



ACADEMIC TEACHER PROFESSIONAL EXPERIENCE

DOCTORAL SCHOOL OF WROCLAW UNIVERSITY OF SCIENCE AND TECHNOLOGY

1. Basic information

Name, surname:	Rafał Michalski
Grade / Title:	PhD (dr), DSc (hab.), prof. uczelni
Scientific discipline	nauki o zarządzaniu i jakości / management and quality studies
Faculty:	W8 Wydział Zarządzania / Faculty of Management
Email address:	Rafal.Michalski@pwr.edu.pl
Link to home page and/or research profiles (Google Scholar, ResearchGate, etc.)	http://rafalmichalski.com/ , https://scholar.google.pl/citations?hl=pl&user=UyDcw30AAAAJ , https://www.scopus.com/authid/detail.uri?authorId=15064517300 , http://www.researcherid.com/rid/D-7289-2011 , https://www.researchgate.net/profile/Rafal_Michalski , https://pbn.nauka.gov.pl/core/#/profile/public/5e7091f2878c28a04738d88a , https://dona.pwr.edu.pl/szukaj/default.aspx?nrewid=416340 ,

2. Publication record

Up to 10 most important papers published over the period of previous 10 years.

No.	Description (authors, publication title, journal / conference, DOI)	Publication year
1.	Rafał Michalski, Szymon Zaleski: Success factors in management of IT service projects: regression, confirmatory factor analysis, and structural equation models. Information. 2024, vol. 15, nr 2, art. 105, s. 1-37, https://doi.org/10.3390/info15020105	2024
2.	Rafał Michalski: The influence of product digital visual presentation on purchase willingness: effects of roundedness axes and degree. Multimedia Tools and Applications. 2024, vol. 83, s. 2173-2202, https://doi.org/10.1007/s11042-023-15786-z	2024
3.	Marta Płonka, Jerzy Grobelny, Rafał Michalski: Conjoint analysis models of digital packaging information features in customer decision-making. International Journal of Information Technology & Decision Making. 2023, vol. 22, nr 5, s. 1551-1590, https://doi.org/10.1142/S0219622022500766	2023
4.	Jan P. Schneider, Dorota Kuchta, Rafał Michalski: A vector visualization of uncertainty complementing the traditional fuzzy approach with applications in project management. Applied Soft Computing. 2023, vol. 137, art. 110155, s. 1-11, https://doi.org/10.1016/j.asoc.2023.110155	2023
5.	Jerzy Grobelny, Rafał Michalski: Linguistic patterns as a framework for an expert knowledge representation in agent movement simulation. Knowledge-Based Systems. 2022, vol. 243, art. 108497, s. 1-21, https://doi.org/10.1016/j.knosys.2022.108497	2022



6.	Anna Kowalska-Pyzalska, Rafał Michalski, Marek A. Kott, Anna Skowrońska-Szmer, Joanna Kott: Consumer preferences towards alternative fuel vehicles. Results from the conjoint analysis. <i>Renewable & Sustainable Energy Reviews</i> . 2022, vol. 155, art. 111776, s. 1-28, https://doi.org/10.1016/j.rser.2021.111776	2022
7.	Jerzy Grobelny, Rafał Michalski, Gerhard-Wilhelm Weber*: Modeling human thinking about similarities by neuromatrices in the perspective of fuzzy logic. <i>Neural Computing & Applications</i> . 2021, vol. 33, s. 5843-5867, http://dx.doi.org/10.1007/s00521-020-05363-y	2021
8.	Jerzy Grobelny, Rafał Michalski: Preventing work-related musculoskeletal disorders in manufacturing by digital human modeling. <i>International Journal of Environmental Research and Public Health</i> . 2020, vol. 17, nr 22, art. 8676, s. 1-19, http://dx.doi.org/10.3390/ijerph17228676	2020
9.	Jerzy Grobelny, Rafał Michalski: A novel version of simulated annealing based on linguistic patterns for solving facility layout problems. <i>Knowledge-Based Systems</i> . 2017, vol. 124, s. 55-69, https://doi.org/10.1016/j.knosys.2017.03.001	2017
10.	Jerzy Grobelny, Rafał Michalski: The role of background color, interletter spacing, and font size on preferences in the digital presentation of a product. <i>Computers in Human Behavior</i> . 2015, vol. 43, s. 85-100, http://dx.doi.org/10.1016/j.chb.2014.10.036	2015

3. Projects and grants

List of the most important 5 projects/grants with basic description including: title, source(s) of funding, name of the call, role in the project (e.g., principal investigator).

