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The scientific fields of interests

Cultural management, cross-border cooperation, marketing management, nonprofit organization marketing, relationship marketing

PhD in social sciences in the discipline of management and quality sciences. Head of the Department of Management and Production Engineering (WSB University in Dąbrowa Górnicza). At the Branch Faculty in Cieszyn. Since 2015 he leads a team conducting research on, among other things, the determinants of shaping relations on the Polish-Czech cross-border market of cultural services. Since 2016 he is the Polish rapporteur at Arts Management Network in Weimar, and since 2018 a member of The European network on cultural management and policy based in Brussels. Editor-in-chief of the scientific journal "Cultural Management: Science and Education" (Scopus) published in Berlin. Deputy editor-in-chief of the scientific journal "Forum Scientiae Oeconomia" (Scopus). Author of over 100 scientific publications (including five books) in Polish, Czech and English on management in culture. Member of the Commission for Polish-Czech and Polish-Slovak relations at the Polish Academy of Sciences, Vice President of the TNOiK branch in Dąbrowa Górnicza. Chairman of the Organizing Committee of the International Scientific Conference "Contemporary Problems of Management and Marketing in the Institutions of Culture" held periodically in Cieszyn and Český Těšín.

Publications

Monographies

Wróblewski Ł., *Kształtowanie relacji na polsko-czeskim transgranicznym rynku usług kultury*, PWE, Warszawa 2020, ss. 336. ISBN 978-83-208-2413-1.

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Wróblewski Ł., *Culture management. Strategy and marketing aspects*, Logos Verlag Berlin – Academics Books for Sciences and Humanities, Berlin, Germany 2017, ss. 192. ISBN 978-3-8325-4378-5.

Maciejewski G., Mokrysz S., Wróblewski Ł., *Consumers towards marketing strategies of coffee producers*, Wageningen Academic Publishers, Wageningen, The Netherlands 2020, ss. 260. ISBN 978-90-8686-352-5.

Editors of scientific monographs:

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Kurowska-Pysz J., Łodziana-Grabowska J., Mikołaj Z., Wróblewski Ł., (red.): *Perspektywy rozwoju sektora kultury w Euroregionie Śląsk Cieszyński. Wybrane zagadnienia*, Wydawnictwo Naukowe Wyższej Szkoły Biznesu w Dąbrowie Górniczej, Dąbrowa Górnicza 2014, ss. 176. ISBN 978-83-62897-80-3

Kurowska-Pysz J., Marcin Lis, Joanna Łodziana-Grabowska, Zdenek Mikołaj, Łukasz Wróblewski (red.): *Polsko-czeska współpraca transgraniczna w Euroregionie Beskidy. Wybrane problemy*, Wydawnictwo Naukowe Wyższej Szkoły Biznesu w Dąbrowie Górniczej, Dąbrowa Górnicza 2014, ss. 182. ISBN 978-83-62897-81-0

Wróblewski Ł.,(red.): *Zarządzanie w czasach kryzysu – wybrane zagadnienia*, Wydawnictwo Naukowe Wyższej Szkoły Biznesu w Dąbrowie Górniczej, Dąbrowa Górnicza 2015, ss. 226. ISBN 978-83-64927-14-0.

Kurowska-Pysz J., Wróblewski Ł.,(red.): *Wybrane problemy zarządzania i marketingu w instytucjach kultury*, Wydawnictwo Naukowe Wyższej Szkoły Biznesu w Dąbrowie Górniczej, Dąbrowa Górnicza 2015, ss. 218. ISBN 978-83-64927-57-7.

Wróblewski Ł.,(red.): *Marketingowe oraz społeczne aspekty zarządzania w kulturze*, Wydawnictwo Adam Marszałek, Toruń 2017, ss. 287. ISBN 978-83-8019-711-4.

Wróblewski Ł., Dacko-Pikiewicz Z., C.Y. Liu J.,(red.), *Cultural management. From theory to practice*, London Scientific, WSB University, London 2018, ss. 182. ISBN 978-0-9954618-6-4.

Sroka W., Kurowska-Pysz J., Wróblewski Ł., Klietkova J.,(red.), *New trends in management: regional and cross-border perspectives*, London Scientific, WSB University, London 2018, ss. 288. ISBN 978-0-9954618-4-0.

