

Aneta Sokół

SUMMARY OF PROFESSIONAL ACCOMPLISH- MENTS

presenting a description of scientific and research achievements

Szczecin, January 2019

Table of Contents

- 1 Basic information Candidate
- 2 Information concerning the Candidate's education
- 3 Information on employment in scientific units
- 4 The achievements resulting from the article 16 paragraph 2 of the Act on Academic Degrees and Academic Titles as well as Degrees and Titles in Art as of 14 March 2003 (Journal of Laws No. 65 item 595, as amended)
 - 4.1. Scientific achievement
 - 4.2. Additional selected publications
 - 4.3. The discussion of the research subject of the work constituting the scientific achievement and the results obtained along with the presentation of their possible use
 - 4.4. The most important scientific achievements that have the value of originality
 - 4.5. Characteristics of other selected publications
- 5 Characterization of the scientific output
 - 5.1. Main fields of study
 - 5.2. Synthetic characterization of scientific achievements
 - 5.3. Rewards, scholarships, training, conferences
 - 5.4. Scientific and research work
 - 5.5. Didactic activity
 - 5.6. Organizational activity



1. Basic information Candidate

Aneta Sokół

2. Information concerning the Candidate's education

2.2. In 1998 I graduated from the University of Szczecin, Faculty of Economics and Management obtaining Master's degree in Trade and Marketing. During my studies I received a first degree certificate confirming my knowledge of English and I did a customs agent course in Frankfurt.

2.2. In 1999 I obtained a pedagogical training certificate at Interfaculty Teacher Education and Development Study, Technical University of Szczecin.

2.3. On 11 March 2004 Faculty of Management and Economics of Services, University of Szczecin, conferred on me Doctor's degree in economic sciences within the range of economics and organization of enterprises.

Title of the dissertation: *"Assessment of preferences within the range of support of small and middle sized enterprises development on the example of electro-machine industry in Poland"*, supervisor Prof. Dr hab. J. Engelhardt, reviewers: Prof. Dr hab. Irena Hejduk, Prof. Dr hab. Waldemar Grzywacz.

3. Information on employment in scientific units

3.1. In the years 1998 – 2006 – I worked as an assistant (since 2004 - a lecturer) at the Institute of Economics and Management, Technical University of Szczecin.

3.2. Since 2006 – still – a lecturer, Department of Enterprises Economics (since 2018 Department of Enterprises Economics and Accounting), Faculty of Management and Economics of Services, University of Szczecin.

4. The achievements resulting from the article 16 paragraph 2 of the Act on Academic Degrees and Academic Titles as well as Degrees and Titles in Art as of 14 March 2003 (Journal of Laws No. 65 item 595, as amended).

4.1. Scientific achievement

As my scientific achievement defined in Art. 16 par. 2 of the Act of 14 March 2003 on Academic Degrees and Academic Titles and Degrees and Titles in the Arts, I point a monograph presented below.

a. Title of scientific achievement

National economic culture and creative life orientations versus creative sector



b. Author, title, publisher, place and date of publishing

Sokół, A. (2018). *National economic culture and creative life orientations versus creative sector. (The economic depiction)*, Hradec Kralove-Vilnius, ss. 283.

Reviewers:

Prof. Martina Blaskova, PhD.

Prof. Sylwia Pangsy-Kania, PhD.

4.2. Additional selected publications

1. Sokół, A. (2018). *Dziedzictwo i różnorodność kulturowa w kontekście rozwoju kreatywności i sektorów kreatywnych* [w:] *15th International Scientific Conference Human potential development*, M. Blašková, V. Gražulis, R. Blaško, R. Adamonienė (red.), Kaunas Mykolas Romeris University, Lithuania, p.76-90.
My participation is 100%
2. Sokół, A. (2017). *Różnorodność społeczna i przestrzenna jako warunek rozwoju efektywności sektora kreatywnego*. *Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu*, 489, p. 354-365.
My participation is 100%
3. Sokół, A. (2017). *Zbiorowy kapitał społecznym determinantą rozwoju sektorów kreatywnych na przykładzie miasta Szczecina* [w:] *14th International Scientific Conference Human potential development*, M. Blašková, R. Blaško, (red.), Institute for Public Administration Prague, Benešov near Prague, Czech, p. 117-132.
My participation is 100%
4. Sokół, A. (2016). *Creative Human Capital as Source of the Development of Intellectual Capital* [w:] *13th International Scientific Conference Human potential development*, M. Blašková, R. Blaško, A. Sokół (red.), University of Szczecin, Szczecin, p. 220-232.
My participation is 100%
5. Peszko, K. Sokół, A. (2016). *Twórczość i kreatywność w sektorze kreatywnym na przykładzie branży mediów – analiza empiryczna* [w:] *Twórczość i kreatywność w mediach reklamowych – ujęcie teoretyczne i empiryczne*, Volumina, Szczecin, p. 125-145.
My participation is 50%
6. Drela, K., Sokół, A. (2014). *Intellectual capital and deficit professions*. [w:] *International Academic Conference, The International Institute of Social and Economic Sciences*, Reykjavik, p. 1-14.
My participation is 50%
7. Drela, K., Sokół, A. (2014). *The meaning of competence in flexibility of the labour market exemplified by the creative sector* [w:] *A Management, Enterprise and Benchmarking (MEB 2014)*, Obuda University, Budapest, Hungary, p. 221-238.
My participation is 50%
8. Sokół, A. (2011). *Kulturowe uwarunkowania rozwoju wiedzy w regionach Polski*. [w:] *Nierówności społeczne a wzrost gospodarczy. Uwarunkowania sprawnego działania w przedsiębiorstwie i regionie.. Zeszyty Nr 20 Katedra Teorii Ekonomii i Stosunków Międzynarodowych, Katedra Ekonomiki i Zarządzania, Uniwersytet Rzeszowski*. M. G. Woźniak (red.). Rzeszów, p. 313-330.
My participation is 100%



4.3. The discussion of the research subject of the work constituting the scientific achievement and the results obtained along with the presentation of their possible use

Evolution of the academic interest and justification for the choice of research issues

Creativity and its significance for the development of the economic entities have been the subject of my interests and research since 2012. In the beginning I analysed general economy determinants of the development of this issue, then I investigated the impact of microeconomic determinants for the development of creativity in creative sectors, especially SMEs. Within 6 years I have realised 5 research cycles. The first two concerned the study of creative sectors as economic entities, the next three – research on students, including people employed in creative sectors.

I presented works that include the first two research cycles in publications. Whereas further research areas I published in the research works: Sokół A. (2017). *Diagnosis of intellectual capital in macroeconomic terms on the example of Szczecin and opportunities for development of creative industries*; Sokół A. (2017). *New knowledge of the competitive environment and its role in the creativity and innovation development in the creative sector*; Sokół A. (2016). *Kapitał intelektualny w aspekcie rozwoju twórczości (aspekty mikro i makroekonomiczne)*; Ziolo K. Sokół A. (2016). *Intergeneration Transmission of Social Inequality As A Threat For The Development of Creative Human Capital*; Sokół A. (2015). *Kapitał strukturalny jako składnik kapitału intelektualnego i ogniwo tworzenia wartości w kreatywnych przedsiębiorstwach*; Sokół A. (2015). *Management of a creative organization - theoretical and analytical problems*; Sokół, A. (2015). *Zarządzanie twórczością w organizacji. Koncepcja, metody, narzędzia*; Figurska I., Sokół A. (2014). *Optimization of knowledge management processes through benchmarking in organizations in Poland*; Drela K., Sokół A. (2014). *The meaning of competence in flexibility of the labour market exemplified by the creative sector*; Sokół A. (2014). *Analiza znaczenia kapitału społecznego w rozwoju zasobów niematerialnych kreatywnego sektora MSP*; Sokół A., Wysocka A. (2013). *An analysis of macroeconomic conditions of Polish creative sector and its influence on the development of knowledge*; Sokół A. (2013). *Empirical verification of imaginative attitudes in creative enterprises of the SMEs sector*; Sokół A. (2011). *Benefits and barriers in development of e-learning as a source of knowledge in SME sector*.

Next part researches I published in works: Sokół A. Figurska I. (2017). *Creativity as one of the core competencies of studying knowledge workers*; Peszko K. Sokół A. (2016). *Twórczość i kreatywność w mediach reklamowych – ujęcie teoretyczne i empiryczne*; Sokół A. (2016). *An attempt of the measurement of the involvement in creative work exemplified by the creative sector. Theoretical and empirical analysis*; Sokół A. (2016). *Creative Human Capital as Source of the Development of Intellectual Capital*; Sokół A. (2016). *Empirical verification of factors of creativity development and shaping the creative attitudes of students-creative/knowledge workers*; Sokół A., Blaškova M., Figurska I. (2015). *Using the internet to enhance teaching process at institutions of higher education for the development of human capital professional creativity competencies*; Sokół A. (2014). *Knowledge management in creative small and medium-sized enterprises-selected issues*.

My scientific interests as a result of conducted research have evolved more and more towards behavioral economics. Therefore, it was important for me to discover the links between culture and creativity and the impact of these two compo-



nents on the development of the creative sector entities. Culture and creativity are inextricably linked, for creative output is a source of culture, which in turn creates environment for the development of creativity. Thus both these dimensions are the key to competitiveness and the development of creative sectors, including the economies, and their importance is growing in the time of rapid changes and challenges. For a deeper analysis of this issue I was inspired by the results of my research, which I presented in the article entitled *Empirical verification of internal and external factors in the development of the creative sector (the group of creative class)* (2016). Thus I started further work on the diagnosis of the influence of cultural conditions on the selected economic processes. The more I analysed the source literature, as well as the studies available in the world, the more I noticed that the idea of the influence of culture on the economic development as a research category becomes extremely popular. Thus, it inspires researchers to discover new scientific areas and contribute to the development of this issue. It is still poorly recognised on theoretical and empirical grounds. And in the source literature the presented analysis refer both to quantitative and qualitative research. Although the latter are rare, their application may make the knowledge contained therein enrich empiria obtained from analytical studies. I did so in my research in which for a deeper understanding of the subject, I used quantitative research, including focus group interviews. The conclusions obtained in the research cycle have allowed me to show that culture, including national economic culture presented in the monograph which is the subject of scientific achievement, has a positive influence (and some of its components really determine the development of creativity) on the development of creative life orientations (CrLO) and the creative sector.

Culture and its significance for economic development - general considerations

Culture permeates times and spaces, determining the economy, and at the same time is able to renew in an unexpected way. The problem of understanding the importance of culture and its influence on economic has been the subject of the work of researchers in Poland and in the world processes in recent years. The intensity of the amount of research and methodological modification, including the perception of the role of culture in the economy, falls on the 90s. of the 20th century. At that time, a kind of return of research took place, noticing the role of economic culture itself, which is currently developing more and more. Among the authors investigating these phenomena and fitting in this trend is S.P. Huntington, P.L. Berger, R. Putnam, R. Inglehart, F. Fukuyama, L.E. Harrison, D. Lands, J. Goody. Polish scientists who raise this issue in their work should be included: Ł. Sułkowski, M. Marody, J. Kochanowicz, J.T. Hryniewicz, E. Krzemieniewska, J. Sójkę, W. Banacha, P. Rotengrubera, A. Gardowska, R. Kasprzak, J. Sanetra-Szeliga, M. Budziński, L. Dusko, D.S. Kaszuba.

Referring to the view that culture influences economic development, it is worth noting that at present researchers of this phenomenon are looking for a new approach to the sphere of culture between understanding it as an autotelic activity and depicting it in terms of economic development as a lever of development, understood in the broad meaning of this word. Behold, culture occurs and penetrates simultaneously with the process of expansion and opening of a public space, in particular, also economic, in which an unlimited and unfettered flow of thoughts, information, different forms of capital and people is performed. Culture ceased to be of a general nature and gained a participatory dimension. This makes the culture and its significance to the economy increase. On its pattern characteristic of a given country depends or may depend the development and may give it a proper direc-



tion. This bears the need for research in this area and a wider knowledge of these issues.

Summing up, the economic reflection on contemporary research on culture allows us to consider it in four dimensions (Obłąkowska-Kubiak, 2013), namely as: 1. culture in the macro-economic perspective -general relations between the culture of the society, its way of management and the level of economic development; 2. culture in the perspective of microeconomics and management of the organisation; 3. culture as the public good, public finances in culture; 4. culture and its influence on creativity and innovativeness. This last dimension has become a source of growing significance of the issue of culture and its relationships with the economy.

Justification of the choice of the problem, subject and purpose of the scientific monograph

The choice of the topic of the monograph that I presented, the monograph that is part of the trend of behavioral economics, was influenced by many factors, and above all by the fact that there are still no studies presenting a full spectrum of the issues related to the impact of cultural aspects on the development of creative economic entities belonging to the creative sector.

