

Summary of Professional Accomplishments

1. Full name: Agata Opolska-Bielańska

2. Diplomas held, scientific/artistic degrees with the indication of the name, place and year in which they were acquired, as well as the title of the PhD dissertation.

2014 - The defence of the PhD dissertation in the Collegium of Management and Finance (currently called Management Institute) of SGH Warsaw School of Economics. Doctoral degree in economics, specialisation in management. PhD dissertation title: *Kompetencje społeczne, osobowościowe i emocjonalne menedżerów jako determinanty stylów kierowania* (Social, Personality and Emotional Competencies of Managers as the Determinants of Management Styles) - thesis written under the supervision of Maria Romanowska, prof. dr hab.

2008 – 2012 - PhD studies in SGH Warsaw School of Economics.

The Collegium of Management and Finance

2008 - Master's degree at the Faculty of Psychology of the University of Warsaw (specialisation: Support for Personal Development).

3. Information about employment in scientific/artistic establishments.

Jan. 2017 until present - Assistant Professor at the Chair of Information Technology of Media, Faculty of Journalism, Information and Book Studies, University of Warsaw.

Oct. 2016 - scientific and technical staff at the Department of Information Technology of Media, Faculty of Journalism, Information and Book Studies, University of Warsaw.

Oct. 2014 - Oct. 2015 cooperation with the Faculty of Journalism and Political Science of the University of Warsaw

Oct. 2014 - Sept. 2015 cooperation with the Faculty of Historical and Social Sciences of the Cardinal Stefan Wyszyński University in Warsaw.

Oct. 2014 until present - cooperation with the University of Social Sciences in Warsaw.

2011 - 2017 cooperation with the Faculty of Law and Administration of the Cardinal Stefan Wyszyński University in Warsaw.

4. Indication of scientific achievements under art. 16 para. 2 of the Act of 14 March 2003 on Academic Degrees and Title and Degrees and Title in the Arts (Journal of Laws of 2016, item 882 as amended in Journal of Laws of 2016 item 1311):



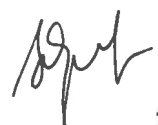
a) As the special academic achievement referred to in Article 16 para. 2 of the Act of 14 March 2013 on Academic Degrees and Title and Degrees and Title in the Arts, I hereby indicate a series of publications related to the subject matter under a common title:

**Spoleczna odpowiedzialność mediów w ujęciu interdyscyplinarnym i aplikacyjnym.
(Social responsibility of media in interdisciplinary and application terms.)**

b) List of publications constituting the scientific achievement:

1. A. Opolska-Bielańska, *Jak wycisnąć kapitał ludzki z człowieka*, 2018, Czasopismo: Marketing i Zarządzanie, tom 1(51)2018, 319-329.
2. A. Opolska-Bielańska, *CSR w oczach Milenialsów*, 2018, Marketing i Rynek, Zeszyt 11/2018, 348- 356.
3. A. Opolska-Bielańska, *Nastolatek w mediach*, 2018 , Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, *Recepcja mediów przez młodzież i osoby dorosłe, część I*, tom 5, 39-54.
4. A. Opolska-Bielańska, *Wykluczenie cyfrowe osób dorosłych – mit czy problem społeczny*, 2018, Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, *Recepcja mediów przez młodzież i osoby dorosłe, część II* , tom 5, 193-204.
5. A. Opolska-Bielańska, *Znaczenie społecznej odpowiedzialności biznesu w rozwoju przedsiębiorstwa*, 2017, Wydawca: Stowarzyszenie Fair Business, *Logistyka i administrowanie w mediach. Aspekty teoretyczne i aplikatywne. Nowe media – informacja – monetyzacja*, 41-56.
6. A. Opolska-Bielańska, *Spoleczna odpowiedzialność mediów za przekaz informacyjny*, 2017, Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, *Recepcja mediów przez dzieci w wieku szkolnym*, tom 3, 113-132.
7. A. Opolska-Bielańska, *Grywalizacja jako innowacyjny sposób wdrażania CSR*, 2017, Marketing i Rynek, tom 11/2017, 405-416.
8. A. Opolska-Bielańska, *Spoleczna odpowiedzialność biznesu w social media*, 2016, Wydawca: Stowarzyszenie Fair Business, *Logistyka i administrowanie w mediach. Aspekty teoretyczne i aplikatywne. Tożsamość, cyfryzacja, poligrafia*, 99-108.
9. A. Opolska-Bielańska, *Spoleczna odpowiedzialność jako element funkcjonowania mediów*, 2016, *Ekonomika i Organizacja Przedsiębiorstwa, Zeszyt 8 (799)*, 41-53.
10. A. Opolska-Bielańska, *CSR - narzędzie przemian na rynku pracy*, 2016, Czasopismo: Społeczeństwo i Edukacja, tom 21 (2) / 2016, 31-40.

I would like to point out that my percentage share in all the above publications has been 100%.



c) discussion of the scientific/artistic objective of the paper/papers and its results, together with a discussion of their possible use.


In the times of digital development, technology and media have become an indispensable element of life experience, the essence of which is to create a strong, emotional bond between a person and various mass culture products. It can be noted that social networking sites are also becoming a place for business transactions and that the Internet is a source of information. Mobile devices become “mobile pilots” designing our activities and often making decisions for us. They meet the user’s needs through the possibility of connection with various media, access to additional content or suggesting information on similar topics. The consequence of such actions is the emergence of new habits and behaviours in society. This contributes to the modification of interpersonal and social relations, as well as cognitive, emotional and neurobiological ones. The consequence of these changes is the creation of a new area of interdisciplinary cooperation in the psychological, , management, technological and media field, resulting in the creation of a functional, friendly and limitless environment. That is why it is important to take an interdisciplinary approach to the role of the media in the 21st century.

The first publication to open a scientific discourse on the need for social responsibility in the business world is: **CSR - a Tool for Change on the Labour Market (CSR - narzędzie przemian na rynku pracy)**. The article was published in 2016, in the “Społeczeństwo i Edukacja” journal [ENG Education and Society]¹. It points out changes in business, which have drawn attention to the social aspect of the labour market. These changes have initiated a dialogue between the employer, the stakeholder and the employee. Their cooperation made it possible to see benefits for everyone. The society achieved the guarantee of the observance of rights and the possibility of development, and the entrepreneurs got loyalty of employees, good image of the company, competitive advantage, which in turn translate into optimisation of profit. The aspect of CSR² activities has become an innovative measure of the attractiveness of the workplace in the 21st century business. Compliance with the ISO 26000 standard, which conditions the application of Corporate Social Responsibility practices, is an element of respect for the employee as a person and for his work, as well as the responsibility of the organisation for the impact of its decisions and actions (products, services, processes) on society and the environment, through transparent and ethical behaviour³.

¹ A. Opolska-Bielańska, 2016, CSR - narzędzie przemian na rynku pracy, Journal: Społeczeństwo i Edukacja, volume: 21 (2) / 2016, pp. 31-40.

² The term Corporate Social Responsibility will be used interchangeably with the CSR abbreviation.

³ <http://www.odpowiedzialnafirma.pl/o-csr/iso-26000> [dated 1/02/2019].



In this publication, the factors of transformation on the 21st century labour market were analysed, noticing the significant impact of the popularisation of CSR assumptions on marketing, public relations or competitive advantage. In the era of responsibility for what and how we create and what tools we use to carry out the task entrusted to us it seems archaic to see companies only as a place of profit generation.

The conditionality of the essence of socially responsible activities in the media is illustrated in the article entitled **Social Responsibility as an Element of Media Functioning (Społeczna odpowiedzialność jako element funkcjonowania mediów)** It was published in the “*Ekonomika i Organizacja Przedsiębiorstwa*” [ENG Economics and Organisation of Enterprise] magazine in 2016⁴. The aim of the article was to draw attention to the activity of the media companies in the context of social responsibility. Expecting a reliable, good quality, accurate and objective product from the media, one should analyse CSR activities in the media. They themselves create the subject of social responsibility through programmes, debates, spots, patronage, support for local projects - thus indicating the need for theoretical and practical considerations. Media influence the audience in an intellectual and psychological way, therefore the value of the content should meet the criteria of social responsibility. In order to verify the thesis that the media influence the audience in a cognitive and psychological way, therefore the value of the content should meet all the criteria of social responsibility, the methodology was based on the analysis of selected cases of media companies.

The technical-digital revolution has contributed to the development of the importance and reach of the media, making it one of the most powerful sectors of the world's economy. Commonly used term “the fourth estate” in context of the media is related to their reach and opinion-forming skills. It is the media that become the source of information on theoretical and practical issues related to socially responsible topics. As a good example may serve activities of the Responsible Business Forum - an expert organisation, which is the initiator and partner of key projects⁵ for Polish CSR. Similar educational activities were undertaken by *Gazeta Wyborcza* by enclosing a supplement - a guide - entitled “CSR & Edukacja” [ENG CSR & Education]⁶. The compendium of theoretical and practical knowledge is presented at the CSR Fair, held in Warsaw at the National Stadium, in a two-year⁷ cycle.

⁴ A. Opolska-Bieleńska, 2016, Społeczna odpowiedzialność jako element funkcjonowania mediów, *Ekonomika i Organizacja Przedsiębiorstwa*, volume: 8(799), pp. 41-53.

⁵ <http://odpowiedzialnybiznes.pl/kim-jestesmy/> [dated 29/03/2019].

⁶ <https://www.slideshare.net/LozaBiznesu/csr-biznes-spoeczestwo-rodowisko-dodatek-do-gazety-wyborczej> [dated 29/03/2019].

⁷ <http://odpowiedzialnybiznes.pl/targicsr/> [dated 29/03/2019].

In the case of the media, environmental activities, engagement in local support or competitive advantage seem to be secondary. The intellectual and psychological impact on the audience indicates that the media content should be at the centre of the media industry's interests. It is the content that mostly shapes the moral values and knowledge of society. Therefore, the CSR standards for the media should be higher than for other sectors of the economy. The psychological impact (methods) is often underestimated and it is this impact that is often more important than intellectual methods (content). The development of social psychology and opinion-forming research indicate the importance of the above-mentioned processes. In view of the persuasive power of the media, the industry needs to fulfil its social responsibility towards its activities and its audiences to a greater extent. Having in mind the knowledge of the role and scope of the media, the theory of media social responsibility has been formulated. It takes into account the functions of the media companies other than mere economic functions. A document published in 1942 by the Komisja do Spraw Wolności Prasy, entitled *Teoria Społecznej Odpowiedzialności Prasy* [ENG the Social Responsibility Theory of the Press], pointed to the creation of responsible, productive and creative "big communities" by the media. It is the media that should be the voice of the society⁸ by supporting cultural pluralism. This concept was intended to identify the media as a part of a social system the essence of which is to respect the norms of the collective⁹ life. The implementation of these assumptions may manifest itself in program ranges, socio-cultural events organised under the media patronage, creation of thematic channels, broadcasting of social campaigns - sensitising to the current problems of society.

