

Department of Communication and Management  
Faculty of Physical Education and Sport  
the University School of Physical Education in Wrocław (Poland)

Department of Business Excellence, Faculty of Economic Sciences  
and Management, Nicolaus Copernicus University in Torun (Poland)

invites you to:

# 8<sup>th</sup> International Scientific Conference QUALITY IN SPORT April, 22<sup>nd</sup>-23<sup>th</sup>

Main topics of the conference:

- Human capital in sport
- CSR in sport
- Personal Trainer as a profession of the future
- Double-career athletes
- Science and sport
- Legal aspects of sport
- Digitization and mediatization in sport
- Marketing in sport
- Sports during SARS-CoV-2

on-line (Zoom)



NICOLAUS COPERNICUS  
UNIVERSITY  
IN TORUŃ  
Faculty of Economic Sciences  
and Management



Thursday 22<sup>nd</sup> April 2021

9:00 AM - 9:30 AM Opening

session - Management, finance and media in sport I

Anna Jasiulewicz PhD (Warsaw University of Life Sciences), prof. Zygmunt Waśkowski (Poznań University of Economics and Business) **Consumers engagement with the use of digital technologies in the process of co-creating consumer value on the sports market**

prof. dr. Alexander Hodeck, Jacqueline Tuchel, Luisa Hente, Marlies Brunner (International School of Management (ISM) / TU Chemnitz, Germany) **Crowdfunding as a financing instrument for sport in difficult times - An analysis of crowdfunding projects in Germany during the COVID-19 pandemic**

Marcin Karwiński PhD (Cracow University of Economics) Łukasz Panfil PhD (Wrocław College of Sport) **Managing a sports team in time of SARS Covid19 Pandemic**

Michał Jagielski MA, Yi Zhang MA (Nicolaus Copernicus University in Torun) **The cross-cultural issues in professional football. The case study of Polish Ekstraklasa SA**

10:30 AM – 10:45 AM Discussion

session - Management, finance and media in sport II

Igor Perechuda PhD (University School of Physical Education in Wrocław) **Football clubs drowned by players**

Mindaugas Gobikas (PhD student), prof. Vilma Čingienė (Mykolas Romeris University, Lithuania) **Public-Private Partnership in Youth Sport Delivery: Local Government Perspective**

Adam Wiśniewski PhD (University of Warmia and Mazury in Olsztyn) **Sport club business model**

Zineb Jibraili PhD (ENCGJ Chouaib Doukkali University, Morocco) **Financing of sports services. Morocco example**

11:45 AM – 12:00 PM Discussion

12:00 PM – 12:15 PM Coffee break

12:15 PM – 1:30 PM Discussion panel of rectors and deans of physical education universities

session - Management in sport

Sławomir Kowalski PhD (Czestochowa University of Technology) **Tabloidyzacja współczesnego sportu - moda czy nowa rzeczywistość / Tabloidization in information management in sport**

Jarosław Kończak PhD (University of Warsaw) **Motywy sportowe w reklamie marek komercyjnych / Sports themes in advertising of commercial brands**

Karolina Nessel PhD (Jagiellonian University in Kraków) **Balancing mass sports participation and elite sports: the heterogeneity of the EU countries / Między sportem masowym a wyczynowym - zróżnicowanie krajów UE**

Monika Płaczowska PhD student (University of Economics in Katowice) **Konwersja świadczeń sponsoringowych w sporcie podczas pandemii COVID-19 – studium przypadku / Conversion of sponsorship benefits in sport during the COVID-19 pandemic – a case study**

Dominik Kania PhD candidate (University of Silesia in Katowice) **Sport a storytelling. Dlaczego marki sięgają po wątki sportowe? / Sport in storytelling. Why do brands adopt sport into narratives?**

2:45 PM – 3:00 PM Discussion

session - Human capital in sport II

prof. Sylwester Bejger (Nicolaus Copernicus University in Torun) **Wpływ pandemii na sport żużlowy - wybrane implikacje zarządcze / Influence of 2020 pandemic on speedway – selected managerial implication**

Artur Grabowski PhD (University of Economics in Katowice) **Wdrażanie zrównoważonego rozwoju w spółce komandytowo-akcyjnej Borussia Dortmund / Implementation of the sustainable development in the Borussia Dortmund GmbH & Co. KgaA**

Tomasz Seweryniak PhD (University School of Physical Education in Wrocław) **Rozwój kompetencji trenerów profesjonalnych zespołów piłki siatkowej / Competences development of coaches of professional volleyball teams**