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Scientific article:

Wróblewski Ł., *The influence of creative industries on the socio-economic development of regions in Poland*, “International Journal of Entrepreneurial Knowledge”, Vol. 1, Iss. 1, 2014, s. 45-57, DOI: 10.15759/ijek/2014/v2i1/53762

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Wróblewski Ł.: *Creating an image of a region – Euroregion Beskydy and Euroregion Cieszyn Silesia examples*, “Engineering Management in Production and Services”, Vol. 8, Iss. 1, 2016, s. 91-100. DOI <https://doi.org/10.1515/emj-2016-0010>

Wróblewski Ł., Edyta Radecka: *Negotiation methods in the sector of bank liabilities - analysis and evaluation*, “Slovak Scientific Journal Management: Science and Education”, Vol. 5, No. 1, 2016, s. 30-37.

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Dacko-Pikiewicz Z., Wróblewski Ł., *Konsument na transgranicznym rynku usług kultury (Studium przypadku dla Miasta Cieszyn- Český Těšín)*, „Kultura i Rozwój”, Nr 4 (5), 2017, s. 7-24, DOI 10.7366/KIR.2017.4.5.01

Wróblewski Ł., Mokrysz S., *Consumer preferences for coffee types and coffee bean brands available on the Polish market*, "Journal of Advances in Social Science and Humanities", Vol. 3/10, 2017, s. 36352-36362. DOI 10.15520/jassh310260

Wróblewski Ł., *Consumer behaviour in the market of cultural services*, "American Journal of Arts Management", Vol. 1, 2018, s. 1–13.

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Maciejewski G., Mokrysz S., Wróblewski Ł., *Preferencje konsumentów wobec marek kaw dostępnych na polskim rynku - analiza porównawcza*, „Marketing i Rynek”, Nr 4, 2018, s. 27-39.

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Wróblewski Ł., *Rola i znaczenie aktywności online użytkowników mediów społecznościowych w kształtowaniu wizerunku instytucji kultury*, „Zarządzanie w Kulturze”, Tom 20, Nr 2, 2019, s. 221-239. DOI 10.4467/20843976ZK.19.014.10531

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Wróblewski Ł., Laberschek M., *Wizerunek: kluczowy kapitał czy gra pozorów*, „Zarządzanie w Kulturze”, Tom 20, Nr 2, 2019, s. VII-XI. 10531 *Mój udział procentowy szacuję na 50%*.

Maciejewski G., Mokrysz S., Wróblewski Ł., *Segmentation of Coffee Consumers Using Sustainable Values: Cluster Analysis on the Polish Coffee Market*, “Sustainability”, Vol. 11, 613, 2019. <https://doi.org/10.3390/su11030613>

Wróblewski Ł., *Ocena działań marketingowych instytucji kultury na transgranicznym rynku podzielonego granicą miasta Cieszyn-Czeski Cieszyn*, „Marketing i Rynek”, Tom XXVII, Nr 7, 2020, s. 3-14.

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Wróblewski Ł., *Kształtowanie relacji organizacji kultury z odbiorcami oferty kulturalnej na pograniczu polsko-czeskim*, „TRANSCARPATICA” Tom VII, 2020, s. 153-174.

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Wróblewski Ł., Bilińska-Reformat K., Grzesiak M., *Wpływ potencjału internetowego tłumy na kapitał marki instytucji kultury*, „Przeгляд Organizacji” Nr 5, 2020, s. 35-44.

Projects

Cultural education and learning initiative **RAZEM DLA POGRANICZA**; 2014 - 2015; name of the granting authority for the project: Těšín Silesia Euroregion, funding: INTERREG IIIA Czech Republic-Poland 2007-2013, nature of participation in the project - scientific coordinator of the project, member of the cross-border research team, Polish Cultural and Educational Association in the Czech Republic, WSB University.

POZNEJ TAJEMSTVI VEDY 2014 - 2015; name of granting funds institution for the project: Ministry of Science in the Czech Republic, nature of participation in the project: foreign expert on cultural industries, member of the research team, Vysoka Skola Podnikani a.s. in Ostrava.