The media should in particular comply with the standards of the Corporate Social Responsibility. By influencing the way people perceive reality, the media influence social relations. Treated as a source of information, an opinion-forming and ethical factor, the media should take care of their truthfulness and reliability. It is important that these activities are a continuous process and not an episodic one. The methodology adopted in the article - an analysis of the activities of particular media companies - allowed to positively verify the purpose of the publication.

The development of the essence of socially responsible activities in the media is to indicate and present practices in social media. Social media that are so important nowadays are a place where people with similar and different ideas come together, a place where trends are promoted and others are sensitised to the problems of the environment. The **Corporate social responsibility**

⁸ J.S. Baran, K.D. Davis, *Teorie komunikowania masowego*, Kraków, 2007, pp.129-131.

⁹ K.R. Nowakowski, *Raport z badania społecznej odpowiedzialności mediów w systemie gospodarki rynkowej*, 2008, Warszawa, pp. 5,57,70.

in social media (Społeczna odpowiedzialność biznesu w social media) article appeared in the “Logistics and management in media. Theoretical and Applicative Aspects. Identity - Digitalisation - Polygraphy” (“Logistyka i administrowanie w mediach. Aspekty teoretyczne i aplikatywne. Tożsamość- Cyfryzacja – Poligrafia”) publication in 2016¹⁰. The aim of the paper was to indicate the CSR activities conducted within the framework of the social media. Social media are the best form of disseminating the company’s activities. They met with great interest and approval from people of all ages. However, they are certainly something special for young consumers in their daily lives - serving for information, sharing it and getting the latest news. It is on social platforms that companies publish information, photos and reports on their social activities. Through these portals, stakeholders and customers learn about the practical implementation of the vision and mission of enterprises, showing their approval with the number of likes, shares and views. They are the fastest way to reach the audience. Through this article I tried to present the activities of Corporate Social Responsibility, carried out in social networks.

The Internet community is often non-critical about information on the Internet; they are treated as the most objective, reliable and authoritative source of social information. Therefore, the social media are an important tool for supporting the CSR management process and a platform for informing about social actions conducted by companies. This allows to promote social activities among social media users, to raise awareness of current social problems and to associate those interested in these activities. The possibility of commenting, verifying the contents of the network, their public availability, the possibility of responding to the information in the network have led to the approval of users. E-society most often learns about the activities of enterprises through social media. According to the report from the survey of Polish companies in social media¹¹, the most popular portals are Facebook and Youtube in comparison with linkedin.pl, goldenline.pl, Google+ or Twitter. In the publication I proved that social media are an important element in the development of various sections of companies. The most popular are customer service, innovation management, R&D or the analysed Corporate Social Responsibility. The promotion of the CSR activities can be observed in particular when informing about the current social campaigns conducted by companies, encouraging to evaluate the CSR initiatives undertaken, which in conclusion meets with the opinion from the society. Seeking information on

¹⁰ A. Opolska-Bieleńska, 2016, Społeczna odpowiedzialność biznesu w social media, Publisher: Stowarzyszenie Fair Business, pp. 99-108.

¹¹ K. Surma, M. Krzycki, S. Prokurat, P. Kubisiak, Raport z badania Polskie firmy w mediach społecznościowych. Dodatek Harvard Business Review Polska&Capgemini, 2012.

the activities of other entities often means for the company to strengthen the brand by strengthening the CSR channel in social media..

It seems important to point social media as a current tool for promoting socially responsible practices. Through the reach and popularity of social platforms, the CSR activities of companies quickly reach every user. All activities of social campaigns, foundations, local actions will reach the social community the fastest via the Internet. Social media, therefore, support socially responsible activities organised by various institutions and contribute to their effectiveness. Additionally, they are a place for social initiatives. The analysis of the CSR practices applied by companies through social media contributed to the confirmation of the assumptions made in the article.

When considering the issue of social responsibility in the media, it is important to indicate an effective method of their implementation and practical application. In the era of development of digitalisation and focus on play by an effective method, we mean the combination of these two elements in such a way that the implementation of the task is effective and pleasant. In the article entitled **Gamification as an Effective Way of CSR Implementation (Grywalizacja jako innowacyjny sposób wdrażania CSR)** I discussed the ways of effective implementation of the CSR activities involving respondents. The aim of the article is to present an innovative way of implementing social responsibility activities by companies, by means of gamification.

Through the active involvement of people in activities aimed at changing the environment, the social project is better evaluated and implemented. Many companies know the game elements included in the gamification method and a well-achieved goal is a stimulus to continue using it. This has been illustrated by the examples analysed in the article.

In the era of progressive globalisation, development of digital society, rapid technological progress and changing expectations of customers towards companies, the ways of implementing innovative market changes are being modified. Growing awareness of consumers towards products and producers, change of their attitudes from passive to active, affects changes in their needs and expectations. It causes that with market changes, consumers expect that the core business of the company is consistent with a number of additional activities that are included in the concept of Corporate Social Responsibility. The way the strategy is implemented affects the perception of employees, customers, stakeholders and co-workers. Without a clearly defined rule, it will be a set of unspecified actions that are difficult to clearly classify them as CSR activities. The expectations are met by the gamification method. It is an innovative approach to science, increasing the effectiveness of the implemented elements. The idealistic vision is to combine the substantive aspect - the expected change with elements of game and play. It seems to be extremely relevant

for the generation of young people. The method in its assumptions include making changes on the basis of fun and rivalry, important for people growing up in the times of game development, the Internet and the pursuit of domination and success. It is important, however, that the world of fun is not unreal, too fictional, because skills and practical conclusions should be easily applied to everyday life. The conclusion to more and more attractive gamification is the Dale's Pyramid. It shows the relationship between science and knowledge. The pyramid represents percentages that a person remembers 10% of what he has read; 20% of what he has heard; 30% of what he has seen; 50% of what he has seen and heard; 70% of what he has said and 90% of what he has said and done ¹².

In order to illustrate the effectiveness of gamification in social responsibility activities, I discussed examples that contributed to the effectiveness of CSR actions.

The first concerned AkzoNobel, a company that engages in local community projects. One of them is the "Siła kolorów" ("Power of colours") project, which consists in building outdoor gyms in various parts of Warsaw and promoting urban physical activity. As part of the "Let's Colour Week" CSR project, the company engages interested parties in outdoor games, the aim of which is to transfer through the application as much paint as possible, with which various objects were painted. The greatest involvement took place when the Oncology Centre clinic in Warsaw was submitted for the project.

The next example is the Kids Pain Squad application. The application was created to treat cancer, especially in the diagnosis and evaluation of the effectiveness of selected drugs. In cooperation with doctors and an interactive agency, an application in which children become members of the police brigade was designed and implemented. Their job is to track pain and report on where it occurs. The involvement in the game was so great that it was an incredible success. It has increased pain reporting from 15 percent before the introduction of an application to as much as 90 percent after its implementation.

A big project, which is also very popular, is the creation of Orange studio. The aim was to increase the social activity of Poles and their digital competences.

More examples are discussed in the publication. My aim was to indicate the need for an innovative method of social animation that is effective through its attractiveness. It was possible thanks to the use of new media - access to the Internet and its resources, applications on digital media, as well as through social media, where information was transmitted and promoted.

¹² I. Sroczyńska – Skuratko, Podręcznik trenera przygotowany w ramach Dobry trener NGO. 2008, Warszawa.

In order to contribute to changes in the existing model of environment functioning - modification of stereotypes, implementation of socially acceptable activities by companies, it is necessary to pay attention, interest and then involve people in the action, showing at the same time its purpose. One of the ways in which social gamification gain in importance over time is through cooperation. It is the cooperation that distinguishes projects that aim to change the reality for the better, using the development of new media. A special element combining the Corporate Social Responsibility and gamification is social innovation, which requires cooperation of all environments involved in the implementation of the set objective - introduction of changes in existing activities.

While interpreting examples of combining CSR with gamification, I showed the scope of the activity of the play. The popularity of these practices has spread rapidly through social media. People started to recommend websites, applications that engage them in socially noble goals. The media promoted and informed about the resulting actions, which contributed to the greater popularity and involvement of people. It is thanks to traditional media and social media that playing with social involvement could have had a greater than intended effect. The role of the media is very important in informing and promoting activities in which people can get involved in helping others. Good content will always meet with the interest of the audience and public access to the Internet will contribute to its promotion among the audience.

Modern media and related new technologies are the main source of satisfying human needs in terms of access to information. Contact with other people through social media, searching for confirmation of one's own opinions and even gaining them, identifying oneself with the protagonists of the broadcast programs affects not only the perception of oneself in relation to others, but also the process of enriching and shaping one's own self. Due to the role that the media play in society, they are still a field of scientific interest for various disciplines¹³. One can say that media interest has become an object of interdisciplinary research¹⁴. Therefore, the responsibility of the media for the presented message, promoted trends and patterns becomes increasingly important. By interpreting the above considerations on Corporate Social Responsibility from the media point of view, an article entitled: **Media Social Responsibility for the Message (Społeczna odpowiedzialność mediów za przekaz informacyjny)**¹⁵ has been written. The impact of the

¹³ M. Jabłonowski, T. Gackowski, Tożsamość nauk o mediach. Obszary, perspektywy, postulaty. Studia Medioznawcze, 2012, No. 2(49), pp. 19.

¹⁴ T. Mielczarek, Medioznawstwo polskie na mapie świata, Sondaż naukowy, Studia medioznawcze, 2017, No. 4(71), pp. 13.

¹⁵ A. Opolska-Bielańska, 2017, Społeczna odpowiedzialność mediów za przekaz informacyjny, UMCS, Recepcja mediów, vol. 3: Recepcja mediów przez dzieci w wieku szkolnym, pp. 113-132.

media on schoolchildren in the context of these solutions has been analysed. The aim of the publication was to draw attention to the importance and influence of the media message on shaping attitudes of schoolchildren and to indicate social responsibility actions in the media.

