



INTERNATIONAL CONFERENCE ON-LINE  
Krakow, Jagiellonian University, 11.06 2014

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**METHODOLOGICAL PROBLEMS  
OF THE CONTEMPORARY SCIENCE**

**Programme**

Wydział Zarządzania

i Komunikacji Społecznej

**Adamus Wiktor**, *PhD, Associate Professor, Institute of Economics and Management, Jagiellonian University, Krakow*

**Quantitative methods in organisations, management and psychology.  
Characteristic of quantitative methods**

Katedra Zarządzania

w Turystyce

**Barkov Fyodor**, *PhD, Institute of Sociology and Regional Studies,*

**Serikov Anton**, *Dr, associate professor, Dean of the Department of regional studies, Southern Federal University (Rostov-on-Don, Russia)*

**Methodological approaches to the definition of ethnic and national identity of the Don Cossacks**

**Batorski Jarema**, *PhD, Department of Management in Tourism, Jagiellonian University, Krakow*

**Common values and organizational learning in the tourism industry:  
a proposal for qualitative research**

**Bazhenova Elena**, *Dr, associate professor, Institute of Sociology and Regional Studies, Southern Federal University (Rostov-on-Don, Russia)*

**Exploiting the potential of concept of limitrophe states in geo-economic studies**

**Bazhenov Siergiej**, *PhD, President of Science Horizons Foundation (Rostov-on-Don, Russia)*

**New technologies of information security of modern society**

**Chernobrovkina Natalia**, *Dr, associate professor, Institute of Sociology and Regional Studies, Southern Federal University (Rostov-on-Don, Russia)*

**Social control as object of interdisciplinary research**

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**Delekta Iona**, MA in English Philology, Department of Applied Linguistics, Institute of East Slavonic Philology, Faculty of Philology, University of Silesia

**Multi-disciplinary nature of the consumer warranty – how reader-friendly are consumer warranties and other consumer documents?  
Tricks and traps**

**Dolgushina K.**, student of tourism department, Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky

**Методологические основы управления персоналом в туризме  
Methodological basics of hr management in tourism**

**Drokina Nina**, teacher of Department of Tourism, Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky

**Методология создания геоинформационного центра для развития туризма  
Methodology of creation of the geo-informational center for tourism development**

**Esina Ludmila**, Dr, associate professor, e-mail: esinalb@rambler.ru

**Utkina Natalia**, Dr, associate professor, e-mail: natashok81@mail.ru  
Department of Marketing, Trade and Services, FGBOU VPO (ФГБОУ ВПО), Penza State University.

**Маркетинг территорий как основа формирования туристского бренда региона (на примере пензенской области)  
Territory marketing as a basis of forming of tourism region brand (on example of Penza Region)**

**Figura Iona**, MA, Wyższa Szkoła Techniczna w Katowicach

**Methodological aspects of evaluating employees motivation and the perspective of its development**

**Gavrysh Ekaterina**, senior lecturer, Department of Tourism, Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky

**Использование венгерского метода для оценки компетенций сотрудников гостиничной индустрии  
Application of the hungarian method to hotel personnel competence assessment**

**Grabińska Ewa**, Dr, Małopolska Organizacja Turystyczna, Kraków

**The methodology of interdisciplinary science**

**Jurewicz Krystyna**, MA, Centrum Rozwoju Inicjatyw Społecznych w Rybniku

**Methodology in tax calculation**

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**Kamińska-Berezowska Sława**, *Dr, Institute of Sociology, University of Silesia, Katowice*

**Emotions in the analysis of trade unions activity in Poland.  
Methodological problems**

**Korzh K.**, *student of tourism department Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky*

**Innovative methodology of tourism product implementation**

**Kuskov Aleksiej**, *Dr of culturology, MA of law, profesor of Department of the civil law, Stolypin Volga Region Institute - Russian Presidential Academy of National Economy and Public Administration, Saratov*

**Sirik Natalia**, *Dr of law, associate professor, Smolensk Humanitarian University, Smolensk*

**Методологические основы правовой подготовки бакалавров  
сервиса и туризма в высших учебных заведениях России  
Methodological basis of legal training of bachelors of service and tourism at russian  
higher educational institutions**

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**Myśliwiec Karolina**, *MA, assistant, Department of Management in Tourism, Jagiellonian University, Krakow*

**Personality assessment methods-the dual role of psychological tests**

**Najda-Janoszka Marta**, *PhD, Department of Management in Tourism, Jagiellonian University, Krakow*

**Dynamic capabilities – a review of methodological approaches**

**Nessel Karolina**, *Dr, Department of Management in Tourism, Jagiellonian University, Krakow*

**How to embed global value chains in business network methodology?**

**Panasuk Ekaterina**, *Dr, docent, Department of Tourism, Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky*

**Методология туризма в рамках концепции устойчивого развития  
Methodology of tourism in the concept of sustainable development**

**Redko V.**, *Dr, docent, Department of Management and Tourism, Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky*

**Методология проектного менеджменту в туризме  
Methodology of project management in tourism**

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**Rokosa Marzena**, *postgraduate student, Department of Management in Tourism, Jagiellonian University, Krakow*

**A business model for a non-commercial organization. The case of the Silesia Park in Chorzow**



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**Smykova Maria**, *MA, senior lecturer, Department of Tourism, Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky*  
**Методологические проблемы оценки имиджа региона**  
**Methodological problems in evaluation of region image**

**Sorochan Viktoria**, *postgraduate student, assistant, Department of Tourism, Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky*  
**Роль методологии исследования туристической деятельности**  
**The role of methodological research for tourist activity**

**Sroślak Grzegorz**, *PhD, Associate Professor, Department of Management in Tourism, Jagiellonian University, Krakow*  
**Methodological aspects of forming a regional strategy**

**Wszendybyl-Skulska Ewa**, *PhD, Associate Professor, Department of Management in Tourism, Jagiellonian University, Krakow*  
**Problems of measurement of human capital in hospitality**

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