

## CONTENTS

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

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