The scope of impact and influence of the media is getting stronger and stronger over time¹⁶. It is, therefore, essential that the media engage in socially responsible activities as a specific tool for collecting, processing and generating information. The messages conveyed create attitudes of a man, especially a young man, with his own hierarchy of values not yet formed. The media are attributed a great role in shaping the consciousness, behavioural sphere and life patterns of a person. Young people often have difficulties with selective mass media reception. In particular, children who are not prepared for the media influence have problems with independent, sensible selection, evaluation and assessment of the received content. When analysing the educational aspect of the media, one should pay attention to the verbal message, but also to other forms of influence. These include¹⁷ :

- Presented patterns - identifying oneself with favourite heroes
- Attribution of emotional meaning - emotions / situation
- Training - repetition of activities influences learning
- Situational provocation - forcing to be active and face the problem individually.

The power and scope of the message have a significant impact on the young person, shaping their way of thinking, perception of reality, pace and lifestyle. The result of such transformations is the emergence of a new type of civilisation, described as electronic or media¹⁸. Therefore, the aspect of media education cannot be overlooked. Media is a valuable source of information in modern education. Traditional teaching methods, oscillating around the acquisition of knowledge by memorising it, lose out to modern teaching methods. This process develops the ability to make rational use of the media in every social group and regardless of age. The aim is to raise awareness of the critical perception of information and to develop the media competence. Media competence means the ability to analyse and evaluate media messages and to communicate in different ways. It is of paramount importance to shape children's media competence and to prepare them for conscious and active media reception. Recognising the responsibility of the media for the delivery of messages to the public is leading to increased attention being paid to the social

¹⁶ E. Marczevska, *Rozwój mediów elektronicznych i ich wpływ na wyzwalanie się postaw agresywnych i przemocy wśród dzieci*, 2009, *Wychowanie na co dzień*, No. 10-11.

¹⁷ M. Ejsmont, B. Kosmalska, 2005, *Media, wartość, wychowanie*, Oficyna Wydawnicza „Impuls”, Kraków.

¹⁸ J. Szmyd., 2012, *Medialny obraz rzeczywistości jako główna orientacja poznawcza i praktyczna w świecie*, [in:] Pokorna-Ignatowicz K. (ed.), *Medialny obraz rodziny i płci*, Kraków, pp. 18-19.

responsibility of the media in terms of content and the involvement of media enterprises in socially responsible activities.

This understanding of social responsibility of the media for the transmitted content is related to my earlier publications, indicating the ways of engaging society in social actions through social media, the power of transmitting content emitted by traditional media, or the need for knowledge about CSR activities.

By rising awareness about the power of media influence, the ability of selective reception of media message should be unleashed in a person. This will help to analyse information and sensitise to manipulation mechanisms. Otherwise, information overabundance may result in a sense of chaos and a decrease in rational personal judgement. Having this in mind, the theory of social responsibility should be considered an important element in the interpretation of media activities. The media, aware of the power of their message, has the task of providing truthful and reliable information.

In this article I presented the power of influence of the message on the young audience, as well as the media credibility and reliability inscribed in the CSR strategy.

Because of the seriousness of the problem, I continued it in the article entitled: **A Teenager in The Media (Nastolatek w mediach)** indicating an important, underestimated problem of the media education¹⁹. The constantly growing position of the new media makes the viewer think about the person they are listening to. Mostly, especially in the case of social media, it is a teenager who spends most of the day “on the Internet”. When writing this article, I aimed to make the place of the teenager in the media subject to consideration. It is generally recognised that this refers to the Internet, a place in which the young person finds needed information. Thanks to the media digitalisation and the placement of traditional media on Internet platforms, the world of the young viewer is concentrated “on the Internet”. General access to the Internet makes the teenagers-media, as well as media-teenagers, relationships omnipresent and timeless. It cannot be clearly stated that the traditional media have disappeared from the life of the young viewer. However, statistics show that they are losing ground compared to digital media platforms. Conducting an on-line survey in which teenagers took part was the way of verifying this thesis. Among the respondents there were respondent 11-19 years old. The age range of those interested in the research was an indicator of the activity of teenagers on the Internet.

As a result of the analysis of the research carried out, the first important conclusion is that the current generation of teenagers can be described as a “generation Z”. It is there that young

¹⁹ T. Huk, *Media w wychowaniu, dydaktyce oraz zarządzaniu informacją edukacyjną szkoły*, Publisher: Oficyna Wydawnicza „Impuls”, Kraków 2011.

media recipients look for information, friends, contact each other, sharing photos and videos with each other. With the help of various options in the applications, young people evaluate the data provided. Moreover, the respondents themselves showed that the media have a great influence on them and do not feel anonymous while using them. This is relevant to the given research because it indicates conscious use of on-line media and caution about the risks associated with on-line presence. Their consumption decisions are made on the basis of persons observed on social networking platforms, but these do not have to be popular but ordinary users who impress the young audience.

In the case of media assessment, a teenager does not discriminate against traditional media. However, the Internet is indicated as the most attractive, which may suggest that the media - television, radio, press - are interesting, but teenagers can use them through digital platforms. In the media, young people declare that they seek contact with friends, entertainment and information, and this is possible thanks to frequent use of the Internet. As the respondents themselves declare, they spend a significant part of the day on Internet platforms, with small breaks for sleep or obligatory duties.

The most attractive media for teenagers are social networking sites, among which Facebook dominates - as a platform for communication, information and social news. They cannot imagine life without the benefits of technology. The necessity of constant presence in the media environment, constant need of being up to date, fear of losing important information imposes the obligation of continuous development of knowledge about the media. We should, therefore, remember about the media education, which playing an important role in the proper use of the Internet, translates into socially responsible media activities.

To conclude the obtained results, I emphasize the power of media influence, with the dominance of social media in the development of the recipients - especially young people. This targeted influence - the media education - may contribute to the proper development of the individual, the sensitisation to the needs of the environment or become an inspiration to create tools modifying irregularities in the local environment or even in the world.

Analysing the place of the Internet in the development of young recipient and pointing to the social responsibility of the media for the content, I started to think about the essence of digitalisation of the elderly. This is how my article entitled **The Digital Exclusion of Adults - Myth or Social Problem (Wykluczenie cyfrowe osób dorosłych – mit czy problem społeczny)** was prepared. My own observations inspired me to verify the thesis about digital exclusion of adults. The presence of technology is visible in every aspect of life. You cannot protect against it. How, then, do people who were born and grew up in the pre-digital age cope with its presence?

Considering this problem, I made an attempt to answer the question whether digital exclusion of adults is an invention of the young generation or a social problem of the 21st century. The hypothesis was the title question: is the digital exclusion of adults a myth or a social problem? In order to verify it, I conducted a survey among adults aged 55-74.

As published data show, the Internet access is steadily more available. Current data from the Central Statistical Office (GUS) indicate that in 2018, 81.8% of households with at least one person aged 16-74 had at least one computer at home. This indicator is increasing year by year and in 2018, compared to the previous year, it increased by 1.7 percentage points²⁰. This is also confirmed by the CBOS data.²¹

This can be influenced by training, universities of the third age, trainings dedicated to adults, organised by community cultural centres, community centres, community halls, libraries and volunteer programs. Awareness of the social problem of digital exclusion of adults has influenced the search for assistance activities. The effect of these procedures are the CBOS data, indicating an increase in the number of people using the Internet regularly. Last year it was equal to 64 %.

The blame for the current state of digitalisation of adult society cannot be attributed solely to the age of the recipients. The level of digitalisation of adults is also influenced by the type of household, place of residence, degree of urbanisation, adult education and family type - with or without children.

The obtained results from the adult survey indicate that they appreciate the need for technological development of society and permanent education in this field. They understand the expectations of younger generations regarding the facilities provided by the Internet, therefore they are interested in modern technologies and use them according to needs, willingness and skills. This is reflected in the openness of this social group to knowledge, participation in courses and trainings on IT and new media. However, most respondents show a low level of interest in digitalisation. A certain percentage of this group of the users of modern technologies is an example to their peers of the benefits that can be gained in this field. We cannot, therefore, generalise on the issue of the digital exclusion concerning this generation.

According to the results of my own research presented in the paper, the digital exclusion of adults results more often from a lack of internal motivation than from technical barriers. Most respondents, who do not use the Internet, do not feel the need to do so, which is probably due to

²⁰ Społeczeństwo informacyjne w Polsce w 2017 roku.

https://stat.gov.pl/download/.../spoleczenstwo_informacyjne_w_polsce_w_2018.pdf [dated 8/02/2019].

²¹ Internauci 2017, Raport CBOS No. 90/2017, Warszawa 2017, p. 1.



lack of knowledge about the possibilities offered by the Internet to users and fear of learning about new technologies. However, we can see a great potential in adults, so it is worth to present them the possibilities and interest this social group in the possibilities of attending courses. It is therefore necessary not only to provide digitally excluded people with opportunities to improve their skills, but above all, to provide information about the benefits of using the Internet. It is also necessary to provide information on the risks existing in the net and the protection against them.

When attempting to answer the title question, it can be stated that the digital exclusion of adults is neither a myth nor a social problem. It is a natural process of the social and technological change. No wonder that for those who grew up in traditional conditions, where human interaction was possible during personal contact, where social functions were performed in the real world, the network of computer connections does not result in admiration and strong applause as much as in the younger generations. The digital exclusion is not a problem for them, they can find their way into everyday life. The problem lies with the younger generation, which has difficulties in interacting with each other without the use of information technology. It is, of course, important that, regardless of age, everyone should be able to benefit from digital conveniences. In this case, the role of Corporate Social Responsibility in the media is to inform about the lucrative effects of the ability of benefits resulting from digital progress and to supplement the IT knowledge.

The attention paid to school-age user groups, then to adults, has led to an attempt to assess Corporate Social Responsibility in the eyes of the “middle” generation, often referred to as the Millennials. The results of my research and the conclusions drawn are included in the article **The CSR in the Eyes of the Millennials (CSR w oczach Milenialsów)**.

