

Gdańsk, 05.02.2019

Summary of professional accomplishments

1. Name and surname

Anna Kalinowska-Żeleźnik, PhD
University of Gdańsk

2. Diplomas and academic degrees — name, place, and year they were awarded, as well as title of PhD thesis

- 2007 Doctor of Humanities degree in the field of political science
 Faculty of Social Sciences, University of Gdańsk.
 Doctoral dissertation titled: „Meeting planning as the tool of political marketing”
- 1996 Master’s degree in Management, Faculty of Management, University of Gdańsk
 Field of study: informatics and econometrics
 Speciality: economic informatics

3. Employment history – research institutions

Currently:

01 SEPTEMBER 2016 -

University of Gdańsk, Faculty of Social Sciences
Deputy Dean for Education

01 SEPTEMBER 2012 – 30 AUGUST 2016

University of Gdańsk, Faculty of Social Sciences
Deputy Dean for Education and Intramural Studies

01 OCTOBER 2010 -

**University of Gdańsk, Faculty of Social Sciences, Institute of Philosophy, Sociology and Journalism,
Department of Social and Cultural Communication**
Adjunct

Previously:

01 JULY 2007 – 30 SEPTEMBER 2010

University of Gdańsk, Faculty of Social Sciences, Department of Market Research
Adjunct

01 SEPTEMBER 2004 – 30 SEPTEMBER 2006

University of Gdańsk, Faculty of Social Sciences, Department of Market Research
Assistant

01 OCTOBER 1996 – 30 AUGUST 2004

University of Gdańsk, Faculty of Management, Department of Econometrics

Asystent

Cooperation with other universities:

15 SEPTEMBER 2007 – 30 SEPTEMBER 2013

Pomeranian Higher School in Starogard Gdański

The Head of Department of Social Sciences/Lecturer

2007-2013

WSB University in Gdańsk, Academy of Tourism and Hotel Management in Gdańsk

Lecturer

4. Accomplishment mentioned in Article 16, point 2 of the act of 14 March 2003 on academic ranks in research and art (Dz.U. nr 65, poz. 595 ze zm.)

(a) Title of research accomplishment

Series of 10 publications titled:

Event i nowe media w komunikowaniu politycznym [Events and new media in political communication]

(b) List of publications included in accomplishment

I. A. Kalinowska-Żeleźnik, 2009

Event marketing jako forma komunikacji marketingowej [Event marketing as a form of marketing communication] in: 'Marketing przyszłości. Trendy. Strategie. Instrumenty. Współczesne wyzwania komunikacji marketingowej' (eds. G. Rosa, dr A. Smalec), Zeszyty Naukowe Uniwersytetu Szczecińskiego nr 559, Ekonomiczne problemy usług nr 42, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin, pp. 429—437

A Kalinowska-Żeleźnik, 2010

- II. *Instrumenty wykorzystywane w obszarze event marketingu* [Instruments of event marketing] in: 'Komunikacja rynkowa. Skuteczne narzędzia i obszary zastosowania' (eds. B. Pilarczyk, Z. Waśkowski), Zeszyty Naukowe Uniwersytetu Ekonomicznego w Poznaniu Nr 136, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań, pp. 202—209

A Kalinowska-Żeleźnik, 2014

- III. *Rola eventów w kształtowaniu wizerunku miasta na przykładzie Heineken Open'er Festival w Gdyni* [Events and city branding – Heineken Open'er Festival in Gdynia] in: 'Zarządzanie i organizacja przemysłu spotkań w Polsce. Teoria i praktyka' (ed. K. Celuch), Szkoła Główna Turystyki i Rekreacji, Warszawa 2014, pp. 51-61

A. Kalinowska-Żeleźnik, 2014

- IV. *Eventing jako narzędzie komunikacji marketingowej jednostki samorządu terytorialnego* [Eventing as a tool of marketing communication for local government] in: 'Polska i Europa wobec wyzwań współczesnego świata. Doświadczenie i perspektywy rozwoju samorządu terytorialnego i zawodowego' (ed. P. Antkowiak), Wydawnictwo A. Marszałek, Toruń 2014, pp. 135-147

- A. Kalinowska-Żeleźnik, A. Lusińska, 2014
- V. ***Konsultacje społeczne jako narzędzie dostępu do informacji publicznej*** [Public consultations as a tool to access public information] in: 'Dostęp do informacji publicznej. Wybrane aspekty teorii i praktyki' (eds. A. Kalinowska-Żeleźnik, A. Lusińska), Polskie Towarzystwo Ekonomiczne w Gdańsku, Gdańsk 2014, pp.36-57
My contribution in the development of concepts and assumptions of publication, development of methods and conducting research and preparation of publications is estimated at 50%.
- A. Kalinowska-Żeleźnik, 2015
- VI. ***Nowe media w marketingu terytorialnym na przykładzie działalności Gdańsk Convention Bureau*** [New media in territorial marketing – Gdańsk Convention Bureau] in: "Media Business, Culture. Tom I Studies on the Language and Functions of the Media", (eds. M. Łosiewicz, A. Ryłko-Kurpiewska), Kinvara Co.Galway, Gdynia 2015, pp.313-329
- A. Kalinowska-Żeleźnik, 2015
- VII. ***Wykorzystanie Internetu i nowoczesnych technologii komunikowania w event marketingu*** [Internet and new communication technologies in event marketing] in: 'Mediatyzacja życia kulturalnego i społecznego' [Mediatization of cultural and social life], „Zeszyty Prasoznawcze” Nr 3/2015, Wydawnictwo Uniwersytetu Jagiellońskiego, pp.717-728
- A. Kalinowska-Żeleźnik, M. Sidorkiewicz, 2015
- VIII. ***Event jako narzędzie marketingu terytorialnego na przykładzie działalności Gdańsk Convention Bureau*** [Events in territorial marketing – Gdańsk Convention Bureau] in: 'Marketing miejsc – teraźniejszość czy przyszłość' [Place marketing: presence or future], Zeszyty Naukowe Uczelni Vistula 40/2015, Akademia Finansów i Biznesu Vistula, pp.59-71
My contribution in the development of concepts and assumptions of publication, development of methods and conducting research and preparation of publications is estimated at 50%.
- A. Kalinowska-Żeleźnik, 2017
- IX. ***Wykorzystanie nowych mediów w komunikowaniu politycznym na przykładzie Urzędu Miejskiego w Elblągu*** [Events and new media in political communication – city council in Elbląg], „Media Biznes Kultura” 2017, nr 2(3), Wydawnictwo Uniwersytetu Gdańskiego pp.43-55
- A. Kalinowska-Żeleźnik, 2018
- X. ***Event jako narzędzie partycypacji obywatelskiej na szczeblu lokalnym*** [Events as a social engagement tool on a local level] in: 'Zmierzch demokracji liberalnej? [Decline of liberal democracy?]' (eds. K.A. Wojtaszczyk, P. Stawarz, J. Wiśniewska-Grzelak), Oficyna Wydawnicza ASPRA-JR, Warszawa 2018, pp.295-305



(c) Overview of the research goals of the aforementioned papers, their results, and their possible application

Introduction

As a researcher, I apply the knowledge and the experience I have gained in both management and political science (I hold an MA in management and a PhD in political science). My research revolves around the analysis of the tools and techniques used in political and marketing communication. I also analyse the links and the overlaps between territorial marketing and political and marketing communication in terms of the tools and techniques used – eventing and new media, in particular.

I have been interested in eventing since 1991. I was a student at the Faculty of Management of the University of Gdansk (computer science and econometrics) and I started working as a training coordinator for the American Polish Home Builders Institute foundation. In December that year, I went to a conference for researchers and professionals organised by Meeting Professionals International¹, where I learned that a meeting (an event) might be an effective communication tool, and that event organisation is an arduous, multi-faceted, and multi-disciplinary effort with all the logistics, marketing, management, as well as psychology and law issues which need to be taken care about.

When I started working at the University of Gdansk as an assistant, I knew that my research would focus on eventing.

So far, **no comprehensive study of eventing has been published in Polish**. The literature available is either too general or devoted to narrow topics. Most often, the phenomenon is presented as an element of an economy, events are treated as a marketing tool (event marketing²), and some forms of events – as business tourism products³.

