



Major studies and research projects

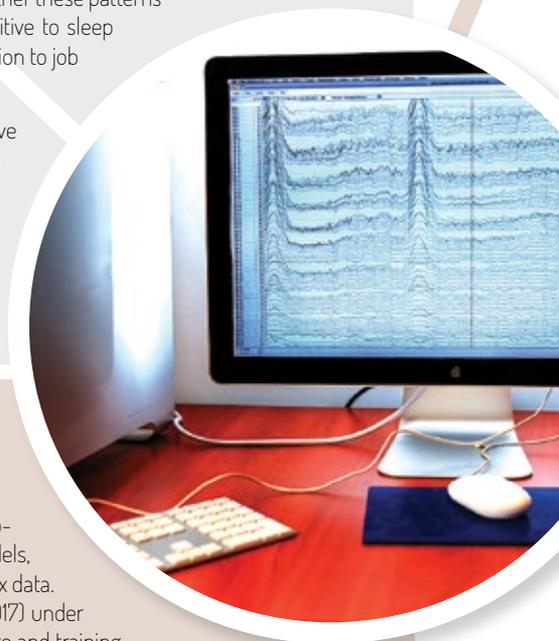
- **Entrepreneurship in Sport and Tourism.** The Department of Management in Tourism conducts research aimed at presenting solutions for promoting creative and entrepreneurial activities in organisation and sports events management including global solutions focused on cooperation and creating place brands.
- **Mass Media vs. Participation of Citizens and Public Political Discourse.** The research project "Mediatisation of the Election Game: Municipal Elections 2014" is conducted at the Institute of Journalism, Media and Social Communication. It aims to determine the real impact of media both on the participation of citizens and on public political discourse. Research findings are a meaningful contribution to knowledge about the shaping of the public sphere in Poland as well as a source of practical tips for politicians and local media.
- **Pedagogical Supervision.** The "Programme for Strengthening Quality and Effectiveness of Pedagogical Supervision and School Functioning Quality Evaluation: Stage 3," conducted at the Institute of Public Affairs, aims to improve the quality of Poland's education system through the introduction of modernised systems of pedagogical supervision consisting of the evaluation of school functioning. Modernised systems of supervision will be introduced in all schools and educational organisations listed in System Informacji Oświatowej (SIO; Educational Information System – EIS).
- **Internet Knowledge Resources.** The SYNAT project conducted at the Institute of Scientific Information and Library Science aimed to create a universal and open repository platform for hosting and communication to provide network resources for science, education, and the open knowledge society.
- **Sleep Deficiency: Brain Bioelectric Activity.** The research project "Neural systems for error monitoring: Activity patterns of detection and correction of erroneous saccadic reactions and their circadian stability in chronic sleep deficit state – simultaneous dense array EEG and oculographic study" is being conducted at the Department of Cognitive Neuroscience and Neuroergonomics at the Institute of Applied Psychology with the simultaneous use of two techniques: dense array EEG and oculography. The objective of the project is to identify patterns of brain bioelectric activity when making an error and correction of erroneous saccadic eye movements. The next stage will be to investigate whether these patterns change at different times of the day and whether they are sensitive to sleep deficiency. Research findings will be of particular relevance in relation to job positions in the field of highly developed technology.
- **New Study on the History of World Cinema.** These studies have been conducted since 2009 at the Institute of Audiovisual Arts in collaboration with leading Polish and international cinematography centres (the University of Silesia, the University of Łódź, the University of Warsaw, the University of Wrocław, and Northern Michigan University). Thus far, two large volumes on this subject have been published.

Collaboration

In a framework of cooperation between IBM and the Complex Systems Modelling Workshop in the Institute of Applied Psychology, analytical solutions are used that serve building prediction models, forecasting, and simulation of phenomena on the bases of complex data. The Workshop is included in the IBM Academic Initiative (2012–2017) under which student internships are implemented and access to software and training materials is possible.

From 2007 to 2010, the research project "LLP: School and World of Work" was conducted at the Institute of Economics and Management. Together with representatives of twelve EU member states work began on creating the largest European network of employers and contacts of secondary and higher education establishments – a system that would limit graduate unemployment as well as support their mobility.

Other Faculty institutes also carry out various scientific and educational activities based on multilateral cooperation with other centres.





Scholars

Prof. Ryszard Przewłocki – Head of the Department of Neurobiology and Neuropsychology. His academic interests include mechanisms of action of endogenic opioids, the neurobiology and psychology of stress, pain and drug addiction, neuropsychology, and molecular and genetic mechanisms of action of psychotropic drugs. He has written nearly two hundred original works. He is the Head of numerous international research projects.

Prof. Barbara Liberska – Head of the Department of Globalisation and Economic Integration. She is particularly interested in international economics, globalisation, global financial and economic crises, European integration, new economic powers, the process of regional integration,

and changes in the world economy. She is a member of the Committee on Economic Sciences and the "Poland 2000 Plus" Forecast Committee of the Polish Academy of Sciences. She is also a member of the Scientific Council of the Polish Economic Society, and a member of the editorial board of the journal *Ekonomista* (Economist).

Prof. Mariusz Flasiński – Head of the Information Technology Systems Department and a member of the Polish Academy of Arts and Sciences. His scientific interests include image recognition and processing, artificial intelligence, IT in management, formal languages and automata theory, software engineering, and software project management. He is the leader of seven research projects, an author of approximately 130 papers and six books, including the textbooks *Zarządzanie projektami informatycznymi* (Software Project Management) and *Wstęp do sztucznej inteligencji* (Introduction to Artificial Intelligence).

Prof. Tadeusz Lubelski – Head of the Department of Polish Cinema History. His academic interests focus on the history of Polish cinema and European cinematography, especially the French cinematography. He is a member of the European Film Academy, the Scientific Board of the Institute of Art of the Polish Academy of Sciences, and the Scientific Editorial Board of *Kwartalnik Filmowy* (Film Quarterly). He authored the *Historia kina polskiego. Twórcy, filmy, konteksty* (History of the Polish Cinema: Makers, Films, Contexts). He is a co-editor of a multi-volume work entitled *Historia kina* (The History of Cinema).

Specialisation

- Economics
- Film • Informatology
- Computer Science
- Culture • Media • Politics
- Psychology • Tourism
- Management

Achievements

The remarkable achievements of Faculty scholars concern – in particular – different IT systems. These include the System for Teaching ElectroCardioGraphy, used to improve the diagnostic skills of students and young cardiologists; the computer-based analytical system of the Polish Sign Language; a cognitive-semantic user interface model for visually impaired people; SyNaT, a national scientific platform; and scientific and technical information systems.

An important area of scientific achievements are programmes and strategies for broadly understood social reality such as "Programme for Strengthening Quality and Effectiveness of Pedagogical Supervision and School Functioning Quality Evaluation," "Leadership and Management in Education: Developing and Implementing the System of Education and Improvement for School Principals," "Strategic Directions of Tourism Development in the 21st Century," and "EMPATIC: Introducing Information Competence Training in Education Programmes."



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