In the presented monograph, my considerations were focused on examining a selected triad of factors that interact with each other. This is the approach in which national economic culture is treated as a determinant conditioning the development of creative life orientations of representatives of creative professions (employed outside the creative sector but also working in creative sectors) and strengthening the functioning of creative sectors. Analysing the economic national culture from the point of view of the coupled process, involving a variety of activities and achieving a number of quantifiable benefits, requires a broader view on the determinants, which should affect in such a way as to be conducive to creativity and innovation. In order to systematise these conditions their interaction was presented in the research part which allowed a transparent look at the elements that make up the national economic culture pattern, having an essential impact on creative life orientations of people representing creative professions, including the creative sector (see Figure 1). Therefore, the presented conclusions are a response to the needs for the modern development oriented towards increasing creative potential of the countries. It is worth emphasising that the considerations presented in this monograph do not exhaust the subject, but create a space for discussion and development.



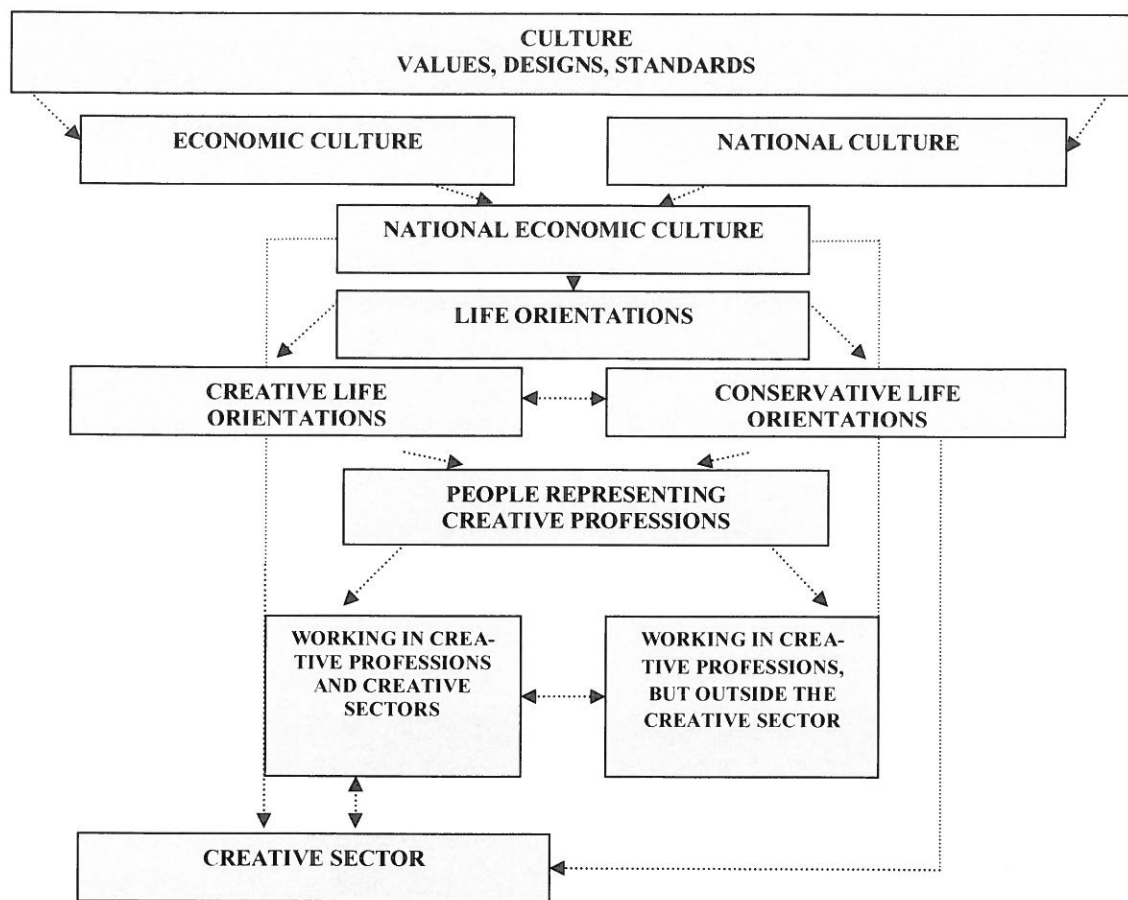


Figure 1. The influence of the national economic culture on creative life orientations of people representing creative professions (the author's own overview)

Defined research gaps

Taking up this subject allowed me to note some shortcomings in the field of theoretical and empirical analyses in economic sciences, which can be described as a theoretical, empirical and practical gap.

A theoretical gap which is a result of the weak recognition of the national economic culture and of the interaction between it and other determinants conditioning the socio-economic development (in this the monograph are the creative life orientations of people representing creative professions who working in creative professions but outside the creative sector and working in creative professions and creative sectors and creative sectors). This gap has become the contribution to the deliberations undertaken in this monograph. In view of the above, an attempt was made in this work to comprehensively systematise knowledge basing on the assumption that the national economic culture undeniably conditions to some extent the development of creative life orientations (CrLO) of people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors) and sector creative. The author undertaking this task was aware that treating culture as a scientific paradigm in the presented research context is very difficult. However it is justified that systematizing the understanding of these processes and implementing some practices can result in an increase in the ability and flexibility releasing new attitudes in thinking and acting, and thus causing that it will strengthen creative sectors.

An empirical gap which is a result of the feebly examined interdependences concerning the national economic culture and its meaning for the creative processes and also relationships occurring between this research component and the selected determinants. Although the studies explain how national economic culture can be developed, no sufficient guidelines concerning economic processes were proposed, which could strengthen creative potential people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors) and sector creative so that it could generate more added values. In most of the analysed research works economic culture is described fragmentarily (its particular elements or the environment which shapes it are studied), choosing specific spaces of the analysis. Therefore it can be assumed that, the existing literature does not give a sufficient answer to the questions: *How does the economic culture influence the development of creative life orientations of people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors)?* and *How can these processes be used?* and *how can these conditions be used to generate more added values in a form of innovation in creative sectors?* It resulted in a gap between selected theoretical studies and practical conclusions. Practical gap which concerns the description of recommendations aiming to show and then to develop and strengthen the processes of development and to accept a defined national economic cultural pattern so that it can favour the development of creative life orientations of people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors) and thus creative sectors. The author's aim was to work out appropriate recommendations suggesting how to use the national economic culture and how to shape it, in which space to modify it, so that it will favour the process of socio-economic development, directing it towards increasing the effectiveness of creative activities.

Aims and hypotheses

The analysis of previous achievements in the research area concerning national economic culture and its impact on creative life orientations of people representing creative professions and the indicated gaps helped to formulate the main hypothesis accompanying the considerations. *H_G The recognition of the components of the national economic culture pattern affects the development of creative life orientations of people representing creative professions and creative sectors.*

The above deliberations have become the basis for the formulation of the detailed hypothesis. It was stated that:

H₁ The surveyed population more frequently represents the conservative orientation style of life than the creative one, which determines the development of creative sectors.

H₂ There are dependencies between the components forming a pattern of national economic culture and creative life orientations of people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors) and creative sectors.

The main aim of the work was to present such a pattern of national economic culture which is conducive to the development of creative life orientations of people representing creative professions (working in creative professions but outside the creative sector and work-ing in creative professions and creative sectors) and creative sectors.

Moreover, the following auxiliary objectives have been adopted:

C₁ The identification of individual components of economic culture and the determination of their impact on the development of creative life orientations of people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors) and creative sectors.

C₂ The identification of life orientations people representing creative professions.

C₃ The identification of the pattern of national economic culture.

Achieving the main objective contributes to the development of the theory of economic sciences in terms of determining the pattern of national economic culture and its impact on creative life orientations of people representing creative professions and creative sectors. The basis for this achievement are empirical studies of people representing creative professions carried out using a specific research methodology.

Considerations related to the conceptual framework and the description of hypotheses and research objectives have created the possibility of accepting the following research questions to which the author of the monograph tried to answer. They were formulated as follows:

- *How should the national economic culture be defined?*
- *What components are classified to the national economic culture?*
- *How should creative life orientations be interpreted?*
- *What should be understood by the concept of the creative sectors?*
- *How can the economic culture and which of its elements influence creative life orientations of people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors)?*
- *What interaction can occur between the three research components i.e. the national economic culture, creative life orientations of people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors)?*
- *How do the two mentioned research constructs i.e. the national economic culture and creative life orientations of people representing creative professions determine the development of the creative sector?*
- *What interdependences are there between the group of demographic variables such as sex, age, place of residence, employment or the kind of the sector in which the individual works and education, and creative life orientations of people representing creative professions? Do they have a significant influence on CrLO?*
- *What are the characteristic features of the Polish economic culture in opinion people representing creative professions?*
- *Which of the components of the national economic culture are conducive to the development of CrLO people representing creative professions, to the*



effectiveness and to generating the added value of the development of creative sectors?

- *Which the national economic culture pattern determines development the creative life orientation creative life orientations of people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors and sector creative?*

The aims and research questions formulated in this way, taking into account the outlined assumptions, determined the layout of the presented monograph as well as the selection of research methods, i.e. a concretisation of the analysis, both in the theoretical and the empirical layers and in the synthesis, especially in the construction of conclusions of the research.

The applied research methods and tools

Considerations in the monograph cover the issues related to national economic culture and its impact on creative life orientations of people representing creative professions and creative sectors. The realisation of the aims set in the research process took place through their description, explanation and exploration. A critical approach to the studied area was adopted, and the proposed solutions are an exemplification of the author's approach.

In the monograph, I systematised the scientific achievements in the field of economics, taking into account the epistemological and methodological character of the considerations, at the same time including the epistemological purpose. I conducted epistemological studies based on national and foreign literature source materials and scientific articles in economics, sociology and psychology. It is worth noting that this work would not have arisen if it were not for the significant achievements of thinkers and researchers who, through their works, formed the context of understanding man and the world. Their views, opinions and ideas create the space of discourse, in which the thoughts contained in the monograph are inscribed. Although it is worth mentioning that the source literature, although it is very wide, it contains, however, to a small extent, information on the presented topic. Scarce available thematic considerations are an interesting source of inspiration for researchers.

Literary studies and critical analysis of previous achievements of the presented scope constituted the basis for conceptualisation and operationalisation of original empirical research used in the work, which served as the basis for building the national economic culture pattern that favours the development of creative life orientations of people representing creative professions, including business entities classified to creative sectors (current state of knowledge indicates that in fact national economic culture and its scope of influence, creativity, and thus also innovation is unknown and there is no empirical research in this area). Hence, the assumed value of the study and contribution to the field of economic sciences, apart from the theoretical foundation and to a small extent, presented in Polish literature definitions falling within the scope of the considered deliberations, was a comprehensive presentation and thorough systematisation of the role and possibilities of the influence of the elements that make up national economic culture, including the definition of its pattern conducive to the development of creative life orientations of people representing creative professions and creative sectors. The obtained results of the study allowed me to indicate two independent paths (including recommendations) that enable the development of creative sectors. The ending is an attempt to summarise and formulate the implications for possible future research.



I used statistical methods and techniques to verify the research assumptions adopted in my work. The measurement instrument used in the study was a survey. In order to provide a deeper and complementary analysis of the studied subject area, I conducted qualitative research (focus group interviews - FG) alongside with quantitative data analyses.

For statistical analysis of the results, I used the statistical package STATISTICA.PL ver. 12 and the EXCEL 2010 program included in the MICROSOFT OFFICE package. I began the analysis of the data by checking the normal distribution using the Kolmogorov-Smirnov test. The obtained results confirmed the normality of the distribution and allowed the use of parametric tests: t-student, ANOVA and post-hoc Tukey's test. The statistical tools that I used during the statistical analysis were elements of descriptive statistics and comparison of indicators.

In order to analyse the mean values of the analysed statistical feature (for the feature value whose results are expressed in quantitative scales) between groups, I used the following statistical tests: the significance test of differences for two mean values (Student's t-test for unrelated variables, a model for large samples) while comparing two means, the significance test of differences for many means, the analysis of variance test (ANOVA) for a greater number of means simultaneously. In the case of observing in the ANOVA test significant differences between the studied means, to determine where they occur, I carried out Tukey's test of multiple comparisons of means (post-hoc test). In order to determine the statistically significant difference between the values of the tested feature, I used the p-value. Whereas, I carried out the evaluation of the reliability of the tool used, for each group of respondents, on the basis of the answers provided in the set of 48 questions, using the Cronbach's alpha coefficient. In the majority of surveyed groups, the calculated alpha coefficient exceeded 0.7, which indicates high reliability of the conducted study.

Additionally, to deepen the analysis of creativity in the focus group interviews (FG), I used the Test for Creative Thinking -Drawing Production TCT-DP by Urban and Jellen, in the Polish adaptation of Matczak, Jaworska and Stańczak (2000).

Summing up, in the monograph I used a research procedure based primarily on generally known and applied methods of scientific research, i.e. the analysis and synthesis in the theoretical layer and statistical methods of the interdependencies studied occurring between the factors and - similarly to the cognitive part - the analytical method in the verification plane based on the results of empirical research.

The structure of the monograph and basic findings and conclusions of the research

I included the considerations in the monograph in ten chapters, in which I subordinated both the order and the substantive content to the main idea of the book, which was to indicate the directions of the development of national economic culture, and especially its importance for the development of creative life orientations and economic entities, which are creative sectors.