1.	Role in the project (e.g., principal investigator, work package leader, etc.)	Principal investigator
	Project title	Intelligent approaches for facility layout problems in management, production, and logistics. (Inteligentne podejścia do rozmieszczania obiektów w zarządzaniu, produkcji i logistyce.)
	Sources of funding	Polish National Science Center (NCN)
	Name of the call	OPUS 19, No: 2019/35/B/HS4/02892
	Implementation period	2020-2024
2.	Role in the project (e.g., principal investigator, work package leader, etc.)	Principal investigator
	Project title	Analysis and modeling of visual attention processes in a digital marketing message. (Analiza i modelowanie wizualnych procesów uwagowych w cyfrowym przekazie marketingowym.)
	Sources of funding	Polish National Science Center (NCN)
	Name of the call	OPUS 14, No: 2017/27/B/HS4/01876
	Implementation period	2018-2023
3.	Role in the project (e.g., principal investigator, work package leader, etc.)	Principal investigator



	Project title	The activity patterns of human visual processing marketing information systems "digital signage" (Modele aktywności wzrokowej człowieka w przetwarzaniu informacji marketingowych w systemach "digital signage")
	Sources of funding	Polish National Science Center (NCN)
	Name of the call	OPUS 2, No: 2011/03/B/HS4/03925
	Implementation period	2012-2016
4.	Role in the project (e.g., principal investigator, work package leader, etc.)	Contractor
	Project title	Diffusion of Alternative Fuel passenger vehicles in Poland: empirical survey of consumers' preferences and agent-based modeling of market penetration (DAFNE). (Dyfuzja samochodów osobowych wykorzystujących paliwa alternatywne w Polsce: badanie empiryczne preferencji konsumentów oraz modelowanie agentowe rozwoju rynku.)
	Sources of funding	Polish National Science Center (NCN)
	Name of the call	OPUS 15, No.: 2018/29/B/HS4/00069
	Implementation period	2019-2022
5.	Role in the project (e.g., principal investigator, work package leader, etc.)	Main Contractor
	Project title	Flexible algorithms for facility layout problems in production management and logistics. (Elastyczne algorytmy problemu rozmieszczania obiektów w zarządzaniu produkcją i logistyce.)
	Sources of funding	Polish National Science Center (NCN)
	Name of the call	OPUS 2, No: 2011/03/B/HS4/04532
	Implementation period	2012-2016

4. International experience

Brief description of international cooperation and experience (e.g., research stays, cooperation with foreign entities, coordination or participation in international projects or programmes, keynote speeches and presentations delivered at renowned international conferences, visiting professor stays, invited lectures).

No.	Description	Year(s)
1.	Numerous international conference talks, presentations, session chairing	2005-2024

5. Experience in teaching doctoral students

Brief description of experience in teaching doctoral students (e.g., courses in doctoral schools and PhD studies, summer/winter schools for doctoral students, tutorials, trainings, etc.).

No.	Description	Year(s)
1.	Reporting Seminar	2021, 2022, 2023, 2024
2.	Questionnaire research	2021



6. List of supervised doctoral students

List of all supervised doctoral students that defended the PhD including: name of the student, dissertation title, year of awarding PhD.

No.	Name, surname	Dissertation title	Year of awarding PhD
1.	Szymon Zaleski	Success Factors of Managing Information Technology Services Projects	2022
2.	Joanna Koszela-Kulińska (as auxiliary supervisor)	Factors of visual information of effectiveness in social advertising	2019

7. Prizes and awards

The most important national and international prizes and awards related to research, development and teaching activities.

No.	Description	Year
1.	Dozen or so of WUST Rector's Awards	

8. Other significant achievements

Information on other significant achievements related to research, development and teaching activities.