At the same time, congresses, conferences, fairs, and training courses are being organised in Poland. There are more and more of them and they are treated more and more seriously, which makes it necessary to professionally plan and manage them. It should be noted that the key parts of such events are: defining and solving problems, brainstorming, gathering information, organising, and decision making⁴. The event is then a great communication tool. Moreover, rallies, conventions, meetings with voters, or public consultations are an important element of political communication. In Western countries, eventing has for years been considered a branch of economy, and it is called 'meeting industry'⁵. In Poland, the sector is still fairly unknown, even

1 Meeting Professionals International – an international organisation with over 30 000 members around the world.

2 The concept of 'event marketing' refers to any activities relating to organisation of networking events and campaigns. D.W. Catherwood, R.L. van Kirk, *The complete guide to event management*, Ernst&Young Publication, New York 1992; A. Grzegorzczak, *Event marketing jako nowa forma organizacji procesów komunikacyjnych*, Wyższa Szkoła Promocji w Warszawie, Warszawa 2009.

3 M. Sidorkiewicz, *Turystyka biznesowa*, Difin, Warszawa 2011; R. Davidson, B. Cope, *Turystyka biznesowa*, Polska Organizacja Turystyczna, Warszawa 2003.

4 M. Munter, M. Netzley, *Guide to Meeting*, Publisher Prentice Hall, New Jersey 2002.

5 *Meeting industry terminology*, Commission of the European Communities (CEC) (Joint Interpreting and Conference Service & Translation Service – Terminology Unit) & International Association of Professional Congress Organizers (IAPCO), Office for Official Publications of the European Communities, Luxembourg 1992; E. Polivka, *Professional Meeting Management*, Professional Convention Management Association, Birmingham, Alabama 1996; J. Goldblatt, *Special Events: Event Leadership for a New World*, John Wiley & Sons, New York 2008; J. Allen, *Marketing Your Event Planning Business*, John Wiley & Sons, New York 2010; R.A. Hildreth, *The Essentials of Meeting Management*, Regents Prentice Hall, Englewood Cliffs, New Jersey 1990.

though the success of an enterprise often relies on the competence of meeting managers⁶, who compete in professional organisation of meetings. Given the wide range of possibilities offered by eventing, I decided to **concentrate in my research on using events for political communication.**

In spite of the lack of relevant publications in Polish (until 2003, we could use only the few studies from 60s and 70s), I carried on with my research and defended my doctoral thesis (*Meeting planning as a political marketing tool*) at the Faculty of Social Sciences of the University of Gdansk. It is worth noting that my dissertation was the **first Polish study on events used for political marketing** which both discussed some theoretical issues and offered the organisers of political events some practical suggestions (methodology of meeting planning⁷).

The research conducted for my doctoral dissertation shows that the political organisations which organise such events should treat them as if they are an important marketing and communication tool, as well as a crucial factor in political success. A professionally organised event can be a sort of a mechanism to accelerate changes inside a political organisation. It can influence its image and perception.

Communication processes in any sector undergo constant changes, which are a consequence of the drive towards creativity and innovation. The main reason are profound technological changes, which are reflected particularly in the field of new media. In the new medial reality, audiences expect information to have a dialogic character, so message authors should select appropriate tools to achieve the assumed goals through political communication. The new standards in the communication with citizens, which follow the changes in the communication industry and the wide access to information, can pose a serious challenge. Especially helpful may be the marketing activities which support the processes and enable citizens to learn about the political agendas available. **This is why I concentrated in my research on the use of new media in political communication. Moreover, I was curious about how new media can be used in the process of event organisation.**

The results of my doctoral research and the aforementioned premises were the starting point for my postdoctoral research which led to a series of 10 publications titled *Events and new media in political communication* (scientific accomplishment mentioned in Article 16, point 2 of the act of 14 March 2003 on academic ranks in research and art (Dz. U. 2016 r. poz. 882 ze zm. in Dz. U. z 2016 r. poz. 1311)).

I am responsible for 100% of the content of 8 of the articles; in 2 of them, my contribution was 50%.

Goals, questions, and hypotheses

The main goal of *Events and new media...* is to indicate how events and new media can be used for political communication at a local level. In the articles presented, I describe the links and the overlaps between territorial marketing and political and marketing communication to show how political communication underwent professionalisation, marketisation, and mediatisation.

Since the 80s, the technological advancements (computerisation and Internet access, in particular) have been widening the gap between the authors and the recipients of the messages. A professional

⁶ In the American literature, as many as 15 different managerial professions are recognised in the context of eventing organisation, e.g. social event manager, convention manager, festival manager, rally manager, happening manager, political event manager. J. Goldblatt, *Special events. Twenty-first Century Global event management*, Publisher John Wiley&Sons, New York 2002.

⁷ Methodology of meeting planning is a universal tool supporting professional event organisers. A. Kalinowska-Żeleźnik, *Meeting planning jako narzędzie marketingu politycznego*, PD Uniwersytet Gdański, Sopot 2006.



study of a recipient's market is conducive to only partial bridging the gap. Therefore, more and more important are the ways of impacting recipients which enable direct contact with them, for instance events, which are effective, yet not that common a tool in Poland. We should not forget, though, that the drive towards creativity and innovation in the communication sector, which is a result of some profound technological changes, leads to making use of new media including websites and social media.

The opinions and the concepts espoused by communication campaign analysts have evolved: from the notion that every persuasion process carried out by mass media brings the desired outcome to the emphasis on the interpersonal relations among message recipients accompanying the wider coverage of a campaign in mass media. It turns out that informational and persuasion processes are more effective if complementary communication is carried out on both levels at the same time, which affects the processes in the long-term.⁸

I am interested, therefore, in the two tools related to interpersonal communication and mass communication, i.e. events and new media (websites and social media), respectively. The analysis of how the tools are used in political communication, marketing communication, and territorial marketing reflects the interdisciplinary nature of media science.⁹

The operations of Gdańsk Convention Bureau (a part of the city council of Gdansk), the city council of Gdynia, and the city council of Elbląg were studied empirically. It was emphasised that it is important to organise events through professionals, and to set up a website and a Facebook fan page.

Below, I present the detailed goals I pursued in the consecutive articles of the aforementioned series:

- C1. Showing events as a tool supporting political communication (including local social engagement activities), marketing communication, and territorial marketing.
- C2. Identifying the types of events which are used in political communication, marketing communication, and territorial marketing (including city branding).
- C3. Overview of the assumptions behind the methodology of meeting planning, which is an effective tool to professionally organise events.
- C4. Showing public consultations as an effective way of accessing public information in the context of various forms and means of communications.
- C5. Analysis of the possible ways of using new media for territorial marketing as exemplified by promoting a city and a region as a meeting place.
- C6. Analysis of the possible ways of using the new media for political communication, territorial marketing, and organising specific events.

In the course of pursuing the detailed goals, I posed some precise questions as to the two tools analysed:

A. Events

A(P1). How can an event support marketing communication activities, and what types of events are used in event marketing?

⁸ I. McAllister, *Leaders*, [in:] L. LeDuc, R.G. Niemi, P. Norris (eds.), *Comparing Democracies. Elections and Voting in Global Perspective*. Sage, London 1996.

⁹ On the interdisciplinary character of media science, see: M. Jabłonowski, T. Gackowski, *Tożsamość nauk o mediach. Obszary, perspektywy, postulaty*, „Studia Medioznawcze” 2012, Nr 2(49) and T. Mielczarek, *Medioznawstwo polskie na mapie świata. Sondaż naukoznawczy*, „Studia Medioznawcze” 2017, Nr 4(71).

- A(P2). How and what types of events can support territorial marketing including city branding?
- A(P3). How can an event build affinity between event participants and a town/region?
- A(P4). What types of events can promote the towns competing in the meeting market, and what types of events are used by local government bodies responsible for territorial marketing?
- A(P5). Why are public consultations an important tool to access public information at a local level, and what forms can they have in the context of events and new media?
- A(P6). What social participation techniques are used for local events?

B. New media

- B(P1). What are some of the possible ways of using new media for territorial marketing in promoting a city and a region as a meeting place?
- B(P2). What are some of the possible ways of using new media for professional event organisation?
- B(P3). What are some of the possible ways of using new media for political communication?
- B(P4). Do local authorities appropriately use their websites and Facebook profiles in their communications?
- B(P5). What forms of public consultations make use of new media?

The results of my research allowed me to formulate a few overarching hypotheses:

- H1 Contemporary political communication at a local level applies the knowledge and the practices of marketing communication and territorial marketing, and there is a considerable overlap between the areas.
- H2 Events and new media are effective tools which can be widely used for political communication at a local level.
- H3 Events and new media are complementary tools. New media can be used as an individual tool, as well as a support for professional event organisation.

It should be noted that the questions and the hypotheses are a means to explore the topic, first and foremost, as they are to analyse only a narrow part of the phenomenon which has never been studied in Poland in detail.