In the first chapter I focused my attention on the basic issues necessary to explain specific problems related to the concept of culture as a subject of scientific research. The presented definition, although it entirely explains the issue of the studied concept, required supplementing with the following connotations explaining the differences between the concept of culture and civilisation and nature. The aim of these considerations was to show that culture and related concepts are hard to define, and their substantive interpretation can refer to many aspects of human life. I have also showed that the existence of many definitions and the lack of one commonly accepted explanation of the term causes many divisions and types of culture dependent on them. Considering the scope of the monograph, this was an im-



portant part because in this chapter I also included theoretical foundations for further deliberations regarding national economic culture and its significance for the development of creative life orientations and creative sectors.

In the second chapter, I raised the problem of the importance of the national culture in today's changing economy. The subject matter of the monograph determined the necessity to explain and systematise the successive basic conceptual categories. This is also due to the multifaceted, often ambiguous definition, and thus *de facto* interpretational differences in explaining the definitions presented in the monograph.

In view of the above, the starting point for me was the approximation of the concept of the national culture, which in the general depiction is most often identified with the sphere of norms and models and measures aimed at identifying cultural patterns of a specific territorial area. An in-depth analysis of source materials revealed that there is an undisputed need to quantify the phenomenon and its role in socio-economic development. I have also described the methods of measuring this issue as well as the possibilities and the state of using this knowledge in the sciences of economics. I reviewed the advantages and disadvantages of the dimensional methods used in the studies of national cultures. I distinguished the positions of researchers and I presented an author's summary of the views quoted. The methods specified and described in this chapter have become a contribution to the author's further empirical solutions.

An important subject of considerations of the third chapter was national economic culture, which can be recognised in view of various areas of identification and connections showing the relationships between economy and culture. Therefore, I presented the issues related to culture, taking into account this perspective and pointing to the need for a synergistic approach, because only the integration of multithreaded experiences can lead to empirical conclusions that will have a significant impact on the development of this field of knowledge. Moreover, I proposed the author's definition of national economic culture and my own way of measuring this research component on the basis of already available scientific research used in economics, which was then used in the analytical and empirical part of the monograph.

The fourth chapter refers to the mechanisms determining the development of creative life orientations that allow creative passion to be transformed into an added value - an idea, product or service that become innovations in the commercialisation process. I also identified the distinguishing features of creative life orientations and presented the differences regarding these traits. In this chapter I described creative life orientations in the light of the literature and empirical studies presented in the works of Polish and foreign researchers. In addition, I presented the way of understanding this research construct in this monograph. I also discussed the significance of creative life orientations for the development of creative professions of people employed in creative sectors but also those who work outside it. At the same time I presented the diagnosis of the development of creative professions in recent years and I pointed to the potential directions and opportunities for the creative sectors, which are in this professional group.

Whereas the considerations of chapter five were focused on the discussion of creative and cultural sectors, their characteristics and determinants of functioning. I presented the historical development process of these entities and the changes that have occurred in recent years in this young and not well-recognised scientific category. In this part of the monograph, I presented ways of interpreting this term. Simultaneously, I showed that the attempt to discuss the evolutionary process of shaping the concept of creative sectors/creative industries, cultural industries and its usefulness for the development of economic sciences is difficult and ambiguous, because for many years the attention of researchers has been focused on reflections

concerning cultural activities. This difficulty is getting worse as different countries have different terminological interpretations, to which I also drew attention in this chapter.

Literature studies inspired me to present in the sixth chapter the scheme in which I presented the impact of national economic culture (the scheme includes two groups of determinants - universal and general-economic) for creative life orientations of people representing creative professions and creative sectors, taking into account different categories of determinants and relations between them. This scheme should be treated on the one hand as a generalisation of the assumed conclusions arising from available in the source literature research, on the other hand as a hypothesis, which I verified in the further part of the monograph in the empirical studies. The concept assumes pointing out elements forming the national economic culture pattern, which are most involved in shaping creative life orientations of people representing creative professions employed in creative sectors and in other sectors. In the case of two distinguished research groups, the components that make up the pattern of national economic culture may be different and not always the same. In addition, their specification allowed showing which components of national economic culture can be influenced by socio-economic and political activities so as to strengthen the creative potential of a specific group of people to reinforce the country's innovation potential. The transformation process would obviously have to take place over a long time horizon, however, the indication of these elements of direct impact allows actions to be taken to limit adverse changes. Without them, the process of shaping national economic culture and influencing its creative life orientations takes place without any control or modification. This is a negative but also positive phenomenon. It is negative because cultural processes cannot be entered into a specific framework and strictly imposed patterns. It is positive, for in the long run it is possible to create such conditions that will strengthen particular elements which create a pattern of national economic culture, so as to intensify some of the expected processes and weaken the undesirable effects of some changes.

Therefore it was assumed in the monograph that the selected components indicating the specified pattern of national economic culture will directly influence the development of creative life orientations of people representing creative professions and working in creative sectors (path a), at the same time they will affect the development of economic entities belonging to the creative sector (path a'). Whereas in the concept a relationship has also been distinguished in which there are components constituting the pattern of national economic culture (path b), which directly affect only creative life orientations of people working outside the creative sector but representing creative professions.

Whereas in the seventh chapter I included a description of the quantitative research methodology with a particular emphasis on the presentation of research tools (questionnaire techniques using the coincidence research sampling technique, i.e. a simple random sampling) and methodology for focus group interview (with the use of purposive sampling). In the discussion I included a description of statistical activities leading to the identification of new scales and verification of properties and the research goals and hypotheses set in the work.

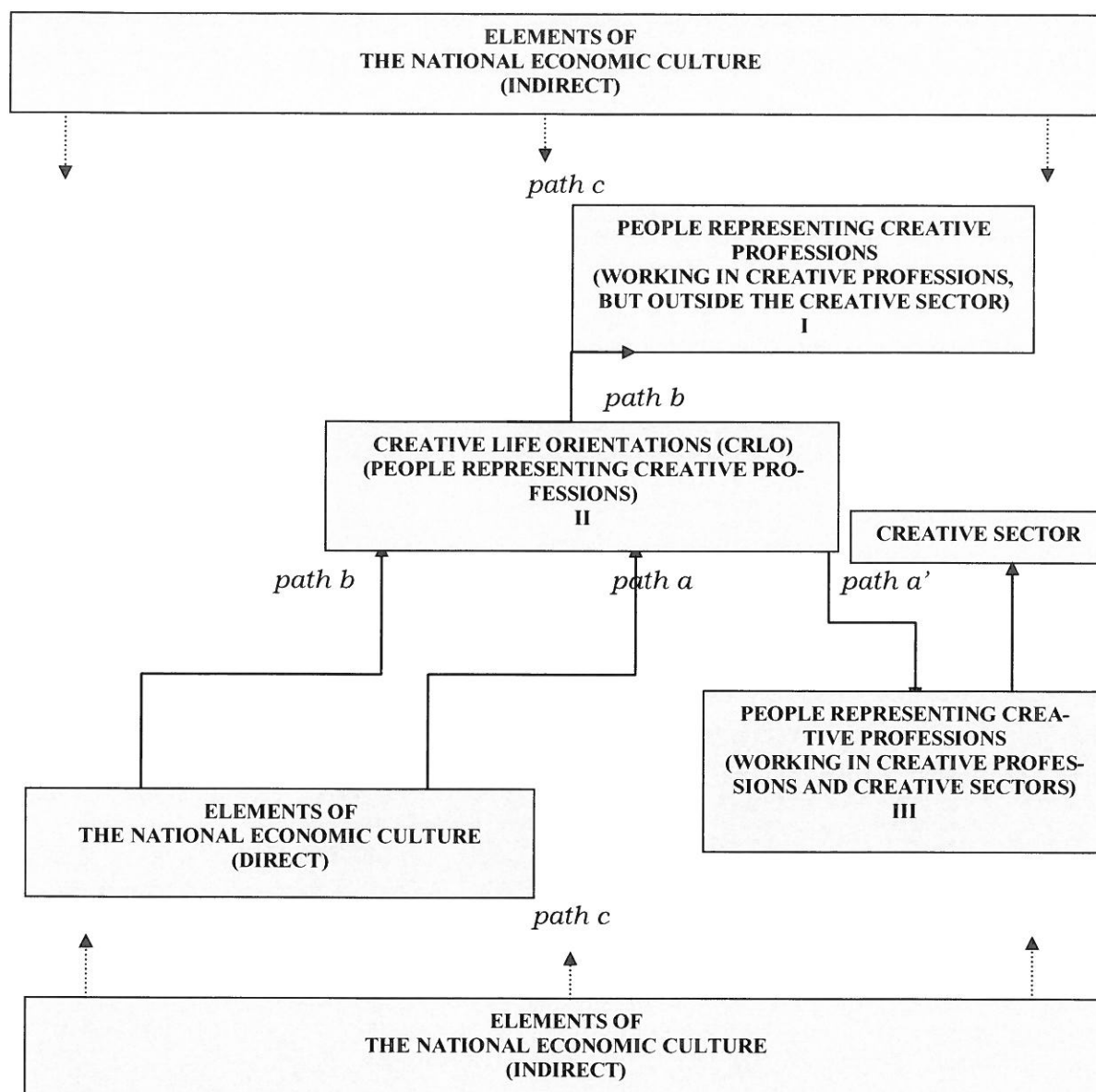


Figure 2. The process of the interaction between the economic culture, creative life orientations of people representing creative professions and the creative sector (the author's own overview)

The considerations that I included in chapter eight are focused on discussing the structure of national economic culture. I showed its two levels - universal and general economic. I subordinated the further part of the analyses to this division. In this chapter I researched each of the elements independently to estimate differences between the view of representatives of creative professions in general and people representing creative professions working in creative sectors, including those who work outside them on national economic culture. I presented the deepened research foundations for the presentation of recommendations in the further part of the monograph. It is noteworthy that the reflections which arise are not only of cognitive, but also empirical character, and consistently speaking - pragmatic, because they are based on the results of my own research with the indication of the most important conclusions relevant to the future development of national economic cul-

Sokol

ture, with particular consideration and indication of adjustments that may be made in the future in the direction of national economic culture, so that it would be even more conducive to the development of economic entities.

The results of the research which I introduced in this chapter have shown that in a number of thematic studies relating to the general assessment of the Polish nation, national economic culture suffers (which has not been clearly confirmed by the studies, presented in the monograph, carried out on a selected research group) from the scarcity of pro-developmental values. It is characterised by familiarism and archaic collectivism, aversion to large organisations, orientation towards the present, moral solidarity that replaces meritocratic criteria of compensation by dignified and social ones (age, multi-child families, an impaired situation), an ambivalent attitude towards wealth which in social acceptance is identified with dishonesty, ambiguous understanding of entrepreneurship which is for many people synonymous with the use of immoral and non-legal ways for their own benefit. As can be seen, the research presented in this monograph shows many aspects of national economic culture in the opinion of the representatives of creative professions in a better light. This is a satisfactory process of changes that takes place in this population.

The research has shown that some components of culture have been positively shaped, especially in the category of universal components, but not only. Economic socialisation proceeds accordingly, the family as a unit fulfills its role. Economic knowledge among the respondents seems good and it is a satisfactory level. When assessing the competences of representatives of creative professions, I think that they are also very valuable and should foster the development of creativity. It turned out that the respondents classified compliance with contracts concluded with other people as the most important social competence, also in professional life. It is a valuable skill which puts the respondents in the group of conscientious, reliable and trustworthy people as business partners. In the case of aspirations in all available categories, the following categories of aspirations received the most answers: material/money, social/friends, professional/education, flat, while in the category expected they were: professional/one's own enterprise, professional/success, career, professional/farm. Also in the aspect of the assessment of business ethics, the respondents did well. Most of them show ethical behaviour, they understand the rules of ethical behaviour and try to respect them.

The subsequent components of national economic culture have shown that the vast majority of the respondents feel aversion to income stratification, showing a clear lack of acceptance for a diversified level of income and wages. Education is an important factor for respondents not only on the path to professional success but also the influence on the material situation. Unfortunately, in the course of the research process, it turned out that the attitude of the respondents to investments and their income do not allow realising them. A similar situation is with the savings possessed by a small group of research participants. Analysing the attitude of Poles to consumption, one can say that they have become aware of their purchases. The respondents' attitude to work is positive and most of them think that work is not a burdensome duty, it can bring satisfaction and through it one can achieve his/her goals. Also studying another component of culture, which is the attitude to law and property, it turned out that the group under examination confirms the presented conclusions presented in the source literature concerning limited efficiency of the legal system in Poland and the need to introduce many changes. The representatives of creative professions have a positive attitude towards private property. The assessment of the climate for creativity was not favorable, either. More than half of the respondents recognised that the level of creativity, and thus also innovation, is not satisfactory. Whereas the assessment of the economic reality and imagination in the feeling of the respondents was not at the worst level.

