

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

Department of Communication and Management  
Faculty of Physical Education and Sport  
the Wrocław University of Health and Sport Sciences (Poland)

invites you to:

9<sup>th</sup> International Scientific Conference  
**QUALITY IN SPORT**  
April 7<sup>th</sup>-8<sup>th</sup>, 2022

**Main topics of the conference:**

- management in sport during SARS-CoV-2
- marketing in sport
- human capital in sport
- CSR in sport
- legal aspects of sport
- digital transformation in sports organizations
- personal trainer as a profession of the future
- Integrated System of Qualifications in Sport
- Double-career athletes

offline in Toruń (Poland) and on-line (Zoom)



NICOLAUS COPERNICUS  
UNIVERSITY  
IN TORUŃ  
Faculty of Economic Sciences  
and Management



Thursday 7<sup>th</sup> April 2022

9:00 AM - 9:30 AM Opening

Session: Sport Management

chairman: dr. Oksana Mazorenko (Simon Kuznets Kharkiv National University of Economics, Ukraine)

Yann Carin PhD (the University of Lille, France)

**French men's professional rugby under the economic shock of the Covid-19**

prof. Vilma Čingienė (Mykolas Romeris University, Lithuania)

**Good practices and weaknesses in sport during Covid-19 – case of Lithuania**

prof. Tiago Ribeiro, prof. Rui Madeira Claudino (University of Lisbon, Portugal)

**Process management in sport club**

Marko Begović PhD (the American University in the Emirates, United Arab Emirates)

**Governance in times of crisis**

10:30 AM – 10:45 AM Discussion

10:45 AM – 11:00 AM Coffee break

11:00 AM – 12:00 PM Discussion panel: „New challenges and threats in sport”

chairman Marcin Karwiński PhD

Experts: **Yann Carin PhD** (the University of Lille, France), **prof. Vilma Čingienė** (Mykolas Romeris University, Lithuania), **Natalia Klimenova** (Mount Royal University, Canada)

12:00 PM-12:15 PM Coffee break

Session: Marketing in Sport

prof. Zygmunt Waśkowski (the Poznań University of Economics and Business), Anna Jasiulewicz PhD (Warsaw University of Life Sciences), **Determinants of the Engagement of Virtual Runners' Participants in the Co-creation of Customer Value during the Pandemic**

Jarosław Kończak PhD (University of Warsaw) **The image of a woman in a sports advertisement**

Sławomir Kowalski PhD (Czestochowa University of Technology)

**The importance of viral marketing in managing communication in sport**

1:00 PM – 1:10 PM Discussion

1:10 PM – 2:00 PM Lunch break

Session: Management and Finance in Sport

Marcin Karwiński PhD (Wrocław College of Sport)

Artur Grabowski PhD (University of Economics in Katowice)

**Risk in the activities of football companies on the example of Olympique Lyon and GKS Katowice**

Adam Metelski PhD, Marcin Leszczyński PhD (the Poznań University of Economics and Business)

**The digital transformation of football clubs based on the example of social media**

3:00 PM – 3:10 PM Discussion

3:10 PM – 3:25 PM Tea break

session – Legal aspects of sport

Michał Matuszak, PhD (University of Warsaw) **Is it time for a trade unions for athletes?**

Borys Ginda MA (the Warsaw Bar Association, SGH Warsaw School of Economics)

**Legal problems of doping in e-sport. Comparison of the legal aspects of doping in sport and e-sport**

Monika Prylińska MD, Marcin Kożuchowski MD, Natalia Skierkowska-Kruszyńska MA (Nicolaus Copernicus University in Torun, Collegium Medicum in Bydgoszcz) **Development of e-sport during the Covid-19 pandemic and its use as a sports brand management method**

4:10 PM Discussion, closing of the first day of the conference

9:30 AM - 10:30 AM

12:15 PM - 1:00 PM

2:00 PM - 3:00 PM

3:25 - 4:10 PM

Friday 8<sup>th</sup> April 2022

8:45 AM - 9:00 AM Opening

Session: Management in sport during SARS-CoV-2

Zineb Jibraili PhD (ENCG El Jadida, Morocco), prof. Biaz Sanae (researcher professor at ENCG El Jadida) **Performance analysis of Moroccan sports organizations: Application of ward method**