Research tools

The complexity of the field analysed in the series of the aforementioned publications resulted in applying the interdisciplinary approach to political communication and qualitative research methods¹⁰, both with the aim of:

- Collecting information for the theoretical parts of the studies: usually desk research¹¹ in the form of the analyses and the critique of the documents and the literature; information from professionals; exploration of websites and social media profiles set up by local government bodies; applying logic, especially deductive and inductive reasoning. In the empirical sections:

¹⁰ A. Chodubski, *Wstęp do badań politologicznych*, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2004.

¹¹ M. Makowska, *Analiza danych zastanych. Przewodnik dla studentów*, Scholar, Warszawa 2012 and S. Gorard, *The Role of Secondary Data in Combining Methodological Approaches*, "Educational Review", 54 (3), 2002, pp.231–237.

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direct unstructured interviews¹² and the case study method¹³, which allow collecting raw data (unprocessed).

- Processing information – comparative analysis, synthesis, descriptive analysis.

The aforementioned methods were used in the article in different combinations and in different scopes, often both at the same time.¹⁴

As the course of qualitative research makes its results uncertain, I had no expectations prior to interviews, and I was aware that the respondents might touch upon topics which are unpredictable and which might exceed the subject matter of the interview. It is the subjects' freedom of expression and their spontaneity that I deemed valuable and insightful.

While attempting to assess how effective was the use of new media in communication (i.e. running a website and a Facebook page) of selected local government bodies, I created a reference list of sorts made up of the elements and functionalities which are appropriate for a website¹⁵ along with a 'good practices' list regarding marketing activities carried out through social media.¹⁶

In my articles, I made use of the literature on media, politics, and economy (marketing, organisation, and management, in particular).

Descriptions of articles included in accomplishment series

The series consists of 10 research articles, 5 of which were published in scientific journals and the other 5 – in monographs. The text were published in Warsaw (3 texts at 2 universities), Gdansk (3 texts), Poznań (1), Szczecin (1), Toruń (1), and Cracow (1).

Event marketing jako forma komunikacji marketingowej [Event marketing as a form of marketing communication] (I) and *Instrumenty wykorzystywane w obszarze event marketingu* [Instruments of event marketing] (II)

The first article (I) presents event marketing as a tool supporting marketing communication. I identified the areas in which event marketing is used for marketing communication, as well as emphasising the importance of the professional approach to organising events if promotional targets are to be met. The discussion led to the conclusion that institutions which subcontract organisation of various events should treat them as an important marketing tool and a prerequisite for success. It is especially important in cases in which the direct contact with message recipients is deemed crucial. The findings from article I are followed-up with article II, in which I presented selected types of events which are used for event marketing, as well as outlining the premises of the methodology of meeting planning, which is an effective tool to professionally organise events. It should be emphasised that making the right choices as to the type of events organised and organising them in a professional manner can accelerate certain changes in a given organisation. Moreover, the impact of an event can even change the image of an institution as well as its

¹² Direct interviews can be unstructured, that is the questions are a list of topics rather than a 'regular' script, and a researcher talks freely with respondents. K. Mazurek-Lopacińska, *Badania marketingowe. Podstawowe metody i obszary zastosowań*, Wydawnictwo AE im Oskara Langego we Wrocławiu, Wrocław 1999.

¹³ M. Strumińska-Kutra, I. Koładkiewicz, *Studium przypadku*, w: D. Jemielniak (ed.), *Badania jakościowe. Metody i narzędzia*, Wydawnictwo Naukowe PWN, Warszawa 2012.

¹⁴ J. Apanowicz, *Metodologia ogólna*, Wydawnictwo „Bernardinum”, Gdynia 2002.

¹⁵ J. Nielsen, M. Tahir, *Funkcjonalność stron www. 50 wtyczek bez sekretów*, Helion, Gliwice 2006 and A. Maciorowski, *E-marketing w praktyce – Strategie skutecznej promocji online*, Edgard, Warszawa 2013

¹⁶ L. Drell, *Facebook Timeline: 9 Best Practices for Brands*, <http://mashable.com/2012/05/17/facebook-timeline-brand-tips/>, (access: 29.11.2018).

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perception. Therefore, event marketing is an effective form of marketing communication.

Articles I and II pursue goals C1 and C2, as well as answering question A(P1), and they can be a starting point for further attempts to verify hypothesis H1.

Rola eventów w kształtowaniu wizerunku miasta na przykładzie Heineken Open'er Festival w Gdyni [Events and city branding – Heineken Open'er Festival in Gdynia] (III), *Eventing jako narzędzie komunikacji marketingowej jednostki samorządu terytorialnego* [Eventing as a tool of marketing communication for local government] (IV), and *Nowe media w marketingu terytorialnym na przykładzie działalności Gdańsk Convention Bureau* [New media in territorial marketing – Gdańsk Convention Bureau] (VIII).

In articles III, IV, and VIII, I discuss the possibility of using events for territorial marketing and the related issue of city branding. Based on the theoretical discussions in articles I and II, I identified in article III the type of events which can be used for building the image of a city by a local government body. The empirical study focused on the Heineken Opener festival in Gdynia. Article IV described the relations between political and marketing communication, and the way they are interwoven, as well as giving examples of how events can be used by local governments for communication activities.

Article VIII turned out to be both an extension and an addendum to the aforementioned issues. I defined events as territorial marketing tools and identified and described the types of meetings which promote places trying to brand themselves as business tourism destinations. The example of an institution which deals with such issues is Gdańsk Convention Bureau, whose activities from the period of 2009 to 2013 I chose to describe.

The research shows that cities and regions have for a long time been more than places where people live and they have become a market product. They compete for citizens, tourists, and investors, and their success will depend on how much the aforementioned groups will be interested in them. In order to make their cities more attractive, local governments need to build their positive image and consistently keep it up. Their recognisability and positive associations determine how they are perceived internally and externally. That is why it is so important to build the identity of cities, their specific image, which requires using appropriate marketing tools. The event marketing tools are crucial here. Events, shows, meetings, or concerts attract people's attention, provide entertainment, and foster specific values which will be associated with one particular place. This is the reason why it is so important to learn the specific character of event marketing and to select appropriate types of events, which will reflect the resources and the advantages of a given location.

Articles III, IV, and VIII pursue goal C2 – while, additionally, article IV pursues goal C1 – and they answer question A(P2) – while, additionally, article III answers question A(P3) – as well as confirming hypotheses H1 and H2.

Konsultacje społeczne jako narzędzie dostępu do informacji publicznej [Public consultations as a tool to access public information] (V), *Event jako narzędzie partycypacji obywatelskiej na szczeblu lokalnym* [Events as a social engagement tool on a local level] (X)

The inspiration behind the analysis of public consultations as a tool to access public information was project Art. 61. *Projekt edukacyjno-szkoleniowy na temat dostępu do informacji publicznej* [Article 61. Project concerning training and education on the access to public information] carried out with the Polish Economic Society in Gdansk. One of the most interesting (although poorly

researched – mostly from the administrative and legal perspective) public communication tools; therefore, in a sense, the tools to access public information, are consultations. Relevant acts make it mandatory to carry out such procedures, and their main goal is to increase the access to public information, which should, in turn, lead to higher effectiveness, transparency, and social engagement in large local projects or changes of different scopes. In article V, I described public consultations as an important tool to access public information in the context of the variety of forms and means of communication. I concluded that various events (e.g. deliberative polling, meetings with residents, and new media: websites and social media) are an important consultation tool.

As consultations are a form of social engagement, article V was followed with article X, in which I identify events as effective political communication tools as exemplified by local techniques of social engagement.

Local authorities usually respect the principles of good governance, which means making decisions and acting in such ways that all the stakeholders become involved; respecting the rule of law; transparency; reacting to the needs of the community; efficiency; and social responsibility in its broadest sense. The good governance rules can be seen in the active participation of citizens in the life of their local community¹⁷. I reached the conclusion that the priority must be the choice of appropriate instruments of political communication, as well as participation techniques which would make use of diverse tools including events, which are one of the most important ones.

Articles V and X, respectively, pursue goals C4 and C1 and answer questions A(P5) and B(P5), and A(P6). They also confirm hypothesis H2.

Nowe media w marketingu terytorialnym na przykładzie działalności Gdańsk Convention Bureau [New media in territorial marketing – Gdańsk Convention Bureau] (VI) and ***Wykorzystanie nowych mediów w komunikowaniu politycznym na przykładzie Urzędu Miejskiego w Elblągu*** [Events and new media in political communication – city council in Elbląg] (IX)

The Internet is a contemporary means of social and political communication and is becoming more and more important. The political communication on the Internet gives many diverse options for any local authority to communicate with the environment (including websites, e-mail marketing, newsletters, Facebook, Twitter). The tools help build positive image and trust among citizens, tourists, and potential investors, as well as promoting products. The scope of the activities and the tools at the disposal of political institutions who communicate online is becoming wider and wider. It is, in part, due to the fact that the trends and the behaviours of citizens are constantly changing.