There is a clear reversal of trends that have recently been established and correlated with the past, including norms and values shaped over the last decades in the minds of the respondents (both surveys and focus studies have shown this). The processes of cultural changes visible in the economy concern longer time horizons. In my opinion, the research results presented in this chapter speak better and better of the research group (the same results were obtained for the surveyed subgroups) in terms of the development of national economic culture. In addition, they show its focus on adopting economic models of developed countries, obviously maintaining its separateness. There is a visible trend of minimising familiarism and archaic collectivism for the development of entrepreneurship. It also shows the attitude of the respondents to entrepreneurship as a unit of development and not a synonym of taking advantage of others. There is also orientation from the present to the future, and this results from a rational approach to education and how it contributes to the life of a human being. Unfortunately, the research has shown that there are still aspects of national economic culture that should be modified so that they would be conducive to the development of creativity. In view of the fact that culture is a long-term process, it seems that there is a positive change and development in the future. The recent development trends will gradually transform national economic culture towards the one which significantly supports the development of innovation. However, it is also important for culture to retain its individual characteristic pattern distinguishing it as not only that of the representatives of creative professions but also of the whole nation.

I devoted the ninth chapter entirely to the issues concerning the preferences of the studied population (people representing creative professions divided into those employed in the creative sector and outside it) in the range of life orientations in creative (CrLO) versus conservative (CoLO) dimensions, I have verified in it the research concept of creative (CrLO) and conservative (CoLO) life orientations. This part of the monograph is the result of work on the theoretical and practical presentation of the area of life orientations, at the same time it will allow referring the results to individual distinguished components of national economic culture in the last chapter, which will allow creating a specific pattern of national economic culture conducive to the development of creative life orientations of the representatives of creative professions. My attempts at empirical review of the issues of creative life orientations served not only to understand the phenomenon, but also to get to know creativity more closely as a specifically human form of socio-economic life significantly determining this space. This approach treats creative life orientations as a category conditioning development and survival, which plays a particularly important role in the development of creativity, including innovation, and the generators of this value are primarily people representing creative professions. I showed that the development of creative life orientations requires creation of specific socio-economic conditions. In addition, I presented solutions that may be useful for the government, so as to create the value and development of creative life orientations for the respondents, and I presented conditions that can support this development.

In this part of the study the first accepted research assumptions aimed at examining the orientation of life representatives of creative professions were verified. The research confirmed the different preferences of life orientations of the respondents, namely:

1. The preferences for creative life orientations were shown by only 30.04% of all the respondents (4,52% people representing creative professions divided into those employed in the creative sector and outside it 25,88%). This confirms the hypothesis, which was verified positively that the surveyed population represents more often a conservative style of life orientation than creative, which determines the development of creative sectors. The studied population represents a more conservative style of life orientation than crea-

tive, which determines the development of creative sectors. Unfortunately, this does not prove to be good and is not promising for the future in the context of the development of creativity, and thus also the innovation of our country. Creative life orientations are shaped by specific environmental conditions. There is a clear need to verify them. It also explains to some extent the position of Poland, as a country placed low in innovation rankings. This is an argument rarely mentioned in the source literature referring to factors determining innovativeness. There are many other factors that make Poland a country placed so low in innovation rankings, and no mention is made that people on whom depend generating innovation represent only 30% of creative life orientations. Hence, the lack of appropriate cultural conditions shaping creative attitudes may, to a large extent, limit even more the innovative development of Poland.

2. Moreover, in the monograph I have proved that: 1) there are slight differences between women in adulthood and men in favour of the former in the field of creative life orientation preferences versus conservative life orientations, but they are conditioned by the area in which the creator performs; 2) in addition, preferences for creative life orientations reduce with age; 3) the development of creative life orientations is not fostered only by living in the city to the same or similar degree as living in the countryside, due to the migration of representatives of creative professions from the city to the countryside, c) people working, including those working in creative sectors did not show a greater advantage of CrLO characteristics than workers employed in other sectors. It was proved that a group of demographic variables, such as gender, age, place of residence in which an individual works and education (except for employment and the type of sector in which the respondents work) significantly affects the development of creative life orientations.

The research results obtained in focus group interviews confirmed the dependences indicated in the above paragraph, which resulted from the survey: women more often represent a group of people with preferences for CrLO in terms of the creation of outstanding works than men. Age has also become a limitation for creative life orientations, and place of residence in urban areas was not significantly conducive to CrLO for people involved in creativity. A deviation was visible in one of the accepted research categories. Namely, women definitely more often preferred CrLO in the focus group. It was a small group of people, so it is difficult to generalise these results and transfer the obtained conclusions to the whole population, although this relationship was observed when the scope of the research was more detailed. In my opinion, it would be interesting for me as a researcher to develop this research context in the future and confirm that such dependence exists or it does not.

In the last subsection of the ninth chapter I undertook a discussion on the significance of the results of research concerning creative (CrLO) *versus* conservative dimensions (CoLO) for the development of the representatives of creative professions and creative sectors. Despite the fact that the studied population represented creative life orientations in 30.04%, it is worth noting (comparing data from the section discussing directions of the development of creative sectors - chapter five) that the creative sectors are developing better in Poland. The conclusion that arises when analysing the obtained data is that the development of these entities and the number of innovations generated by them could be much larger if there were a shift towards the development of creative life orientations of the studied group.

The quantitative and qualitative analyses presented in the ninth chapter made it possible to state that the obtained research results explain many disputable issues and shed new light on the research conducted in this area. However, it should be emphasised that they require deepening and further analyses explaining

the phenomenon, and at the same time they are a field for the discussion and development of scientific discourse in the presented spaces of empirical works.

The tenth chapter is of key importance to the whole of the dissertation. In this chapter, I verified the detailed hypothesis indicating a significant relationship between the distinguished components of national economic culture and creative life orientations *versus* conservative life orientations of people representing creative professions divided into two subgroups of respondents - people employed in the creative sector and employed outside this sector. Thanks to this, the studies allowed (although they are representative of a particular research group) determining the national economic culture pattern for the studied population taking into account the general aspect, but also the division into the studied subgroups.

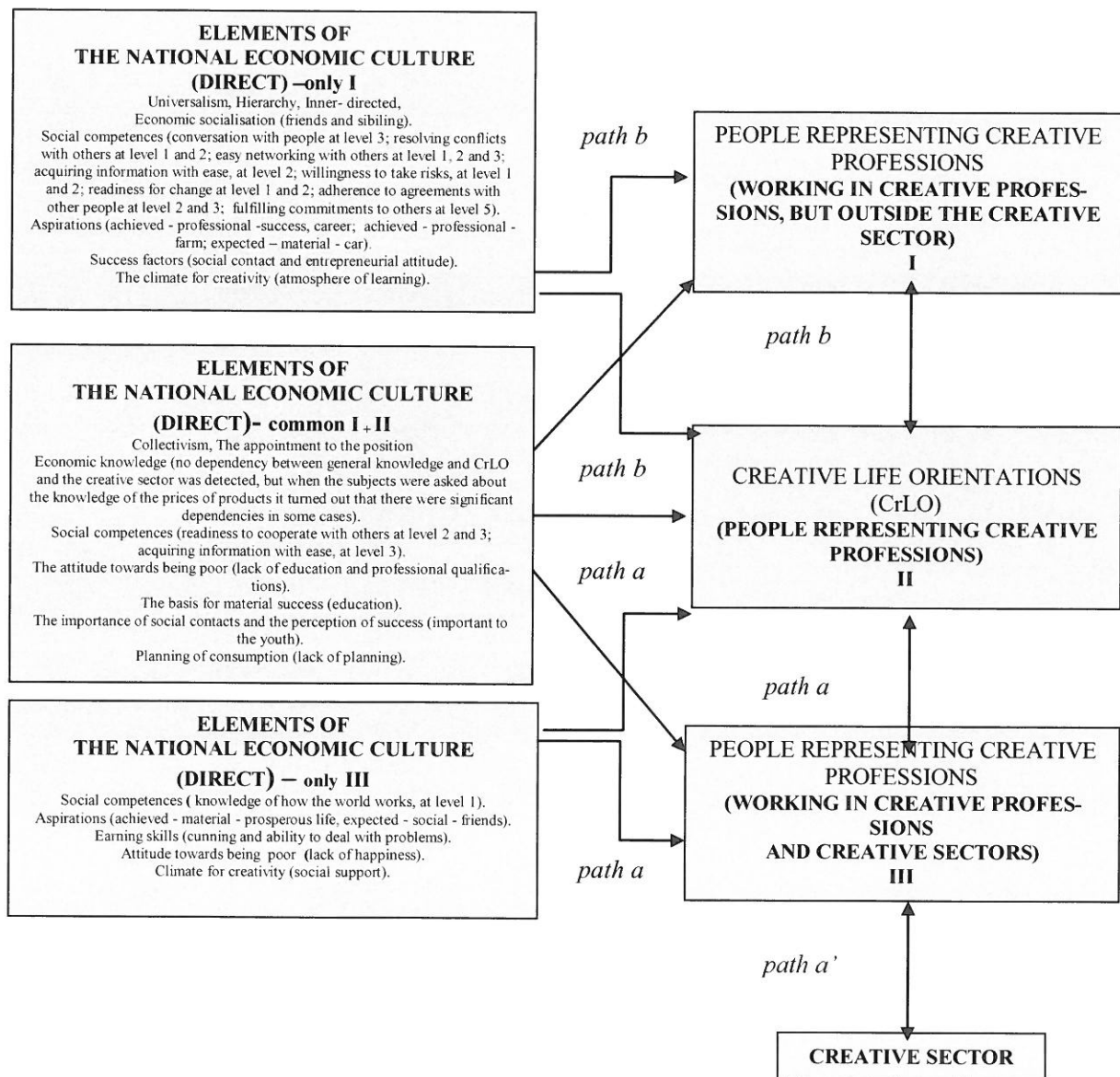


Figure 3. The process of the interaction between the economic culture, creative life orientations and the creative sector (the author's own research)

Sokol

The research results showed that while assessing the national economic culture in terms of universal values, it can be said that the Polish research group as a whole represents a distinct cultural type. In addition, the image of the national economic culture presented by the creative people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors), which emerged during the research allows stating that this kind of culture changes, which is very beneficial. More and more it is oriented towards pro-innovation measures, which is the desired socio-economic effect. The verification of the main hypothesis was also possible, which concerned the idea that the identification of the interdependencies between the components of the national economic culture and the creative life orientations (CrLO) people representing creative professions (working in creative professions but outside the creative sector and working in creative professions and creative sectors) and adequate steering them fosters the effectiveness and generation of the added value in a form of the development of creative sectors. This hypothesis has been verified positively, for it was possible to determine common dependencies, and indicate an appropriate pattern of national economic culture. In accordance with the conceptual assumptions the examination of the components of national economic culture and their impact on the other two components was carried out at two levels, universal and that of the general economy. And so, in accordance with the results of the studies, taking into account the universal level, the components of national economic culture of vital importance are:

- for the development of creative life orientations all people representing creative professions (path a i b): universalism, collectivism, inner-directed, the appointment to the position, hierarchy;
- for the development of creative life orientations of people representing creative professions working in creative professions but outside the creative sector (path b): universalism, collectivism, inner-directed, the appointment to the position, hierarchy;
- whereas for the development of group people working in creative professions and creative sectors (path a i a'): collectivism, the appointment to the position.

While taking into account the level of the general economy, the components of national economic culture of vital importance were:

- for the development of creative life orientations all people representing creative professions (path a i b): economic socialisation (friends); economic knowledge (no dependency between general knowledge and CrLO and the creative sector was detected, but when the subjects were asked about the knowledge of the prices of products it turned out that there were significant dependencies in some cases); social competences (conversation with people at level 3; readiness to cooperate with others at level 2 and 3; resolving conflicts with others at level 1 and 2; easy networking with others at level 1, 2 and 3; acquiring information with ease, at level 2 and 3; willingness to take risks, at level 1 and 2; readiness for change at level 1 and 2; adherence to agreements with other people at level 2 and 3; fulfilling commitments to others at level 5); aspirations (achieved-professional-success, career; achieved-professional-farm; expected material-car); the attitude towards being poor (lack of education and professional qualifications); success factors (social contact and entrepreneurial attitude); the basis for material success (education); the importance of social contacts and the perception of success (important to the youth); planning of consumption (lack of planning); the climate for creativity (atmosphere of learning);



- for the development of creative life orientations people representing creative professions working in creative professions but outside the creative sector (path b): economic socialisation (friends and siblings); economic knowledge (no dependency between general knowledge and CrLO and the creative sector was detected, but when the subjects were asked about the knowledge of the prices of products it turned out that there were significant dependencies in some cases); social competences (conversation with people at level 3; readiness to cooperate with others at level 2 and 3; resolving conflicts with others at level 1 and 2; easy networking with others at level 1, 2 and 3; acquiring information with ease, at level 2 and 3; willingness to take risks, at level 1 and 2; readiness for change at level 1 and 2; adherence to agreements with other people at level 2 and 3; fulfilling commitments to others at level 5); aspirations (achieved-professional-success, career; achieved-professional-farm; expected-material-car); the attitude towards being poor (lack of education and professional qualifications); success factors (social contact and entrepreneurial attitude); the basis for material success (education); the importance of social contacts and the perception of success (important to the youth); planning of consumption (lack of planning); the climate for creativity (atmosphere of learning);
- whereas for the development of group people working in creative professions and creative sectors (path a i a'): economic knowledge (no relationship between general knowledge and CrLO and the creative sector was detected, while when the respondents were asked about the knowledge of product prices it turned out that there were significant dependencies in some cases); social competences (readiness to cooperate with others at levels 2 and 3, ease of acquiring information at level 3, knowledge of how the world works, at level 1, compliance with agreements with other people at level 3); aspirations (achieved-material-prosperous life, expected-social-friends); earning skills (cunning and ability to deal with problems); attitude towards being poor (lack of education and professional qualifications; lack of happiness); the basis for material success (education); the importance of social contacts and the perception of success (they matter to young people); planning of consumption (lack of planning); climate for creativity (social support).

