

CONTENTS

| | |
|--|-----|
| Foreword | 5 |
| 1. Krzysztof ANDRUSZKIEWICZ, Maciej SCHULZ, Jakub SKORUPA – The essence and the process of region branding | 7 |
| 2. Chrystian FIRLEJ – Bioeconomy as an economic area influencing the economic balance of international trade in Poland | 17 |
| 3. Marie GABRYSOVA, Wiesław CIECHOMSKI – Marketing of border towns on the example of selected destinations in the borderland of the Czech Republic and Poland | 35 |
| 4. Małgorzata HARTWICH, Robert ROMANOWSKI – Civic budgets in cities of Greater Poland region in 2018 | 47 |
| 5. Marek JÓŹWIAK – Sustainable tourism facilities and their impact on the Kuyavian-Pomeranian voivodeship tourism competitiveness | 65 |
| 6. Anna KACPRZAK, Marzena KACPRZAK, Izabela WIELEWSKA – Employer branding and employees' commitment in international enterprises | 81 |
| 7. Urszula KEPROWSKA – Promotion of the city as an element of territorial marketing in the field of tourism | 95 |
| 8. Monika KLEMKE-PITEK – The concept of teacher training co-financed by the European Union in the teacher training school model | 109 |
| 9. Mariusz KMIĘCIK – Implementation of forecasting tool in the logistics company – case study | 119 |
| 10. Andrzej KONDEJ, Wiesław CIECHOMSKI – The level of consumers' income and the development and structure of retail trade on the example of Wielkopolskie and Podlaskie regions | 127 |
| 11. Wiesława KUŹNIAR – The importance of dialogue and cooperation with the residents for urban development, on the example of the city of Rzeszów | 143 |
| 12. Rafał MAZUR, Arkadiusz MALKOWSKI – Significance of employee innovation for knowledge economy based on the case of industrial companies located in west Pomerania | 155 |
| 13. Teresa MIŚ – The significance of european union funds for the development of the regions of eastern Poland | 169 |
| 14. Lech NIEŻURAWSKI, Joanna NIEŻURAWSKA-ZAJĄC – Some selected factors of success of enterprises – theory and practice | 181 |
| 15. Aleksandra PŁONKA, Wojciech SROKA – Food strategies and restitution of urban agriculture illustrated by the case of selected solutions of metropolitan areas | 199 |
| 16. Wiesław SZOPIŃSKI, Marta KAWA, Tomasz SURMACZ – The role of corporate social responsibility in development of communication with external stakeholders and environmental protection – an example of a telecommunications company | 209 |

| | |
|--|-----|
| 17. Arkadiusz TUZIAK – Innovativeness as a resource for the development of a peripheral region | 219 |
| 18. Mariusz WOŹNIAKOWSKI – Social media in the communication between the cities of the Łódź voivodeship and stakeholders during the covid-19 pandemic ... | 233 |
| 19. Mateusz ZACZYK – Key areas of blockchain technology application in Logistics ... | 245 |