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**Author**

CHMIELECKA, Ewa

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**Abstract**

The article consists of two parts. The first part comprises a short summary of the findings of the IBAR Project, which focuses on the link between the quality of education and teaching staff. In the second part the fundamental nature of the ESG in terms of teaching staff activity is considered. In particular, the issue of staff motivation in developing quality culture is discussed, which is the main objective of implementing the ESG since academic staff is the decisive factor the successful development of quality culture. (HRK / Abstract übernommen),