The aforementioned conclusions inspired me to carry out a more detailed analysis of how new media are used in political communication. Based on the conclusions from articles II and IV (i.e. finding that territorial marketing is an important and a comprehensive tool used by local authorities in internal and external communication), I analysed in article VI the possibility of using new media for territorial marketing as exemplified by promoting a city/region as a meeting place. The subject

¹⁷ This basic definition of *good governance* can be found in Europejski Kodeks Dobrej Praktyki Administracyjnej, <https://www.ombudsman.europa.eu/pl/resources/code.faces#> (access: 05.01.2019). More about this issue in: J. Sroka (ed.), *Wybrane instytucje demokracji partycypacyjnej w polskim systemie politycznym*, IPiSS, Warszawa 2008; H. Izdebski, *Od administracji publicznej do public governance*, <http://cejsh.icm.edu.pl/cejsh/element/bwneta1.element.desklight-7dde5dd3-bd67-45b4-a7e5-b96ed7a0fc35/c/zp01-1.pdf> (access: 20.01.2019), J. Hausner (ed.), *Administracja publiczna*, Wydawnictwo Naukowe PWN, Warszawa 2005.

of my research was a convention bureau, that is a specialised institution dedicated to promoting a town/region/country as the best place for holding meetings.

In article IX, I described the way new media are used in political communication, with the emphasis on websites and Facebook profiles, and identified and assessed the activities of the city council in Elbląg through their official website and Facebook page.

The conclusions of the two articles show that both institutions studied recognise the importance of new media in communication. The prerequisite to success is analysing the areas in which they want to communicate with environment – in long-term as well – and making use of the full potential of the tools available.

Articles VI and IX, respectively, pursue goals C5 i C6 and answer questions B(P1) and B(P4), as well as confirming hypothesis H2; in addition, article VI confirms hypothesis H1.

Wykorzystanie Internetu i nowoczesnych technologii komunikowania w event marketingu
[Internet and new communication technologies in event marketing] (VII)

It is hardly possible to discuss using events for communication, without referring to the changes in how they are organised and how people participate in them, which is a consequence of the implementation of new media into the processes. Therefore, in article VII, I analyse the possibility of using the Internet and modern communication technologies to organise certain types of events and exemplified it with marketing communication activities. Referring to the results of article I, I revisited the areas where event marketing is used in marketing communication and reintroduced the foundations of the methodology of meeting planing. I described selected types of events and the possibility of using new media in the process of their organisation.

The new trends and the expectations of event participants mean that organisers face the need to considerably broaden the scope of activities undertaken. That is why it is so important to apply a professional approach to organising shows and events supporting marketing communication, e.g. by using the methodology of meeting planing, which is a comprehensive tool supporting event organisers in their efforts. The connection with the environment during events is ensured through media – the Internet, in particular. New media make it possible to interactively participate in events. The Internet plays an important role in event organisation, as it provides a lot of information which can be distributed online for free, enables participation, and gives participants some control over parts of an event, e.g. through voting who wins a competition. It simplifies interpersonal communication, improves standards, and wipes out the geographic, language, and cultural differences.

Article VII pursues goal C6, answered question B(P2), and confirmed hypothesis H3.

Conclusions and result application

As it can be seen in the texts included in the scientific accomplishment presented, the hypotheses have been confirmed – that is the research questions have been answered and the goals achieved.

My scientific accomplishment rest on media science foundations (political communication), but some aspects of management are also applied (marketing communication, territorial marketing). This makes the series even more valuable as there is scarcity of scientific texts in Polish on events in political communication, and limited is the database of available publications which discuss using new media in this respect. Therefore, the series may, if only partially, fill the gap.

AP

One of the important characteristics of the series is the homogeneity of its contents. The discussion revolves around one issue – events and new media as communication tools – which is a common denominator in the whole series. The consecutive articles complement one another and present various possibilities for events and new media to be used in political communication.

I am the sole author of the concept behind the scientific accomplishment presented, whereas 90% of the content of the articles are a result of my own efforts. The remaining 10% account for my co-operation with two other researchers: Anna Lusińska of the University of Gdansk and Marta Sidorkiewicz of the University of Szczecin.

Here, I would like to emphasise the importance of smooth co-operation with my colleagues from other fields of study both in research and publishing. The collaboration enabled me to broaden my research perspective and confirmed the interdisciplinary character of the topic.

The results of the research discussed in the series were presented at conferences.

- *Nowe media w marketingu terytorialnym na przykładzie działalności Gdańsk Convention Bureau* [New media in territorial marketing – Gdańsk Convention Bureau] and *Wykorzystanie nowych mediów w komunikowaniu politycznym na przykładzie Urzędu Miejskiego w Elblągu* [Events and new media in political communication – city council in Elbląg] at the *Media-Business-Culture* international conference (in 2013 and 2017, respectively, in Gdansk).
- *Event jako narzędzie partycypacji obywatelskiej na szczeblu lokalnym* [Events as a social engagement tool on a local level] at the *Zmierzch demokracji liberalnej?* [Decline of liberal democracy?] conference (2017, Warsaw).
- *Rola eventów w kształtowaniu wizerunku miasta na przykładzie Heineken Open'er Festival w Gdyni* [Events and city branding – Heineken Open'er Festival in Gdynia] and *Nowe media w marketingu terytorialnym na przykładzie działalności Gdańsk Convention Bureau* [New media in territorial marketing – Gdańsk Convention Bureau] at the consecutive editions of Polish Event Management Educators Symposium (2013 and 2014, Warsaw).
- *Wykorzystanie Internetu i nowoczesnych technologii komunikowania w event marketingu* [Internet and new communication technologies in event marketing] at the 3rd congress of The Polish Communication Association (2013, Cracow),
- *Event marketing jako forma komunikacji marketingowej* [Event marketing as a form of marketing communication] at the 2nd political science congress (2012, Poznań).

I have constantly included the results of my research in the curricula of the courses I teach at the Faculty of Social Sciences of the University of Gdansk (*Journalism and Social Communication* with an optional subject *Eventing in social communication*, and *Diplomacy* with a mandatory subject *Event managing*), and at the Faculty of Languages (*Managing art institutions* with an optional subject *Planning cultural events*). At the Psychology PhD studies, I teach a course in English *Meeting planning as a communication tool*.

The findings from the research included in the series form a foundation for further scientific research. The question of using events and new media in political communication at a local level needs further exploration. There are two new articles I have written which may be treated as a supplement to the series presented. They are *Event jako narzędzie public relations na przykładzie pikniku Gdańskie Święto Europy* [Event as a PR tool as exemplified by Gdańskie Święto Europy] (the results were presented at the 2nd Congress of European Studies in Szczecin in September 2017), which will soon be published as a chapter in a collaborative monograph, and *Wykorzystanie mediów społecznościowych w komunikowaniu politycznym na przykładzie Fanpage'a Miasta Gdańsk* [Social media in political communication as exemplified by the fan page of the city of



Gdansk], to be published by the Faculty of Management of the University of Gdansk in the *Zeszyty Naukowe* series, for the *Management and Finances* section (currently, List B with 10 points acc. to the Ministry of Science and Higher Education of Poland). Both articles have got positive reviews and are going to be published (in attachments D/1 and D/2 are the relevant confirmations from the editors). Soon, I will finish working on a monograph summing up my research so far and presenting an overview of the literature on eventing in particular, which was often impossible in other articles because of the word limits imposed by editors.

I would like to emphasise that events and new media are also the main topic of most of my other research I will be presenting in the next section.

The results of my research that are presented in the series of publications (*Events and new media in political communication*) are as following:

- indicating the fact that events and new media are effective and comprehensive tools of political communication at a local level;
- identification and description of the relations between political communication, marketing communication, and territorial marketing;
- starting empirical research on practical application of events and new media in local authority communication;
- attempts at a synthesis of the knowledge and the experiences regarding the use of events for political communication at a local level, which has not so far been reflected in Polish research papers, and;
- indicating the somehow complementary nature of events and of new media, with the emphasis on the latter, as they both can be used as a tool in themselves and help organise an event.

The research findings included in the series may be used by local governments, most of all to select appropriate communication tools. They may be used to take the organisation of events and the use of new media to the next level and make them more professional.

