



Partner search form

For Creative Europe project applications

Call	<i>Support to European Cooperation Projects</i>
Strand or category	<i>Small Scale Cooperation Projects</i>

Cultural operator – who are you?

Name of organisation	Jagiellonian University in Kraków Institute of Entrepreneurship Faculty of Management and Social Communication
Country	<i>Poland</i>
Organisation website	<i>https://przedsiębiorczosc.uj.edu.pl</i>
Contact person	<i>dr Beata Paliś; e-mail: beata.palis@uj.edu.pl</i>
Organisation type	<i>public organisation</i>
Scale of the organization	<i>number of employees:8735 (31.12.2021)</i>
PIC number	999642716

Name of organisation	Jagiellonian University in Kraków Institute of Entrepreneurship Faculty of Management and Social Communication
Aims and activities of the organisation	<p>The Institute operates as an unit within the Faculty of Management and Social Communication of the Jagiellonian University. We are constantly cooperating with practitioners in the field of tourism, sport and new media. We look at the processes and phenomena on the market through the prism of competitiveness, understood rather as a "joint search", and not as absolute competition. We also place significant emphasis on the cooperation of various entities of the economy, seeing it as the best way to develop a sustainable knowledge-based economy.</p> <p>Our scientific activity is focused on the issues of functioning and management of tourism and sports economy entities as well as the issues of entrepreneurship and enterprise management in the digital space. The adopted perspective enables exploration that goes beyond defining business models corresponding to the challenges of the modern economy, including digitization. It covers a wide spectrum of issues within the economy of sharing and co-creation, the issues of open innovation (including data-based innovations, smart products) and the processes of knowledge transfer and learning of enterprises in the social media environment. The common foundation of the conducted research tasks is the assumption that shaping and maintaining competitive advantages of enterprises and organizations is the basis for the functioning of the economy.</p> <p>Sector or field: research, creative tourism, sustainable development and CSR in sport and tourism (also cultural tourism), smart tourism, digitalization of tourism and sport business, sustainable cultural tourism, sustainable culture tourism strategy, data management in sustainable cultural tourism, co-creation of social and economic value: stakeholders in the organization, work and leisure in the future, managers of the future, strategic advantage of tomorrow.</p>
Role of the organisation in the project	<i>project partner</i>

Name of organisation	Jagiellonian University in Kraków Institute of Entrepreneurship Faculty of Management and Social Communication
Previous EU grants received	<p>1. <i>Smart Business Skills of Tourism Univers</i>, 2022 – 2024; Erasmus+; Action Type KA220-HED - Cooperation partnerships in higher education. The aim of the project is to improve the business skills of students of tourism on the international labor market.</p> <p>2. <i>Experience design and nature conservation via VIsitor MOnitoring and MAnagement in protected areas</i>; 2022 – 2023, Visegrad Group. The aim of the project is to develop a methodology framework for monitoring and managing visitors that is not unique to these two regions.</p> <p>3. HORIZON-CL2-2021-HERITAGE-02; <i>Alliance for Research on Cultural Heritage in Europe</i> The Cultural Heritage (CH) Research and Innovation (R&I) landscape has changed significantly over the past few years. New political, technological and socio-economic parameters put emphasis on improving protection, conservation and restoration efficiency of European CH with green technologies, as well as developing and further exploiting high quality digitisation, open access and curation of digital assets.</p>

Proposed Creative Europe project – to which project are you looking for partners?

Sector or field	sustainable cultural tourism
Description or summary of the proposed project	
Partners currently involved in the project	

Partners searched – which type of partner are you looking for?

From country or region	
Preferred field of expertise	
Please get in contact no later than	

Projects searched – are you interested in participating in other EU projects as a partner?

Yes / no	Yes
Which kind of projects are you looking for?	The Institute would like to join as a partner (in possible cooperation with the City of Krakow) to the project under the Sustainable cultural tourism priority. An interesting research area would be data management in the field of sustainable cultural tourism.

Publication of partner search

This partner search can be published?*	Yes
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