Development of scientific and didactic cooperation of universities in the Beskydy Euroregion; 2014 - 2015; name of the granting funds institution for the project: Euroregion Beskidy, funding: INTERREG IIIA Czech Republic-Poland 2007-2013, nature of participation in the project - member of the cross-border research team, Vysoka Skola Podnikani a.s. in Ostrava, WSB University.

Practical training program for staff developing a low carbon economy in border areas; 2016 - 2019; name of the granting funds institution for the project: Joint Technical Secretariat of the INTERREG Programme Czech Republic-Poland in Olomouc; nature of participation in the project: assistant scientific coordinator of the project. Lead partner of the project: Technická univerzita Ostrava - Technical University of Ostrava.

Consumer behaviour in the Polish-Czech cross-border market for cultural services; 2017 - 2018; name of the granting authority for the project: Ministry of Science and Higher Education - grant for maintaining the research potential of the university, WSB University, nature of participation in the project - project manager.

Shared Cities: Creative Momentum; 2017 - 2018; name of the granting funds institution for the project: European Commission, Creative Europe Programme, nature of participation in the project: member of the research team, MediaLab Katowice.

Programme for Culture of Cieszyn and Český Těšín; 2017 - 2018; name of the granting funds institution for the project: European Regional Development Fund, Czech Republic-Poland Cross-Border Cooperation Operational Programme 2014-2020; nature of participation in the project: research team member, City of Cieszyn, Education Talent Culture Association from Český Těšín.

Polish-Czech academic cooperation for improving the quality of cross-border scientific research; 2018 - 2019; name of the granting funds institution for the project: Euroregion Beskidy, funding: INTERREG VA Czech Republic-Poland 2014-2020, nature of participation in the project - member of a cross-border research team, Technická univerzita Ostrava - Technical University of Ostrava, WSB University.

Český Těšín - Cieszyn InEurope; 2018 - 2019; name of the granting funds institution for the project: European Regional Development Fund, Czech Republic-Poland Cross-Border Cooperation Operational Programme 2014-2020; nature of participation in the project: member of the research team, City of Cieszyn, City of Český Těšín, Euroregion Cieszyn Silesia.

Praktyczne programy kształcenia w Wydziale Zamiejscowym w Cieszynie WSB; 2017 - 2021; name of the granting funds institution for the project: National Centre for Research and Development in Warsaw, nature of participation in the project: project manager, WSB University.

PERFECT – Regional Initiative of Excellence WSB University; 2019 – 2022; name of the granting funds institution for the project: Ministry of Science and Higher Education, funding: Regional Initiative of Excellence, nature of participation in the project: coordinator of the task No. 4 - Raising the scientific level and the level of internationalization of published scientific journals, in the part concerning the CM journal; Editor-in-Chief of the journal "Cultural Management: Science and Education" and Deputy Editor-in-Chief of the journal "Forum Scientiae Oeconomia", WSB University.

Writing Urban Places. New Narratives of the European Cities; 2019 - 2022; Name of the granting authority for the project: European Commission; funding: Horizon 2020; nature of project participation: Committee Member; Science Communication Group Member; research group member in area: WG4 - Fieldwork. Lead partner of the project: Delft University of Technology - TU Delft (The Netherlands).

Practical training program for staff developing a low carbon economy in border areas II; 2019 - 2023; Name of the granting funds institution for the project implementation: Joint Technical Secretariat of the INTERREG Programme Czech Republic-Poland in Olomouc, nature of participation in the project: deputy project manager. Lead partner of the project: Technická Univerzita Ostrava - Technical University in Ostrava.

International Summer School - Cultural Management: Science and Education; 2020 - 2021; name of the granting funds institution for the project: Ministry of Science and Higher Education, nature of participation in the project: project manager. Lead partner of the project: Higher Education, WSB University.

INTRIDE - Soft, Digital and Green Skills for Smart Designers: Designers as Innovative TRiggers for SMEs in the manufacturing sector; 2020 - 2023; Name of the granting institution for the project: European Commission, funding: Erasmus Plus Knowledge Alliances for Higher Education, nature of project participation: member of an international research team. Lead partner of the project: University of Florence.

