

SAMPLE FORMULATION OF A THESIS

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Rules for placing mathematical formulas in a thesis

Equations and mathematical formulas shall be placed in a thesis with the use of equation editor functions. Formulas shall be continuously numbered within chapters or the entire thesis (1.1, 1.2 or 1, 2, respectively).

Editorial requirements: the number of the formula aligned to the right in round brackets, centred.

SAMPLE FORMULA

To this end, the Spearman's rank correlation coefficients has been applied, defined by the following equation:

$$r_s = 1 - \frac{6 \sum_{i=1}^N d_i^2}{N^2(N^2 - 1)}, \quad r_s \in [-1; 1] \quad (1)$$

here: d_i – difference between the ranks corresponding to value x_i and value y_i ,
 N – the size of the examined population.

Rules for placing tables in a thesis

Before placing a table, it is necessary to refer to it in the text of the thesis (e.g. Table 1 summarises the characteristics and types of strategies for product expansion into new markets). Tables shall be continuously numbered within chapters or the entire thesis (Table 1.1, Table 1.2 or Table 1, Table 2, respectively). Whenever possible, tables should fit on one page instead of being split.

Editorial requirements: title aligned to the left, Times New Roman 12 pt or Calibri 11 pt; font 10 pt inside a table; source aligned to the left, font 10 pt. The title shall be placed above the table.

SAMPLE TABLE

Table 1. Characteristics and evaluation of product strategies targeted at new markets

Characteristics features	Geographical expansion	Expansion based on product modifications	Expansion based on product innovations
Essence	pursuit of the growth of sales of the existing product by entering new geographic markets	expanding outlets for a modified product	expanding outlets for a new product
Dominant message	<ul style="list-style-type: none"> - limited sales opportunities in the existing market - significant potential involved in the product 	<ul style="list-style-type: none"> - limited sales opportunities in the existing market - significant potential involved in the product and its modifications 	<ul style="list-style-type: none"> - limited innovation capacity of the current market - search for expansive developing markets giving an innovative company a chance to grow
...

Source: W. Wrzosek (ed.), *Strategie marketingowe*, Szkoła Główna Handlowa w Warszawie, Warszawa 2001, p. 127.

Rules for placing figures in a thesis

Before placing a figure, it is necessary to refer to it in the text of the thesis (e.g. Figure 1 shows a hierarchical structure of the research in detail). A continuous numbering of figures is used within chapters or the entire thesis.

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MODEL FIGURE

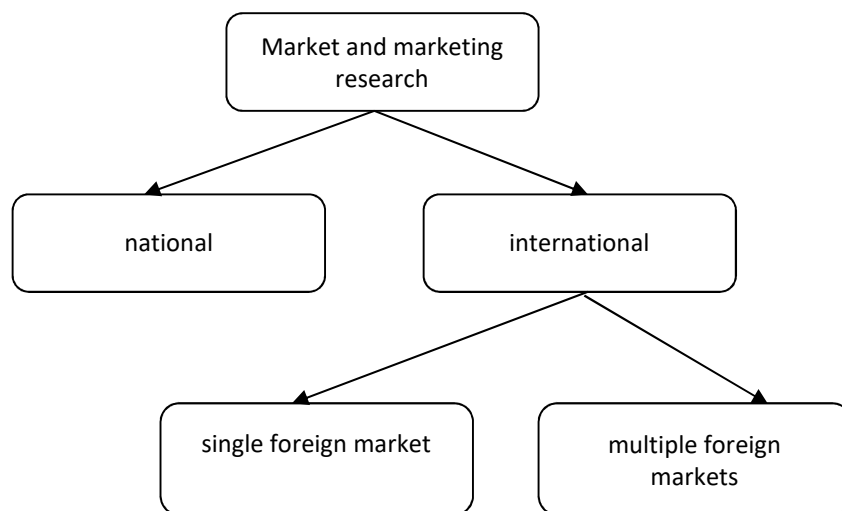


Figure 1. Hierarchical structure of market and marketing research by spatial scope

Source: own study or own study based on W. Wrzosek (ed.), *Strategie marketingowe*, Szkoła Główna Handlowa w Warszawie, Warszawa 2001, pp. 127-129.

REFERENCES

A list of references used in the thesis shall be placed after the main text and the conclusion of the thesis. It should include only literature references (books and journals) used in the thesis and footnotes. Literature items should be listed alphabetically according to surnames of authors and editors of collective theses and should be numbered.

REFERENCES

1. Baran R., *Alianse logistyczne*, "Marketing i Rynek" 1998, no. 1, pp. x-y.
2. Berkowitz E., Kerin R., Rudelius W., *Marketing*, Irwin, Homewood, Ill. 1989.
3. Garbarski L., *Zachowania nabywców*, PWE, Warszawa 1998.
4. Kotler Ph., *Marketing. Analiza, planowanie, wdrażanie i kontrola*. Gebethner i Ska, Warszawa 1994.
5. Niestrój R., *Zarządzanie marketingiem. Aspekty strategiczne*, PWN, Warszawa 1996.
6. Kukuła K. (ed.), *Wprowadzenie do ekonometrii*, Wydawnictwo Naukowe PWN, Warszawa 2009.

