



DOCTORAL SCHOOL

UNIVERSITY OF ECONOMICS
IN KATOWICE

DEPARTMENT	Department of Business Journalism and New Media
COLLEGE	College of Informatics and Communication
PROJECT TITLE	Academic media in the new (mediatized) reality
SUBJECT OF RESEARCH (short description)	<p>The scientific objective of the research task is to gain knowledge about the role and functions of academic media in terms of progressive mediatization processes and, above all, to define the place of academic media (radio, press, television) in the mediatized reality.</p> <p>Furthermore, the aim of the research is to describe the function of student media and the scope of their activities in the field of academic media and to what extent progressive media processes format media reports, their implementation and editorial tasks. Do they inspire or, on the contrary, restrict the authors themselves?</p>
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DEPARTMENT	Department of Business Journalism and New Media
COLLEGE	College of Informatics and Communication
PROJECT TITLE	The analysis of the potential of online media managed by local self-government institutions as a platform for citizen deliberation on participatory budgeting processes
SUBJECT OF RESEARCH (short description)	The main goal of the project is to verify to what extent the residents of the largest agglomerations in Poland use online media managed by local self-government institutions in order to publicly express their views on the participatory budgeting processes. The research will be focused on the potential of aforementioned media as a platform for citizen deliberation on the shape of participatory budgeting processes as well as the content of the particular budgetary tasks. Such an analysis requires taking into consideration three major research problems. The first refers to the level of rationality among the analyzed debates by indicating whether the participants justify their positions, use verifiable facts, refer to external sources of information or propose solutions that could - according to them - help solving the discussed problems. The second research problem involves verifying whether the discussion can be classified as an interactive dialogue that leads to an exchange of facts and opinions between the participants. The third research problem refers to the level of culture of discussion prevailing in the analyzed debates, including the use of <i>ad personam</i> argumentation as well as vulgarisms and offensive expressions
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DEPARTMENT	Department of Business Journalism and New Media
COLLEGE	College of Informatics and Communication
PROJECT TITLE	The impact of regional media on the citizens' participation in the processes of creating and implementing regional policy in the Silesian voivodeship.
SUBJECT OF RESEARCH (short description)	<p>The aim of the research task is to gain knowledge about the role of regional media in shaping civic engagement and the participation of the regional press, radio and television in the processes of creating and implementing regional policy in the Silesian voivodeship.</p> <p>Another research task included in the project is designed to verify to what extent the local self-government institutions use ICT to engage citizens into the participatory budgeting processes conducted in the Silesian Voivodeship. The analysis will be focused on such problems as the procedure of submitting proposals of budgetary tasks via the Internet, the method of presenting information on the latter, the possibility for web users to comment on individual projects and providing an e-voting option. The analysis will also verify whether the citizens have the possibility to follow the progress in implementing the winning projects online, and to what extent local authorities use ICT to consult residents in terms of general rules and methods of the participatory budgeting process.</p>
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DOCTORAL SCHOOL

