



DOCTORAL SCHOOL

UNIVERSITY OF ECONOMICS
IN KATOWICE

DEPARTMENT	Department of Business Informatics
COLLEGE	College of Economics
PROJECT TITLE	Business Intelligence and big data analytics for sustainable competitive advantage
SUBJECT OF RESEARCH (short description)	The research focus is on the time dimension of big data, their velocity, and analytical methods which allow to catch and track changes in economic environment of a company. Various tools are considered, e.g. BI4.0, in-memory etc. and various methodologies.
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DEPARTMENT	Department of Economics
COLLEGE	College of Economics
PROJECT TITLE	Behavioral and cultural determinants of bounded rationality
SUBJECT OF RESEARCH (short description)	Following works by H. Simon, V. Smith, D. Kahneman, A. Tversky and R. Thaler, as well as current practice to incorporate heterogeneity at individual level in macroeconomic models, we aim to investigate behavioral and cultural factors determining bounded rationality and its real macroeconomic effects. Special attention is paid to areas encompassing electronic payments, forex market and relative deprivation.
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DEPARTMENT	Department of Entrepreneurship and Management Innovation
COLLEGE	College of Economics
PROJECT TITLE	Competitiveness of family and non-family businesses – comparative analysis in chosen fields
SUBJECT OF RESEARCH (short description)	<p>In this year's research we focus on the differences in approaches to organizational innovation in family and non-family business. We mainly seek to advance the knowledge on how and why innovation process is carried out in family and non-family business, and we search for particular differences. We also aim at operationalization and empirically testing of the innovation measurement tool based on the newest edition of Oslo Manual. This year's study involves both gathering deeper theoretical understanding of underpinnings of innovativeness in family and non-family business as well as empirical evidence showing which literature assumptions are correct and which are not.</p> <p>Thus, three main objectives are as follows:</p> <ol style="list-style-type: none">1. To create new research questionnaire based on Oslo Manual guidelines;2. To identify and explain differences of innovation level in family and non-family businesses in Poland;3. To detect relationships between chosen types of innovation, innovative activity, effects of innovation activity (innovation output), innovative capability and the performance of family and non-family businesses. <p>We start our work with the list of determinants innovations in family and non-family business followed by in-depth literature studies, construction and operationalization of research model, empirical research followed by statistical analyses and we finish with theoretical and practical implications as well as future research directions.</p>
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DEPARTMENT	Department of Market and Consumption
COLLEGE	College of Economics
PROJECT TITLE	Market entities behaviour in the era of sustainable development
SUBJECT OF RESEARCH (short description)	<p>The planned research aims to:</p> <ul style="list-style-type: none">• determine the degree of knowledge of sustainable development category and the attitude of market entities towards concept, principles and rules of sustainable development;• identify the behaviour of households and enterprises in the conditions of sustainable development;• identify the initiatives taken in retail trade related to sustainable development;• learn about differences in the approach to sustainable development of different generations of consumers;• learn about consumers' attitudes towards intelligent solutions used in households;• arrange terminologically and semantically the concepts of consumer engagement in the process of an enterprise service in the era of sustainable development of digital economy;• recognise consumers' expectations about the level of service in the era of sustainable development of digital economy.
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DEPARTMENT	Department of Public Management and Social Sciences
COLLEGE	College of Economics
PROJECT TITLE	Motivating employees as an element of human resource management. Public sector perspective
SUBJECT OF RESEARCH (short description)	Employees constitute one of the most strategic resources of organizations, both private and public. One of the most important elements of human resource management is the system of motivation. Due to the specific conditions of public organisation management, also for human resource management, it is necessary to analyse effective ways of motivating public employees. The main objective of the conducted research is the identification of key factors which conditioned the motivation of public employees and identification of methods and tools used for the purposes of motivation in public organizations. The research explores such elements as motivation in public services, organizational culture, learning climate, leadership, motivation, organizational effectiveness, subjective career success and the relations between them.
