







POLISH NATIONAL AGENCY
FOR ACADEMIC EXCHANGE



STER
PROGRAMME

<p>name of the area:</p> <p>ORGANIZATION FROM A RELATIONAL VIEW</p> <p>FACULTY OF ORGANIZATION AND MANAGEMENT, Lodz University of Technology</p>		<p>symbol:</p> <p>W8</p> <p>https://wzip.p.lodz.pl/en/research/research-areas/organization-from-a-relational-view/</p>
<p>Coordinator of the area:</p> <p>Professor Agnieszka Zakrzewska-Bielawska, PhD, DSc</p>	<p>potential supervisors:</p> <p>Prof. Agnieszka Baruk, PhD DA, I83 Prof. Agnieszka Zakrzewska-Bielawska, PhD, DSc., I82 Prof. Magdalena Grębosz-Krawczyk, PhD, DSc. I83 Associate Prof. Anna Adamik, PhD DA, I82 Associate Prof. Dariusz Siudak, PhD DA, I82 Associate Prof. Anna Walecka, PhD DA, I82</p>	<p>contact person:</p> <p>Professor Magdalena Grębosz-Krawczyk, PhD, DSc</p> <p>magdalena.grebosz@p.lodz.pl</p>
<p>scope of activities:</p> <p>Studies on organizations from a relational view while cooperating both with internal and external stakeholders:</p> <ul style="list-style-type: none"> • Inter-organizational relations from the strategic perspective (value creation and appropriation mechanism choice, relation partners choice, ways of cooperation choice expressed through cooperation characteristics and/or cooperation and strategy creation mode choice), • Business relational capital in counteracting against crises, • Business relationship network in business value creation perspective, • Consumer co-creation processes and other marketing offer elements, • Relations in brand management <p>Realisation of projects within the area of cooperation with the internal and external partners.</p> <p>Evaluation of the current and development of the future business strategy, relational capital development consulting, bidder and buyer value co-creation research, development of co-branding strategy.</p>		<p>graphic material</p>    
<p>present activities:</p> <p>Research projects:</p> <ol style="list-style-type: none"> 1. Relational strategy <i>sensu largo</i> of enterprises operating in Poland. 2. Nostalgia in brand management. 3. Relational capital of companies and their resilience to crisis. 4. The Dynamic Analysis of the Interlocking Directorates' Impact on Firm's Market Value Creation. 5. Prosumption as a form of shaping the relations with a final purchaser. 6. Partnering as a solution to raising competitiveness of the SME sector in the regions affected by deep restructuring. 		
<p>future activities:</p> <p>Research projects:</p> <ol style="list-style-type: none"> 1. Organization in the era of Industry 4.0. 		



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2. Ambidextrous Strategy - Antecedents, Strategic Choices, and Performance
3. Cooperation and competition of organisations' strategies
4. Strategic partnership as an element of the positive potential of contemporary organizations
5. Managing brand in social media – local and global perspective
6. The consumer in the world of video games
7. Network approach in management
8. Relational capital of the company in the international context

publications/patents, awards, projects:

Publications:

1. Siudak D., A network analysis of the value migration process on the financial market. The effect of value migration network structure on stock returns, *Expert Systems With Applications*, 191, 116129, 2022
2. Zakrzewska-Bielawska, *Ambidextrous Strategy: Antecedents, Strategic Choices, and Performance*, Routledge /Taylor & Francis Group, New York, 2021, pp. 239
3. Zakrzewska-Bielawska A., Lewicka D., A company's relational strategy: Linkage between strategic choices, attributes, and outcomes, *PLOS ONE* 16(7): e0254531, 2021
4. Adamik A., Change and Relational Strategies: Through an Organizational Intelligence Lens, [in:] K.J. Klimczak, Y. Shachmurove (eds.) *Organizational Change and Relational Resources*, New York, Routledge, 2021, pp. 47-78
5. Baruk A., Co-creation of a food marketing offer by final purchasers in the context of their lifestyles, *British Food Journal*, Vol. 123, No. 4, 2021, pp. 1494-1512
6. Grębosz-Krawczyk M., Zakrzewska-Bielawska A., Otto J., The role of social media in communication of nostalgic brands, *Procedia Computer Science*, Vol. 192(4), 2021, pp. 2413-2421
7. Baruk A., Relationships between Final Purchasers and Offerors in the Context of Their Perception by Final Purchasers, *Energies*, Vol. 14, No. 11, 2021, 3271
8. Baruk A.I., Wesołowski G., The Effect of Using Social Media in the Modern Marketing Communication on the Shaping an External Employer's Image, *Energies*, Vol. 14, 2021, 4177
9. Baruk A.I., The Preferences of Active Final Purchasers Regarding the Environment of Cooperation with Offerors and Benefits Achieved Thanks to Such Cooperation, *Energies*, Vol. 14, 2021, 4631
10. Baruk A. I., Prosumers' Needs Satisfied Due to Cooperation with Offerors in the Context of Attitudes Toward Such Cooperation, *Energies*, Vol. 14, 2021, 7821
11. Grębosz-Krawczyk M., How nostalgia affects brand equity? Consumers' attitudes towards nostalgic generational and transgenerational brands, *European Research Studies Journal*, vol. XXIII, no. 4, 2020, pp. 1019-1034
12. Siudak D., The Influence of Interlocking Directorates on the Propensity of Dividend Payout to the Parent Company, *Complexity*, vol. 2020
13. Zakrzewska-Bielawska A., Staniec I. (red.), *Contemporary challenges in cooperation and competition in the age of industry 4.0*, Springer Nature Switzerland AG, Cham 2020
14. Grębosz-Krawczyk M., *Nostalgia w zarządzaniu marką*, C.H. Beck, Warszawa 2020
15. Baruk A., Chosen Aspects of Co-creating an Employer's Image by Employees as Prosumers, [in:] A. Zakrzewska-Bielawska, I. Staniec (eds.), *Contemporary Challenges in Cooperation and Competition in the Age of Industry 4.0*, Springer International Publishing, 2020, pp. 407-426
16. Baruk A., Grzesiak M., Cooperation between Final Purchasers and Offerors in the Online and Offline Environments vs. the Benefits Derived by Active Purchasers, *Sustainability*, Vol. 12(24), 2020, 10462
17. Grębosz-Krawczyk M., Attitudes of young consumers towards international nostalgic brands – the comparative study, *Economics and Sociology*, Vol. 12(3), 2019, pp. 181-191
18. Baruk A., The effect of consumers' ethnocentric attitudes on their willingness for presumption, *Heliyon*, Vol. 5(7), 2019, pp. 1-9
19. Zakrzewska-Bielawska A., Recognition of relational strategy content: insight from the managers' view, *Eurasian Business Review*, Vol. 9(2), 2019, pp. 193-211
20. Walecka A., *Kapitał relacyjny a odporność przedsiębiorstwa na zjawiska kryzysowe*, Wydawnictwo Politechniki Łódzkiej, Łódź 2019