5. Other research and scientific accomplishments

In this section, I will present my postdoctoral scientific accomplishments (excluding the accomplishment described in 4), participation in scientific conferences, contribution to research projects, international co-operation, reviews, teaching and promoting activities, as well as experience in consulting, and organisation and administration.

Postdoctoral scientific accomplishments

Having obtained PhD, I have written, or co-written, 36 articles, 10 of which constitute the accomplishment in 4. Of the remaining 26 articles 4 were written in English, 8 were published in collaborative monographs and 18 in scientific journals – including 1 written for *Journal of Organizational Change Management*, which in the year of the publication was included in the Journal Citation Reports (JCR) base – (currently, List A with 20 points acc. to the Ministry of Science and Higher Education of Poland). In addition, I have co-edited collaborative monographs – including 1 written in English and Russian.

I would like to emphasise the fact that I have worked for different research institutions and publishers located in Cracow, Poznań, Warsaw, Elbląg, Gdansk, Szczecin, Wrocław, and Lviv. My articles have been published in renowned journals (including *Journal of Organizational*



Change Management, Zeszyty prasoznawcze, Marketing i rynek) and publishing houses (including Wydawnictwo Uniwersytetu Jagiellońskiego, Wydawnictwo Adam Marszałek, Oficyna Wydawnicza IMPULS, Oficyna Wydawnicza ASPRA-JR, The Polish Communication Association).

My works have so far concentrated on several research areas which inspired and prompted me to create the series indicated as the scientific accomplishment. They are:

- using social media by public benefit organisations for communication;
- events: diverse types, goals, and areas of application, as well as professional organisation;
- regional circumstances and HR aspects of business tourism development;
- CSR – goals, functions, tools.

Using social media by public benefit organisations for communication

In this section, some case studies are presented (articles: *Wielka Orkiestra Świątecznej Pomocy na portalu społecznościowym Facebook* [Great Orchestra of Christmas Charity on Facebook] [2] and *Polska Akcja Humanitarna – lider społeczny na portalu społecznościowym Facebook* [Polish Humanitarian Action – a community leader on Facebook] [4]) based on the empirical research into the effectiveness of the Facebook use by two leading public benefit organisations in Poland, i.e. Great Orchestra of Christmas Charity and Polish Humanitarian Action. The research tools used were later used for the research described in the articles constituting the scientific accomplishment.

Events: diverse types, goals, and areas of application, as well as professional organisation

Events are a great communication tool and they can be used in diverse areas and serve different purposes, including bridging cultural gaps (article: *Spotkanie jako narzędzie przełamywania barier międzykulturowych na przykładzie Światowych Dni Młodzieży* [Meeting as a way to overcome cultural barriers – World Youth Day] [17]). Moreover, some types of events, which are business tourism products (e.g. conferences, training courses), can be used for marketing communication (article *Produkty turystyki biznesowej narzędziem komunikacji marketingowej* [Business tourism products as a tool of marketing communication] [22]). Especially interesting are so-called eco-events, which are a unique business tourism product, reflecting the sustainable development trend observed in companies and institutions (article *Eco Eventy – zrównoważone produkty turystyki biznesowej* [Eco-events as sustainable products of business tourism] [21]), an important element of which is CSR (it is another research area I concentrate on). Discussion of events is not relevant unless the professionalism of organisers is mentioned. Successful event organisation is contingent on the methodology of meeting planning, including business tourism meetings (articles: *Meeting planning jako narzędzie wspomagające realizację produktów turystyki konferencyjnej* [Meeting planning as a tool supporting conference tourism products] [19] and *Meeting planning jako narzędzie wspomagające realizację imprez targowych i wystawienniczych* [Meeting planning as a tool supporting fairs and exhibitions] [20]). Events are also an effective tool for social campaigns, which are a comprehensive instrument of social marketing. I exemplify their application with social campaigns concentrating on gender stereotypes as regards the public life (article *New female roles versus gender stereotypes; situation of women in the public sphere* [12]). As my contribution to the article, I emphasised the fact that the factor responsible for the effectiveness of social campaigns is at the same time obvious and difficult to implement. It is the expertise of organisers, who should base their actions on the specialist knowledge of social marketing and its basic tool, i.e. social campaign, and select appropriate communication instruments, e.g. events.



Regional circumstances and HR aspects of business tourism development;

The eventing phenomenon has been analysed by Polish experts in business tourism (which I mentioned in Introduction), so a considerable chunk of my postdoctoral research is, too, focused on this area. I searched for an inspiration and as many resources as I could get my hands on to use it for the series constituting my accomplishment. The findings from three articles (*Popyt na produkty turystyki biznesowej w aglomeracji trójmiejskiej w roku 2010 w świetle badań Gdańsk Convention Bureau* [Demand for business tourism products in Tri-city in 2010 according to research by Gdańsk Convention Bureau] [14], *Rozwój turystyki biznesowej – cel strategiczny w skali całego regionu (na przykładzie województwa śląskiego)* [Growth of business tourism – strategic goal for entire region (Silesian Voivodeship)] [16] and *Wybrane aspekty rozwoju turystyki biznesowej w Polsce a działalność jednostek samorządu terytorialnego* [Chosen aspects of the development of business tourism in Poland and the activities of the local government] [23]) confirmed, in my opinion, the decision of choosing local communication channels for research into events and new media used for political communication. The three articles on the HR aspects which determine success and development of business tourism (articles: *Przygotowanie kadry do obsługi turystów biznesowych w hotelach wysokokategoryzowanych w Polsce* [Trainings for staff dealing with business clients in high-rated hotels in Poland] [8], *Business Tourism – A Challenge For Tourism Personnel* [24], and *Kompetencje organizatora spotkań zbiorowych jako czynnik determinujący sukces organizacyjny spotkań realizowanych w obszarze turystyki biznesowej* [Meeting organisers' competence as a success determinant in business tourism] [25]) confirmed the fact that professional approach to business tourism products (events) is of utmost importance. The findings, too, were used in the accomplishment indicated.

The findings from the last two articles in this area (*Identyfikacja usług wybranych produktów turystyki biznesowej. Ujęcie marketingowe* [Services in selected products of business tourism. Marketing perspective] [15] and *Norma BS8901 elementem funkcjonalnym potencjału turystycznego w obszarze turystyki biznesowej* [BS8901 standard as a functional element of tourism potential in the field of business tourism] [18]), which are a result of the analysis of events (key business tourism products) vice versa the marketing structure of a service product, and possibilities to organise the sustainable events, again confirm the fact that event organisers need to be experienced and dedicated.

CSR – goals, functions, tools

Corporate social responsibility is one of my research areas. I concentrate on the identification of particular instruments used in CSR activities, as well as on defining events as an important and effective communication tool (articles: *Event marketing w działaniach z zakresu CSR na przykładzie Grupy LOTOS SA* [Event marketing in CSR activities – Grupa LOTOS SA] [7] and *Narzędzia komunikacji zewnętrznej w działaniach z zakresu społecznej odpowiedzialności biznesu na przykładzie Nivea Polska Sp. z o.o.* [External communication tools in CSR – Nivea Polska Sp. z o.o.] [9]). The next article (*The reflections of the CSR strategy in the activities of a public medium, as exemplified by Radio Gdańsk* [01]) was an attempt to find a CSR strategy in the PR activities of one of the public broadcasters. It turned out to be quite a challenge for me and the other authors, as the state-governed media in Poland – as opposed to the commercial broadcasters – do not feel obliged to apply CSR strategies. As the state-governed media are public entities by definition, they are obliged to support pluralistic, equal, and rational debate for all the stakeholders, as well as acting towards social integration through presenting the views, needs, and interests of various groups, including minorities. However, their actions can often be construed as typical CSR

tools which may also be applied by commercial players. It can be observed that public media apply CSR approaches mostly for external PR in its broadest sense. We analysed the activities of a Polish regional radio station – i.e. Radio Gdańsk – and showed that some public broadcasters in fact use (deliberately or intuitively) some elements of CSR strategies, mostly with external PR tools. The article gained recognition from the reviewers and editors of *Journal of Organizational Change Management* (JCR base, currently, List A with 20 points acc. to the Ministry of Science and Higher Education of Poland) and was published there in 2017.

