issue was adapted to the general social and economic conditions as well as their respective regulations enshrined in law.

 Evaluating the basic tendencies that currently take place in this sector of the economy [and their respective counterpart in the world of science] we can notice, that the situation in those areas is a byproduct of two basic issues. On one hand it is defined by the available resources and social expectations and on the other it is a consequence of the material capabilities of citizens as well as their knowledge and expectations.

 In practice it means, that the increase in high-price excursions organized by the travel agencies caused by the increased demand on the part of wealthy customers is accompanied by a noticeable increase in the low-budget end of the spectrum, often organized by the customers themselves, sometimes in the form of tramping. In general financial summary both the size and quality of the tourism market in Russia is unsatisfactory for the politicians and lawyers alike on one side and the customers on the other. And all of them expect the state to solve those problems.

**Keywords:** Russia, management in tourism, the development of the tourism industry, state / government

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**ACCELERATING ORGANISATIONAL LEARNING THROUGH CROWDSOURCING**

Crowdsourcing is the act of a company or institution taking a function once performed by employees and outsourcing it to an undefined (and generally large) network of people in the form of an open call. This can take the form of peer-production (when the job is performed collaboratively), but is also often undertaken by sole individuals. The principal building material of crowdsourcing is crowd wisdom and making use of ideas, resources, and competencies of people who are interested in solving problems or creating new products. That a group is able to achieve and gain more benefits than any expert. The article focuses on the importance of crowdsourcing for organisational learning. The main aim, which is examining the significance of crowdsourcing for organisational learning, results from it. The article was prepared based on a systematic literature review. It enabled noticing that crowdsourcing may be a new form organisational learning that is alternative towards the traditional one. It should be emphasized that there is a lack of deep research in this scope, since a significant part of the deliberations is of a theoretical nature. One may therefore assume that future empirical studies in this scope may be intriguing in a cognitive aspect.

**Keywords:** crowdsourcing, organisational learning, systematic review literature

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**SPORTS MARKETING ON THE EXAMPLE OF FOOTBALL ACADEMY STANIĄTKI**

The article presents the findings of the research on the phenomenon of sports marketing in the youth football club based on the activities of the association Stowarzyszenie Szkoła Futbolu Staniątki (Staniątki Football Club Association). This study aims to identify the marketing activities that determine organizational success and to identify the key actions in this field carried out by the association. Targeted external and internal marketing, based on the entities co-operating with the association determines the position of the club. The summary of observations on the basis of a specific example can be an inspiration for a further analysis on the issue of marketing for other, similar institutions in this regard.

**Keywords:** sports marketing, football club

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**PROBLEMS OF DEVELOPMENT OF PORT AND INDUSTRIAL COMPLEXES ABROAD**

The study of foreign studies of the port-industrial complexes (PPK), which have a long history and proven results, makes it possible to outline the following topical aspects of their development:

- the tendency to consolidate the interests of the PEP stakeholders and close cooperation with city administrations;

- decentralization of port management by transferring powers to development companies with state participation;

- contextuality of control schemes;

- the complexity of the management models used and, as a consequence, the problem of barriers in communications.

**Keywords:** port-industrial complex, port system, port management, port authorities, state power.

**ПРОБЛЕМЫ РАЗВИТИЯ ПОРТОВО-ПРОМЫШЛЕННЫХ КОМПЛЕКСОВ ЗА РУБЕЖОМ**

Изучение зарубежных исследований портово-промышленных комплексов (ППК), имеющих давнюю историю и апробированные результаты, позволяет выделить следующие актуальные аспекты их развития:

− тенденция к консолидации интересов стейкхолдеров ППК и тесному сотрудничеству с городскими администрациями;

− децентрализация управления портами путем передачи полномочий девелоперским компаниям с государственным участием;

− контекстуальность схем управления;

− комплексность используемых моделей управления и, как следствие, проблема барьеров в коммуникациях.

Ключевые слова: портово-промышленный комплекс, портовая система, управление портами, портовые власти, государственная власть.

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**SOCIAL AND ECONOMICAL RESTRICTIONS OF THE SYSTEM AND FINANCIAL POLICY IN RUSSIAN FEDERATION (IN THE THEORETICAL INTERPRETATION)**

 While researching the current issues of Russia's financial policies we must take into consideration the fact that they are employed in a very difficult social and economic conditions, which are in themselves caused by many different interconnected variables, among which we can count :

- dependence on tax policy, while setting its rules at the same time,

- connection to budget and economic policy of the government,

- dependence on institutional, social and economic procedures (standards and administrational behaviors, law regulations of economical and administrational actions, and specific group of interest),

- influence of various lobbies on shape of particular laws (budget policy, tax policy and economic policy),

- influence of various laws on state of nowadays economy of Russia, state of social relations and economical differences between citizens.