The changes taking place in the economy and society and the related modification of management of the young generation of employees require taking into account the needs of employees, the Millennials, while clearly implementing the objectives of the company. The expectations of the young generation of employees often result from observing the environment, the world and the search for common goals. The type of recipients that are the Millennials - the generation expecting more than just profit - will seek social²² elements in the activities of companies. The openness of the network and the possibility to associate in it have enabled the creation of an e-community which, through social media, manifests its views, expectations and needs. The reach of the Internet allows them to strengthen their beliefs through relationships with people from all over the world. This results in powerful interactions and perseverance in the pursue of the goal. The possibility of making one's own videos and posting them on social networking

²² E. Chip, Milenialsi w pracy, Wydawnictwo Studio EMKA, 2016.



sites helped to provide more information about the needs of societies, which is in line with the assumptions of the Corporate Social Responsibility. Observing the involvement of young people in helping others - locally and on a global scale, taking care of the environment, respect for human rights, placing demands on companies for the quality of services and products offered, the emphasis on ecology in action may seem that the CSR philosophy is widely known and respected. More and more often they pay attention to social goals and values in the company and its environment. In order to verify the above idea, the knowledge and perception of the essence of Corporate Social Responsibility activities by the present young generation was examined. This was possible through the analysis of literature on the subject and own research.

In order to verify the hypothesis presented in the article, an authorial research was conducted between February and May 2018 on a sample of 520 people, between 20 and 40 years of age. This age range of respondents made it possible to achieve the intended objective in a credible way. The survey was carried out using a questionnaire available on the Internet. It contained 8 closed, single-choice and multiple-choice questions. No additional information was provided to the persons concerned prior to its completion. Respondents were selected randomly and participation in the survey was voluntary.

The first element that can be noticed from the analysis of the results is the discrepancy in terms of knowledge of the concept of Corporate Social Responsibility. More than half of the respondents (54.1%) stated that they do not know this concept. This may depend on the general substantive knowledge of the respondents, their place of work, education or interest in the subject. Young people are more likely to encounter the practice than theory, that is why it is difficult for them to define this concept. The majority of respondents (93%) is able to identify the importance of the Corporate Social Responsibility. Respondents were able to combine the abbreviation CSR with responsible functioning of the company in the social, economic and natural area. A correct reading of the Corporate Social Responsibility philosophy means that a smaller number of people identify this strategy with charity, promotion and marketing activities. It is surprising that a significant part (70%) of the respondents were unable to indicate a company implementing the CSR activities. This may be due to a previous difficulty in defining the title term.

A high percentage of positive answers (67%) concerning purchase decisions made on the basis of social and ecological activities when selecting products or services offered by the company is a fact confirming the validity of the assumption of the CSR. For the remaining 33% of respondents such information is irrelevant, which may result from lack of knowledge about the consequences of non-application of the CSR practices. Usually, the price and quality win over other factors when choosing the product to buy. However, more and more consumers are looking

for additional information about products such as certificates, place of manufacture, ingredients - which indicates the need for such data. The next argument is the respondents' agreement on caring for the development of employees and their interest in corporate social responsibility practices. The agreement among the respondents also concerned taking care of the environment by the companies while simultaneously carrying out business activities. This may result from a greater awareness of the consequences of the disturbances in the functioning of the natural environment, organised environmental actions involving young people or travelling and exploring the world. Respondents' connotations with the concept of CSR include: responsibility (58.7%), transparency (50.8%), taking care of employees (36.5%), trust (28.6%), support (17.5%) and taking care of the environment (14.3%).

An important element of the survey was the indication by respondents of what the company should be guided by in the 21st century. Half of the responses indicate providing a workplace that is friendly to people (55%), take into account the well-being of the society (25%), fair tax paying (9%), protection of the environment (6%), as well as support of charity actions and organising events (5%).

The confirmation of the survey aims was the indication of the need for CSR activities in order to achieve the company's objective. The answers obtained show that the practice of the Corporate Social Responsibility is necessary according to 55.7% of the respondents, while 42.3% - claim it unnecessary. This discrepancy among the opinions is consistent with the responses concerning the awareness of the notion of the Corporate Social Responsibility. Therefore, it can be concluded that for those who did not know the concept of the CSR, the essence of their application is not needed in the strategy of enterprise management. For people who know and understand the company's socially responsible activities, these practices are necessary and important.

To sum up, it is worth noting that the results obtained are divergent in terms of knowledge of the concept of Corporate Social Responsibility. It may depend on the substantive knowledge of respondents, their place of work, education or interest in the subject.

More and more frequent use of the CSR practices in companies engages employees in their activities, thus allowing them to learn about the strategy and the need for socially responsible actions. This confirms the initial assumptions, indicating that access to information and general accessibility of the CSR actions make people sensitive to activities, ignoring the theoretical knowledge about the rightness of spreading this phenomenon. Therefore, in my research I have confirmed the power of social media in spreading the CSR practices and at the same time, without the education of the people about this concept.

Managing an employee in the 21st century is a task that requires changes in the current functioning of the company. Young workers seek social affiliation in their work lives, becoming experts, work/life balance, self-development, international careers and not only financial remuneration. In return, they offer an expert approach to the entrusted task, creativity, competence, international relations. In order to meet the young employee's needs, the companies create conditions in which the young employee will be able to perform his/her tasks and at the same time feel fulfilled. This is possible thanks to the activities of the Corporate Social Responsibility, which in its assumptions aims to act ethically towards the employee and the company's environment. The employee engaging in the actions organised by the company does not always associate them with the CSR practices, however, s/he strongly engages in them and feels satisfied while their execution. The atmosphere prevailing in the company meets his/her expectations, the freedom of action does not violate his/her need for freedom and privacy and the entrusted tasks allow him/her to be a manager of the 21st century. This change, sometimes called something else by the company than socially responsible activities, results in the fact that employees are not able to define them in terms of content, but they see their need in practice. Therefore, the activities of the Corporate Social Responsibility are noticeable and important for the Millennials.

The observations contained in the aforementioned article persuaded me to further analyse the employee-company-media relationship. I have added the company to the recipient-media relation. By this I mean the media company as the management factor that presents the information. Therefore, the culmination of my accomplishments is the publication **How to Squeeze Human Capital out of Human Beings (Jak wycisnąć kapitał ludzki z człowieka)** Referring to the aim of the article, the factors determining human development, translating into professional effectiveness and success of the company, were analysed. I point to various factors that determine the effectiveness of an employee of the 21st century. Creativity, innovative thinking, honesty, assertiveness, emotional intelligence are mixed with personal experience, simple ingenuity or innate intuition. The demand for more and more different psychological portraits of managers forces people to develop new abilities and scientists to define and penetrate new market needs. However, the ongoing changes are not a new discovery. One can ask a question - how to increase profits while simultaneously satisfying your employees? So how do we squeeze human capital out of human beings?

The aim of the article was to analyse innovative factors determining human development, which translate into professional effectiveness and company success. An economic approach to employees does no longer result in a success dreamt of. That is why companies more and more often join social campaigns, organise public spaces for relaxation and freedom of thought,

introduce a system of gamification. Recruitment systems, human resources management, training and courses that offer human development focus on innovative abilities and skills that will meet the requirements of new challenges. Human attributes such as - qualifications, knowledge, skills are required in order to fully exploit the company's potential and meet the challenges of the future. A special group of employees is the generation of the 21st century. They expect more than salary or professional promotion. They want to develop in the company, use the benefits of technology, engage in social assistance. Such thinking increases the demand for the Corporate Social Responsibility in the organisation. The indicator determining the significance of the above issues was the article **The Importance of Corporate Social Responsibility in the Development of the Business (Znaczenie społecznej odpowiedzialności biznesu w rozwoju przedsiębiorstwa)**. I decided to present its assumptions only at this point, because it is consistent with the last article crowning my achievements. The aim was to prove the validity of the implementation and practice of the Corporate Social Responsibility actions for the development of the company, regardless of the industry. The stated hypothesis was that a well-planned and implemented strategy of the Corporate Social Responsibility is conducive to the proper development of the organisation. In order to verify it, I used examples of companies which, using the CSR practices, achieved a high position on the market. As mentioned above, the status does not depend on the industry but on the attractiveness of the practices, the involvement of the external part of the company - customers, stakeholders and the internal part - employees. This mutual dependence contributes to the development of the company, its popularity, recognition on the market and competitive advantage. The Corporate Social Responsibility is an important element of the strategy, necessary in every enterprise. Paying attention to environmental issues, taking into account the interests of local communities, as well as ethical business practices are the basic elements required from companies. The concept of the Corporate Social Responsibility is so important that it should be implemented in every enterprise. In 2014, the European Commission issued a Directive under which, starting from January 2017, every company with more than 500 employees will be required to "make a consolidated statement on non-financial information containing data on environmental, social and employee issues"²³.

The conclusion of my articles is to indicate the need for socially responsible actions performed by companies. In my papers, the aim was to achieve the objectives of a media company while ensuring uniform selection of human resources cooperating with the company²⁴. The

²³ www.proto.pl/aktualnosci/csr-czy-konieczne, [accessed: 13/06/2017].

²⁴ W. Visser, D. Matten, M. Pohl, N. Tolhurst, *The A to Z of Corporate Social Responsibility*, 2007, New York: John Wiley & Sons, Ltd, pp.122-123.



combination of ethics, ecology and economics motivates the contemporary employees to act. They identify with the company by participating in aid activities under its patronage. It is a great motivation for reliable work and commitment to the entrusted activities. They are able to work overtime, volunteer to help those in need, share their skills. Implementation of the CSR mechanisms in the company's activities is manifested by an increase in the level of human resources management in the organisation, spreading the idea of social responsibility among employees and indicating the tools for using this strategy at own workplace. It is important and necessary to familiarise the company's employees with the CSR concept, build a culture based on it, modify employee's assessments. Social vulnerability is also associated with the enterprise's activities for the benefit of employees and society. It is characterised by respect for ethical standards and laws, as well as non-business activities that guarantee job satisfaction, development opportunities, science support, co-creation of local infrastructure and support for the natural environment²⁵.

In order to illustrate the discussed need to apply the CSR in the activities of enterprises, an exemplary analysis was carried out by the media companies that effectively use social responsibility practices in the media company. The first one is the Dentsu Aegis Network. It is an international media and digital communications company based in London. Its main services are communication strategies through digital creative execution, media planning and purchase, sports marketing and content creation, brand tracking and marketing analysis.