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PROJECT TITLE	The effectiveness of the public services co-production process – PH.D. project
SUBJECT OF RESEARCH (short description)	Nowadays co-production is seen as a valuable route to public service reform and to the planning and delivery of effective public services. Consequently, is gaining increasing attention among scholars and practitioners. Despite this, our understanding of co-production is limited, and we still have a lot to learn about how and why co-production works (and does not). Therefore, there is a need, inter alia, to improve knowledge and ability to use co-production successfully. One of the unclear issues are the conditions under which co-production will most likely be effective. This research gap was accepted in the research. Their main goal is identification and empirical verification of factors influencing the effectiveness of the process of public services co-production. As a result of the study, the key conditions for the effectiveness of the co-production of public services process will be determined.
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PROJECT TITLE	Strategic foundations for formulating public policies: Diagnosis of state and assessment of Polish senior policy
SUBJECT OF RESEARCH (short description)	The formulation of public policy requires an accurate and reliable diagnosis of existing solutions. It is necessary to set goals for public institutions and to construct effective solutions in the field of public services. The collision of two problems - demographic decline and growing social expectations - is a huge challenge for senior policy in Poland. The process of aging population and extending life increases year by year the number of elderly people requiring support from senior policy instruments. Therefore, effective provision of services for seniors requires managers in local government and social organizations to introduce innovative organizational solutions.

	This research takes a new perspective on the delivery of public services within the theory of Public Service Management (PSM). So far, the dominant thinking about public benefits has been based on the so-called product-dominant logic (PDL), consisting of treating public services as products. Currently, there is a shift away from this perspective in favour of service-dominant logic (SDL), which assumes that public services are in fact services, and this requires significant changes in the management of their delivery.
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DEPARTMENT	Department of Social and Economic Policy
COLLEGE	College of Economics
PROJECT TITLE	<i>„Personalised ICT-Tools for the Active Engagement of Consumers towards Sustainable Energy. Eco-Bot“</i> under Horizon 2020
SUBJECT OF RESEARCH (short description)	Eco-Bot is a 43-month project which aims to provide a personalised virtual energy assistant. Eco-Bot will deliver information about energy consumption on an appliance level and user-tailored advice on energy efficiency measures, aspiring to engage users towards more energy efficient behaviour. The Eco-Bot project utilises recent advances in chatbot technologies, advanced signal processing, and multi-factorial behavioural modelling, to offer personalised information and energy efficiency recommendations. The University of Economics in Katowice is a part of the project consortium which consists of nine partners from five, different EU countries.
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DEPARTMENT	Department of Spatial and Environmental Economics
COLLEGE	College of Economics
PROJECT TITLE	The impact of modern trade formats and retail chains on rural areas and small towns in Poland
SUBJECT OF RESEARCH (short description)	<p>The aim of the project will be identify the changes in small towns and rural areas under the influence of the modern trade, especially - retail chains. The result of the implementation of the project is an identification of consequences of the functioning of modern trade formats, especially - retail chains and their impact on spatial planning, economy, local communities and development of rural areas and small towns.</p> <p>Research devoted to this field is important from the point of view of choosing the location of new investments and of the strategy for the development of small towns and rural areas. Identification of consequences of the operation of discount chains in chosen rural areas and in small towns can impact the verification of the policy adopted by local authorities in relation to spatial planning and forming the functional structure.</p> <p>Research devoted to this field is also important from the point of view of choosing the location of new investments related to shopping and of the strategy for the development of cities. Classical theories regarding the location of trade and services do not take into account the specificity of modern retail shops and conditions of their functioning in city space.</p>
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DEPARTMENT	Department of Statistical and Mathematical Methods in Economics
COLLEGE	College of Economics
PROJECT TITLE	DSGE models with heterogeneous agents
SUBJECT OF RESEARCH (short description)	The project has two basic aims: <ul style="list-style-type: none"> 1. developing computational tools for solving and simulating heterogeneous agent DSGE models in Matlab and Julia 2. applying the models for studying distributional aspects of various macroeconomic policies
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DEPARTMENT	Department of Strategic and Regional Studies
COLLEGE	College of Economics
PROJECT TITLE	Measuring regional specialisation (Polish Nat. Scientific Center)
SUBJECT OF RESEARCH (short description)	The research aimed at exploring statistical models in regional specialization, presenting a brand-new measure: SPAG index. The research systemised and reviewed indicators and models of regional specialization. A newly created, spatially embedded model of specialization based on the spatial distribution of firms has been offered. The research identified new application areas suitable for measurement and interpretation of regional specialization in various contexts of regional policies.