LIST OF LEGAL ACTS

Legal acts should be listed by rank and chronologically; they also should be numbered. The following hierarchy of legal acts applies in Poland: constitution, laws, ratified international agreements, regulations and local legal acts. In the event of a conflict between an international agreement and a law, the international agreement (Articles 87 and 91 of the Constitution of the Republic of Poland) takes precedence.

SAMPLE LIST OF LEGAL ACTS

1. Act of 7 July 2017 on the National Academic Exchange Agency, Journal of Laws of 2017, item 1530.
2. Act of 27 July 2018 – the Law on Higher Education and Science, Journal of Laws of 2018, item 1668, as amended.
3. Regulation of the Minister of Science and Higher Education of 8 September 2011 on areas of knowledge, fields of science and arts and scientific and artistic disciplines, Journal of Laws of 2011, No. 179, item 1065.
4. Decision No 296.XL.2017 of the City Council of Wrocław of 31 March 2017 on the manner and scope of the provision of services for the collection and management of municipal waste from landowners, Mazowieckie Province's Journal of Laws of 2017, item 1880.

LIST OF OTHER SOURCES

Other sources include internal materials of the researched entity and Internet sources. Other sources should be listed alphabetically and numbered.

EXAMPLE LIST OF OTHER SOURCES

1. Kowalski J., *Strategie marketingowe wybranych przedsiębiorstw usługowo-przemysłowych*, <http://www.arct.wsnnet.pl/art. strategii.html>, (date of access:)
2. Zasady korzystania z usług bankowości elektronicznej BZWBK24 dla firm, https://static3.bzwbk.pl/asset/r/e/g/regulamin_bzwbk24_firmy_26672, (date of access:)

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- *digressive notes*, i.e. presenting the author's own views on a given subject,
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2. Referring to a source for the first time in a thesis requires providing an entire bibliographic note and page numbers.

J. Altkorn, *Strategia marki*, 2nd edition, PWE, Warszawa 1999, pp. 37-42.

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J. Dietl, *Handel we współczesnej ...*, *op. cit.*, p. 10.

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Ibid. p. 14.

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J. Altkorn, *Strategia marki*, 2nd edition, PWE, Warszawa 1999, p. 37.
- b) books with two (three) authors: the initial of the first name and last of the first author, initial of the first name and last name of the second author (initial of the first name and last name of the third author), title of the book, publication house, place and year of publication, page number;
T. Domański, P. Kowalski, *Marketing dla menedżerów*, Wydawnictwo Naukowe PWN, Warszawa – Łódź 1998, p. 46.
- c) books with at least four authors: the initial of the first name and last name of the first author, et al., title of the book, publisher, place and year of publication, page number;
Ph. Kotler et al., *Marketing. Podręcznik europejski*, Polskie Wydawnictwo Ekonomiczne, Warszawa 2002, p. 717.
- d) edited books: the initial of the first name and last name of the editor, (ed.), title of the book, publisher, place and year of publication, page numbers;

M. M. J. Thomas (ed.), *Podręcznik marketingu*, Wydawnictwo Naukowe PWN, Warszawa 1998, p. 190.

- e) collective theses of multiple authors whose individual sections (chapters) have the authors indicated: the initial of the first name and last name of the author of the chapter, title of the chapter, in: title of the collective thesis, ed. the initial of the first name and last name of the editor, publisher, place and year of publication, page number;
B. B. Słomińska, *Układ podmiotowy handlu*, in: *Globalizacja handlu w Polsce. Szanse i zagrożenia*, ed. M. Strużycki, IRWiK, Warszawa 1996, p. 128.
- f) magazine articles: the initial of the first name and last name of the author, article title, title of the magazine in quotation marks, year and issue number, page numbers;
H. Mruk, *Metody jakościowe w badaniach marketingowych*, "Marketing i Rynek" 1994, no. 4, pp. 34-48.
- g) articles in scientific papers of the Wrocław University of Economics and Business;
M. Przebierska, *Kreowanie kapitału intelektualnego w organizacjach non-profit*, in: *Gospodarka lokalna w teorii i praktyce*, ed. A. Nowakowski, Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu no. 342, Wrocław 2013, pp. 234-260.
- h) papers from conference materials: the initial of the first name and last name of the author, title of the paper, in: conference materials entitled (conference title), possibly volume, publisher, place and year of publication, page numbers;
J. Altkorn, *Polityka produktu w opiniach przedsiębiorstw i ekspertów*, in: *Materials from the conference "Kierunki rozwoju zarządzania marketingowego"*, Akademia Ekonomiczna w Krakowie, Kraków 2010, pp. 36-48.
- i) statistical sources: title, publisher, place and year of publication, page number, table, diagram, scheme;
Rocznik Statystyczny Rolnictwa 2014, GUS, Warszawa 2015, p. 110, tab. 51.
- j) normative acts: title of the legal provision (law, regulation, ordinance) of... .., Publisher (Journal of Laws, Official Journal) year, no., item, Article x;
Act of 27 July 2005 – *Law on Higher Education*, Journal of Laws of 2016, p. 1842, as amended, Article 167.
- k) Internet sources: the initial of the first name and last name of the author, article title, Internet address, date of access to the website.
J. Kowalski, *Strategie marketingowe wybranych przedsiębiorstw usługowo-przemysłowych*, http://www.arct.wsnet.pl/art_strategie.html (date of access: 23 April 2019).