Jakub Szczepkowski M.Eng. (Nicolaus Copernicus University in Torun) **Budowanie i utrzymywanie relacji z kibicami piłkarskimi w czasie pandemii / Building and maintaining the relationship with football fans during COVID-19**

Jakub Szlendak (WSB University in Poznań) **Zarządzanie ryzykiem w klubie piłkarskim / Risk management in a football club**

4:15 PM – 4:30 PM Discussion, closing of the first day of the conference

9:30 AM - 10:30 AM

10:45 AM – 11:45 AM

1:30 PM – 2:45 PM

3:00 PM – 4:15 PM

Friday 23<sup>rd</sup> April 2021

9:15 AM - 9:30 AM Opening

Session "Human capital and management"

Adam Metelski PhD (Poznań University of Economics and Business) *Czynniki kształtujące wartość zawodników na rynku transferowym / Factors affecting the value of players on the transfer market*

Dorota Górecka PhD (Nicolaus Copernicus University in Torun) *Zastosowanie metody MARS w negocjacjach kontraktu sponsorskiego Applying the MARS method in the sponsor contract negotiations*

Artur Wyszynski PhD (University of Warmia and Mazury in Olsztyn) *Forma własności a wyniki ekonomiczne i sportowe klubów piłki nożnej w Polsce / Form of ownership and economic and sports results of football clubs in Poland*

Agnieszka Widawska-Stanisiz PhD (Czestochowa University of Technology) *Klient wewnętrzny w zarządzaniu przedsiębiorstwem sportowo-rekreacyjnym / The internal customer in the management of a sports and recreation company*

Szczepan Kościótek MA (Jagiellonian University in Kraków) *Motywacje nabywców akcji klubów sportowych emitowanych w kampaniach equity crowdfundingowych / Motivations of acquirers of sports clubs shares issued in equity crowdfunding campaigns*

10:45 AM – 11:00 AM Discussion

Session „health and sport”

prof. Igor Grygus (National University of Water and Environmental Engineering, Ukraine)

Serhii Kozin MA, prof. Zhanneta Kozina (H.S. Skovoroda Kharkiv National Pedagogical University in Kharkiv, Ukraine), Vitalii Korobeinik, Mirosława Cieślicka, Radosław Muszkieta, Olena Ryepko, Mikola Trubchaninov, Iryna Evtifieva, Monika Bejtka *Neuro-muscular training for injury prevention of students - rock climbers studying in the specialty "Physical Education and Sports": a randomized study*

Marcin Kożuchowski MD, Joanna Androsiuk-Perkowska MD, Radosław Perkowski, prof. Paweł Zalewski (Nicolaus Copernicus University in Toruń, Collegium Medicum in Bydgoszcz) *Wykorzystanie stopniowanego wysiłku fizycznego (GET) w zespole przewlekłego zmęczenia (ME/CFS) / The use of graded exercise therapy (GET) in chronic fatigue syndrome (ME / CFS)*

Joanna Kata MA (Maria Curie-Skłodowska University in Lublin) *Znaczenie aktywności fizycznej na jakość życia człowieka / The importance of psychical activity on the quality of human life*

Kajetan Suhecki PhD (Medical University of Silesia in Katowice) *Rola sportu akademickiego w promocji zdrowia wśród osób z niepełnosprawnościami w Polsce / The role of university sports in health promotion among people with disabilities in Poland*

Jana Jurikova PhD (Masaryk University in Brno, Czechia) *Student diet during COVID time. Case of Czechia*

Andrzej Lis, Mateusz Tomanek (Nicolaus Copernicus University in Torun) *Physical activity in the context of the COVID-19 pandemic: Research profiling*

Svitlana Bezlakovska (Kharkiv Humanitarian-Pedagogical Academy, Ukraine) *Language of sports commentators – case of the Ukrainian Premier League*

12:30 PM – 12:45 PM Discussion

12:45 PM – 1:00 PM Coffee break

1:00 PM – 2:15 PM Discussion panel of student councils of physical education universities

Session „Law, competences and new media in sport”

Piotr Józwiak PhD (SWPS University) Łukasz Borowiak MA (Jan Amos Komeński University of Applied Sciences in Leszno) *Finansowanie sportu przez jednostki samorządu terytorialnego (na przykładzie Leszna). Uniwersalne wzorce, które warto wykorzystać / Financing sport by local government units (on the example of Leszno). Universal models worth applying*

Wojciech Kiełbasiński PhD student, Mateusz Brzeziński PhD student (Nicolaus Copernicus University) *Wpływ pandemii COVID-19 na finansowanie polskich klubów piłkarskich ze środków publicznych / Impact of COVID-19 pandemic on state funding of Polish football clubs*

