

Expression of interest for research cooperation

Description of institution

Interested institution:	Jagiellonian University
Department carrying out the proposed research	Department of Entrepreneurship in Sport
Address and webpage	Lojasiewicza 4, 30-348 Krakow www.ip.uj.edu.pl
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Research offer

Brief description of the department (key research facilities, infrastructure, equipment)

(up to 1000 characters)

Our Department is a part of Institute of Entrepreneurship at the Faculty of Management and Social Communication of Jagiellonian University. Department is run and developed by internationally experienced team of academics with a nourishing support from cooperating business practitioners that represent IT and new media industries. We continuously develop our research potential by conducting basic research projects financed by the National Science Centre of Poland, and applied projects performed with students and run in cooperation with business partners, local governments, international institutions. As a part of the Institute of Entrepreneurship and the Faculty of Management and Social Communication our Department has a permanent access to broad scientific databases, professional research software for data storage and analysis, technical equipment for teleconferencing, work spaces for team work, presentations and conferences.

Scientific area

<input type="checkbox"/> Chemistry	<input type="checkbox"/> Social Sciences and Humanities
<input checked="" type="checkbox"/> Economic Sciences	<input type="checkbox"/> Information Science and Engineering
<input type="checkbox"/> Environment and Geosciences	<input type="checkbox"/> Life Sciences
<input type="checkbox"/> Mathematics	<input type="checkbox"/> Physics

Research field

(up to 500 characters)

Our scientific activity focuses on the issues of entrepreneurship in sport management. We assume that entrepreneurship is a process of learning, and organizational entrepreneurship may be positioned as special part of organizational learning with an impact on reconciling opportunities and actions. Our team conducts research that focuses on identification of business knowledge that is important in sport-based entrepreneurship. This knowledge refers to the following areas: product development, sales and marketing, management, and finance. Our area of research includes issues of disability sport.

The proposed research/project description

(up to 1000 characters)

Research avenues explored by our team:

- Sport-based entrepreneurship
- Learning processes and knowledge management in sports organizations
- Classic and digital marketing in sport
- Finance management in sports organizations
- Sport economics
- Sport policy
- Internationalization of sport
- Sport management (including management of difficult situations in sport)
- Performance measurement in sports organizations
- Organizational change in sports organizations
- Disability and sport management

Additional information (key Persons and Expertise; additional trainings, research programme, other)

(up to 1000 characters)