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DEPARTMENT	Department of Informatics
COLLEGE	College of Informatics and Communication
PROJECT TITLE	Data Mining and Process Mining in Business Value Chain
SUBJECT OF RESEARCH (short description)	Research Topics included in the Project are as follows: <ul style="list-style-type: none">• Data Mining and Process Mining methodology development• Data Governance and Quality Management• Ubiquitous Computing and Pervasive Information System Design Methods• Business Value Chain supported by Internet of Things, Cloud Computing, Industry 4.0• Business Value Chain Evaluation methodology
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DEPARTMENT	Department of Informatics
COLLEGE	College of Informatics and Communication
PROJECT TITLE	Green ICT and Smart Eco Environment
SUBJECT OF RESEARCH (short description)	<p>Areas of scientific development for students include the following topics:</p> <ul style="list-style-type: none">• Research and analysis of Green ICT systems: the smart management information systems, smart integrated management information systems, intelligent decision support systems, and smart knowledge management systems.• Application and implementation of modern Green ICT, testing and analysis of the usability and ergonomics of systems in eco environment.• Impact of the implementation of Green ICT systems on the quality of operational, tactical and strategical business processes in eco organization.• The role of modern information and communication technologies in the development of eco society and the eco economy.
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DEPARTMENT	Department of Knowledge Engineering
COLLEGE	College of Informatics and Communication
PROJECT TITLE	Financial market analysis with the use of machine learning
SUBJECT OF RESEARCH (short description)	Our goal is to propose a set of methods capable to effectively deal with the investment on the forex market. To do so, we introduce a set of various symbolic representations of data. The second stage of this research involves the use of machine learning algorithms in the problem of financial data classification.
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DEPARTMENT	Department of Organizational Relationships Management
COLLEGE	College of Informatics and Communication
PROJECT TITLE	Augmented HRM
SUBJECT OF RESEARCH (short description)	<p>An organization's intent, strategy, structure, and order have become continuously exposed to the pressure of different factors caused by internal and external environment changes (Church, et al. 2019). In the scientific literature, one can find many various propositions of adapting or securing an organization against unwanted changes for managers. Such fruitful concepts defined as balance between exploration and exploitation, (Uotila, 2018), institutional logic modeling (Ramus et al., 2017), competitive advantage building based on difficult to copy, unique resources (Ferris, et al., 1999), appreciative inquiry in creating more sustainable organizations (Bright, 2009), dynamic capabilities (Teece, et al. 1997), network organizations (Mitrega, 2012) help managers in organization's maintenance and vitalization processes. By analyzing these and other scientific authors' proposals, one concludes, that all of them invite researchers to the enrichment of traditional ontology and epistemology of the organization. In the presented research project, the challenge is to answer the following two questions:</p> <ol style="list-style-type: none">1. to what extent changes caused by digital technology and technological changes do change the nature of the organization's human resources?2. whether the emerging concept of human resources is determined and simultaneously conditioned by one of the parameters of organizational success - activation of the relationships with the internal and external clients? <p>The author hopes to recognize and describe new categories: the augmented reality of the organization, augmented body/enhancement and augmented human resources. The introduction of these three categories into the theory of human resource management can bring original consequences for understanding the new ontology and epistemology of the organization.</p>
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DOCTORAL SCHOOL

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DEPARTMENT	Department of Organisational Relationship Management
COLLEGE	College of Informatics and Communication
PROJECT TITLE	Customer Citizenship Behaviour (CCB)
SUBJECT OF RESEARCH (short description)	<p>The main purpose of the research project are:</p> <ul style="list-style-type: none">• to clarify and systematize main terms connected to customer citizenship behaviour (organisational citizenship behaviour, customer engagement, extra-role behaviour, customer voluntary performance, customer participation behaviour) based on literature studies• to identify academic and scientific achievements on theoretical and empirical aspects of customer citizenship behaviour• cognition of dimensions of customer citizenship behaviour• to identify the scope of customer citizenship behaviours, as well as the motives and antecedents to perform CCB• recognition of B2C relationship management to enhance the most desired customer citizenship behaviour <p>Conducted research combines quantitative and qualitative methods, i.e. surveys among customers and deepened interviews with managers. The research survey contains measures based on scales from earlier studies which have been recognized to be psychometrically sound (Foroudi et al., 2014; 2017; 2018; Hair et al., 2006). Deepened interviews are based on semi-structured lists of questions.</p> <p>Polish and Chinese customers were surveyed thus far.</p>
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DEPARTMENT	Department of Organisational Relationship Management
COLLEGE	College of Informatics and Communication
PROJECT TITLE	Dynamic marketing capabilities
SUBJECT OF RESEARCH (short description)	<p>The rationale for this project refers to gaps in management as the scientific discipline. These gaps are especially visible in strategic management and strategic marketing, where so-called dynamic capabilities view or DCV becomes one of most influential and controversial theoretical frameworks stimulating thousands of scientific projects. This project improves our knowledge with regard to DCV, by conceptualizing and empirically testing Dynamic Marketing Capabilities (DMC) as concrete DCV's manifestation in marketing as an important management area. Corresponding with recent developments in the literature we propose to treat DMC as routines implemented in the company which are aimed specifically at dynamic developing, releasing and integrating market knowledge that effectively helps firm to evolve. This project is to identify the interconnection between DMC implemented in the companies and the competitive advantage acquired by these companies.</p> <p>Additionally, this project is for exploring micro-foundations of DMC and identifying to what extent direction and strength of above links is being moderated by relevant contingency factors such as: environmental demand uncertainty, interfunctional coordination inside the company and adhocracy level as an aspect (continuous feature) of organizational culture (detailed objectives/hypotheses).</p> <p>We will test the hypothesized links with partial least square (PLS) structural equation modelling (PLS-SEM).</p> <p>This project is purely scientific in nature and its expected results would enrich management as the scientific discipline, specifically with regard to applying dynamic capabilities view (DCV) into marketing area. However, Polish companies which seem to be neither too agile nor too innovative, may use results of this project as an incentive for increasing agility and innovativeness via developing DMC.</p>
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