The conclusions presented in this monograph were the answer to the question about the way of being a human in the world that is constantly changing, in which the human lives faster and faster, knows more and more, and more is expected from him/her. The presented reflections are the beginning of the road, an inspiration for further exploration. I wanted to draw attention to the significance of culture and creativity, because they seem to be a space in which the socio-economic development can be built in an authentic and adequate manner.

The proposed arrangement of the work and the content of individual chapters served to support the intentions to fill the gap of knowledge and to indicate new directions of shaping national economic culture towards more pro-innovative in the following areas of interest:

- the sphere of defining concepts related to culture, including economic culture of the nation,
- the sphere of processes and directions of the formation of national economic culture in this particular studied population and its influence and significance for the development of creative life orientations and creative sectors,
- the sphere of life preferences of the researches group,
- the sphere of changes that should be made in national economic culture, so that it would support creative life orientations, and thus creative sectors.

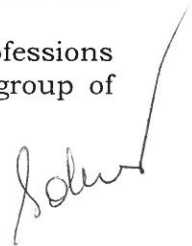


4.4. The most important scientific achievements that have the value of originality

The meaning of national economic culture in the context of creativity development and the strengthening of creative sectors - as I mentioned - has been described fragmentarily in national and international literature. A broad review of the results of research in the field of economics, as well as psychology and sociology and conducting my own research enabled me to obtain results that can be presented in three areas - cognitive, methodological and application. The scientific contribution and significance of the monograph and the presented scientific studies in the achievements of economics, including behavioral economics, are both cognitive and practical. The findings and conclusions of the research on the role of national economic culture and its participation in pro-development processes will contribute to the ordering and deepening of the theoretical and practical area of the presented scope. Thus, the results of the study confirmed the achievement of the adopted objectives and enabled the verification of the research hypotheses:

The scientific contribution to economic sciences was the description of a pattern of national economic culture, which favours the development of creative life orientations of people representing creative professions (both employed in creative professions and outside it), and thus the creative sectors. This goal was achieved by studying and indicating significant interdependencies between the three research components, i.e. national economic culture (distinguished components), creative life orientations of people representing creative professions, employed outside the creative sector, as well as those employed in creative sectors and creative sectors. As a result of the literature and empirical research, included in the monograph, I tried to show, in a somewhat different light, the current knowledge of national economic culture depicting it in the aspects of universal and general economic elements (its two levels, which have not yet been analysed in total concepts concerning the study of economic culture, were distinguished) and their impact on creative life orientations of people representing creative professions both those employed outside creative sectors and those employed in these sectors so as to then work out a development path for them (as is claimed in the source literature this competition in the future will play an even more prominent role than so far in the development of the economies of the countries, mainly innovative). Bearing in mind the above aspects, in the monograph:

- I organised and systematised definitions and studies related to understanding the concept of culture, including national economic culture and its impact on economic processes.
- I identified its elements and discussed and investigated the interdependencies between them and creative life orientations of people representing creative professions both those employed outside the creative sectors as well as those employed in these sectors.
- I defined and presented my own reflections related to national economic culture, first of all I presented the author's definition of national economic culture and the author's its two-level division (the universal and general-economic level) not yet included in the source literature of economic sciences.
- I defined and presented my own considerations related to creative life orientations (CrLO) and the role they play in shaping creative attitudes among people representing creative professions and what significance they have for the development of creative sectors.
- I presented tendencies and directions of development of creative professions in Poland, indicating that the prospects for development of this group of



professions are interesting as a result of growing expectations regarding innovativeness.

- I organised and systematised the definitions regarding the development of creative sectors, their significance in the economy and trends of development in recent years in Poland.
- I defined the pattern of national economic culture of people representing creative professions, taking into account the division into those who are employed in creative sectors and outside it.
- I pointed out the processes of changes and differences that result from the perception of national economic culture by the studied population in the context of the entire nation.
- I carried out studies of life preferences of people representing creative professions, confirming the theses presented in the source literature stating that the populations studied in Poland present largely conservative life orientations.
- I showed significant interdependencies between components belonging to national economic culture and creative life orientations of people representing creative professions, dividing them into persons employed in creative sectors and in other sectors.
- Taking into account the empirical results of the author's research, I have formulated conclusions that can contribute to better shaping the pattern of national economic culture, so that it would support the development of creative life orientations of people representing creative professions by dividing people employed in creative sectors and other sectors, and supporting pro-innovation creative sectors, so that more effective economic development can take place in this area.
- The results of the research allowed me to develop two paths for the development of creative sectors and point out recommendations for policy to strengthen their development.

The issues presented in the studies do not exhaust the research area, constituting a field for the future research and analyses that will be of interest to my future scientific work.

4.2. Characteristics of other selected publications

Characteristics of publication No. 1.

Sokół, A. (2018). *Dziedzictwo i różnorodność kulturowa w kontekście rozwoju kreatywności i sektorów kreatywnych* [w:] *15th International Scientific Conference Human potential development*, M. Blašková, V. Gražulis, R. Blaško, R. Adamonienė (red.), Kaunas Mykolas Romeris University, Lithuania, p.76-90.

The aim of the article is to try to determine the importance of cultural heritage and cultural diversity and their impact on the development of creativity, and thus - the creative sector. I tried to determine what effect these two components have on the development of creativity and creative sectors, and which of their components have the greatest impact on creativity and the creative sector? The research results, especially on the significance of cultural diversity for the development of these research categories, were the results of research obtained in the field of social and spatial diversity as a condition for the development of the effectiveness of the creative sector.

The research presented in the article I made and elaborated in January 2018. In my research, I used the Delphi method. The research area included both

theoretical knowledge of the discussed issues (literature studies in the field of selected conditions for the development of cultural heritage and cultural diversity in the context of the development of creative sectors), and empirical (carried out research using the Delphi method). The method chosen was determined by the type of analysis, its scope, the level of detail, the length of the period considered, the degree of information availability and the time, financial, technical and organizational capabilities of the entity conducting the research.

The conclusions obtained in both studies have allowed me to indicate that cultural heritage and cultural diversity have an impact on the development of creativity, and thus also the cultural sector. At the same time, in the scope of strengthening activities aimed at perceiving the role of cultural heritage in the development of creativity and creative sectors, experts pointed out the following measures, including: development of coherent integrated activities supporting the development and protection of cultural heritage; increasing public awareness of the role of cultural heritage for socio-economic development; directing more funds for the protection of cultural heritage; supporting cultural centers and centers of cultural development; supporting cultural education. On the other hand, the recommendations regarding cultural diversity concerned the strengthening of tolerance and atmosphere, which task of experts for diversity create a space for the development of creativity in a specific territorial space.

Characteristics of publication No. 2.

Sokół, A. (2017). *Social and spatial diversity as a condition for the development of the effectiveness of the creative sector*. Scientific Works of the University of Economics in Wrocław, No. 489, p. 354-365.

The article consists of three parts, introduction and completion. The first part has a theoretical character, in which a review of the Polish and foreign literature on the subject was presented. The aim of this part was to present the research and their critical analysis. The second part is of analytical and empirical nature (focused group interviews were conducted in a group of 100-year-olds aged between 19 and 40 who work and live, at least 10 years in Szczecin), the aim of which was to define the notions of social and spatial diversity and define its impact on the development of creativity and the creative sector. The research used the following methods: analysis, synthesis, induction and deduction. The conclusion for the research was an attempt to answer the following research questions:

- *Should the opinion of the respondents between social and spatial diversity be an equal sign, speaking about factors affecting the correct development process of creative sectors?*
- *What improvements should be introduced to improve the process of using these diversities to the extent that they would be more effective in the development of creative sectors?*

Taking into account the research context, I made the following hypotheses: H₁ *The greater the social and spatial diversity, the greater the impact on the development of creativity in entities from the creative sector, and thus the number of generated innovations.*

H₂ *Social and spatial diversity are one of the main determinants necessary for the proper development of the creative sector.*

The conclusions obtained in the study allowed me to indicate and confirm the adopted hypotheses. To some extent, the obtained data confirm the influence of spatial and social diversity on creativity. The higher the diversity, the greater the impact on the development of creativity in the industries of the creative sector. The participants of the study emphasized that especially cultural diversity is particular-

ly important for the development of creativity and creative entities. The results of the research also confirm the theses presented in the literature on the subject that important determinants for respondents, conducive to the development of creativity, including creative sectors, were distinguished as diversity: increasing the creative potential through education; the energy of society; social interdependence, gender, ethnic origin, level of social autonomy, changeability of the composition of society. An important role is played by creative space, hence local decision makers should again pay particular attention to the aspects mentioned above, because they are important components of the development of potential for innovation.

Characteristics of publication No. 3.

Sokół, A. (2017). *Collective capital as a social determinant of the development of creative sectors on the example of the city of Szczecin* [in:] 14th International Scientific Conference Human potential development, M. Blašková, R. Blaško, (ed.), Institute for Public Administration Prague, Benešov near Prague, Czech Republic, p. 117-132.

The article consists of three parts, introduction and completion. The first part has a theoretical character, in which an overview of the subject's literature has been presented. It was an introductory part in which I discussed the following issues - a creative city, the etiology of collective social capital and its definition and typology. Then I showed the difference in the literature on the subject in terms of social capital and human capital (creative class). In the further part of the article, I presented the scope of the issues of own research: questionnaire surveys and focused group interviews. A common feature of the discussed research processes was their cyclicity and interdependence. Their aim was to assess the existing economic phenomena as well as forecasting. The aim of the study was also to meet the needs of information in the field of assessing the level of development of collective social capital and its impact on the development of the creative sector in Szczecin. Taking into account the purpose of the research, exploratory, descriptive and cause-and-effect research was applied.

The following research assumptions were made in the article:

H₁ *Effective monitoring of collective social capital positively influences the development of creativity in the creative sector entities, and thus the number of innovations in the creative city space.*

H₂ *Collective social capital, whose characteristic feature is autonomy, trust and credibility, is a necessary space for the right development of the creative sector in a creative city.*

The conclusions obtained in both studies allowed me to indicate and confirm that:

- the first hypothesis adopted in the study that the collective social capital has a positive impact on the development of the creative sector in a similar dimension as the other entities that constituted the control group. In a large part, the obtained data also confirm the many-year contribution of research by various authors regarding the impact of various factors also included in collective social capital and their positive impact on the development of creativity (the second hypothesis was positively verified),
- an important determinant for respondents, conducive to the development of creativity, were the proper conditions of culture; a positive attitude influences the right attitude to internal motivation, creativity and innovation, trust also plays an important role in the process of creativity development in business entities, but also in creative cities,
- research has shown the special role of culture and cultural identity for the development of creativity and creative sectors,

- an important determinant conducive to creativity in the context of elements of collective social capital is also adequate support of the social group (in terms of four aspects: diversity, mutual openness of thought and ideas, encouraging constructive ideas and shared responsibility); cooperation and level of competition affect the level of creativity. On the basis of the above research results, I formulated basic conclusions and recommendations regarding the policy supporting the development of creativity in the city. According to the recommendations, local authorities should pay special attention to the aspects mentioned above; they in the light of the conducted research are factors conditioning the development of potential towards innovation. It is worth emphasizing that the research presented in this article, which is part of the presented scientific cycle, showed that cultural aspects were indicated by the respondents as important determinants of the development of creativity and creative sectors.

Characteristics of publication No. 4.

Sokół, A. (2016). *Creative Human Capital as Source of the Development of Intellectual Capital* [in:] 13th International Scientific Conference Human potential development, M. Blašková, R. Blaško, A. Sokół (ed.), University of Szczecin, Szczecin, p. 220-232.

The presented article has become a contribution to the undertaken and presented scientific cycle, the subject of which was the study of the impact of selected aspects of human capital on the development of creativity and creative sectors. As part of the study, I undertook research into the factors determining the development of creativity and creative attitudes among young people. The first part of the article is theoretical; I reviewed the literature on the subject and its critical analysis. The next two parts were analytical and empirical. Using scientific procedures and using the appropriate methodology, I examined and learned the current state of the characteristics of representatives of universities and its impact on the development of creativity of the studied population. The aim of the study was to estimate what percentage of respondents shows the range of features that distinguish creative units constituting the core of creative human capital and which of them decide that in the province (research was conducted in the Mazowieckie and West Pomeranian Voivodeships) there is a significant creative development human capital.