The subject matters of my remaining publications are not related to the main research area even though social campaigns are a recurrent motif in 4 articles. I concentrate with the co-authors on the diversity of the campaign goals and the aspects of their organisation (articles: *Promocja Polski i kultury polskiej za granicą w programie Ministerstwa Kultury i Dziedzictwa Narodowego* [Promotion of Poland and Polish culture abroad in the programme of the Ministry of Culture and National Heritage] [1], *Kampania społeczna jako narzędzie pomocy ubogim dzieciom na przykładzie działalności Caritas Polska* [Social campaign helping impoverished children – Caritas Polska] [5], *Kultura języka jako wartość warsztatu dziennikarza w świetle kampanii Ojczysty – dodaj do ulubionych* [High standards of language in journalism in the context of the *First language – add to favourites*] [11], *Przeciwdziałanie problemom społecznym na przykładzie kampanii Nie krzywdź, a nie będziesz krzywdzony* [Preventing social problems – *Hurt not, lest you be hurt*] [13]).

In *The global dimension of social leader based on the example of Polish Humanitarian Action activities – practical contexts* [10], based on the sociological research approach, an attempt was made at identifying and analysing the practical aspect of being a social leader as exemplified by Polish Humanitarian Action. The analysis confirmed that an organisation can become a global social leader mostly due to its communication competence and appropriate management.

In *Edukacja regionalna a media masowe* [Regional education and mass media] [6] I attempted with the co-author to analyse the importance of mass media (in particular, regional mass media) in regional education, based on analyses of TV used as a mass broadcaster reaching selected goals of regional education.

The last of the published articles is a starting point for new research concentrating on the presence, use, and importance of social media in the life of Polish millennials (*Znaczenie mediów społecznościowych w życiu codziennym młodszych Millenialsów* [Social media in the everyday life of younger millennials] [3]). The article attempts to determine the importance of, broadly speaking, electronic communication (social media, in particular) in the everyday life of younger millennials. The publication identifies the characteristic features of Gen Y, determines its communication patterns (in social media, in particular), and describes the influence of social media on the lifestyle of the generation. The goal was achieved through literature analyses, desk research, and primary research (surveys). The conclusions of the article were an inspiration for further exploration of the phenomenon. In April 2018, at the *Współczesne media. 10* [Contemporary media. 10] conference organised by the Faculty of Political Science of Maria Curie-Skłodowska University in Lublin, I presented the results of new research in a speech *Rola Facebooka w komunikowaniu treści blogów w segmencie polskich milenialsów* [Role of Facebook in communicating the contents of millennials' blogs], soon to be published. Further, I did some follow-up research with Sylwia Kuczamer-Kłopotowska described in *An important role of the blogosphere as a communication tool in social media in the segment of Polish young millennials - a fact or a myth?*, which gained favourable reviews and will be published in the *Myth in modern media management and marketing* monograph by IGI Hershey Global (USA).



I have co-edited 3 collaborative monographs. They are a result of a multidimensional co-operation with researchers representing crucial research centres in Poland. They are: *Dostęp do informacji publicznej. Wybrane aspekty teorii i praktyki* [Access to public information. Aspects of theory and practice] (2014), *The Semiotics of Communications* (2014) – a monograph published in English and Russian – and *Maski dziennikarstwa* [Masks of journalism] (2012). Moreover, in the first half of 2019, IGI Hershey Global is going to publish a collaborative monograph *Myth in modern media management and marketing*, which I have co-edited (with Jan Kreft and Sylwia Kuczamer-Kłopotowska).

According to *Publish or Perish* software the impact factor for entry 'kalinowska zeleznik a.' (source: Google Scholar) for 5 February 2019 was 35, and h-index and hi-normal were 3. According to the rating system of the Ministry of Science and Higher Education of Poland, in my postdoctoral period I scored 215 points in total, 57 of which are in relation to the indicated accomplishment. In the first half of 2019, the amount will be significantly higher due to the 3 articles which have already gained favourable reviews and will soon be published (see 4), namely: a chapter in a collaborative monograph *Event jako narzędzie public relations na przykładzie pikniku Gdańskie Święto Europy* [Event as a PR tool as exemplified by Gdańskie Święto Europy]; an article in a scientific journal *Wykorzystanie mediów społecznościowych w komunikowaniu politycznym na przykładzie Fanpage'a Miasta Gdańsk* [Social media in political communication as exemplified by the fan page of the city of Gdansk]; and *An important role of the blogosphere as a communication tool in social media in the segment of Polish young millennials - a fact or a myth?* – that is a chapter in the *Myth in modern media management and marketing* monograph, which I co-edited and which will be published by IGI Hershey Global.

I would like to emphasise the fact that despite a heavy administrative workload (starting from September 2012, I have been a associate dean of instruction at the Faculty of Social Science of the University of Gdansk), I have been doing my best to improve my scientific output along with broadening perspectives and exploring research areas.

Participation in scientific conferences

My publications are linked to my participation in conferences. From 2008 to 2018, I participated in 38 academic events [attachment D/5], 24 of which were international conferences and 14 – all-Poland events. Among the international events, the most notable for me was the 7th International Central and East European Media Conference held in 2014 in Wrocław, where I presented the paper *Engagement and constructive social attitudes of the public in the media*, and the International Conference *Innovation Pedagogy for Indonesian Higher Education* held in 2018 in Yogyakarta and organised by Yogyakarta State University, where I presented the paper *How to use the new media solutions in the process of gamifying academic courses*. I would like to emphasise the fact that of all my English presentations 14 took place abroad, mostly in Indonesia.

Of all the 38 events, there were 7 congresses (e.g. Polish Communication Association congress; Ogólnopolski Kongres Politologii [All-Poland political science congress], Kongres Europeistyki [European Studies Congress]); 18 conferences; 6 seminars, and 7 workshops. Throughout the time, I presented 34 papers, moderated 6 discussions, organised 1 panel, and was a member of 1 panel.

With a view to sharing knowledge and experience regarding eventing, I have spoken at academic, and scientific and trade conferences, e.g. Polish Event Management Educators Symposium, organised by Wyższa Szkoła Turystyki i Rekreacji w Warszawie (Warsaw 2014, 2015), *Innowacje w przemyśle spotkań. Nowa generacja kongresów i wydarzeń biznesowych oraz narzędzia mierzenia ich efektywności* [Innovations in meeting industry. New generation of congresses and



business events, and effectiveness evaluation tools] science and trade conference organised by Polish Conference & Congress Association (Kielce, 2014), and Międzynarodowy Kongres Specjalistów Turystyki Biznesowej organised by Department of Tourism Management of the University of Szczecin and Convention Bureau Szczecin (Szczecin, 2010).

Especially important for me were the conferences on media and political science. They were: Kongres of The Polish Communication Association (Cracow 2013, Poznań 2016), Ogólnopolski Kongres Politologii [All-Poland political science congress] (Poznań 2012, Lublin 2018), Kongres Europeistyki [European studies congress] (Szczecin 2017), The international conference series *Media. Business. Culture* organised by the Institute of Philosophy, Sociology and Journalism of the University of Gdansk (2013, 2015, 2017), *Współczesne Media* [Contemporary media] conference organised by Faculty of Political Science of Maria Curie-Skłodowska University in Lublin.

Research projects and international co-operation

In the postdoctoral period, I have participated in 4 research projects which were eligible for funding¹⁸. In 3 of them, I held managerial positions; in 1, I was a contractor. The projects lasted 5 months, 19 months, 41 months, and 48 months, respectively.

Three projects dealt with general issues of instruction in higher education, which is directly related with the fact that starting from September 2012, I have been the associate dean of instruction at the Faculty of Social Science of the University of Gdansk. Below are brief overviews of each of the projects.

INDOPED project *Modernizing Indonesian Higher Education with Tested European Pedagogical Practises* (contract no.: 2015-3652/001-001), financed by Erasmus+ Capacity Building in Higher Education (<http://www.indoped.eu>)

I was the project manager at the University of Gdansk. The leader of the project was Turku University of Applied Sciences. The project duration was from October 2015 to February 2019 [attachment D/7].

The research institutions co-operating in the INDOPED project:

1. Turku University of Applied Sciences	Finland
2. Inholland University	The Netherlands
3. Business Academy Aarhus	Denmark
4. University of Seville	Spain
5. BINUS International	Indonesia
6. Syiah Kuala University Aceh	Indonesia
7. Syarif Hidayathullah State Islamic University Jakarta UIN	Indonesia

¹⁸ In order to improve my competences in the field of planning and implementation of projects, I participated in specialist trainings, including planning development assistance projects [attachment D/6].

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| 8. Widya Mandala Catholic University Surabaya | Indonesia |
| 9. Yogyakarta State University | Indonesia |
| 10. Southeast Asian Ministers of Education Organization Regional Open Learning Centre (SEAMOLEC) | Indonesia |

The overall aim of the INDOPED project was to raise the teaching capacity of Indonesian University teachers. The role of a teacher should be more of a mentor and facilitator of learning, not a teacher in the traditional meaning. Active co-operation between the university and businesses gives students more possibilities to enhance their competence in real life situations and is key for more efficient and cost-effective higher education. During the INDOPED project, we tested and adjusted European active learning practices and embed the most valuable ones into the structures of Indonesian partner universities. In total, 10 innovative educational methods were created and implemented, including the gamification¹⁹ offered by the University of Gdansk.

