

STRESZCZENIA

Anna BARWIŃSKA-MALAJOVICZ
Kamila TEĆZA

EDUCATIONAL CAPITAL AS A TYPE OF CAREER CAPITAL OF HIGHER EDUCATION GRADUATES

Taking into consideration the dynamics of changes in the modern labor market, the issue of building career capitals by university graduates, becomes the subject of research, the exploration of which results in a thorough diagnosis of the mismatch problem or inadequate use of the potential of future employees. The career capital structure can distinguish its various types such as educational capital. Despite the fact that educational capital as a single factor, is not enough for achieving the professional success (or even to gain and maintain employment), on the stage of a knowledge-based economy, education is an essential condition for increasing human capital, both in the national, organizational and individual aspect.

The main aim of this article is to present the essence and types of career capital with special consideration for educational career capital and also to outline selected determinants of building educational career capital by higher education graduates. The analysis was based on data on students and graduates of higher schools in Poland from the academic year 2017/2018. The methods used in this article are: critical analysis of the content of documents with statistical data as well as analysis and verification of the national and foreign literature on the subject.

Keywords: career capital, education, university graduates.

Edyta CZOP

POLISH RECONSTRUCTION LOUTISH TOTAL MODERNIZATION IN 1945–1989

After 1944, the introduction of a “communist” modernization model began in Poland. Its features were top-down imposed transformations in the political, economic and social spheres. It was the communist authorities that decided about the direction and shape of civilizational transformations. The subject of modernization was a party bureaucracy practically not subject

to social control, especially since society in this system was subject to civilization changes. The modernization was to be of a total character, closely linked with the construction of a new socialist system. The adopted Soviet model of modernization was of a mimetic nature, drew from Western standards, but introduced only selected elements, matching the different political and social relations and the principles of manual control of economic life. The transformation of modernization from 1945–1989 was based on the political, social and economic transformation after 1989. The government of Tadeusz Mazowiecki took over the economy which is a hybrid of the socialist version combining the so-called ownership of the socialized (in the majority of cases) with the erosion of the influence of state competence and the growing private sector. Modernization processes in Polish People's Republic took place in the new system context, they were inscribed in subsequent economic plans, in a central planning scheme, which in time was less and less efficient. In spite of this, the country was made industrialized and the economy became more economical, education was popularized, socialization of health care was created, the foundations of the consumer society were created.

Keywords: modernization, The People's Republic of Poland, real socialism, centrally planned economy, industrialization, urbanization.

Agata GEMZIK-SALWACH
Paweł PERZ

STARTUPS FINANCING IN POLAND

Startups are companies with a short history of operation which try to commercialize innovative ideas. They usually try to use innovative business models. In the case of market success, they are able to grow very quickly and become large organizations, however their activities in the early phase are characterized by high risk. Due to this, they require special financing methods. The article characterizes and compares the most important sources of financing for startups. The attention was paid to the role of financing in creating conditions for the development of such enterprises. Also, the sources of financing startups in Poland and Europe in recent years have been analyzed.

Keywords: startups, financing, sources of financing.

Tingting HU
Maria-Carmen PANTEA

FROM FACTORY WORKERS TO TALENTED MIGRANTS. THE MANAGEMENT OF SOCIAL SERVICES FOR NEW RESIDENTS IN DONGGUAN, CHINA

Since 1978, the management of the floating population has become a big challenge for China. Dongguan, one of the major migrant cities, is widely considered a reference city, as it was the first to professionally manage migration, and it has a more permissive policy. This research chooses Dongguan as a case study for exploring the perspectives of the staff involved in service provision. Staff members from all 33 'migration centres' (NDSBs) and from 38 (out of 45) social organizations working with migrants filled in an online questionnaire. The data was complemented by four in-depth interviews with people in helping professions, who assist migrants. The paper analyses several institutional challenges and structural limitations that prevent migrants from integrating, such as understaffing of social work services, insufficient funding and reliance on temporary, subcontracted social workers. The research suggests that, despite progressive policies, the education of migrant children is still a source of huge inequity between the local and migrant populations. It argues that the recent policy goals of shifting from manufacturing to high tech industries, further disadvantages the largest majority of migrants, who are low-skilled. The research clusters respondents' proposals for change into five categories: (i) the preservation of the status quo; (ii) awareness raising and insubstantial change; (iii) assisting migrants to fit in. The absence of another two possible modes: (iv) 'acting for structural policy reform' and (v) 'shaping the views of the locals on the "New Dongguanese"' is examined later.

Keywords: internal migration, Dongguan, social workers, social services, China

Patrycja KAŁOL-DWORAK

DOES GENDER AFFECT COMMUNICATION?

Today sex is no longer considered only as a biological feature. Being a woman or a man does not just mean having particular anatomy. Femininity and masculinity in the modern discourse are a more comprehensive concept, considered as biological, social and cultural sex.

The present study aims at examining the influence of gender on verbal and nonverbal communication as well as the existing relationship between them. The main purpose of my

research was to investigate the role of gender in communication among graduate students. The research aims at answering five questions connected with gender. It resulted from my research in the determined way that sex is playing a major role in interpersonal communication. The research outcome provided information that nonverbal gestures have an impact on interpersonal communication. Another thing observed by me was the fact that men and women pay attention to different aspect during a conversation.