The company itself places on its website information indicating that "CSR is combining our business and competence with social needs and creating a common economic and social value. That is why we do not think about it in the category of individual actions, but in the category of a process spread over years. We understand CSR as a long-term strategy of the company, which takes into account social, ethical and ecological aspects in each of its activities. We do not intend to reduce CSR to philanthropy, it is definitely something more - combining our business and competence with social needs, which is to serve the purpose of creating new value. For us, CSR is something else than PR. We do not consider CSR activities to be a cost, we treat them as an investment. We want to be a socially responsible company, first of all towards our own employees, society and the natural environment. This is how we choose our actions. CSR activities are important to us because we know that the company's activity is based on trust. Because we are a global company, our responsibility to build this trust is even greater. Participation in social

²⁵ P. Wachowiak, Wrażliwość społeczna przedsiębiorstwa. Analiza i pomiar. (2013). Warszawa: Oficyna Wydawnicza Szkoła Główna Handlowa, pp.109-113.



responsibility activities is a real pleasure, both from a personal and professional point of view²⁶. A company as big as ours can and should have a positive impact on the environment, that is why we implement our own social initiatives, join national and global campaigns of the Dentsu Aegis Network. The employees themselves are involved in CSR activities, and the activities are also created by a special team of Green&Care Team, which was established in 2009. It is made up of representatives of individual companies activating their own teams to various social and environmental initiatives”²⁷.

Another example is Agora, which has been newly listed on the RESPECT Index of responsible companies since December 2017. The companies listed in this index are assessed as managed in a responsible and sustainable manner, showing great investment attractiveness, and are additionally characterised by high quality of reporting, level of investor relations and information governance. They are also distinguished by the level and complexity of activities addressed to stakeholders, which are an expression of their broadly understood responsibility. We feel responsible for our impact on the environment and want to create value for society²⁸.

It is also worth mentioning the CSR activities of the Ringier Axel Springer Media AG, which is a multimedia company. It was established in 2010 by the Swiss publisher Ringier AG and the German company Axel Springer SE. RASP is happy to share information about its commitment to CSR by creating sustainable development reports and informing about its activities for social, environmental and ethical standards of the organisation directly on its website²⁹. Ringier Axel Springer Polska is one of the initiators and organisers of the national Congress of Regions, whose mission is to support the development of community and entrepreneurship on a local level. During the Congress, practical solutions that can be used by local government representatives, are presented. It is also a place for talks between local government officials and business, local and non-governmental organisations, as well as representatives of ministries and government agencies. Moreover, Ringier Axel Springer Polska implements a number of initiatives aimed at reducing the negative impact that the company’s operations may have on the environment. They concern the rational use of electricity and water, environmentally friendly waste management and the reduction of greenhouse gas emissions. “We use recycled paper for office printing, segregate waste, collect and dispose of used batteries. When replacing office equipment, we pay attention to its technical parameters and choose the more energy-efficient, multifunctional ones, with automatic standby

²⁶ <https://www.dentsuaegisnetwork.pl/CSR> [dated 24/02/2019].

²⁷ <https://www.dentsuaegisnetwork.pl/CSR/Spo%C5%82eczno%C5%99c> [dated 24/02/2019].

²⁸ <https://www.agora.pl/agora-debiutuje-w-prestizowym-respect-index> [dated 24/02/2019].

²⁹ www.ringieraxelspringer.pl/o-firmie/spoleczna-odpowiedzialnosc-biznesu [accessed: 11/03/2018].



mode and a possibility of two-sided printing³⁰.” They established a charity foundation under the banner of a Polish newspaper - Fakt Foundation “A heart for children” (“Serce dla dzieci”).

Foundations are frequent media activities for the society. Examples include Polsat Foundation, TVN Foundation, ZET Radio Foundation. By their actions and informing about people’s problems they support the treatment and functioning of disadvantaged people.

The discussion of exemplary activities of media enterprises was to prove the need to practice CSR principles in these companies. As I confirmed in the publications, this activity is extremely important for the development of the organisation and its environment, and because of the capabilities, scope and mission of media companies, it should be an important element of their strategy. Analysing the activities of media companies, it can be seen that the practices of Corporate Social Responsibility concern every company, in particular, media companies, as it was proved in the articles discussed above.

Summary and scientific and research forecasts

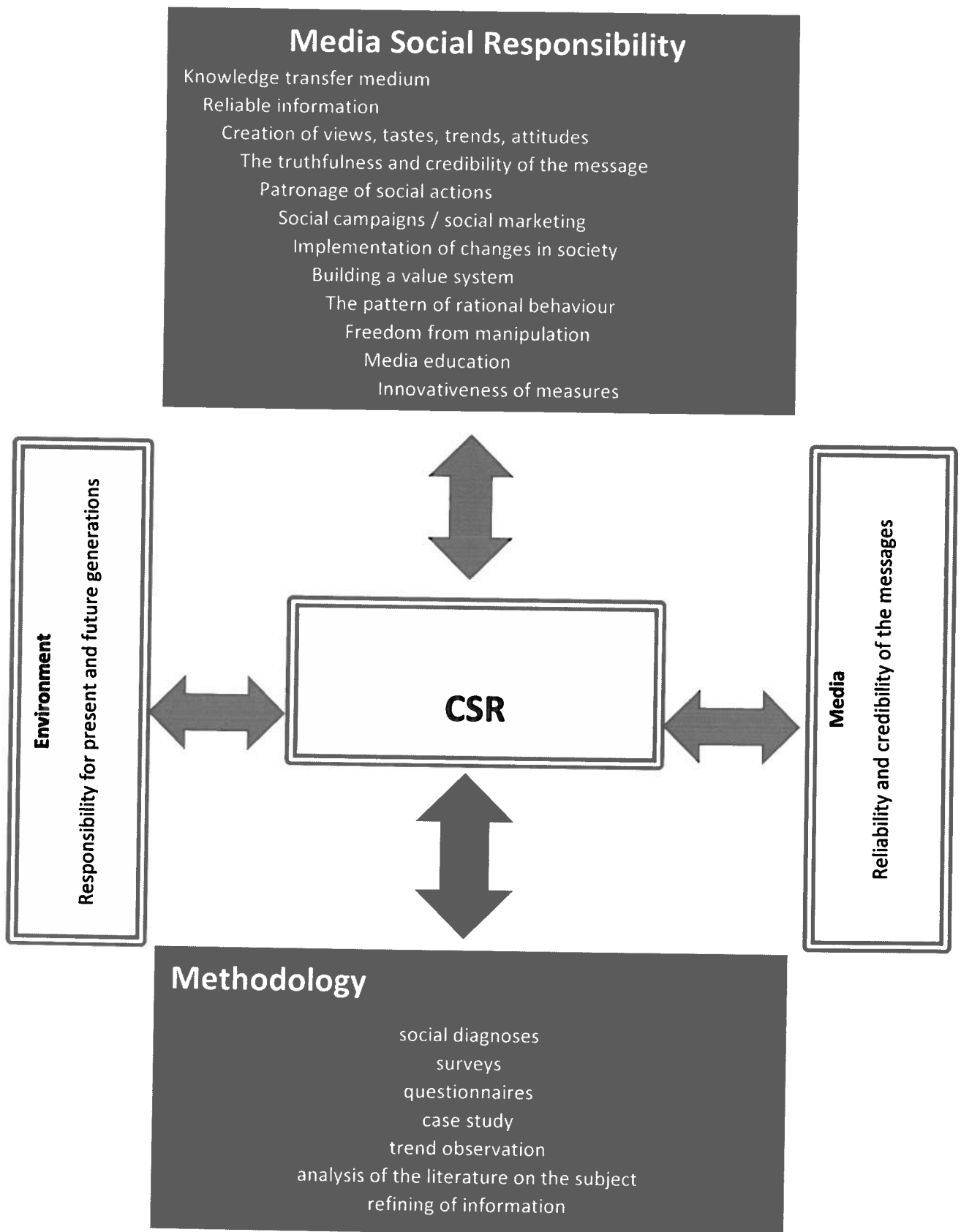
The presented material contains three dimensions of reflections: reference to the achievements of the past, reflections on contemporary problems and current condition, and questions about the future of social responsibility in the media. In conclusion, one should consider the contribution that the above analyses have made to the development of science.

In order to systematise my reflections on the place of Corporate Social Responsibility among the environment and media, I have presented a graphic example of it (Chart 1). CSR is an adhesive combining responsibility for current and future generations with the reliability and credibility of beliefs proclaimed by the media. In the case of media enterprises, it is understood as a social responsibility of the media and is verified by a properly selected methodology.

³⁰ op.cit. [accessed: 11/03/2018].



Chart 1. Graphic exemplification of CSR in the media



Source: own study

In the block of articles, I wanted to include the essence of social responsibility activities in the context of the media. The media were treated as an enterprise, which with its scale and product - information reaches the community. In the case of CSR, the relationship between society and the environment is the most important link verifying the demand for and quality of responsible actions. The main idea behind the whole output is to point to media - traditional and new - as a platform creating the views of both the audience and the broadcasters at the same time. That is why the authenticity, reliability and credibility of the message are so important. This will be possible when socially responsible actions are implemented. Media analysed as a management element are subject to the same expectations for the offered product as companies from other industries. A well-managed company offering high-quality products and sensitive to environmental problems will always be rated higher than the competition without these practices. The same applies to media companies. In order to meet the expectations of the society, engaging in socially acceptable practices, patronising actions and encouraging changes in the habits of the recipients, they condition the modification of the society. This is because of their reach, the trust they have in them and the habit of following their authority. By pointing to these elements, I mean both traditional media and new media, which for the current audience are the basic medium of knowledge and give new life to the media product - information. The media understood in this way must be an enterprise implementing the Corporate Social Responsibility strategy, because they are particularly responsible for their actions and products. Responsibility involves recognising and considering the links between all the values and norms that make up the institution that is an enterprise, operating in the social and natural environment, and without which it would not be possible to function. This is what the stakeholders, employees and customers expect from the enterprises. A proper relationship determines its market position and the reliability of the information.

Paying attention to the aspect of corporate social responsibility puts the media in a different position. They are not only a medium of information but also a responsible business instrument that reliably reaches the largest group of recipients. It does not fight for access to the recipient, because it is ensured by his mission, purpose and characteristics of activities. Consideration of the place, essence and significance of social responsibility of the media seems to be an element extending the current view on this sector. It is not the transmission of content that becomes paramount, but the responsibility for it. Therefore, social responsibility can be treated as a link between the media and the environment, whose role is to shape attitudes and build a value system. With such a mission, they should and must feel responsible to society for the product or service they offer.