Karol Ważny PhD student (University of Gdańsk) *COVID-19 a zmiany w prawie sportowym / COVID and changes in sports law*

Ewelina Kamasz PhD (University of Warmia and Mazury in Olsztyn) *Akademia Zdrowia NFZ - w jaki sposób NFZ promuje zachowania prozdrowotne oraz aktywność fizyczną wśród Polaków poprzez strony internetowe i media społecznościowe w dobie pandemii? / NFZ's Health Academy - how does The National Health Fund (NFZ) promote healthy lifestyle and physical activity among Poles via webs and social media during the COVID-19 Pandemic?*

Przemysław Pawelec (the Pontifical University of John Paul II in Krakow) *Fragmentaryzacja i konwergencja nowych mediów "fighting arts" / Fragmentation and convergence of "fighting arts" new media*

3:30 PM – 3:45 PM Discussion

3:45 PM – 4:00 PM Official end of the conference

9:30 AM – 10:45 AM

11:00 AM – 12:30 PM

2:15 PM – 3:30 PM

## Scientific Committee

**prof. dr hab. Piotr Błajet** (Nicolaus Copernicus University in Torun, Poland)  
**prof. Rachid Elkachradi** (Ecole Nationale de Commerce et de Gestion, Université Cadi Ayyad in Marrakesh, Morocco)  
**prof. Attila Gilanyi** (University of Debrecen, Hungary)  
**prof. Igor Grygus** (National University of Water and Environmental Engineering, Rivne, Ukraine)  
**prof. dr hab. Robert Karaszewski** (Nicolaus Copernicus University in Torun, Poland)  
**prof. Salah Koubaa** (University Hassan II of Casablanca, Morocco)  
**prof. Frantisek Langer** (Masaryk University, Czech Republic)  
**prof. Said Ouhadi** (Ecole Nationale de Commerce et de Gestion, Université Cadi Ayyad in Marrakesh, Morocco)  
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**prof. Chraïbi Soufiane (researcher professor)** (University Cadi Ayyad in Marrakesh, Morocco)  
**dr hab. Jerzy Boehlke, prof. UMK** (Nicolaus Copernicus University in Torun, Poland)  
**dr hab. Wojciech Cieśliński, prof. AWF** (University School of Physical Education in Wrocław, Poland)  
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**dr hab. Radosław Muszkieta, prof. UMK** (Nicolaus Copernicus University in Torun, Poland)  
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**dr hab. Tadeusz Stefaniak, prof. AWF** (University School of Physical Education in Wrocław, Poland)  
**dr hab. Anna Szumilewicz, prof. AWFIS** (Gdansk University of Physical Education and Sport, Poland)  
**dr hab. Walery Żukow, prof. UMK** (Nicolaus Copernicus University in Torun, Poland)  
**dr Agnieszka Chwiałkowska** (Richards College of Business, University of West Georgia)  
**dr Zineb Jibraili** (ENCGJ Chouaib Doukkali university, Morocco)  
**dr Aneta Stosik** (University School of Physical Education in Wrocław, Poland)

## Organisational Committee

**dr Mirosława Cieślicka** (Collegium Medicum in Bydgoszcz, Nicolaus Copernicus University in Torun, Poland)  
**dr Katarzyna Dmitruk** (Collegium Medicum in Bydgoszcz, Nicolaus Copernicus University in Torun, Poland)  
**dr Małgorzata Gałązka** (Collegium Medicum in Bydgoszcz, Nicolaus Copernicus University in Torun, Poland)  
**dr Piotr Głowicki** (University School of Physical Education in Wrocław, Poland)  
**dr Rafał Gotowski** (WSB University, Poland)  
**dr Urszula Król** (Nicolaus Copernicus University in Torun, Poland)  
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**dr Igor Perechuda** (University School of Physical Education in Wrocław, Poland)  
**dr Tomasz Seweryniak** (University School of Physical Education in Wrocław, Poland)  
**dr Błażej Stankiewicz** (Kazimierz Wielki University in Bydgoszcz, Poland)  
**dr Mateusz Tomanek** (Nicolaus Copernicus University in Torun, Poland)  
**Barbara Dix, MA** (Primary School No. 31 with Sports Classes in Bydgoszcz)  
**Patrycja Gulak-Lipka, MA** (Nicolaus Copernicus University in Torun, Poland)  
**Dawid Kutryn, MA** (University School of Physical Education in Wrocław, Poland)  
**Adam Pawlukiewicz, MA** (University School of Physical Education in Wrocław, Poland)

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