The considerations became the basis for the formulation of the research hypothesis: *The more and more advanced the level of personal qualities conducive to creativity, the higher the level of creativity among students, which as an element of intellectual capital is the main factor of development on the micro and macroregion scale.*

Summing up the results obtained, I noticed that the distinguishing features of creative people are sometimes inconsistent in their classification. They show many times, internal inconsistency. However, the conclusions presented in numerous publications prove that creative people can combine inconsistent features. It turned out that the respondents from the West Pomeranian Voivodeship have characteristics that determine creative activities, such as: inquisitiveness, openness, courage and ease of experimentation, constructive criticism, selectivity, ambition, sense of mission, independence. Whereas for the representatives of the Masovian voivodship the most important traits were: inquisitiveness, preference for complex stimulus situations, objectivity, selectivity, ambition, sense of mission, self-control, introversion and broad but selective interests. As you can see, there are significant differences between the respondents from two regions of Poland. It is difficult to conclude that the presented features affect the development of creativity in the re-

gions, because the creative processes and their results are conditioned not only by the creators' features, but also by the environmental determinants, which, as has been proved by many researchers, are correlated, to a large extent, with the final effect, i.e. with creative actions.

Characteristics of publication No. 5.

Peszko, K. Sokół, A. (2016). *Creativity and creativity in the creative sector on the example of the media industry - empirical analysis* [in:] *Creativity and creativity in advertising media - theoretical and empirical approach*, Volumina, Szczecin, p. 125-145.

My contribution to the creation of this chapter is 50% (I co-authored the theoretical part and the research part of the chapter, in the theoretical part I co-authored the selection of the subject literature, in the research part I co-authored the research and co-authored it, prepared the conclusions).

The subject taken up in this chapter is, in my opinion, an important aspect of reflections on the impact of creativity - in this case - on the development of advertising media. In the theoretical part of the monograph there is basic information on such issues as: characteristics of the term creativity and creativity as well as advertising media and their typology, as well as the significance of both research constructs for business entities. In the analytical and empirical part, we presented the results of the research (this is the presented chapter of the work). The chapter presents the scope of the issues of own research. They were made and developed in December 2016. The scientific goal of the study was to clarify and broaden the concept of creativity, creativity and innovation, as well as dependencies occurring in the processes of creating advertising in various media that trigger creative processes and affect their development.

- In the presented chapter, we tried to get answers to the following research questions:
- *How is advertising perceived by the recipients? (the question is about creativity)?*
- *What according to the respondents determines the creativity of advertising?*
- *Is every ad creative?*
- *Can any advertising medium be an expression of advertising creativity?*
- *What is the role of music / sound in individual advertising media?*
- *According to the respondents, does the appearance of the advertisement determine the purchase decisions?*
- *What elements of advertising particularly attract the attention of the recipient, within individual advertising media?*
- *What elements / themes placed on the picture attract the attention of the recipient?*
- *What verbal messages best reach the recipient of the advertisement?*
- *What is the role of colors in advertising?*
- *Which ads have been most memorable and why?*
- *What elements in the ad stimulate / inspire to active creative activity?*
- *What level of creativity is represented by the subjects?*

Bearing in mind the research character of the study, the following research hypotheses were assigned to the distinguished goal and the following hypotheses:



H₁ *There is a connection between the styles of creative behavior (Approbation of Life, Strong Ego, Flexibility of cognitive structures, Self-realization, Internal Steering) of students and the perceived creative process accompanying the creation of the clap and its reception.*

H₂ *There is a relationship between people who perceive advertising media through the prism of visual and sound qualities and their inspiration for a creative activity.*

The conducted research was based on the sources of data collected for the purposes of the research program being implemented and from secondary research. The measurement instrument used in the study was a survey. In the question, closed and open questions were used in relation to the motifs of adverts and advertising media as well as closed questions in the case of the assessment of the degree of creativity of the studied population. The answers in the first part of the questionnaire consisted in the assessment of the significance of individual elements of a given selection field (categories considered), whereas in the questionnaire regarding Styles of Behavior, the respondents answered Yes, No or I do not know. In the second part, respondents answered questions related to the process of creating advertising.

The results of the study allowed for a positive verification of the hypothesis that there is a certain relationship between the styles of creative behavior of students and the perceived creative process accompanying the creation of advertising and its reception, but its strength of correlation depends on the style of creative behavior being studied. As part of the quantitative and qualitative research, a relationship was observed between people who perceive advertising media through the prism of visual and sound qualities, and their inspiration for creative activity. Obtained answers to questions and research hypotheses allowed to: indicate the influence of advertising media on the creativity of advertising; determine the impact of factors that determine the level of creativity of advertising; indicate the relationship between determinants conditioning the creativity of advertising and the work of the respondents.

Characteristics of publication No. 6.

Drela, K., Sokół, A. (2014). *Intellectual capital and deficit professions*. [in:] International Academic Conference, The International Institute of Social and Economic Sciences, Reykjavik, p. 1-14.

My contribution to the creation of this chapter is 50% (I developed a co-authored theoretical part of the article, co-authored the selection of the subject literature, prepared the conclusions).

Many theoreticians and practitioners prove that the basic resource determining the development is intellectual capital and its individual components. Value is currently created through productivity and innovation, and both are derived from this capital. Skilled workers, or properly educated practitioners, become the main source of profit, thereby marginalizing the labor, land and material and financial resources. This factor, recognized today in the world as an overarching resource, driving the development of modern farms, however, would not be possible to use in economic processes without the participation of other material resources. Achieving economic success should therefore use the synergy effect, understood as the effect of linking forces in complementary areas, but also seemingly non-complementary ones. Due to significant issues, thematic considerations have been made in order to show these relationships in more detail.

On the basis of the considerations conducted in the article, it should be stated that in all local labor markets in Poland the situation remains difficult and the prevalence of surplus over deficit is maintained. Among the surplus professions in

most provinces, first of all technicians should be mentioned, in particular economists technicians, garment technology technicians, nutrition and household technicians, farmers' technicians, hotel technicians or mechanics technicians. Among the surplus professions there were also economists, political scientists, pedagogues, engineers of various specialties (eg agricultural engineer), teachers (like a physical education teacher), historians or sociologists or lawyers legislators. Therefore, it should be emphasized that the purpose of each type of capital is to multiply, bring the effect in the form of income. Human capital also has benefits, both economic and unrelated to the economy. The most important include those from the second group, such as improved health, longer life and greater likelihood of involvement in the life of the community. However, in order for intellectual capital to exist and bring benefits to enterprises, there should be a detailed and strong cooperation between upper secondary and higher education and entrepreneurs. Education and, therefore, having appropriate qualifications and skills may cause that a given profession will be a profession sought by employers and if even in some way its owner will go to the labor office as an unemployed person, there is a very good chance to take another job, because the profession is in deficit.

In addition to greater adaptation of the educational offer, it is also important to promote lifelong learning among jobseekers. It is important to stimulate their educational activity towards supplementing already existing qualifications or completely changing them, because the mere complementation of professional skills in professions previously performed may turn out to be insufficient. Changes in the structure of demand for products and services, new technologies, increased requirements for productivity and work efficiency sometimes cause that only new professional competences allow for a return to active activity on the labor market.

Characteristics of publication No. 7.

Drela, K., Sokół, A. (2014). *The Obsessional University, Budapest, Hungary*. The Management, Enterprise and Benchmarking (MEB 2014), Obuda University, Budapest, Hungary, p. 221-238.

My contribution to the creation of this chapter is 50% (I have co-authored the theoretical part and the research part of the chapter, in the theoretical part I also co-authored the selection of the subject literature, in the research part I carried out the research and co-authored it, I prepared the conclusions).

The subject of this article is, in my opinion, an important aspect of the thinking about the development of creative industries. The first part of the article is of theoretical nature, I made it together with the co-author of the review of the subject's literacy and its critical analysis. The next part was analytical and empirical. Using scientific procedures and using appropriate methodology, I examined and learned the current state of human capital and its impact on the development of creative entities. The aim of the study was to estimate what competences the representatives of creative sectors have and how it affects the development of creative sectors.

Summarizing the results of the research, despite the multiplicity of the proposed dates regarding human capital, the conducted research showed a fairly high correspondence between the definition of human capital proposed in the literature and the perception of this term by employees of creative enterprises. In the analysis of the results of the research, there is a noticeable impression of employees on such competences as knowledge and experience, which over the years in Polish reality played an important role and it looks that these characteristics of the employee are also the most important today. It is also worth noting that the responses of creative



enterprises seem to be in line with the studies presented in the literature on the subject conducted on other research groups, ie business managers or employees.

Characteristics of publication No. 8.

Sokół, A. (2011). *Cultural determinants of knowledge development in Polish regions. [in:] Social inequalities and economic growth. Determinants of efficient operation in the enterprise and region.* Zeszyty No 20 Department of Theory of Economics and International Relations, Department of Economics and Management, University of Rzeszów. M. G. Woźniak (ed.). Rzeszów, p. 313-330.

The article consists of three parts, introduction and completion. The first part has a theoretical character, in which an overview of the subject's literature on the understanding of cultural issues in scientific economics, including economic culture, is presented. It was an introductory part in which I discussed the following issues - edios of culture and its diversity, economic culture, its definition and typology. Then I discussed the influence of culture on the development of knowledge in Polish regions. The aim of the study was also to meet information needs in the assessment of the impact of cultural aspects on the development of knowledge.

As a result of the considerations made, the following conclusions were made:

1. economic culture in the regions of Poland shows significant deficiencies although its higher level can be estimated in the regions of Poland "A". The reasons for this state of affairs can be sought in adaptation processes in the sphere of transforming communities as a result of the transition from a centrally planned economy to a market economy,
2. breaking down barriers to the development of a knowledge-based economy in the area of regions of Poland "B" should be carried out at the regional as well as central level,
3. developed economic culture is a significant factor creating the value of wealth, especially in regions with a high degree of urban agglomeration, with a significant density of population in the productive and pre-production age,
4. change of economic culture towards promoting entrepreneurial attitudes, creating the development of knowledge and values related to it should take place in an evolutionary but permanent level, bringing a systematic mono-spaced growth in the desired scope, change in economic culture may take a long time horizon result in effective growth of these areas.

5.Characterization of the scientific output

5.1.Main fields of study

For many years before and after doctorate my scientific interests have been concentrated on small and medium sized enterprises and the conditions of their development in micro and macro economical aspects with particularity sector creative. In particular the subject of interest dealt with the factors determining growth of those entities, comparative research, classification and assessing the relations between them. The main fields of my research are (according to the list of publications in the appendix No. 1):

- *Trends in development of leasing as a financial source of business growth in Poland and worldwide.* The direction of research (1998-2001) was implemented in the early years of my academic career attributable to the period of study and the first year of employment as an assistant at the Institute of Economics and Management, Technical University of Szczecin. The aim was to identify the scientific studies and presenting directions of development of

leasing in Poland and abroad. The subject of the lease was in Poland then issue new, hence the recognition of the area of issues concerning this form of financing enterprises interesting for me was a theoretical study - research which has been the subject of consideration of the following publications].

- *Analyses of preferences micro and macroeconomics in reference to stimulating the development of SMEs in Poland and worldwide.* This direction of research (he was executed in 2002-2010) covered a broad spectrum of research considerations in which I analyzed how the macroeconomic instruments (i.e. Tax policy, monetary, legal, fund EU) and the microeconomic impact on the development of small and medium sized businesses with taking into account the engineering industry companies. The main objective scientific studies presented below was to show that small and medium-sized enterprises is stimulating the development of a market economy and its principal challenge is effective to support it through properly applied instruments. Accordingly, the subject of research undertaken in these publications can be defined as cognitive and normative aspects of the development of small and medium-sized enterprises in Poland. They posed the thesis has been verified on the basis of research on the subject of small and medium-sized enterprises electromechanical industry in Poland, both from the theoretical as well as practical. Analysis of the use of the instruments supporting the development of the test sector, defined their level of use in enterprises of small and medium scale manufacturing, and assessing the scope of the realization of their basic functions. Furthermore, the objective was to analyze the empirical research, the results of which helped define the further possibilities of using legal and economic instruments to support the development of SMEs in Poland. Aim of the study affected the design of the publication and the selection of the testing procedures: inductive-deductive, analytical and statistical and mathematical-statistical.
- *Influence of nonmaterial factors (knowledge, culture, innovation, creativity) on growth of SME sector* it was and is the subject of my analysis from 2010 to the present. In the below mentioned publications proved that today more and more evident the need for a fundamental change in the paradigm of management of entities at the level of objectives, strategies, instruments. From this point of view, it seemed important refocusing of exogenous factors on resources and the development of endogenous potential, especially in the use of the advantages of enterprises to strengthen their competitiveness. It has been shown that significant attention paid to the development of intangible factors such as knowledge, creativity and innovation. The published works have been based on a critical analysis of literature, but also on empirical research conducted on a group of small and medium-sized enterprises Western Pomeranian Voivodeship].
- *Organization of business entities, among them the SME sector and sector creative* was another of my research area, which became the result of the analyzes of the impact of intangible factors to the development of the SME sector entities. The scope of work was carried out by me in 2010 to the present. In the presented works shown issues concerning principles of organization management in modern economic entities. Also considered appropriate approximation process of knowledge management, creativity in terms of theoretical and empirical, which could provide inspiration for both academics and the business world, as well as indicating potential courses of action to establish scientific and business cooperation.
- *The study of the determinants of the impact of culture on the development of creativity and creative sectors* was a thematic area presented as a scientific

cycle in this self-report. The scope of work was carried out by me from 2015 to the present day.

