

References

1. Grudzewski W. Projekt. Charakterystyka dyscypliny zarządzanie, materiały wewnętrzne. Ed. Komitet Committee on Organizational and Managerial Sciences (Project: Characteristics of the management discipline, internal documents), Warsaw, p. 1. Haus B. *Tendencje ewolucji zarządzania złożonymi organizacjami gospodarczymi*. In: *Nowe kierunki w zarządzaniu przedsiębiorstwem – między teorią a praktyką*. Ed. Jagoda H, Lichtarski J. Ed. Akademii Ekonomicznej, Wrocław, 2004, p. 611,. From: Sułkowski Ł. *Epistemologia i metodologia zarządzania*. Ed. PWE, Warsaw, 2012, p. 20.
2. Merton RK. The Unanticipated Consequences of Purposive Social Action. *American Sociological Review* 1936; 1, 6: 894-904.
3. Giddens A. *The constitution of society: Outline of the theory of structuration*. Ed. California University Press, Berkeley, 1984, pp. 2, 17, 25.
4. Giddens A. *New rules of sociological method*. Ed. Hutchinson, London. 1976, p. 81.
5. Dougherty D. Bridging social constraint and social action to design organizations for innovation. *Organization Studies* 2008; 29, 3: 415–434.
6. Feldman MS, Pentland B. Re-theorizing organizational routines as a source of flexibility and change. *Administrative Science Quarterly* 2003; 48(1): 94–118.
7. Wenting R. *The inheritance of organizational routines and the emergence of a firm genealogy in the fashion design industry*. In: Becker MC, Lazaric N. Eds. *Organizational Routines: Advancing Empirical Research*. Northampton: Edward Elgar, 2009, p. 113.
8. Patora – Wysocka Z. Change Dynamics in the Process of Internationalisation of Clothing and Textile Enterprises. *Fibres & textiles in Eastern Europe* 2014; 22, 5(107): 8-13.
9. Rosso BD. Creativity and Constraints: Exploring the Role of Constraints in the Creative Processes of Research and Development Teams. *Organization Studies* 2014; 22, 35(4): 551– 585.
10. Tippmann E, et al. The Two Faces of Knowledge Search: New Solutions and Capability Development. *Organization Studies* 2013; 34(12): 1868-1900.
11. Schau HJ, Muñiz Jr. AM, Arnould EJ. How Brand Community Practices Create Value. *Journal of Marketing* 2009; 73: 30–51.
12. Golsorkhi D, et al. Introduction: What is Strategy as Practice? In: Golsorkhi D, et al. *Cambridge Handbook of Strategy as Practice*. Ed. Cambridge University Press, 2010, p. 8.
13. Rasche R, Chia R. Researching Strategy Practices – A Genealogical Social Theory Perspective. *Organization Studies* 2009; 30, 7: 713–734.
14. Fenno RF. Observation, Context, and Sequence in the Study of Politics. *American Political Science Review* 1986; 80, 1: 3–15.

15. Chen-Yu J, et al. Determinants of consumer satisfaction/dissatisfaction with the performance of apparel products. *Family and Consumer Sciences Research Journal* 1999; 28, 2: 167-192.
16. Falkowski A, Tyszka T. *Psychologia zachowań konsumenckich*. Ed. Gdańskie Wydawnictwo Psychologiczne, Gdańsk, 2009.
17. Stasiuk K, Maison D. *Psychologia konsumenta*. Ed. PWN, Warszawa, 2014.
18. Creswell JW. *Research design. Qualitative, Quantitative, and Mixed Methods Approaches*. 3rd ed. California: SAGE Publications Inc., 2009.