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DEPARTMENT	Department of Strategic and Regional Studies
COLLEGE	College of Economics
PROJECT TITLE	S3marMed - Medtech Cluster Partnership for smart specialisation investment (COSME; H2020)
SUBJECT OF RESEARCH (short description)	This applied project is dedicated to clusters operating in the MedTech area in Europe. It aims at verification of their needs in terms of joint international projects, proposing a package of services supporting companies (including companies from the Śląskie Voivodeship), thanks to which these companies can implement business projects with a supra-regional dimension. The research will allow to prepare recommendations regarding regional policies and implementation of new strategies for joint international investment projects.
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DEPARTMENT	Department of Strategic and Regional Studies
COLLEGE	College of Economics
PROJECT TITLE	CHAIN REACTIONS (Interreg Central Europe)
SUBJECT OF RESEARCH (short description)	This applied project addresses the key issue of many regions of Central Europe: the increase of enterprises' ability to absorb new knowledge and transform it into competitive advantage and business value. Specific focus is set on the traditional industries. The aim of the research is to support SMEs in overcoming deficiencies in integration with transnational value chains.
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DEPARTMENT	Department of Strategic and Regional Studies
COLLEGE	College of Economics
PROJECT TITLE	Resilience of post-industrial cities in Europe (Polish Nat. Scientific Center)
SUBJECT OF RESEARCH (short description)	<p>The project investigated sources of urban resilience along with capabilities of post-industrial cities to recover in times of crises as well as differences to urban areas in Western Europe without such an industrial heritage, where the sustainability of successful changes is at least questioned by some authors. Studies on the investigated post-industrial cities in Central Europe showed the increasing role of modern service sectors mirroring the change towards creative economies and clean industries, however still revealing specificities due to the heritage of heavy industries. The main research questions focused on: are these changes in post-industrial cities in Central Europe really sustainable, and will they be able to prove resilience in future?</p>
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DEPARTMENT	Department of Strategic and Regional Studies
COLLEGE	College of Economics
PROJECT TITLE	RSA Network on Transition and Resilience of Post-Industrial Cities (Regional Studies Association)
SUBJECT OF RESEARCH (short description)	The general aim of the scientific network (University of Economics in Katowice, University of Applied Sciences in Leipzig, Technical University Ostrava) was searching for the specific driving forces and capabilities explaining the economic resilience of post-industrial agglomeration regions in Central Europe under the particular circumstances of their transition during the last two decades. A special focus was laid on those post-industrial agglomerations with heavy industrial background, as there various sources of path-dependencies (industrial, institutional, mental, political, technological, qualification-based) were generally seen as special challenges. In contrast to existing research networks was dealing with post-industrial regions (e.g. "The role of industrial knowledge" in these regions), this proposed network concentrated on evolutionary processes, factors influencing the resilience in times of crises and the specific challenges of Central European regions in contrast to Western European post-industrial agglomerations. Close cooperation with the existing network was achieved, as there were already mutual research contacts.
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DEPARTMENT	DEPARTMENT OF TRANSPORT
COLLEGE	COLLEGE OF ECONOMICS
PROJECT TITLE	IMPLEMENTATION OF CIRCULATION ECONOMICS AS A DETERMINANT OF LOGISTICS NETWORK DEVELOPMENT
SUBJECT OF RESEARCH (short description)	<p>The essence of the first stage of research will be to identify the strength and type of coupling between issues related to broadly understood circulation economics and the development of logistics networks. This issue is virtually unrecognized in the scientific community - the few studies to date have mainly focused on the functioning of cities. It should be noted, however, that logistics networks are present in virtually every aspect of the functioning of the modern economy, which means that their impact on the natural environment cannot be ignored. Restricting research on circular economics only to the issue of the functioning of cities would be justified from the point of view of urban planning, however, it seems strongly insufficient in view of the network nature of modern flows of information and cargo in the modern economy.</p> <p>The first stage of research will consist in an attempt to define the relationships that occur between logistic networks and the concept of circular economy. The conducted research will allow to prepare the basis for further, in-depth research, which can significantly broaden the knowledge on these issues. Identification and designation of research areas will allow focusing on identifying mechanisms and relationships between circulation economics and the development of logistics networks.</p>
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