

EXAMPLE FORMULATION OF A THESIS

EXAMPLE TABLE OF CONTENTS

Table of Contents

Introduction	4
Chapter 1	
Substance and importance of product strategy	7
1.1. Concept and place of product strategy in a corporate strategy structure	7
1.2. Bases for the formation of enterprise strategy	14
1.2.1. Information bases	14
1.2.2. Procedures for the formulation of product strategy	17
1.3. Types of product strategies	19
Chapter 2	
Company X's product strategies on the currently served market.....	24
2.1. Characteristics of the company X's market	24
2.2. Market penetration strategy.....	27
2.3. Product modification strategy	30
2.4. Product innovations strategy.....	34
2.5. Assessment of effectiveness of product strategies in the current market.....	38
Chapter 3	
Company X's product strategies in a new market	41
3.1. Product strategies targeted at new segments	41
3.1.1. Market expansion strategy	41
3.1.2. Market expansion strategy based on product modifications	42
3.1.3. Market growth strategy based on product innovations	43
3.2. Product strategies in a new market.....	44
3.2.1. Geographical expansion strategy	44
3.2.2. Expansion strategy based on product modifications.....	46
3.2.3. Expansion strategy based on product innovations	48
3.3. Assessment of the effectiveness of product strategies directed to new markets.....	50
Conclusion.....	54
References	56
List of tables	59
List of figures (diagrams, maps).....	60
Annexes	63
Statements	64

List of tables

Table 1. Functional and structural property of foreign market research	22
Table 2. Cognitive structure of international market segmentation	38
Table 3. Competitive forces in the segment and the attractiveness of the segment	43
Table 4. Classification of criteria for international segmentation	55
Table 5. Example criteria used in international segmentation	56

List of figures

Figure 1. Hierarchical structure of market and marketing research	27
Figure 2. International market and marketing research areas	28
Figure 3. Variants for segmentation of foreign markets	49
Figure 4. The concept of two-stage segmentation of the international market	49
Figure 5. Typology of microeconomic segmentation	51

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, centered.

EXAMPLE FORMULA

To this end, the Spearman's rank correlation coefficients was used, defined by the following equation:

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

where d_i – the difference between the ranks corresponding to the values of x_i and y_i , N – the number of observations.

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 summarizes 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). If possible, tables should not be divided, they should fit on one page.

Editorial requirements: title aligned to the left, font 12 pt; inside the table font 10-11 pt; source aligned to the left, font 10 pt. The title shall be placed above the table.

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

Characteristic 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 allowing a chance to grow to an innovative company
...

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). Figures shall be continuously numbered within chapters or the entire thesis.

Editorial requirements: title aligned to the left – 12 pt font, centered figure, source aligned to the left, page numbers - 10 pt font, key or explanation above the title – 10 pt font The title shall be placed under the figure. Similar rules as to placing figures, apply to charts, diagrams, photographs, and maps.

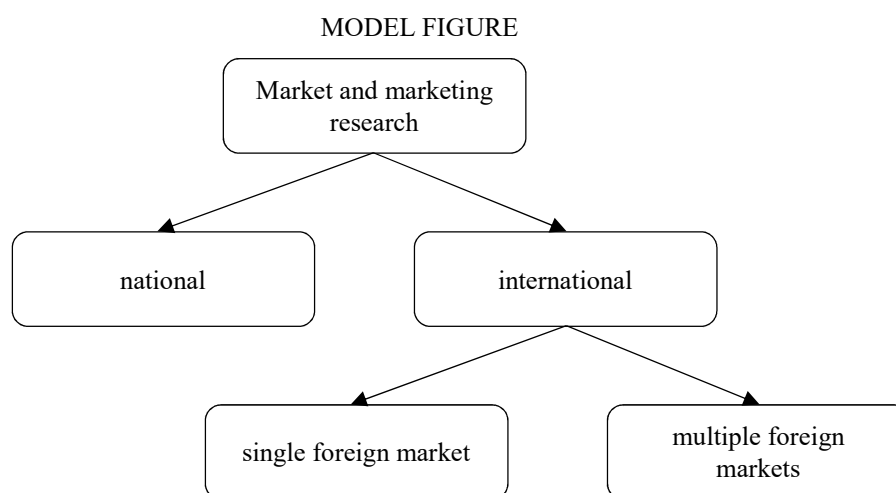


Figure 1. Hierarchical structure of market and marketing research by spatial scope

Source: own study

or own study based on W. Wrzosek (ed.), *Strategie marketingowe*, Szkoła Główna Handlowa w Warszawie, Warszawa 2001, p. 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 only contain literary items (non-serial publications and journals) used in

the thesis and referred to in the footnotes. Literature items should be listed alphabetically according to surnames of authors and editors of collective theses and should be numbered.

EXAMPLE REFERENCES

REFERENCES

1. Baran R., *Alianse logistyczne*, "Marketing i Rynek" 1998, no. 1, s. 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.