As the project manager, I was responsible for the co-ordination of all the activities undertaken by the University of Gdansk as regards the subject matter, the administration, and the finances. For the 3 years and 5 month of the duration of the project, 11 employees of the university participated in it (including 10 academic teachers of 3 faculties and 1 administrative employee). Twelve trips were organised in total, including 9 to Indonesia, to conduct training courses for Indonesian academic teachers devoted to implementing education methods and undertaking activities to disseminate the awareness of the project and its results.

The University of Gdansk along with the State Islamic University in Jakarta co-ordinated preparing and implementing the evaluation of pilot training courses.

In the course of the project, I participated in conferences, seminars, and workshops (14 events in total) where I referred to the idea of using events and the new media for communication, e.g. The gamification – assumptions, implementation, the use of new media tools at the International Workshop Indonesian Pedagogy: Innovative and Active Learning held in October 2018 in Jakarta and organised by State Islamic University Jakarta and Effectiveness of the new media solutions in the dissemination process of the INDOPED results (e.g. webinar sessions) at the 4th INDOPED GENERAL MEETING held in October 2017 in Banda Aceh (organiser: Syiah Kuala University), and Supporting the co-operation between Indonesian and Polish universities with chosen communication tools (new media and events) at the International Workshop Designing And Developing An Association For Faculty Of Economic And Islamic Business In Indonesia (AFEBI) in May 2017 in Jakarta (organiser: State Islamic University Jakarta).

PROgram Rozwoju Uniwersytetu Gdańskiego (ProUG) project [University of Gdansk development project] co-financed by the EU within the European Social Fund framework, Priority Axis III – *Higher education for economy and development*, Activity 3.5 *University comprehensive curricula*. The project was financed by the Operational Programme Knowledge Education Development.

In the project, I hold the position of the faculty co-ordinator [attachment D/9]. The project was launched in October 2018 and will be operative until September 2022.

¹⁹ In order to broaden my knowledge about this method I took part in a specialized training "Gamification in education" [attachment D/8].



Within the project framework, at the Faculty of Social Sciences, the students will be comprehensively educated before entering the labour market by:

1. implementing an innovative approach in the undergraduate education courses covered by the project through modifying the curricula with the aim of defining the common denominators and working towards a unified curriculum of a universal value;
2. innovative modification of two courses (sociology and psychology), introducing some new elements of the comprehensive structure of the educational process, using professional training courses for teaching, managing, and administrative staff, and streamlining the computer management of the university/faculty.

The project assumes that the aforementioned activities, as well as the involvement of teaching, managing, and administrative staff in the training courses, and modifying and launching new courses, including ones in English, will help build a competitive advantage of the Faculty and the University of Gdansk.

As the faculty manager, I am responsible for the co-ordination of all the activities undertaken by the employees of the Faculty of Social Sciences involved in the project as regards the subject matter, the administration, and the finances.

Kształcimy najlepszych [We educate the best] – a comprehensive programme for PhD students, young PhDs, and academic teachers of the University of Gdansk. The programme is co-financed by the EU through the European Social Fund (Operational Programme *Human Capital*). Contract no. UDA-POKL.04.01.01-00-017/10-01.

In the project, I was the manager of task 5: international component *International co-operation* [attachment D/10]. The project was launched in December 2013 and was operative until June 2015. It was a cross-faculty project in co-operation with Turku University of Applied Sciences in Finland.

The aim of the project was to create for postgraduate students, PhDs, and academic teachers of the University of Gdansk appropriate conditions for running their own courses aimed at creating technical implementations and social innovations and enabling the participants to develop the innovation competence required in science and the knowledge-based economy.

Within the project, I organised 2 study visits and 5 educational seminars at the University of Gdansk run by the experts from Turku University of Applied Sciences, in the course of which the participants developed concept ideas for innovative methods of teaching, building on the results achieved within the specialisations where the methods were to be implemented.

As the manager of task 5, I was responsible for the co-ordination of all the activities undertaken by the relevant employees of the University of Gdansk as regards the subject matter, the administration, and the finances.

Art. 61. Projekt edukacyjno-szkoleniowy na temat dostępu do informacji publicznej [Article 61. Project concerning training and education on the access to public information]

The project was financed with the funds from Fundusz Inicjatyw Obywatelskich of the Ministry of Family, Labour and Social Policy for 2014-2020 from Priority 3. *Active citizens.*



In this project, I was a contractor [attachment D/11]. The project was operative for 5 months from August to December 2014. The project was run by the department of social communication at the Faculty of Social Sciences of the University of Gdansk and the Polish Economic Society in Gdansk.

Within the project, I carried out the following tasks.

- 6 training courses on mass communication and public opinion theory;
- scientific editing of the monograph *Dostęp do informacji publicznej. Wybrane aspekty teorii i praktyki* [Access to public information. Theory and practice – selected issues];
- writing an article for the monograph;
- organisation and moderating the final debate in the project.

One of the important results of dealing with international projects is working towards further co-operation with foreign partners as regards science and education. As an associate dean of instruction, I strive to bring with the co-operation as much advantage to my faculty as possible, as well as developing my own research and educational potential.

As a results of my co-operation with Turku University of Applied Sciences in Finland a task force has been set up including people from TUAS and the Institute of Pedagogy of the Faculty of Social Sciences of the University of Gdansk which is to develop a two-year MBA course in English *Change-makers' Educational Leadership*, the graduates of which will receive a degree from both of the universities. The two simultaneous courses are to be launched in 2020.

I have begun talks with the representatives of TUAS who are linked to the Film and Media Research Group on setting up and carrying out a joint project which would make use of the human resources and the infrastructure of the Faculty of Social Sciences, where we run the *Journalism and social communication* course, (i.e. a professional radio studio and a TV lab). We are discussing the details of the project which would analyse the interests of media companies in the context of the development of media education. The emphasis will be placed on cross media, technical innovations, and new working practices in media institutions.

Another consequence of the project for me was initiating talks with Danish Business Academy Aarhus, which presented in the INDOPED project an innovative educational method, i.e. 'innovation camp' (InnoCamp)²⁰. I would like to implement the method at the faculty I work for. InnoCamp will be conducive to attaining educational targets, as well as providing a sort of a case study for students who want to improve their competence as regards planning and organising events, as the InnoCamp is a large event itself (usually, around 100 people participate in a camp).

Reviews

I have co-operated with the following journals and research publishing houses as an article reviewer in Polish and English:

1. *Zeszyty Prasoznawcze*, Wydawnictwo Uniwersytetu Jagiellońskiego, list B of the Ministry of Science and Higher Education of Poland MNiSW, 14 points

²⁰ The innovation camp is a method that allows for intensive generation of ideas, stimulating creativity and innovation in the participants of the camp. Students from different fields of study cooperate with each other in interdisciplinary teams to solve a specific problem for the company. More about InnoCamp at www.indoped.eu.

2. "e-Politikon", Ośrodek Analiz Politologicznych Uniwersytetu Warszawskiego, list B of the Ministry of Science and Higher Education of Poland MNiSW, 8 points
3. *Zarządzanie mediami* [Media management], Wydawnictwo Uniwersytetu Jagiellońskiego, list B of the Ministry of Science and Higher Education of Poland, 6 points
4. „Com.press”, Instytut Dziennikarstwa, Mediów i Komunikacji Społecznej Uniwersytetu Jagiellońskiego
5. *Zarządzanie kulturą* [Culture management], Wydawnictwo Uniwersytetu Jagiellońskiego, list B of the Ministry of Science and Higher Education of Poland MNiSW, 14 points;
6. *Hemispheres. Studies on Cultures and Societies*, Instytut Kultur Śródziemnomorskich i Orientalnych Polskiej Akademii Nauk, ERIH base, list C of the Ministry of Science and Higher Education of Poland, 15 points
7. IGI Hershey Global, Pennsylvania, USA

Membership in research association

I am a member of:

1. The Polish Communication Association, since 2011
2. The Polish Political Science Association, since 2017
3. Polskie Towarzystwo Studiów Europejskich, since 2018

Education and popularisation

Not only do I work as an educator (teaching classes), I am also involved in educational projects and other activities aimed at promoting science.

I participated in the Erasmus programme of international exchange and conducted classes for the students of Polytechnic Institute of Setubal (Portugal, 2008) [attachment D/12].