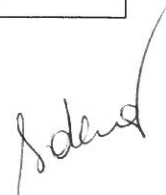
The research direction (realized in years 2011-2015) which became an inspiration to write the monograph *Management of creativity in the organization. Concept, methods, instruments* deals with influence of creativity on development of creative sector of small and medium sized enterprises. I began my research (including an analysis of theory and research on 500 employees in the creative sector) four years ago and they covered the following issues. This resulted in studies on the impact of cultural aspects on the development of creativity and creative industries. The result of these studies is a presented monograph on: *National economic culture and creative life orientations versus creative sector*.

5.2.Synthetic characterization of scientific achievements

My scientific work consists of 135 publications. 17 papers were published before and 114 after the doctorate in economics. They are monographs and there are among them the articles published in Polish and foreign scientific periodicals. These include: *Ekonomika i Organizacja Przedsiębiorstwa* – czasopismo Instytutu Organizacji i Zarządzania ORGMASZ, *Wiadomości statystyczne* – czasopismo Głównego Urzędu Statystycznego, *Handel Wewnętrzny* – czasopismo Instytutu Badań Rynku, Konsumpcji i Koniunktur, *Organizacja i Kierowanie* – czasopismo Komitet Nauk Organizacji i Zarządzania Polskiej Akademii Nauk oraz *Kolegium Zarządzania i Finansów Szkoły Głównej Handlowej*, *Zeszyty Naukowe Uniwersytetu Szczecińskiego* – *Ekonomiczne problemy usług*, *Prace naukowe Akademii Ekonomicznej we Wrocławiu*, *Zeszyty Naukowe Uniwersytetu Rzeszowskiego*, *Zeszyty Naukowe WSE w Kielcach*, *Studia i Materiały Polskiego Stowarzyszenia Zarządzania Wiedzą*, *European Journal of Service Management*, *Elsevier Procedia-Social and Behavioral Sciences Journal*, *Mediterranean Journal of Social Sciences*, *International Scientific Journal Human Resources Management and Ergonomics*, *Економічні науки*, *Perspectives of Innovations, Economics and Business*; *Entrepreneurship and Sustainability Issues*.

Their specification is presented in the table 1.

Specification	Before the doctorate	After the doctorate	collectively
Reviewed and published works			
Scientific publications in journals in the Journal Citation Reports (JRC) database or on the European Reference Index for the Humanities (ERIH)	-	4(4)	4(4)
Monographs, scientific publications in international or national magazines other than those in the databases or on the list referred to in point II A:			
Scientific edition of monographs in English:	-	11(10)	11(10)
Scientific edition of monographs in Polish:	-	7	7
Monographs own in Polish:		2	2
Chapters in scientific monographs in Polish – two authors:	-	2(2)	2(2)
Articles having indexes of Scopus, Ebsco and Index Copernicus:	-	4(2)	4(2)
Other scientific articles in international journals:	-	3	3
Publications in the Polish reviewed scientific journals enumerated in the list of the Minister	1	10(3)	11(3)



B:			
Chapters in scientific monographs in English:	1	13(3)	14(3)
Chapters in scientific monographs in Polish – many authors:	16	23	39
Chapters in academic manuals	-	38(2)	38(2)
Reviewed and published works collectively	18	117 (*26)	135(*26)
Other scientific achievements			
Academic articles for general public	11	6	17
Participation in scientific research projects:	1	17 (1)	18 (1)
- managing the projects	1	13	14
- domestic			
- international	-	4(1)	4(1)
Participation in R&D projects	-	6	6
Participation in organizational and scientific committees of the conferences	-	41	41
- domestic	-	9	9
- international	-	32	32
Research reports reviewed/unpublished	-	3	3
Membership in the scientific and editorial committees	-	6	6
- domestic	-	1	1
- international	-	5	5
Membership in institutions, associations, networks	-	7	7
- domestic	-	3	3
- international	-	4	4
Papers presented at conferences	3	32	35
- domestic	3	19	22
- international	-	13	13
Scientific reviews	2	50	52

(*) Number of works as an coauthor

Source: own work.

5.3. Rewards, scholarships, training, conferences

In the years 2004 – 2018 I received 5 scientific and didactic rewards from the Rector of Technical University of Szczecin and 2 rewards from the Dean of Faculty of Management and Economics of Services, University of Szczecin.

In the years 2011 - 2018 I underwent traineeships, I took part in study visits, I created library queries in foreign scientific centres acquiring experience in creating international groups, cooperating and conducting classes:

1. Mykolas Romeris University in Kaunas, Lithuania (April 2017).
2. Univeristy Matej Bel in Banska Bystrica, Slovakia (November 2015).
3. Sapienza University in Rome, Italy (May 2014).
4. Higher School of Economics in Prague, Czech Republic (May 2014).
5. Comenius University in Bratislava, Slovakia (April 2014).
6. Obuda University in Budapest, Hungary (February 2014).
7. University of Zilina, Slovakia (annual scientific internship academic year 2013/2014).
8. University in Hradec Kralove, Czech Republic (February 2013).
9. The National University of Kyiv Taras Shevchenko in Kiev, Ukraine (September 2012).
10. Dniepropietrowsku National University, Ukraine (September 2012).



11. Mykolas Romeris University in Vilnius, Lithuania (February 2011).

Carried on scientific visits enabled me to establish cooperation with representatives of research centers in Switzerland, the Netherlands, Hungary, the United States, Lithuania, Slovakia, Czech Republic, Ukraine, Sweden, Italy. This resulted in active research activities and expertise in two Network's from Eastern and Central Europe and other institutions of a scientific nature.

Moreover, within the range of scientific activity I took part in scientific conferences organized by leading Polish universities:

1. Warsaw School of Economics (WSE)
2. Univeristy of Scince and Technology
3. Jagiellonian University
4. Wrocław University of Economics
5. University of Gdańsk,
6. University of Zielona Góra
7. John Paul II Catholic University of Lublin,
8. Poznań University of Technology,
9. Częstochowa University of Technology

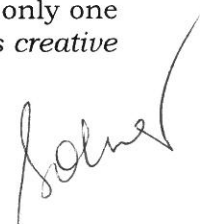
and I also participated in conferences abroad:

1. National and Kapodistrian University of Athens,
2. University of Barcelona,
3. University of Alcala in Madrid,
4. Anadolu University Open Education-Kyrenii,
5. VSE-Prague,
6. University of Žilinie,
7. Mykolas Romeris University-Vilnius,
8. Mykolas Romeris University-Kaunas,
9. Matej Bel University-Banská Bystrica,
10. University of Hradec Králové,
11. Obuda Univeristy-Budapest,
12. Klaipeda University-Klaipeda, in Reykjaviku,
13. Dniepropetrovsk National Univeristy,
14. Linköping University.

5.4. Scientific and research work

My research and scientific activity includes managing and participation in 13 projects realized as own studies or statutory researches at Szczecin Polytechnics, the Faculty of Management and Economics of Services of Szczecin University and the foreign institutions of which I am a member (the appendix no. 1).

I supervise two international projects dealing with development of creativity in organizations and regions. During my scientific internship in Slovakia I have been managing my own project (100% own contribution) titled: *Research on management of creative capital in the reference to increase of worth and competitiveness of the regions*, which is aimed at identification of creative capital in development of the provinces in Poland and Slovakia and indication of the main trends of growth of the capital to stimulate creativity. On the present stage a monograph is being prepared as a result of the research. The next stage of the study (2015/2016) will be conducted in the Czech Republic and Hungary, so that you can make summaries in the development of the capital presented in the countries of V4. In the year 2014 I began to manage the project within the Network (joining the academics from Eastern and Central Europe) including the universities in Latvia, the Czech Republic, Slovakia, Poland and Hungary. In the year 2016 to 2018 management and only one worker project *National economic culture and creative life orientations versus creative sector*.



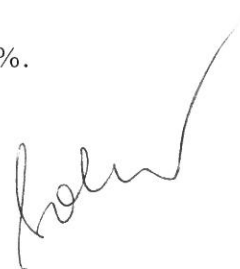
In years 2003-2018 also the researches of which I was a manager or performer dealt with the issues like:

I. Researches own:

1. *Assessment of preferences in supporting small and medium sized enterprises on the example of the electromechanical industry in Poland*, Technical University of Szczecin, 2003.
Function:: research manager., my contribution 100%.
2. *Indication of determinants of development of knowledge and innovations as chances or dangers for the SME sector growth*, Faculty of Management and Economics of Services, University of Szczecin, 2008.
Function:: research manager., my contribution 100%.
3. *Exemplification of determinants having impact on growth of knowledge in the region*, Faculty of Management and Economics of Services, University of Szczecin, 2009.
Function:: research manager., my contribution 100%.
4. *Analyses of the chosen processes of growth in the Polish industries; the determinants of knowledge development in the Polish provinces*, Faculty of Management and Economics of Services, University of Szczecin, 2009.
Function:: research manager., my contribution 100%.

II. Researches statues:

5. *Perspectives of development of small and medium sized enterprises in the electromechanical industry in Poland*, Faculty of Management and Economics of Services, University of Szczecin, 2007.
Research manager Prof. dr hab. J. Engelhardt.
Function: project co-founder, research manager., my contribution 20%.
6. *Analyses of the chosen perspective of development of small and medium sized enterprises in the sector of services - stage I*, Faculty of Management and Economics of Services, University of Szczecin, 2007.
Research manager Prof. dr hab. J. Engelhardt.
Function: project co-founder, research manager., my contribution 20%.
7. *Trends in development of small and medium sized enterprises on the example of the services in Poland including the Western Pomeranian Voivodeship*, Faculty of Management and Economics of Services, University of Szczecin, 2009.
Research manager Prof. dr hab. J. Engelhardt.
Function: project co-founder, research manager., my contribution 20%.
8. *The impact of environment on development of enterprises*, Faculty of Management and Economics of Services, University of Szczecin, 2010.
Research manager Prof. dr hab. J. Engelhardt.
Function: project co-founder, research manager., my contribution 20%.
9. *Analyses of the chosen perspective of development of small and medium sized enterprises in the sector of services - stage II*, Faculty of Management and Economics of Services, University of Szczecin, 2011.
Research manager Prof. dr hab. J. Engelhardt.
Function: project co-founder, research manager., my contribution 20%.
10. *The chosen aspects of functioning and development of contemporary enterprises - stage I*, Faculty of Management and Economics of Services, University of Szczecin, 2012.
Research manager Prof. dr hab. J. Engelhardt.
Function: project co-founder, research manager., my contribution 20%.
11. *The chosen aspects of functioning and development of contemporary enterprises - stage II*, Faculty of Management and Economics of Services, University of Szczecin, 2012.
Research manager Prof. dr hab. J. Engelhardt.
Function: project co-founder, research manager., my contribution 20%.



12. *The chosen aspects of functioning and development of contemporary enterprises – stage III*, Faculty of Management and Economics of Services, University of Szczecin, 2015.

Kierownik badania Prof. dr hab. J. Engelhardt.

Function: project co-founder, research manager., my contribution 20%.

13. *The chosen aspects of creating values in contemporary enterprises – stage II*, Faculty of Management and Economics of Services, University of Szczecin, 2015.

Research manager Prof. dr hab. J. Engelhardt.

Function: project co-founder, research manager., my contribution 20%.

The important part of my work are expert activities, in which I join the theoretical and practical knowledge. I participated as an expert in realization of the several R&D projects.

From 2011 till present I am a representative of the scientific association in the Czech Republic. This position let me work on the projects referring to the growth and building of the relations between academics of the European countries and also relations between science and business.

In 2015, I carried out a project regarding the commercialization of inventions of Polish scientists. The project is implemented for 8 inventions for SGGW in Warsaw.

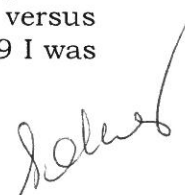
In the years 2013 and 2015 I had also my own business TIRC, research enterprise, which realized activities corresponding with the subjects profile. Running own business let me join scientific and practical knowledge and was a part of my scientific studies referring to creativity development in the organizations. I also could collect the information about chances and dangers for this kind of enterprises. I had an opportunity to take more practical attitude to the subject of my research.

In the year 2013 I made 11 reports about the innovations for the entrepreneurs from the Warmian-Mazurian Voivodeship as a part of the project *Knowledge as a key to success* co-financed by the European Union from the European Social Fund. I was a coordinator of two teams and co-performer of the reports. Performance of the task consisted of four-day staying in each enterprise, making evaluation of its functioning and preparing the report about the history of its foundation, detailed characterization and the branch description, also possibilities of implementing the innovations which can improve and influence the development and functioning of the enterprise after finishing the audit (the appendix no. 1).

In the years 2012 and 2013 I conducted the courses at the post gradual studies in Szczecin and Zielona Gora, on economic analysis and financing of investments in the SME sector from the EU funds.

In the years 2010 and 2011 I was a member of the experts commission for the applications to the project *Establish business – training, consultancy and financial support in reference to foundation of own business activity*, realized as the Activity 6.2 *Support and promotion of business activity and self-employment* – of the 'Human Capital' Operational Program. In this project I was an expert and prepared assessment of 232 applications in the four application periods.