APA REFERENCING STYLE – EXAMPLE

http://www.wydawnictwo.ue.wroc.pl/dla_autorow/14627/literatura.html

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, 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.

EXAMPLE LIST OF LEGAL ACTS

1. Act of 7 July 2017 on the National Academic Exchange Agency, Journal of Laws of 2017, item 1530.
2. Law of 27 July 2018 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 August 2011 on areas of knowledge, fields of science and art 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, Journal of Laws of Dolnośląskie Voivodship 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.wsnet.pl/art_strategie.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:.....)

BIBLIOGRAPHIC FOOTNOTES – EXAMPLES

1. Types of footnotes:
 - *bibliographic footnotes*, containing descriptions of sources from which citations or information in the text originate, are placed at the bottom of the page in the form of

a bibliographic note, providing the page numbers. Initial of the first name and full surname of the author shall be provided in bibliographic footnotes.

- *content notes*, i.e. explanatory notes commenting on the text, are placed at the bottom of the page in the form of a bibliographic note indicating the source with page numbers. The note is preceded by the information on the use of the source, e.g. Compare : For more information see..., Developed on the basis of ... Other opinions can be found in ... Examples of applications can be found in ...
- *glossary terms*, i.e. indicating the meaning of foreign-language terms, old-Polish terms, etc.
- *digressive notes*, i.e. presenting the author's own views on a given subject,
- *cross-reference notes*, used when referring to issues already discussed in the thesis, or indicating that they will be discussed in greater detail in subsequent parts of the thesis.

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*, Ed. II PWE, Warszawa 1999, p. 37-42.

3. Referring another time to the same source, only the initial parts of the note should be repeated by adding the page number. We then provide an initial of the first name and full surname of the author, and a sufficient number of words of the title, so that the source of a “dot” and the page number can be identified.

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

4. If a source listed in the preceding footnote is quoted in a subsequent footnote, an abbreviated notation shall be used; for example:

Ibid., p. 14 or *do.*, p. 14. or *Ibidem*, p. 14.

5. Quoting after another author, the source description is preceded with: As cited in:

6. Forms of presentation of different references in bibliographic footnotes:

- a) Single author books: initial of the first name and full surname of the author, title of the book, publisher, place and year of publishing, page;
J. Altkorn, *Strategia marki*, ed. II, PWE, Warszawa 1999, p. 37.
- b) books with two (three) authors: initial of the first name and full surname of first author, initial of the first name and full surname of the second author (initial of the first name and full surname of the third author), title of the book, publication house, place and year of issue, page number;
T. Domański, P. Kowalski, *Marketing dla menedżerów*, Wydawnictwo Naukowe PWN, Warszawa – Łódź 1998, p. 46.
- c) books with at least four authors: initial of the first name and full surname of the first author, et al., title of the book, publisher, place and year of publishing, page number;
PhD Kotler et al., *Marketing. Podręcznik europejski*, Polskie Wydawnictwo Ekonomiczne, Warszawa 2002, p. 717.
- d) edited books: initial of the first name and full surname of the editor, (ed.), title of the book, publisher, place and year of publishing, page numbers;
M. J. Thomas (ed.), *Podręcznik marketingu*, Wydawnictwo Naukowe PWN, Warszawa 1998, p. 190.
- e) collective thesis of many authors whose individual sections (chapters) have the authors indicated: initial of the first name and full surname of the author of the chapter, title of the chapter, in: title of the collective thesis, ed. initial of the first name and full surname of the editor, publication house, place and the year of issue, page number;

B. Słomińska, *Układ podmiotowy handlu*, in: *Globalizacja handlu w Polsce. Szanse i zagrożenia*, ed. M. Strużycki, IRWiK, Warszawa 1996, p. 128.

- f) magazine articles: initial of the first name and full surname 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, p. 34-48.
- g) articles in scientific papers of the Wrocław University of Economics and Business;
M. Przebińska, *Kreowanie kapitału intelektualnego w organizacjach non-profit*, in: *Gospodarka lokalna w teorii i praktyce*, ed. A. Nowakowski, scientific papers of the Wrocław University of Economics and Business No. 342, Wrocław 2013, p. 234-260.
- h) papers from conference materials: initial of the first name and full surname of the author, title of the paper, in: conference materials entitled (conference title), possibly volume, publisher, place and year of publishing, page numbers;
J. Altkorn, *Polityka produktu w opiniach przedsiębiorstw i ekspertów*, in: *Materiały z konferencji pt. "Kierunki rozwoju zarządzania marketingowego"*, Akademia Ekonomiczna w Krakowie, Kraków 2010, p. 36-48.
- i) statistical sources: title, publisher, place and year of publishing, 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, order) of... year..., Publication (Journal of Laws, Official Journal) year, no., item, Article x;
Law of 27 July 2005 *Act on Higher Education*, Journal of Laws of 2016, p. 1842, as amended by Article 167.
- k) Internet sources: initial of the first name and full surname 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).