The implementation of such a task is possible based on the experience of companies operating in other industries, but also on the development of own methodology - from surveys to data refining. As in other industries, CSR has a sales undertone, in the media, it must mean social responsibility towards employees, consumers and the environment. Responsibility in the media is understood as the sum of collective attitudes, behaviours and reactions presented to the public. Allowing to make collective and individual choices, it shows the pattern of rational behaviours. The idea of CSR, visible in the public space, may be to some extent incorporated into the science of media. However, it must have a broader social context. It should show socially responsible patterns, shape attitudes and behaviours in line with the current trend, and not only shape beneficial consumer behaviours. Social responsibility in the media must be free from manipulation, bias and opportunism, and the dimension of responsibility includes not only responsibility towards present society but also towards future generations.

The way to verify this knowledge can be observation of social behaviour, emerging trends, social diagnoses and skilful verification of data resources on the Internet. It is there that the recipient of 21st century media seeks inspiration, knowledge and opportunities to act through interaction with another person, commenting on verbally and graphically known information. The stock of unstructured data is growing steadily and dramatically. The media world has moved to the Internet. Therefore, their proper refinement may not be a reconstructive view of society, but a trend that determines the future of the media and its audience.

Such an understanding of the relationship between Corporate Social Responsibility and the media may contribute to the credibility of the message, as well as increase the reach of recipients engaging in the promoted activities. The condition for this coherent and proper relationship is the reliability and credibility of the beliefs expressed.

It seems that the conclusions of the conducted analyses can be a contribution to the development of media science. It may concern both knowledge - by drawing attention to the responsibility of the media enterprise towards stakeholders and the methodology of research such as refining Internet resources. The problem of media education of young people and adults - third age, related to CSR, is also important.

Corporate Social Responsibility in the media has a supraindividual dimension and goes beyond a specific company. Thanks to the Internet, it reaches the mass audience, shaping their attitudes, tastes, preferences, as well as forming and deepening their interests. This builds a special dimension of CSR - in the form of responsibility for elections or decisions of a huge number of consumers, often anonymous, but participating in shaping a specific social order. The impact of Corporate Social Responsibility has a global, prospective and intergenerational dimension. This



makes it necessary to create an autonomous CSR paradigm in the media, based on awareness of the Internet impact, openness to the dynamics of change and ethical dimension.

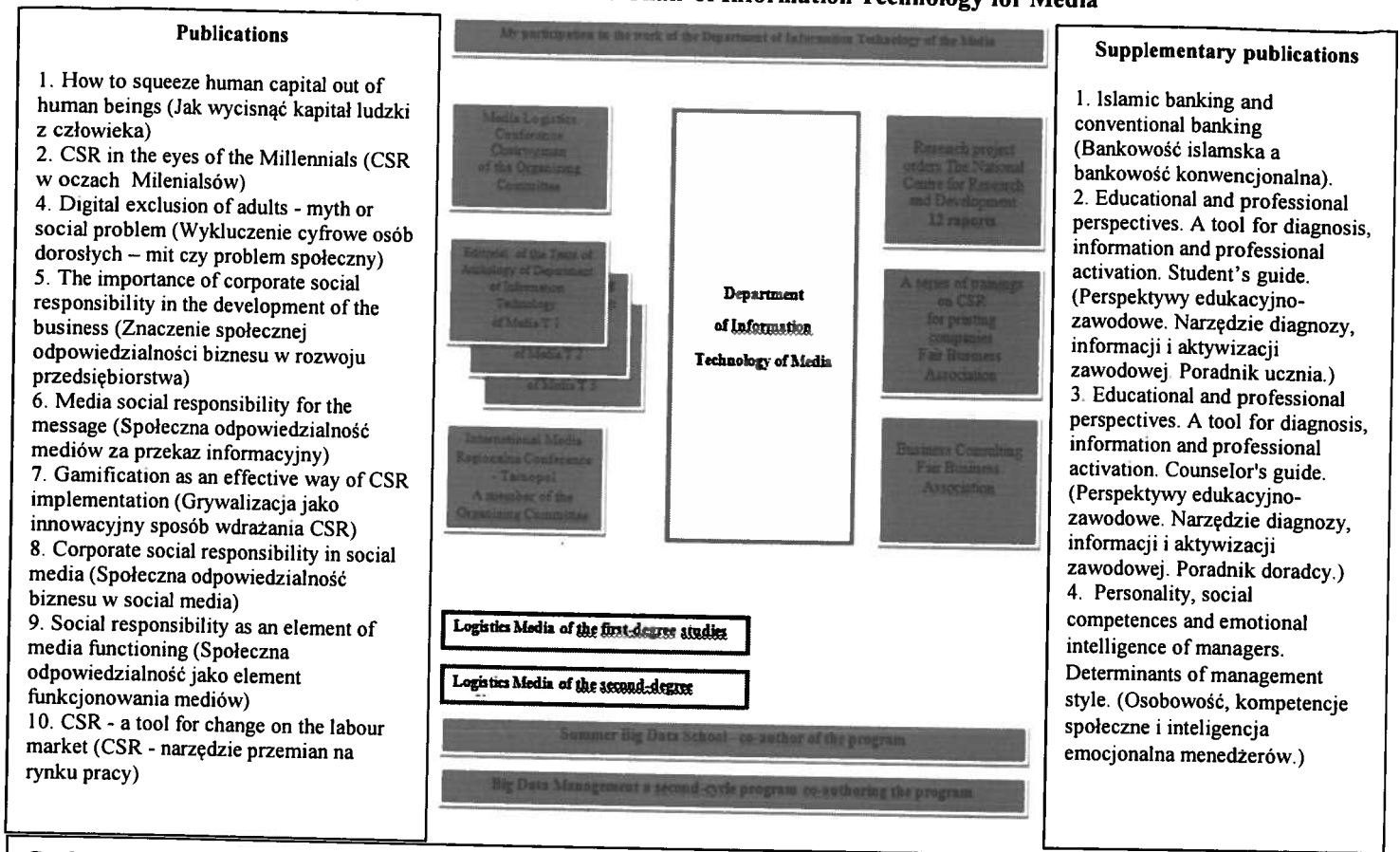
5. Presentation of other scientific and research achievements

The media as an information medium and the company generating it is subject to the same management assessment as companies from other industries. This assessment is verified in the context of the care and responsibility for the society in which it exists. This may manifest itself through the verification and reliability of the content, media education, patronage of social campaigns, interaction with the local environment or care for the environment of the company and its employees.

Analysing the course of my professional career, one can notice the interdisciplinarity of my scientific and organisational activity. It manifests itself in the research issues undertaken, presented in the Chart 1.



Chart 1. Participation in the work of the Chair of Information Technology for Media



Source: own study

However, the dominating is the social aspect, manifested through the analysis of socially responsible activities in the relation between society and the media. It is visible at every stage of my professional development. This translates into scientific sources of the presented output.

My organisational membership in the Faculty of Information Journalism and Book Studies, a team of the Chair of Information Technology of the Media supports, inspires and creates conditions for self-development resulting from substantive premises and personal interests.

Seeing the need for education in the field of interdisciplinary studies, I organise and participate in regular conferences, during which I present current trends in the issues I do research in - social responsibility of the media, in an interdisciplinary perspective. The proof is my participation in conferences organised by various research centres. My active participation in regular conferences organised by the University of Szczecin, Chair of the Human Resources Management, under the common title "Corporate Social Responsibility - management and economy perspective", may serve as an example. I have been participating in them since the beginning of their existence, presenting the results of my own research, in the context of current topics, presenting a management-media viewpoint. These conferences are a significant contribution to my development, because of the analysed scientific area, broadening the cognitive horizon. The "jewel in the crown" of the speeches given are publications in the "Marketing i Rynek" ("Marketing and Market") scientific journal. An important scientific event was my participation in the Conference organised by the Institute of Psychology, Department of Labour and Organisation Psychology. This conference allowed me to find a psychological element in the subject of social responsibility. My participation in the meeting concerned a look at the labour market in terms of CSR, and the results of the research were published in the "Społeczeństwo i Edukacja" journal. In my scientific considerations, the media aspect is also distinguished and verified at regular conferences organised by the Department of Journalism of Maria Curie-Skłodowska University in Lublin, Faculty of Political Science, entitled Media Reception. In the following years, various groups of media consumers are to be analysed. In my research, I discussed media education of children, teenagers and adults. The culmination of my interdisciplinary scientific achievements is the organisation and active participation in regular scientific conferences, organised by the Chair of Information Technology of the Media. They concern Media Logistics as a sub-discipline of media science. As a speaker, in my speeches, I pointed out the importance of social responsibility in the development of a company, as well as its place in social media. The results of the considerations were published in a monograph entitled *Logistics and management in media (Logistyka i administrowanie w mediach)*.



I became a member of the Organising Committee of the International Conference "Regional Media" ("Media Regionalne") organised by the Chair of Journalism, Ternopil Volodymyr Hnatyuk National Pedagogical University. The result of the cooperation is a publication on: „*Logistyka i zarządzanie w mediach. Zarządzanie Big Data*”.

Complementation of my editorial activities is the academic supervision of the *Anthology of Chair of Media Information Technology Texts (Antologii tekstów Katedry Technologii Informacyjnych Mediów)*. So far, three volumes have been published. I am a co-editor of publications concerning media logistics, which are the culmination of considerations and inspiration for new trends in the field of information refining. They constitute the conclusion of the conferences on this subject, in which I am the chairwoman of the organising committee. As a consequence of considerations initiated at regular scientific conferences devoted to media logistics, we won a competition in the ZIP UW program for the creation of a second-cycle programme - Big data management (*Zarządzanie Big Data*). These studies will be a substantive and practical response to the needs of the current market. I became a task manager in the creation of this course, which was related to the co-authorship of the new curriculum. The new field of study is connected with the creation of the Summer School, where I was also a co-author of the curriculum.

The scientific achievements are complemented by didactic activity. I conduct substantive classes for students of journalism and Media Logistics. I participated in the Commission organising and conducting the Olympics on the media, which enjoyed great popularity and interest among high school students.

I am also involved in activities outside the university. Specialising in Corporate Social Responsibility, I conducted a series of training on CSR for printing companies in the Fair Business Association. The aim was to indicate the essence of implementing CSR activities in the company's practice, prove the improvement of relations with customers and stakeholders through responsible practices, improve the company's image, and strengthen the company in the national and international arena. Further cooperation with the Fair Business Association transformed into business consulting.

By observing and analysing the changes taking place in the current market from the substantive and practical point of view, new needs can be identified. The result of the demand for skilful and reliable definition of the expectations of the current environment is the implementation of a research project commissioned by NCBiR. So far, 12 reports have been published, which I co-authored.