Keywords: communication, gender, verbal, nonverbal.

Karolina KUROWSKA

IDEALISED, SEXY AND DISSOLUTE – THE PORTRAYAL OF CONTEMPORARY WOMEN IN THE CONTEXT OF AMERICAN PORNOGRAPHIC MAGAZINES (ON THE EXAMPLE OF “PENTHOUSE”)

This paper provides an account of the representation of women in contemporary American pornographic magazines and investigates the role that *stereotypes* and *idealized cognitive models* play in determining how a *woman* – as a word and a concept – functions in the contemporary pornographic press. It is predominantly based on the assumption that the ICM of a woman is a metonymic model comprising several submodels. As a matter of fact, the ICM presented in the analysed material, actually does not have a complicated structure. We can assume that the “Penthouse” magazine clearly popularizes one kind of woman based mostly on the submodels such as **LOVE AND SEX, BODY, PHYSICAL TRAITS and PSYCHOLOGICAL FEATURES AND PROCESSES** which take dominance over the others and lead to discriminatory assumptions and generalizations.

Keywords: man, woman, pornography, magazine, ICM.

Malgorzata LESZCZYŃSKA

THE PROBLEM OF UNPAID WORK IN HOUSEHOLD IN THE CONTEXT OF EVOLUTION OF CONTEMPORARY SOCIOECONOMIC THOUGH

The issue of valuation of home work performed in a household in the context of its remuneration raises a lot of controversy. Unpaid work done for a household by members of the society, often in society, is not considered valuable at all. As it appears, however, it is also

a kind of limitation of basic human rights regarding remuneration for the work done or the right to rest. The aim of the article is to stimulate reflection on the issue of unpaid work and its role in the contemporary economy, as well as to indicate the directions of changes in the approach of economists in the treatment of unpaid work in households.

Keywords: household, unpaid work, critical economy, socioeconomic thought.

Katarzyna PUCHALSKA

FLEXIBLE FORMS OF EMPLOYMENT IN POLAND ON THE EXAMPLE OF WORKING PHONE

Today's labor market "requires" from human resources flexibility, mobility, retraining, because technological novelties, the Internet are changing irretrievably the environment in which we are employed. In the Polish labor market the development of certain "trends" in the context of the employment, which may lead to a significant reduction of the traditional work model can be observed .

The aim of this study is to evaluate telework as one of the possibilities of a flexible form of employment in the aspect of the development of the labor market in Poland. The article uses the data of the Central Statistical Office and the PBS DGA poll, commissioned by "Gazeta Prawna" and CMS Cameron McKenna, concerning employment and working at a distance. The considerations undertaken allowed to indicate the advantages and disadvantages of teleworking and to indicate the main recipients of this form of employment.

Keywords: flexible forms of employment, phonework.

Mirosław SOŁTYSIAK

CUSTOMERS ON ONLINE FOREIGN EXCHANGE MARKET IN THE LIGHT OF EMPIRICAL RESEARCH

The phenomenon of currency exchange first came into being approximately 2500 years ago. The Greeks are known to be the pioneers in currency exchange. General references to this kind of operations can also be traced to the Jesus Christ era and found in the Bible. Over centuries the demand for exchanging currency increased together with the growing number of countries issuing their own currencies. This clearly led to the development of an independent financial market segment and isolation of intermediaries dealing with this kind of services.

Technical advances related to the launch of new distribution channels for Internet-based financial services did not circumvent the currency exchange market. In this field new alternative forms of foreign exchange offices were introduced at the beginning of 21st century which provided currency exchange referred to as online foreign exchange (online foreign exchange platforms).

The article delivers main outcomes of conducted survey which attempted to specify customer preferences with regard to their online foreign exchange activities. The first part of the article introduces the reasons why customers decide to undertake foreign exchange operations via Internet. It elaborates on the determinants influencing customers' choice of online exchange platforms as location of foreign currency exchange. The following part of the article elaborates on convertible currency types and exchange operations' frequency with regard to online foreign exchange platforms. Finally, customers' trust and its level is evaluated in the field of foreign currency exchange platforms.

Keywords: currency, online foreign exchange, online foreign exchange platforms, customer preferences.

Justyna STECKO

A CONTEMPORARY ATTEMPT TO LOOK AT ANIMALS ETHICALLY IN THE CONTEXT OF WITOLD KOEHLER'S DELIBERATIONS

A man as a conscious and rational being tries to define his place in the universe, himself in relation to the cosmos, absolute, logos and nature. Witold Koehler in the book "Animals are waiting" undertakes an analysis of key issues that arise from the man-animal relationship. He deals with the issue of animal consumption, including the question of keeping live fish in the shop, as well as hunting or training. This paper is an attempt to bring closer both the historical development of human-animal relations and their contemporary state – the attention has been paid to issues related to this state, with particular emphasis on meat consumption, and they have been shown through the prism of the concepts of Witold Koehler.

Keywords: animals, "zoo rable", vegetarianism, Witold Koehler.