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21. Grębosz-Krawczyk M., The impact of nostalgia on the brand equity in economy with post-communist background, *Economics and Sociology*, Vol. 11(2), 2018, pp. 216-228
22. Adamik A., Nowicki M., Szymańska K., Openness to co-creation as a method of reducing the complexity of the environment and dynamizing companies' competitive advantages, *Management & Marketing*, Vol. 13(2), 2018, pp. 880-896
23. Zakrzewska-Bielawska A., The relationship between managers' network awareness and the relational strategic orientation of their firms: findings from interviews with Polish managers, *Sustainability*, Vol. 10(8), 2018, pp. 1-20
24. Zakrzewska-Bielawska A., *Strategie rozwoju przedsiębiorstw. Nowe spojrzenie*, PWE, Warszawa 2018
25. Walecka A., Analysis of the relationship between the enterprise and the environment in the context of managing the Relational Capital, *Management-Poland*, Vol. 22(2), 2018, pp. 25-41
26. Siudak D., *Analiza dynamiczna wpływu usieciowienia na wartość przedsiębiorstwa*, PWN, Warszawa 2018
27. Baruk A., *Prosumpcja jako wielowymiarowe zachowanie rynkowe. Zakres aktywności marketingowej współczesnych nabywców*, PWE, Warszawa 2017
28. Grębosz-Krawczyk M., Kazimierska M., New product development (NPD) process – an example of industrial sector, *Management systems in production engineering*, Vol. 25(4), 2017, pp. 246-250
29. Baruk A., Białoskurski S., Goliszek A., Iwanicka A., Komor A., Wesołowski G., *Nowoczesne rozwiązania marketingowe na rynku produktów konsumpcyjnych*, WUP, Lublin 2017
30. Baruk A., Contentment of employees vs their prosumeric activity in the scope of recommending an employer, *Journal of Business and Industrial Marketing*, Vol. 32(5), 2017, pp. 742-751
31. Grębosz M., Otto J., Standardisation Versus Adaptation – Marketing Communication Strategies of Multinational Companies on the European Textile Market, *Fibres & Textiles in Eastern Europe*, Vol. 3(123), 2017, pp. 8-13
32. Baruk A., Iwanicka A., The effect of age, gender and level of education on the consumer's expectations towards dairy product packaging, *British Food Journal*, Vol. 118(1), 2016, pp. 100-118
33. Baruk A., Iwanicka A., Polish Final Purchasers' Expectations Towards The Features of Dairy Product Packaging in The Context of Buying Decisions, *British Food Journal*, Vol. 117(1), 2015, pp. 178-194
34. Adamik A., *Partnerstwo strategiczne a konkurencyjność przedsiębiorstw. Perspektywa MSP*, Wydawnictwo Politechniki Łódzkiej, Łódź 2015
35. Grębosz M., *Partner brands selection in co-branding projects*, Lambert Academic Publishing, Saarbrücken, Germany 2015
36. Siudak D., Sankowska A., The impact of organizational trust on a firm's market value. The effects of firm size, *Argumenta Oeconomica*, Vol. 35(2), 2015, pp. 105-122

Projects:

1. Zakrzewska-Bielawska A., "Relational strategy *sensu largo* of enterprises operating in Poland", National Science Centre (NCN), OPUS, 2015/17/B/HS4/00982, implemented in years: 2016-2020.
2. Grębosz-Krawczyk M., "Nostalgia in brand management", National Science Centre (NCN), 2015/17/B/HS4/00945, implemented in years: 2016-2020.
3. Grębosz-Krawczyk M., "Determinants and methodology of partners brands selection in co-branding projects", National Science Centre (NCN), 2011/01/D/HS4/03442, implemented in years: 2011-2015.
4. Walecka A., "Relational capital of companies and their resilience to crisis", National Science Centre (NCN), 2014/15/D/HS4/01170, implemented in years: 2014-2020.
5. Siudak D., "The Dynamic Analysis of the Interlocking Directorates' Impact on Firm's Market Value Creation", National Science Centre (NCN), 2013/11/B/HS4/00466, implemented in years: 2014-2018.
6. Baruk A.I., "Prosumption as a form of shaping the relations with a final purchaser", National Science Centre (NCN), 2013/11/B/HS4/00430, implemented in years: 2014-2017.
7. Adamik A., "Partnering as a solution to raising competitiveness of the SME sector in the regions affected by deep restructuring", the research project funded by the Ministry of Science and Higher Education NN115 136034, implemented in years: 2008 -2012.



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keywords:

organisation, relations, enterprises, strategy, relational capital, partner, consumer

list of internship proposal in this research team:

1. Cooperation and competition of organisations' strategies (Coordinator: Prof. Agnieszka Zakrzewska-Bielawska).
2. Strategic partnership as an element of the positive potential of contemporary organizations (Coordinator: Assoc. Prof. Anna Adamik, PhD).
3. Managing brand in social media – local and global perspective (Coordinator: Prof. Magdalena Grębosz-Krawczyk, PhD).
4. Network approach in management (Coordinator: Assoc. Prof. Dariusz Siudak, PhD).
5. Relational capital of the company in the international context (Coordinator: Assoc. Prof. Anna Walecka, PhD).