The combination of psychological knowledge, so important in every field of science, with the knowledge of management, allowed me to analyse the issue of Corporate Social Responsibility in a practical way. This can be seen in the article on social responsibility as an element of media functioning published in the journal "Economics and organisation of enterprise". This idea is continued and supplemented by an article entitled "How to squeeze human capital out of human beings", published in the "Marketing i Zarządzanie" ("Marketing and Management") magazine.

This topic, discussed in the context of sustainable development, seems to be a current response to the needs of business and society. More and more extensive scientific journalistic literature oscillates around the substantive and practical approach to the issue, however, in the management context. However, the purpose of my scientific considerations is to present this phenomenon in the context of the media. This is indicated by the list of titles of speeches at scientific conferences in which I took part, as well as the number of publications available in scientific databases.

It would, therefore, seem appropriate to consider the responsibility of the media for messages transmitted to the public, especially in the context of the often alleged lack of objectivity³¹. Therefore, as a scientific achievement, I would like to point to a series of thematically related scientific publications on the use of the Internet of local governments and their environment. They are a coherent part of my work as a media researcher.

Among the recipients, social³² media are beginning to dominate as non-organised and generally accessible media. However, trolls and fake news appear in this matter as well, disturbing the idyllic media space. It is therefore essential to act not only in terms of information, but also beyond the scope of media information - media education. It is important to draw attention to the generational differences in media education. I devoted an article to this problem, published in the monograph entitled "Recepcja mediów, vol. 3: Recepcja mediów przez dzieci w wieku szkolnym". The aim of my research was to draw attention to the importance and influence of media information on shaping the attitudes of schoolchildren and to indicate socially responsible actions. By my participation in the conference entitled *Media reception by schoolchildren (Recepcja mediów przez młodzież w wieku szkolnym)*, organised by the Faculty of Humanities of the Maria

³¹ A. Opolska-Bielańska, Społeczna odpowiedzialność mediów za przekaz informacyjny, 2017, UMCS, Recepcja mediów, vol. 3: Recepcja mediów przez dzieci w wieku szkolnym, 113-132.

³² VJ Ros-Diego, A Castelló-Martínez, CSR communication through online social media, Revista Latina de Comunicación Social, 2012.



Curie-Skłodowska University of Lublin in 2017, I initiated the problem of social responsibility of media for message. In my speech, I illustrated the essence of CSR in media messages.

In order to further deepen media reception by individual target groups, the company aimed to address the position of the teenager in the media. Observing the surrounding reality we can see the involvement of this group of respondents in interactions with the Internet. It was right to call them the “net generation” in the context of my research. The culmination of the discussion started at the conference was the publication “Media reception by teenagers and adults. Volume 5.” („Recepcja mediów przez młodzież i osoby dorosłe. Tom 5.”). The obtained conclusions were an inspiration to examine a group of adults in the context of the problem of digital exclusion, so important in the era of digitalisation of the 21st century. The essence of the discussion was to indicate whether the generational difference in the ability to use the benefits of digitalisation is a problem for adults. The conclusions of this study were also published in the monograph entitled “Media reception by teenagers and adults. Volume 5.” („Recepcja mediów przez młodzież i osoby dorosłe. Tom 5”). The value of research is to draw attention to media education of every human being, regardless of age, place of residence, education and knowledge. It is widely believed that education should be extended to extreme age groups - children and adults. However, observation of the recipient-Internet relationship shows the age variability of the first contact with digital technology. Science should therefore show how to use the progress of technology safely, but also make companies aware of the responsibility for the content of their websites³³.

The variety of content transferred by the media is enormous. My publications aimed to show the activity in which the media engage by disseminating socially accepted content, raising awareness, sensitising or socially responsible. In my publication entitled “Media social responsibility for the message” („Społeczna odpowiedzialność mediów za przekaz informacyjny”) I pointed out the importance and impact of communication on schoolchildren. Corporate Social Responsibility is manifested here in the previously described context of education of young people and adults - the third age.

The involvement of the media in the patronage of social actions gives the awareness of reaching a wider audience and drawing attention to a specific problem³⁴. Social campaigns, volunteers of media employees, sponsorship of media houses, media patronage of media

³³ T. Goban-Klas, Nowa edukacja medialna w społeczeństwie ryzyka i katastrof, Edukacja i Dialog, 2010.

³⁴ A Grzymała-Kazłowska, Ku Socjologii Mobilnego Społeczeństwa? Rozwój Nowych Koncepcji Migracji I Integracji A Socjologia, Studia Socjologiczne, 2013.



environment, always meet with cooperation of companies³⁵. Sensitising to social problems, they also create trends in Corporate Social Responsibility in the media. The value of CSR is confirmed by the fact that it appeared on Agora's Respect Index list.

Media is not just a message addressed to the recipient. It is a whole set of actions indicating responsibility, reliability and openness to the needs of the environment - the recipient, the stakeholder and the employee. This understanding of social responsibility becomes an innovative measure of the perception of the mission and vision of the media of the 21st century. For me, it is an inspiration to combine psychological, managerial and media knowledge, which is manifested in the conclusions published in the "How to squeeze human capital out of human beings" article („Jak wycisnąć kapitał ludzki z człowieka”).

An undisputed requirement for the social responsibility aspect in the world of science and business was the analysis of the problems raised, researched and interpreted in the series of my articles. Therefore, I started to search for scientific studies that would be a reliable material for the interpretation of CSR issues in the media. There are many publications on the very issue of Corporate Social Responsibility, and with time the interest concerning it increases. However, the studies are largely concerned with the business aspect, non-profit companies, banking and the general relevance of the topic. There is a little interpretation of CSR in the media. This may result from the objective of using CSR tools by companies - image aspect, charity aspect, competitive advantage, mission. The media usually act as an intermediary in informing about the Corporate Social Responsibility activity through information programmes, social advertisements, patronage. Writing about CSR in the media, one can most often meet with a description of activities in which the media were involved, for example foundations belonging to media³⁶enterprises. However, this is largely a description of activities rather than a scientific publication that studies and interpreting the place and significance of CSR in the media³⁷. And yet media enterprises, like any other enterprises, should base their actions on tools other than just the industry ones. What is important is the aura around the activities in which the company is involved and the external perception. It is conditioned by the commitment to Corporate Social Responsibility.

The whole range of my scientific interests oscillates around the following issues:

1. a man's place in business

³⁵ A. Opolska-Bieleńska, Znaczenie społecznej odpowiedzialności biznesu w rozwoju przedsiębiorstwa, 2017, Logistyka i administrowanie w mediach. Aspekty teoretyczne i aplikatywne. Nowe media – informacja – monetyzacja, Publisher: Stowarzyszenie Fair Business, 41-56.

³⁶ A. Opolska-Bieleńska, Społeczna odpowiedzialność jako element funkcjonowania mediów, 2016, Ekonomika i Organizacja Przedsiębiorstwa, volume: 8 (799), 41-53.

³⁷ M. Roszkowska-Śliż, Społeczna odpowiedzialność mediów. Analiza przypadków, Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu, 2011.



2. Corporate Social Responsibility in the media
3. determinants of socially responsible actions.

Observing the development of CSR interest in the world of business and its demand, I tried in a reliable way to indicate its role in the media. It was possible thanks to the presentations at scientific conferences, with an important indication of the conference devoted to the issue of CSR organised in Szczecin. The review of the theory and research on Corporate Social Responsibility confirmed the lack of scientific studies that would analyse and diagnose CSR and media enterprises in a joint manner. My review of the literature shows how the interest in social responsibility has changed. The researches on CSR conducted today are of a fragmentary nature and none of the known research has tackled issues combining media determinants and social responsibility. That is why I took up a niche topic in my publications, which allowed me to use my competences as a psychologist and PhD in economics, specialising in management in the development of a functional, free of restrictions technological and media environment.

The implementation of the management understanding of CSR in the media environment results in obtaining reliable information based on a universal message due to the norms and values. The integrity of the proclaimed messages is extremely important in the relationship with the sender. This is why the importance of Corporate Social Responsibility in the media world is gaining a new dimension. It is a response to the needs of the public in terms of trust in the information that is proclaimed and promoted. This is due to the functions that the media have always performed:

- information - information transferring
- opinion-forming - shaping opinions, attitudes and trends
- control - assessment of the procedure
- cultural creation - promotion of culture
- educational - broadening knowledge
- recreational - providing entertainment.

Looking at the media in the context of social responsibility is the filling of the gap in the area of relations between society and media. The advantage is to build a bond between the content and its reception, as well as to improve the way of communication. Success at this point in time depends on the awareness of the social responsibility of stakeholders, i.e. the entities influencing the functioning of the media enterprise and the content provider. Knowledge combined with expectations of specific actions translates into competitive advantage and trust of the recipient. In the case of media, this is a unique strategy, resulting from the lack of a previously initiated vision and need. This may be due to the specification of the field and the sensitivity to the product and



the extent of its effects. It is important that media education, reliability of the information, credibility, sensitivity to the needs of society, shaping attitudes, universalism or truthfulness are characteristic elements of media activity. Therefore, the value of implementing social responsibility in the media is to create a conscious, sensitive and rational society.

The following publications complement the scientific achievements discussed above. Monograph entitled **Personality, social competences and emotional intelligence of managers. Determinants of management styles. (Osobowość, kompetencje społeczne i inteligencja emocjonalna menedżerów. Determinanty stylu kierowania)** Inspiration to write this book was research carried out for the PhD dissertation as a demand by business practice for soft factors conditioning efficiency and success in business. A strong point of the research results were reliable and accurate conclusions obtained thanks to the use of psychological tests in the verification of hypotheses of the test.

Moreover, together with the scientific team I have prepared guides entitled **Educational and Professional Perspectives. A tool for diagnosis, information and professional activation. Counselor's guide** (Perspektywy edukacyjno-zawodowe. Narzędzie diagnozy, informacji i aktywizacji zawodowej. Poradnik doradcy.) as well as **Educational and Professional Perspectives. A tool for diagnosis, information and professional activation. Student's guide** (Perspektywy edukacyjno-zawodowe. Narzędzie diagnozy, informacji i aktywizacji zawodowej. Poradnik ucznia). The objective of these books was to create a model of description and diagnosis of behaviours connected with the right choice of profession in a universal way and in accordance with the challenges of modern times.

My publishing achievements are complemented by an article on Islamic banking - **Islamic banking and conventional banking (Bankowość islamska a bankowość konwencjonalna)**. Noting the rapid changes in world economies and emerging crises, I analysed the opposite of Western banking - Islamic banking. I made a comparative analysis of these banking systems and tried to draw applicative conclusions. I would like to point out that all the published papers were written exclusively by me.