In particular to tax system and tax policy in regard to Russian regions we must give our attention to problems in relation between: country - regions; then we must define the peculiarity of tax policy as an element of budget policy. To do so we can track down the reforms in Russian tax system after 1989 as well as define how the changes in taxes and budget policies have influenced the social relations and economy.

An analysis of formulated in such way mechanisms and occurrences leads to conclusion that current Russian tax system is an effect of law changes, economic situation of the country, social relations [between social groups in particular], and conditions created in the government - regulated system. In the eyes of public though, it is mainly the effect of state [government] efforts.

**Keywords:** Russian Federation, government regulations, socioeconomic system, financial policy, tax and budget policy, institutional, social and economical procedurs

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**TOURISTIC DEVELOPMENT AND TOURIST TRAFFIC OF THE GEOLOGICAL FEATURES**

 The purpose of the paper is to present touristic development of geological features. Touristic infrastructure is an element that has an impact on the attractiveness of tourist destinations, including geological features. As the extension of touristic development increases, the number of tourists willing to visit a place enlarges.

 All of the tourist destinations, including geological features, need touristic development to make it available and provide a comfortable tour for tourists. In case of geological elements of nature, which usually provide educational values, it is important to look after proper touristic infrastructure which also has a protective function for these values. Some of geological elements – those which were considered as important – are protected, for example by creating nature reserves. Touristic development plays two roles in such a place – it is both a convenience for tourists and it also protects the place from the tourists’ influence.

 It is important to create touristic infrastructure because it has a significant value for tourists. It means that extension of touristic development affects the increasing number of tourists

**Keywords:** geological features, tourism

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**THE CONCEPT OF SOCIAL RESPONSIBILITY AS A SOURCE OF INNOVATION IN TOURISM**

Tourism is one of the most important and quickly growing sectors of the global market. The World Travel & Tourism Council (WTTC) estimates that the tourism sector now accounts for 9.5% of global GDP, a total of US$ 7 trillion, and 5.4% of world exports. Encouraging the development of the tourism sector is all the more important as the torism industry continues to play a key role as a driver of growth and job creation, growing at 4% in 2014 and providing 266 million jobs, directly and indirectly. This means that the industry now accounts for one in 11 jobs on the planet, a number that could even rise to one in 10 jobs by 2022, according to the WTTC.

However, the one factor that has always been crucial in the development of tourism worldwide has been innovation. Tourism is a huge market which is characterized by constantly changing trends and clients preferences which forces the need for continuous innovation which in turn allows its adopters to achieve significant benefits i.e. lowered costs, increased effectiveness and returns, ability to satisfy the needs of the customers and finally increased elasticity in matching supply with the changes in demand while helping the enterprises in accentuating their market presence by communicating their advantages.

On the other hand the tourism sector is characterized by a relatively low level of innovation. As such it is important to research changes that occur in the market in terms of utilising different sources of innovation in the process of perfecting the offers of enterprises in the tourism industry.

The objective of this work is to present the data pertaining to the state and the potential for innovation in tourism in conjuntion with the idea of social responsibility. Innovation requires creativity, it forces us to constantly search for sources of growth, improve our methods of risk and resource management. The concept of social responsibility of enterprises seems to fit well into these requirements.

**Keywords:** effectiveness, innovation, tourism industry

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**MARKETING RESEARCH IN THE FACE OF CONTEMPORARY CHALLENGES**

Skilfully prepared and reliable marketing research plays a key role in making proper economic decisions. Particularly essential are marketing researches carried out for many years in favour of a number of companies representing a variety of industries and economic branches. Modern economy, including marketing environment of enterprises, is subjectedto a rapid and constant transformation, which also affects the sphere of marketing research. Thus, the latter depending on changing conditions and the market demand is shifting and evolving, therefore, it is indispensable to determine this type of evolution.

The main purpose of this paper is to analyse factors influencing the need for transformation in the methods and tools of modern marketing research, as well as to identify the main problems and challenges this process is facing. Especially, it is vital to consider mechanisms occurring in the enterprise environment and how they can affect the conductof marketing research. Recent changes in this field are a result of the transformationof marketing tools arising from the achievements of new technologies, and the existenceof a global virtual network that is the Internet. Due to technological development growing amount of information and data is aggregated, constituting a rich source for many typesof marketing research. Moreover, increasing market globalisation and internationalization of enterprises is also a relevant factor.

A thorough scrutiny of the current status, as well as an attempt to establish the main challenges that marketing research is meeting, can constitute an important means of enhancing scientific knowledge and contribute to further study. Thus, this may be considered as a primary and fundamental task both from the perspective of academia, and representatives of a business sphere.

**Keywords:** marketing research, contemporary marketing trends, marketing tools and instruments, globalization, internationalization, big data, e-marketing

**WSPÓŁCZESNE WYZWANIA WOBEC BADAŃ MARKETINGOWYCH**

**Słowa kluczowe:** badania marketingowe, współczesne trendy marketingowe, marketingowe narz ędzia i instrument, globalizacja, intenacjonalizacja, big data, e-marketing

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