

## Noty o autorach

**Marzena Barańska** – Professor at the Institute of Culture at the Faculty of Management and Social Communication of the Jagiellonian University in Kraków.

**Barbara Cyrek** – PhD candidate at the Institute of Culture of the Jagiellonian University, graduate of the AGH University of Science and Technology in Kraków.

**Dimitris Delinikolas** – film director and new media artist based in Athens. His work is characterised by a mixture of live action and digital animation. He is working as a commercials director in Greece and his work has received several advertising awards. In his personal work he has extensively experimented with new media, especially in relation to film. Since 2016 he has directed and designed Extended Reality projects for advertising, culture and tourism. He studied Animation followed by a Masters in Film Directing in the UK, and a second MA in Digital Art forms in the Athens School of Fine Arts. He has worked as a VFX artist and instructor in Greece and the UK. He is currently a PhD candidate in the University of Athens researching Trans-media, online collaboration and XR. His short films have been screened and awarded in festivals worldwide, such as Clermont Ferrand, Bristol Encounters, Seoul Youth Film Festival. He has founded the collective (emptyfilm.com), which focuses on the creation of cinematic and trans-media projects. Since 2019 he is a lecturer at the Digital Media and Cinema School of the Kapodistrian University of Athens.

**Maciej Giermak** – Attorney-at-law, independent researcher dealing with the protection of intangible assets (including intellectual property law), the right to privacy and the legal conditions of information and communication technologies (ICT).

**Monika Hapek** – for over 15 years she has been working in the commercial sector, in the advertising industry. As an employee of an advertising agency, she has acquired experience carrying out dozens of projects for both international corporations and local companies. She is a PhD Candidate at the Faculty of Management and Social Communication of the Jagiellonian University. Her research interests focus on the phenomena occurring in the digital space. She is the author of papers on topics such as the strategies of new-media organizations, the commodification

of privacy and fake news. Since 2017 she has been teaching at the Institute of Culture at the Faculty of Management and Social Communication JU in undergraduate and graduate courses on, for example, brand strategy and planning and implementing advertising campaigns. In 2016, she graduated with honors from the M.A. in Advertising Management at the Faculty of Management and Social Communication JU. In 2014 she received a B.A. in Ukrainian Culture from the Faculty of International and Political Studies JU.

**Katarzyna Kopeć** – PhD. She earned her doctoral degree from the Jagiellonian University exploring non-state cultural funding within the corporate social responsibility concept. At present she is working at the Institute of Culture at the Jagiellonian University, where she teaches undergraduate and graduate students and conducts research in the area of creative industries, cultural policy, and cultural policy evaluation.

**Małgorzata Kotlińska** – DEng, assistant professor and executive producer of about 200 short films produced annually as part of the teaching programme of the Łódź Film School. Researcher and author of scientific articles in the field of management and quality sciences, as well as film arts. Laureate of the distinguished doctoral dissertation about the contemporary methods of managing a film project. Lecturer at the Faculty of Management at the University of Łódź and the Faculty of Film Art Organization Department at the Łódź Film School. Currently preparing a monograph on the use of agile method in managing a film project.

**Marta Materska-Samek** – PhD, works at the Jagiellonian University as researcher, and academic teacher in entrepreneurship, economics of culture, strategy of media organizations and project management. Author of reports and publications on e.g. cinema, children's film market and tools for financing culture. Furthermore, she is the Interim Director for Education at EIT Culture & Creativity and Chair of the Working Group on National Smart Specialisation no. 12 Creative Industries. Project manager of Strategic Partnership on "Experience and immersive technologies – from creative practice to educational theory". She is also listed as expert of the Polish National Center for Research and Development, the National Agency for Academic Exchange and the National Agency of the Erasmus+ Programme.

**Wojciech Olchowski** – Doctoral student in Immersive Media Directing at Łódź Film School, Poland, and guest doctoral student in Immersive Media Production at Film University Babelsberg in Potsdam, Germany. Researching and teaching the basics of immersive media (360-degree films and VR – virtual reality experiences). Website: [www.olchowski.info](http://www.olchowski.info).

**Malwina Popiołek** – PhD in social sciences. Her research interests focus primarily on issues related to the functioning of the media (especially new media), as well as information and communication technologies.

**Filip Gabriel Pudło** – PhD, graduated from the Warsaw University of Technology and from the Łódź Film School at the Department of Cinematography and Television Production. He creates video works, generative art, audiovisual experiences and virtual productions. Author of the monograph “Bruszewski. Sztuka generatywna” (“Bruszewski. Generative Art”). Assistant professor at the Łódź Film School. He lives and works in Warsaw and Łódź.

**Magdalena Sobocińska** specialises in issues related to the use of the Internet in marketing, marketing communication, marketing research, consumption development processes, sustainable development and marketing of organic products, and the functioning of the cultural sphere. An author and co-author of over 220 publications in this field—in the form of monographs, chapters in monographs and textbooks, and articles. She received the award of the Minister of Science and Higher Education for the doctoral dissertation entitled “Consumer behavior in the market of cultural goods”. Her postdoctoral monograph: “Conditions and prospects for the development of market orientation in cultural entities” was awarded in the competition for scientific works by the Committee on Organizational and Management of the Polish Academy of Sciences. She is a board member at the Polish Scientific Marketing Association and the International Scientific Committee of “Cultural Management: Science and Education”.

**Michał Wójciak** – fashion designer and fashion theorist, research and teaching assistant at the Institute of Culture at the Faculty of Management and Social Communication of the Jagiellonian University, where in 2019 he obtained a doctoral degree in social sciences. He is also a graduate of the Cracow School of Art and Fashion Design and the Garment Industry School Complex no. 1 in Kraków, where he explored fashion design and tailoring. Winner of national and international competitions for fashion designers, author of the book about Polish fashion market changes.