I am a scientific editor of:

1. **Anthology of Media Information Technology Texts (Antologia Tekstów Technologii Informacyjnych Mediów)**. It is a collection of distinguished diploma theses of Media Logistics students. The publication indicates trends in the development of media information technology and provides valuable information on the use of media. It is



important source material for students of the Faculty of Journalism, Information and Book Studies and other faculties, as well as for media professionals interested in the life of media companies and techniques used in the media backstage.

Anthology of Media Information Technology Texts (Antologia tekstów Katedry Technologii Informacyjnych Mediów), vol. 3, A. Opolska-Bieleńska [ed.], Oficyna Wydawnicza ASPRA-JR, 2019, Warsaw.

Anthology of Media Information Technology Texts (Antologia tekstów Katedry Technologii Informacyjnych Mediów), vol. 2, A. Opolska-Bieleńska [ed.], Oficyna Wydawnicza ASPRA-JR, 2019, Warsaw.

Anthology of Media Information Technology Texts (Antologia tekstów Katedry Technologii Informacyjnych Mediów), vol. 1, A. Opolska-Bieleńska [ed.], Oficyna Wydawnicza ASPRA-JR, 2018, Warsaw..

2. Logistics and management in the media. Big Data management. (Logistyka i administrowanie w mediach. Zarządzanie Big Data). A. Opolska-Bieleńska [ed.], Oficyna Wydawnicza ASPRA-JR, 2019, Warsaw.

3. Logistics and management in the media. Theoretical and Applicative Aspects. New media - information - monetisation (Logistyka i administrowanie w mediach. Aspekty teoretyczne i aplikatywne. Nowe media – informacja – monetyzacja), W. Cetera, A. Opolska-Bieleńska [ed.], WDiB, 2017, Warsaw.

4. Logistics and management in the media. Theoretical and Applicative Aspects. Identity, digitalisation, polygraphy (Logistyka i administrowanie w mediach. Aspekty teoretyczne i aplikatywne. Tożsamość, cyfryzacja, poligrafia), W. Cetera, A. Opolska - Bieleńska [ed.], WDiNP, 2016, Warsaw.

Research projects

After defending my PhD dissertation I became a member of the team for the research project entitled **Exploration of data sources (Eksploracja źródeł danych)** related to R&D&I activity.

The project - in the form of an Information Refining System (RI) - is being implemented for the National Centre for Research and Development since June 2017. The construction of RI was commissioned as a result of a tender in which the documentation was evaluated in terms of its substantial aspects (methodology, data sources and hypothesis testing) and price (with a 10% weight).

The project is unique and innovative.



The multidisciplinary methodology of the highly evaluated project introduces methods and tools taken from other fields (computer science, statistics, linguistics, bibliology) to media sciences, thus shaping the identity of media logistics as a subdiscipline of media science.

Internships in foreign and national scientific or academic centres

Beginning of a scientific internship at the Ternopil Volodymyr Hnatyuk National Pedagogical University, at the Faculty of Journalism, from October 2018 to May 2019; post-doctoral internship.

The aim of the internship was to formulate the assumptions of a joint research project concerning the application of the methodology of information refining (BigData) in the analysis of Ukrainian electronic media. The indirect objective was to build social capital with the community of scientists from the Ternopil University through participation in scientific seminars and conferences organised by the Faculty of Journalism of Ternopil Volodymyr Hnatyuk National Pedagogical University. As a result, scientists from Ternopil (Natalia Dashchenko, PhD, Olesia Medynska, PhD, Nataliya Poplavska, Professor, Halyna Synorub, PhD, Veronika Synorub, Hanna Yordan, PhD, Khrystyna Yordan, Tetiana Vilchynska, Professor, Oleksandr Vilchynskyy, PhD,) participated in the 5th Scientific Conference - Logistics and management in the media. - BigData Management, organised on 6/12/2018 by WDIB UW Chair of Information Technology of the Media.

Conferences

Participation in conferences.

In the post-doctoral period I participated in 10 scientific conferences. I took part in each of them as a speaker.

I consider the periodic conferences - Corporate Social Responsibility - management and economy perspective - particularly important because of my scientific interests. In the team of scientists and businessmen I presented the results of my research, which met with interest. Discussing issues from the media world was a novelty in the business sector.

Periodic conferences on Media Logistics are also important to me. Five editions have already been organised. During each of them I was the chairman of the organising committee and a member of the scientific council. Every year the conferences are getting more popular not only in Poland but also on abroad universities. In the 2nd Conference took part members of the Ukrainian Academy of Printing - Bohdan Durnyak, rector, Professor and Yaroslav Uhryn, vice-rector, Professor, and in the 5th Conference the Employees of Ternopil Volodymyr Hnatyuk National



Pedagogical University: Natalia Popławska, Professor, Olga Peleshok, MA, Nataliia Dashchenko, PhD, Irina Stakhurska, Nataliia Osoba, MA, Hanna Yordan, PhD, Khrystyna Yordan, Tetiana Vilchynska, Professor, Oleksandr, PhD, Halyna Synorub, PhD, Veronika Synorub, Olesia Medynska, PhD took part.

The conferences met with great appreciation in the community. They provide a forum for the exchange of experience for researchers dealing with media logistics, including their economy and technology. They made it possible to establish direct contacts with representatives of academic circles from outside Poland and were a forum for the promotion of a new field of study and research - Media Logistics.

Participation in conferences in 2018

1. Agata Opolska-Bielańska, 6. 12. 2018, 5th Scientific Conference, Big Data Management. Consultation of the draft programme with the social and economic environment, Logistics and media management. Big Data management, Warsaw, Faculty of Information Journalism and Book Studies, University of Warsaw, Poland
2. Agata Opolska-Bielańska, 15-16. 6. 2018, CSR in the eyes of the Millennials, Corporate Social Responsibility - Management and Economics Perspective, Szczecin, University of Szczecin, Chair of Human Resources Management
3. Agata Opolska-Bielańska, 16-18. 5. 2018, How to squeeze human capital out of human beings, Human capital in enterprise and economy - management and economic perspective, Międzyzdroje, University of Szczecin, Chair of Human Resources Management
4. Agata Opolska-Bielańska, 18. 4. 2018, Digital exclusion of adults, Media Reception by Adults, Lublin, Faculty of Humanities, Institute of Polish Philology; Department of Textual Studies and Grammar of Modern Polish Language

Participation in conferences in 2017

1. Agata Opolska-Bielańska, 17. 5. 2017, Teenager as a Media Customers, Lublin, Faculty of Humanities, Institute of Polish Philology; Department of Textual Studies and Grammar of Modern Polish Language
2. Agata Opolska-Bielańska, 20-21. 10. 2016, The importance of corporate social responsibility in the development of the business, 3rd Scientific Conference on Logistics and Management in Media, Regional Media, New Media, Monetisation, Warsaw, Faculty of Information Journalism and Book Studies, University of Warsaw



3. Agata Opolska-Bielańska, 9. 6. 2017, Gamification as an effective way of CSR implementation, Szczecin, Corporate Social Responsibility - Management and Economics Perspective, Szczecin, University of Szczecin, Chair of Human Resources Management

Participation in conferences in 2016

1. Agata Opolska-Bielańska, 8.4.2016, CSR - a tool for change on the labour market , 3rd National Conference “Social Sciences and Humanities - scope of cooperation to improve monitoring of needs and phenomena on the labour market”, Katowice, Institute of Psychology, Department of Labour and Organisation Psychology, University of Silesia, Poland

2. active participation in the Economic Forum, Emirates & Europe Economic Forum, 18.5.2016, Warsaw, Poland

3. Agata Opolska-Bielańska, 20. 5. 2016, Media social responsibility for the message, Lublin, Faculty of Humanities, Institute of Polish Philology; Department of Textual Studies and Grammar of Modern Polish Language

4. Agata Opolska-Bielańska, 8-9. 10. 2015, Social responsibility as an element of media functioning, 2nd Scientific Conference, Logistics and Media Management, Warsaw, Regional Media, Institute of Journalism, University of Warsaw

5. active participation in the Scientific Conference Economic Security of Economic Turnover, 19-20. 10. 2016, University of Social Sciences, Warsaw

6. active participation in the Polish National Methodological Conference of Mediologists, 17-18. 11. 2016

Participation in conferences in 2015

1. active participation in the 5th Scientific Conference, Management of New Perspectives. Heuristic approach to innovation, 18. 11. 2015, University of Social Sciences, Warsaw

2. active participation in the Scientific Conference Financial Biographies. Concept and application, 29. 4. 2015, University of Social Sciences, Warsaw

3. active participation in the Scientific Conference Economic Security of Economic Turnover, 7-8. 10. 2015, University of Social Sciences, Warsaw



Teaching

Courses taught:

I teach the following subjects at the University of Warsaw (at the Institute of Journalism, currently at the Faculty of Journalism, Information and Book Studies) according to my own curriculum in terms of content selection and forms:

1. Economics
2. Transport economics
3. Standardisation and quality management in logistics
4. Customer service logistics
5. Psychology of media business
6. Social responsibility of media enterprises
7. Organisation of manager work

Diploma thesis promotion

I have promoted: 46 bachelor's theses, 24 master's theses, I reviewed 40 bachelor's theses and 10 master's theses.

Doctoral assistant supervisor

I am also an assistant supervisor of the following PhD dissertation:

1. Karolina Mróz, from 09.2018, the subject the PhD dissertation: Receiving attitudes as determinants of audiovisual production, Faculty of Journalism, Information and Book Studies, University of Warsaw, assistant supervisor.

Authorial curriculum

New curricula

I am the author of a new curriculum, second degree in the field of Big Data Management, a winner in the ZIP program.

Supervision over students

Invitation and care for guests from the Ternopil Volodymyr Hnatyuk National Pedagogical University. This event was important for the development of international exchange and the creation of a common platform for scientific research. The culmination of the visit was the



participation of TNPU representatives in the 5th Scientific Conference Logistics and Management in the Media. Big Data Management and a joint post-conference publication.

Other competences:

1. Task Manager in the preparation of the second degree studies Big Data Management in the ZIP UW program.
2. Chairman of the Faculty Recruitment Committee.
3. Member of the Warsaw Local Branch of the Polish Psychological Association.
4. Co-organiser of the summer school Big Data Incubator Academy.
5. Member of the Media Olympics Committee.