Malak Jibraili, PhD student (ENCG Casablanca), prof. Abderrahim Rharib (ENCG Casablanca), Zineb Jibraili PhD (ENCG El Jadida, Morocco)

**Risks of major sporting events: literature review**

prof. Zhanneta Kozina<sup>1</sup>, Sergii Kozin<sup>1</sup>, Monika Bejtka<sup>2</sup>, Monika Zawadka-Kunikowska<sup>2</sup>, Natalia Yakushko<sup>1</sup>, Vitalii Korobeinik<sup>1</sup>, Olena Ryepko<sup>1</sup>, Olexandr Chupryna<sup>1</sup>, Mirosława Cieślicka<sup>2</sup> (<sup>1</sup> H.S. Skovoroda Kharkiv National Pedagogical University, Kharkiv, Ukraine; <sup>2</sup>Nicolaus Copernicus University in Torun, Collegium Medicum in Bydgoszcz) **Influence of the injury prevention complex technology on the the knowledge level of medical and biological subjects and the injury risk of future specialists in physical education and sports**

Krzysztof Jankowski PhD student (Polish Olympic Committee, SGH Warsaw School of Economics)

**The shape of grassroots sports towards the professional sports environment in the global epidemic crisis**

Filip Moterski PhD (University of Lodz)

**Athletics events organization during pandemic of SARS-CoV-2**

Marcin Kożuchowski MD, Monika Prylińska MD, Anna Maria Bach MA, Gracjan Różański MA (Nicolaus Copernicus University in Torun, Collegium Medicum in Bydgoszcz)

**Impact of the COVID-19 pandemic on the organization of the Tokyo 2020 Summer Olympics**

10:30 AM – 10:45 AM Discussion

10:45 AM – 11:00 AM Tea break

11:00 PM – 12:15 PM Discussion panel: Good practices in management in sport in 2021-2022 – communication, digital transformation, innovation

moderators: Mateusz Tomanek PhD Eng., Adam Pawlukiewicz MA

12:15 PM – 12:30 PM Coffee break

Session: Human capital in sport and tourism

prof. Tomasz Wanat, Łukasz Leksowski MA (the Poznań University of Economics and Business) **Short- and long-term effects of transfers on football clubs' sport performance**

Adam Pawlukiewicz MA (University of Physical Education in Wrocław, Pentagon Research), Joanna Ostapiuk (University of Warsaw) **The image of athletes in the media and its legal aspects, 2020-2022 perspective**

Szczepan Kościółek PhD (Jagiellonian University in Kraków)

**The effects of simultaneous participation in European and domestic football competitions**

Agnieszka Widawska-Stanisiz PhD Eng. (Czestochowa University of Technology)

**Environmentally friendly activities in sports and leisure services as an expression of corporate social responsibility**

Marcin Widomski MA (Jagiellonian University in Kraków) **Esport tourism - pilot study report**

Bartłomiej Łuć MA (University of Łódź)

**The impact of sports tourism on the image and promotional activities of Łódź**

2:00 PM – 2:15 PM Discussion

2:15 PM Official end of the conference

9:00 AM – 10:30 AM

12:30 PM – 2:00 PM

## Scientific Committee

- prof. dr hab. Piotr Błajet** (Nicolaus Copernicus University in Torun, Poland)  
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**dr. Zineb Jibraili** (ENCGJ Chouaib Doukkali University, Morocco)

## Organisational Committee

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**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)  
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**dr. Tomasz Seweryniak** (the Wrocław University of Health and Sport Sciences, Poland)  
**dr. Błażej Stankiewicz** (Kazimierz Wielki University in Bydgoszcz, Poland)  
**dr. Mateusz Tomanek** (Nicolaus Copernicus University in Torun, Poland)  
**dr. Monika Zawadka-Kunikowska** (Collegium Medicum in Bydgoszcz, Nicolaus Copernicus University in Torun, Poland)  
**Monika Bejtka, MD** (Collegium Medicum in Bydgoszcz, Nicolaus Copernicus University in Torun, Poland)  
**Aleksandra Gotowska** (Bydgoszcz University of Science and Technology)  
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**Dawid Kutryn, MA** (the Wrocław University of Health and Sport Sciences, Poland)  
**Adam Pawlukiewicz, MA** (the Wrocław University of Health and Sport Sciences, Poland)

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