Then in the year 2009 I was a lecturer at the conference: *Innovation as an economical motor, which took place in Kolobrzeg* and was a summary of the project *Investment into knowledge as motor of innovations growth in the region*. Her organized by the Province Job Center. The aim of the meeting was to build relations between knowledge and business. In the same time together with Western Pomeranian Job Market Observatory of the Voivodeship Job Center in Szczecin I was an editor and co-author of the reports on: examination and diagnoses of the development of the Western Pomeranian region and conditions for growth of employment versus IT and innovations in the Western Pomeranian Voivodeship. In the year 2009 I was



also a panel expert in the project: Establishing, development and actualization of Regional Strategy of Innovativeness in the Western Pomeranian Voivodeship – Marshall Office, Szczecin. The project included a number of meetings during which there were discussions of experts on possibilities of development of Szczecin.

In the years 2009 and 2010 I was an e-learning coordinator in the Dutch project of the innovative training for students *Life Innovation Creator – support for innovative academic entrepreneurship*.

In the year 2008 I participated in the expertise ordered by the Minister of Regional Development in cooperation with CASE by IWI – Advisers on The Indicators for SPO-WKP on the level of the program and priorities: perspective of achieving target values, sources of data and proposed methodology of calculation.

Within the period from the year 2004 to 2006 I co-created, prepared the program content and range of economical, management and psychological courses of the Educational Center. For two years I was a co-manager this instytution in Szczecin. In the years 2004-2010 I conducted several dozen trainings on running and establishing business in Poland, preparation of business plans, financial settlement and marketing activities for the Job Center and entrepreneurs within the EU funds and realized projects.

In the framework of cooperation uniting researchers from Central - Eastern Europe on human capital development, coordinating the work and development of young researchers (the appendix 2). They are carried out joint research and the current is created magazine, in which graduate students can publish their analysis and to make discussions with other representatives of learning.

5.5.Didactic activity

I realized my didactic work first of all at the Institute of Management and Economics of Services, Technical University of Szczecin.

Since 2006 I have been a worker of the Institute of Enterprises Economics, the Faculty of Management and Economics of Services, University of Szczecin. Didactic activity constitutes a wide range of lecture, class and seminar issues of the profile of the Faculty at which I work. I conduct classes on:

1. *Economic analysis.*
2. *Knowledge of the enterprise.*
3. *Knowledge of the organization.*
4. *Fundamental knowledge of the enterprise.*
5. *Practical business solutions for enterprises.*
6. *Economics.*
7. *Starting and running a small enterprise.*
8. *Financial reports and cost accounting.*
9. *How to start a business in Poland and in chosen European countries.*
10. *The Enterprise in integrating Europe.*
11. *Activity of business entities in the international environment.*
12. *Controlling.*
13. *Economic diagnostics.*
14. *Value-for-money management.*
15. *Logistic controlling.*
16. *I conducted Licentiate seminar (I was a supervisor and a reviewer of a few graduate thesis).*

In the years 1998 and 2006 I was included lectures, laboratory and project exercises. I conducted classes for full-time and for part-time program students, first of all on the following subjects:

17. *Macroeconomics.*
18. *Microeconomics.*



19. *Fundamentals of Economics.*
20. *Managerial Economics.*
21. *Capital Management.*
22. *Financial Management.*

In relation to the fact that I am always inspired by new experiences and accompanied by willingness to improve my qualifications and expand my analytical and didactic workshop I have actively been participating in training courses for many years. In 2003/2012 I finished the following courses:

1. *Computer graphics.* Centrum Edukacji Maius.
2. *Modern information technologies for teachers.*
3. *MapInfo course.* University of Szczecin.
4. *Several training courses on entrepreneurship.* The Szczecin Entrepreneurship Centre.
5. *The Act on Economic Freedom, Structural Funds - the path to European success.* The Szczecin Entrepreneurship Center.
6. *The role of financial institutions in obtaining subsidies from the Structural Funds.* The Szczecin Entrepreneurship Center.
7. *Standards and rules of labor law in joining the EU.* The Szczecin Entrepreneurship Center.
8. *ABC of entrepreneurship.* Szczecin Center for Entrepreneurship.
9. *One-man company - taxes.* The Szczecin Entrepreneurship Center.
10. *Public procurement for enterprises.* The Szczecin Entrepreneurship Center.
11. *A one-man company - an entrepreneur-employer.* The Szczecin Entrepreneurship Center.
12. *Tax on goods and services after Poland's accession to the European Union.* The Szczecin Entrepreneurship Center.
13. *Funds of EU guarantees.* The Szczecin Entrepreneurship Center.
14. *In search of differences - introduction to methods of analysis of variance.* SPSS Polska AGH Krakow.
15. *Course of the basics of data analysis in scientific research.* SPSS Polska AGH Cracow.
16. *LIFE Innovation creator course - support for an innovative academic entrepreneurship* (Live International Future Experience, SGH Warsaw.
17. *Modeling of linear and non-linear regressions.* SPSS Polska AGH Krakow.
18. *Estimation and statistical inference in PS IMAGO / IBM SPSS Statistics.* SPSS Polska SWPS Warsaw,
19. *Statistics - methods of analysis of variance and regression analysis in StatSoftPoland.* Cracow.

In the years 2012 – 2013 I conducted classes at postgraduate studies on the economic analysis and financing investments of SMEs from EU means in universities of Szczecin and Zielona Góra.

I also lectured out of the university (University of the Third Age - volunteering, post secondary education institutions) in the years 1998-2009. I gave lectures in a traditional and blend learning form on *market economy, banking and entrepreneurship*. I was a supervisor of about 20 graduate thesis concerning general economy and I was a member of the Examination Committees.

Within the frames of my didactic work I took part in preparation of publications for students, which are collective works edited by Professor J. Engelhardtta (*Enterprise management, Economics of enterprises, The contemporary enterprise*). Important and dignifying is the fact that prepared descriptions enjoy respect of teachers from other scientific centres which is reflected by recommending them on syllabuses not only of the parent university.

At present in a didactic process, the academic teacher is required to have a diverse look at teaching which makes it possible to use different methodical techniques. They influence effectiveness of knowledge acquisition by students and result in better communicativeness in relations of a teacher and a student. With reference to this I undertake initiatives aiming at modernising the didactic process of my didactic workshop. One of them was the acquisition of skills related to the use of e-learning techniques. These skills turned out to be useful for conducting theoretical and practical classes by means of this technique. At the Faculty of Management and Economics of Services, University of Szczecin I realised, as a coordinator, a Dutch e-learning project of innovative internships for students "*Innovation creator – support for innovative academic entrepreneurship*" (Live International Future Experience), supported by Ministry of Science and Higher Education. The classes enabled students to participate in concrete business, economic, financial and technical projects or projects of managing enterprises and thus to intern vocationally without necessity of constant staying in economic entities. The aim of the didactic process realised in the frames of e-learning was to introduce the student to the issue of knowledge within the range of skills in solving practical problems of enterprises. Working parties on the e-learning platform were students, entrepreneurs and lecturers as main coordinators of enterprises.

Within the frames of the didactic process I use my practical experience (I worked in enterprises of West Pomeranian province, I managed the education centre, I made expert reports for institutions and entrepreneurs and I ran a research and development enterprise, I am a member of a board of an organization as well as of international networks) and experience acquired abroad where I got familiar with the standards of teaching at universities in Lithuania, Italy, the Czech Republic, Slovakia, Hungary, Ukraine and Holand. An example of such classes, are extracurricular classes which I conduct and in which students learn how to practically use knowledge of entrepreneurship and how to start and run a business in the country and abroad.

Comparing theory to practice I conducted several dozen training courses on widely understood entrepreneurship and ways to receive EU funds for starting a business, I also conducted courses for unemployed (preparing a business plan, a feasibility study, ABC of entrepreneurship) commissioned by district job centres and entrepreneurs. The acquired experience enabled me to get acquainted with needs of unemployed people as regards the development of competences and needs of entrepreneurs. This knowledge enabled me to conduct and enrich classes for students with practice. Joining theory with practice enabled me to co-create the education centre in Szczecin in the years 2004 – 2005 along with its program frames and training for its functioning.

In the frames of my didactic work I participated actively in creation of training programs and syllabuses (2010/2011 and 2015/2017) for minimum programs of the National Qualifications Frameworks (Krajowe Ramy Kwalifikacji dla Szkolnictwa Wyższego) for the major Management (Faculty of Management and Economics of Services, University of Szczecin).

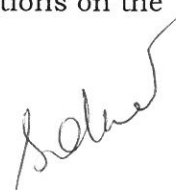
A position of a tutor taking care of the Student Scientific Circle *Inceptum* at the Institute of Enterprises Economics (2011 – 2013) enabled me to get involved in education and development of students. The work with the students resulted in organizing student national and international meetings and conferences. These activities gave me satisfaction and enabled me to get acquainted with students needs as regards knowledge acquisition



5.6. Organizational activity

Within the frames of organizational activity I undertook several initiatives popularizing science and supporting work for Technical University of Szczecin and Szczecin University. The most important organizational initiatives are:

- preparing the annual material and financial plan for the Institute of Economics and Management, Technical University of Szczecin, 1999 – 2005;
- I was a member of the Recruiting Committee for stationary studies at Faculty of Mechanical Engineering, Technical University of Szczecin, 1999 – 2002;
- I was a member of Diplomas Committee at Faculty of Mechanical Engineering, Szczecin University of Technology in 2001;
- from 2009 year I actively participated, as a member of the scientific and organizational committee, in organization 32 international conferences (the appendix no. 1):
 - a) Institute for Public Administration Prague,
 - b) University of Central Florida, Orlando, USA,
 - c) Universiti Sains Islam Malaysia (USIM),
 - d) Kuala Lumpur, Malaysia,
 - e) College of the Bahamas Nassau, The Bahamas,
 - f) Uniwersytet w Klaipeda,
 - g) Uniwersytet w Żilinie,
 - h) Uniwersytet w Bańskiej Bystrzycy,
 - i) Uniwersytet Mykolasa Romera w Wilnie,
 - j) Uniwersytet Mykolasa Romera w Kownie,
 - k) Polytechnic Institute of Santarém, European Marketing and Management Association South-European Branch Bośnia i Hercegowina
 - l) and over a dozen virtual conferences in Slovakia, the Czech Republic and London).
- 9 national conferences (the appendix no. 1):
 - a) Jagiellonian University,
 - b) University of Gdańsk,
 - c) University of Szczecin,
 - d) the Catholic University of Lublin,
 - e) Higher School of Henzetycka in Słupsk
 - f) and scientific meetings at the Faculty of Management and Economics of Services at the University of Szczecin.
- I took part in conferences devoted to education and promoting education in National and Kapodistrian University of Athens, University of Barcelona, University of Alcalá in Madrid, Anadolu University Open Education-Kyrenia;
- I was a member of the Recruiting Committee for stationary and extramural studies at the Faculty of Management and Economics of Services, University of Szczecin in the years 2007 – 2008;
- I reviewed 40 scientific works in Polish and in English for the University of Gdańsk, University in Žilín, University of Szczecin, Szczecin University of Technology, institution in the Czech Republic, and for international publishers mentioned in the appendix no. 1;
- I was a co-author of workshops *"How to start a business in Poland („Jak założyć działalność gospodarczą w Polsce)(procedures, taxes, forms of employment, business plan)"* co-authors – Dr Anna Drab – Kurowska, Dr Karolina Dreła *"Financial analysis for enterprises" ("Analiza finansowa dla przedsiębiorstw"* – co-author Dr Anna Surmacz and I co-worked at consultations on the



international training program *LIFE* within the frames of comm-on-lab at the Faculty of Management and Economics of Services (11th West Pomeranian Festival of Science, 2011;

- I was a tutor of the Student Scientific Circle *Inceptum* at the Institute of Enterprises Economics, University of Szczecin (2011 – 2013);
- I was member of the working group for implementation of e-learning at the Faculty of Management and Economics of Services University of Szczecin;
- I was a co-worker at the Institute of Enterprises Economics and the Promotion Centre of the Faculty of Management and Economics of Services, University of Szczecin;
- I was a representative of the Institute of Enterprises Economics in the project of the Faculty of Management and Economics of Services, University of Szczecin *Inter lab*;
- I am a member of the Commission for awards and distinctions of the Faculty of Management and Economics of Services at the University of Szczecin from 2016.

In this summary of scientific accomplishments I presented in a synthetic way my own assessment of my scientific achievements after gaining the title of a doctor of Economic Sciences in the year 2004. A detailed specification of the scientific and didactic achievements was included in the appendices to the application to initiate postdoctoral proceedings.

Reference:

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- Matczak, A., Jaworowska, A., Stańczak, J. (2000). *TCT-DP Rysunkowy Test Twórczego Myślenia*. PTPPTP. Warsaw.
- Obłąkowska-Kubiak, K. (2013). Kultura i gospodarka – od pogranicza nauk ku perspektywie ekonomicznej. *Rynek - Społeczeństwo – Kultura*, 4(8).

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