## Tytył atykułu/Title of the article (Times New Roman, 16pkt., Bold, wyśrodkowany/centered)

Imię  **i nazwisko (Times New Roman, 12 pkt. bold, wyśrodkowany/centered)**

Afiliacja/affiliation (Times New Roman, 12 pkt.)

ORCID: 0000-0000-0000-0000, e-mail: aaaa@bbbb.com (Times New Roman, 10 pkt.)

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**Streszczenie/Abstract (Times New Roman, 10 pkt.):** (od 200-400 wyrazów/ 200-400 words)

**Key words:**

**JEL:**

**Introduction**

**Theoretical premises**

As underlined by P. Kotler and H. Barich, image is the sum of beliefs, attitudes and impressions that a person or a group of people has in relation to a given object [Cohen 1963, pp. 48-63, Kotler, Barich 1991, Cornelissen 2000, Dąbrowski, 2010, pp. 65-67]. On the other hand, W.J. Crissy highlights its diversity, due to the variety of human values, experiences, knowledge and needs. It is essential that an entity may shape it by means of various instruments (including marketing ones). According to S.H. Britt, once an image is shaped, it more strongly affects people’s behaviour than the sum of its elements [Crissy 1971; Britt 1985].

**Methodology**

**Results**

**Summary, recommendations**

Table 1. Tyłył tablei/Title of the table (Times New Roman, 11 pkt., wyśrodkowane/centered)

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Source: own study, based on ....

Fig. 1. Tytuł wykresu/Title of the figure

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|  |

Source: own study, based on (http://www...............).

|  |  |
| --- | --- |
| (1) | $$z\_{ij}=\frac{x\_{ij}-\min\_{i}\left\{x\_{ij}\right\}}{\max\_{i}\left\{x\_{ij}\right\}-\min\_{i}\left\{x\_{ij}\right\}}$$ |

whereas in the case of inhibitors (X1, X3, X4, X5, X6, X15, X18) it is based on the formula:

|  |  |
| --- | --- |
| (2) | $$z\_{ij}=\frac{\max\_{i}\left\{x\_{ij}\right\}-x\_{ij}}{\max\_{i}\left\{x\_{ij}\right\}-\min\_{i}\left\{x\_{ij}\right\}}$$ |

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**Przykład/Example:**

As underlined by P. Kotler and H. Barich, image is the sum of beliefs, attitudes and impressions that a person or a group of people has in relation to a given object [Cohen 1963, pp. 48-63, Kotler, Barich 1991, Cornelissen 2000, Dąbrowski, 2010, pp. 65-67]. On the other hand, W.J. Crissy highlights its diversity, due to the variety of human values, experiences, knowledge and needs. It is essential that an entity may shape it by means of various instruments (including marketing ones). According to S.H. Britt, once an image is shaped, it more strongly affects people’s behaviour than the sum of its elements [Crissy 1971; Britt 1985].

**References**

BASU, S., TAYLOR, A., (1999). *Business Cycles in International Historical Perspective,* Journal of Economic Perspectives*,* No 13.