Since 2018, I have been an assistant doctoral advisor for Monika Hapek writing her dissertation in the field of social sciences (media science) titled *Prywatność i zaufanie na rynku. Kluczowe kompetencje organizacji mediów społecznościowych* [Privacy and trust on the market. Key competences for social media organisations] (chief advisor: Jan Kreft). The procedure for the doctorate began on 9 May 2018.

From 2010 to 2012, I was a tutor for first year undergraduate students of *Journalism and social communication*.

I have reviewed numerous BA and MA theses (*Journalism and social communication*) and supervised 46 BA theses and 21 MA theses.

At the Faculty of Social Sciences, I give lectures, run classes and BA/MA seminars for *Journalism and social communication* specialisation (courses: *Economics and management*, *Public opinion*, *Introduction to marketing*, *Event management*, *Advertising strategy*; and in English for Erasmus students: *Event management*); *Diplomacy* (course: *Event management*); *Sociology* (course: *Introduction to economics and management*). At the Faculty of Languages, I give lectures, run BA seminars for *Art institution management* specialisation (courses: *Marketing*, *Planning cultural events*); *American studies* (course: *Theory of mass communication*). At the Faculty of History, I give lectures for *Tourism and historical tourism* specialisation (course: *Organisation of tourist traffic and business tourism*); and *German studies* (courses: *Organisation of tourist traffic*, *Marketing*, *Marketing research*)



In addition, I run English classes for PhD students of psychology at the Faculty of Social Sciences of the University of Gdansk (*Meeting planning as a communication tool*) and for postgraduate studies *Marketing and media market (Introduction to marketing)*.

In recognition of my educational achievements, in 2013, I was awarded by the Ministry of Education the **Medal of the Commission of National Education** [attachment D/13].

As far as science promotion is concerned, I participated in the first and the second edition of *Pomorska Akademia Liderów Edukacji 2020* [Pomerania education leader academy 2020] project organised by Teachers' Education Center in Gdansk (February-June 2014, and March-May 2016) [attachment D/14]. The programme of the project is a contribution to the educational activities undertaken by the local government as part of the strategy for the development of Pomeranian Voivodeship for 2020. The beneficiaries of the project were the headmasters and deputy headmasters of the schools and other educational institutions in the voivodeship. The main goal of the project was strengthening the competence of the participants as regards effective self-management, managing team relations, co-operation with local administration in the context of launching debates and searching for solutions strengthening scholar, local, and regional community through learning process. In the project, I was responsible for running workshops on social communication and supervision over the 1st edition final papers.

In 2012, I organised journalism workshops for grammar school students as part of *Bałtycki Festiwal Nauki* [Baltic science festival]. I gave a lecture on event planning during the meeting "Grunt to plan! O skutecznym planowaniu" organised as part of the "Entrepreneur Woman" project by the Student Forum Business Center Club [attachment D/15].

Consulting and co-operation with external stakeholders

My enthusiasm and eventing research (including business tourism) were recognised by the city of Gdansk. From 2010 to 2017, I closely co-operated with Gdańska Organizacja Turystyczna/Gdańsk Convention Bureau (a body of the city council), developing 4 published reports on the meeting market in Gdansk and Pomeranian Voivodeship (*Rynek spotkań w Gdańsku i województwie pomorskim. Raport za rok 2015* [Meeting market in Gdansk and Pomeranian Voivodeship – 2015 report] [attachment D/16], *Rynek spotkań w Gdańsku i województwie pomorskim. Raport za rok 2014* [Meeting market in Gdansk and Pomeranian Voivodeship – 2014 report], *Rynek spotkań w Gdańsku i województwie pomorskim. Raport za rok 2013* [Meeting market in Gdansk and Pomeranian Voivodeship – 2013 report] and *Promocja turystyki biznesowej jako markowego produktu Trójmiasta i Pomorza. Pomorski rynek spotkań i perspektywy jego rozwoju. Raport 2011* [Promoting business tourism as a brand of Tricity and Pomerania] – available at <https://www.pot.gov.pl/pl/inne-opracowania>). The reports contain statistical and qualitative analyses of the data and resources obtained from the entities involved in business tourism in Pomeranian Voivodeship.

In 2012, I was invited by the city council to participate in the *Zarządzanie metropoliami XXI wieku* [Metropolis management in 21st century] congress as an expert for a panel debate *Turystyka biznesowa siłą napędową metropolii* [Business tourism as a driving force in metropolis] (Session: *Innovative economy*). The congress was held in Gdansk on 26-27 November 2012.

My contribution and enthusiasm as regards business tourism was recognised by The Polish Tourism Organisation and Polish Conference & Congress Association, which granted me in 2011



the title of **The Honorary Ambassador of Polish Congresses** [attachment D/17] in recognition of my merits in promoting Poland as a home for international congresses. In Poland, only 220 people have this trade award – in Pomeranian Voivodeship they are, among others, Lech Wałęsa and Mateusz Kusznerewicz.

Organisation and administration

Since 2016, I have been co-operating with *Media. Business. Culture* (ISSN 2451-1986) issued by the University of Gdansk, where I am the editor of the *Social communication* section.

I have actively participated in organisational and scientific committees and national academic conferences – as actively as I can as the associate dean of instruction. From 2011 to 2018, 6 times I have been a member of advisory boards, 4 times – a member of organisational committees, and 1 time – the chair of an organisational committee.

The most important undertakings I have been a part of are: *Lustro Mediów* [Media mirror] conferences organised by the Institute of Culture of the Jagiellonian University and the Institute of Philosophy, Sociology, and Journalism of the University of Gdansk (Gdansk 2015, 2017), and the *Matters of Journalism: Understanding Professional Challenges And Dilemmas* international academic conference organised by the Polish Communication Association and the Institute of Philosophy, Sociology, and Journalism of the University of Gdansk (Gdańsk, 2012). Being the Chairman of the Organizing Committee of the last of the mentioned conferences has been appreciated by its initiators - the Board of the Polish Communication Association (attachment D/18).

Ever since I was employed by the Institute of Philosophy, Sociology, and Journalism of the University of Gdansk in the Social Communication Department, I have actively been carrying out administrative tasks for the faculty. In 2010, I was a member of the entrance examination commission at the postgraduate extramural studies *Journalism and Social Communication*. From 2011 to 2012, I was a member of a task force responsible for preparing and conducting the evaluation of classes in *Journalism and Social Communication*.

From 2012 on, I have been the deputy dean at the Faculty of Social Sciences of the University of Gdansk (in the 2012-2016 term: the deputy dean for education and intramural studies, and from 2016 on – the deputy dean for education) [attachment D/19]. The Faculty of Social Sciences is second largest faculty of the University of Gdansk (246 academic teachers, 50 administrative staff, nearly 4 500 students). The Faculty's 4 institutes (Philosophy, Sociology, and Journalism; Pedagogy; Political Science; Psychology) provide a wide spectrum of courses. Currently, it has 12 BA/MA specialisations, 4 PhD specialisations, and 22 postgraduate specialisations. The offer has obviously been changing dynamically. New specialisations occur, the existing ones are modified. Competent management of such a vast array of different courses requires good organisation skills (of myself and of my colleagues) and considerable amounts of time.

For seven years, I have been the head of the faculty team dealing with ensuring the quality of the instruction. Moreover, I am actively involved in the senate commission on instruction and the university team on ensuring the quality of the instruction.

My most important achievement in this respect is developing (with the members of the team dealing with ensuring the quality of the instruction) a quality assurance system for the Faculty of Social Sciences of the University of Gdansk whose efficacy was confirmed by the Polish



Accreditation Committee, which in the period from 2015 to 2017 evaluated 5 specialisations at the Faculty, 4 of which received positive marks, while psychology gained a distinction. My engagement has been appreciated in the letter from the Dean of the Faculty of Social Sciences [attachment D/20].

As the associate dean of instruction, I endorse the initiatives which help the Faculty grow, improve the education environment for the students, as well as supporting their self-actualisation.

During my term as the associate dean, the successful all-Poland competition for the best MA thesis on media (MEDIA@STERY) was launched and the recording and documentation simulation TV lab was created (Laboratorium Symulacji Nagrań Telewizyjnych i Dokumentacji Filmowej) – to mention only these initiatives and activities which are related to media science and the *Journalism and social communication* studies.

Apart from the instruction and its quality, I am also responsible for student admissions and risk management. Therefore, I am a member of the recruitment commission and the risk management commission.

~~In recognition of my organisational efforts on the faculty's behalf, in 2018, I received a special~~
award from the rector of the University of Gdansk.

