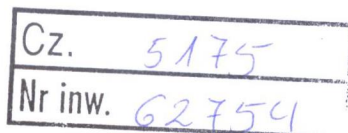




CONTENTS



Foreword	7
1. Arkadiusz BANASIK, Piotr PIKIEWICZ – Application of AI in crisis management	9
2. Arkadiusz BANASIK, Piotr PIKIEWICZ – Education in time of pandemic crisis – case study	21
3. Mirosław BOJAŃCZYK – The enterprise goodwill valuation – ranking of Polish brands	31
4. Michał COMPOREK – Strategies and premises of earnings management in public companies listed on the Warsaw Stock Exchange – the results of survey research	43
5. Aleksandra CZUPRYNA-NOWAK, Arkadiusz BANASIK, Michał BARTNICKI – Data concerning Covid-19 cases in Poland at the end of the pandemic	61
6. Aleksandra CZUPRYNA-NOWAK, Svitlana SACHENKO – Levels of AI applicable in smart cities	73
7. Izabela EMERLING, Danuta KOZŁOWSKA-MAKÓŚ – Employee information in the field of CSR and diagnosis and resolution of the labour conflict	87
8. Dorota GAWROŃSKA – Analysis of the share of energy obtained from renewable energy sources in the European Union countries	99
9. Krzysztof GROCHOWSKI – The role of process management in the implementation of an ERP class it system	117
10. Beata HYSA – Exploring the role of social media in academic teaching	129
11. Anna JANIGA-ĆMIEL – A study on the distances between companies in Poland and in selected countries of the European Union with respect to the use of ICT resources and competencies	141
12. Ireneusz J. JÓŹWIAK, Piotr P. JÓŹWIAK, Jan SWITANA – Principles of software diagnosis and testing using test automation tools	155
13. Ireneusz J. JÓŹWIAK, Piotr P. JÓŹWIAK, Krzysztof ZATWARNICKI – Current infrastructure as a code automation trends in context of cloud agnostic resource provisioning	167
14. Piotr P. JÓŹWIAK – Dual ingress architecture design pattern for Kubernetes applications	185
15. Aneta KARASEK – The proactive personality of young workers – what are the challenges for employers?	197
16. Wojciech M. KEMPA, Arkadiusz BANASIK – Towards a smart city: modelling a bike-sharing station via a queueing loss system	209
17. Dariusz KOMOROWSKI, Barbara MIKA, Piotr KACZMAREK – A new approach to preprocessing of EMG signal to assess the correctness of muscle condition	217

2024 DCz. 200

18. Anna KONDAK – The application of eye tracking and artificial intelligence in contemporary marketing communication management	239
19. Danuta KOZŁOWSKA-MAKÓŚ, Izabela EMERLING – Transactions with related entities in the light of tax solutions and CSR goals	255
20. Paulina KRÓL – The effectiveness of alternative investments in the era of geopolitical changes	269
21. Joanna KRUPSKA – Efficiency of stock management in the fish processing industry	287
22. Andrzej LETKIEWICZ – Pro-environmental elements in the business model of medium and large Polish road freight carriers	299
23. Dagmara LEWICKA, Katarzyna KROT, Lubomyr PETRYSHYN, Hefeez Ur REHMANN – Relationship between institutional trust, intraorganisational collaboration and commitment to strategic business development	317
24. Dagmara LEWICKA, Helena STAROWICZ-RAJCA – Achieving sustainable development through organizational alignment: a case study of Aptiv	329
25. Iwona ŁAPUŃKA, Joanna BARTON-PUDLIK, Dominika JAGODA-SOBALAK – Overview and prioritization of critical success factors in NPD models for the chemical industry	345
26. Małgorzata ŁĘGOWIK-MAŁOLEPSZA – Assessing the company's strategic decisions in the context of its ability to continue business as a going concern – the case of X company	367
27. Beata MAJECKA – Ethical determinants of market behavior of contemporary enterprises	381
28. Ewelina MAJEWSKA-PYRKOSZ – Education in the era of artificial intelligence – new quests and possibilities	391
29. Artur MARKIEL, Wojciech M. KEMPA – Cluster analysis of epidemic curves of the third Covid-19 epidemics wave in different regions of Poland	407
30. Piotr MAŚLOCH – War in Ukraine and new management paradigm	423
31. Agata MESJASZ-LECH – Greenwashing and corporate environmental irresponsibility – improper practices of companies	433
32. Monika MIŚKIEWICZ-NAWROCKA – The verification of the application of the TMAI method for selecting companies for the investment portfolio during the Covid-19 pandemic	449
33. Danuta MORAŃSKA – Directions of development of contemporary education. Constructivist approach	459
34. Wojciech MUSIAŁ, Jolanta WITEK – Proposal for an expert system to aid decision-making in the design and management of flexible manufacturing systems ...	473
35. Tomasz NAWROCKI – The problems and efficiency of investment in shares of companies with a high price-to-book value ratio in the context of intellectual capital issue	497

36. Tomasz NITKIEWICZ, Karolina WISZUMIRSKA, Marcin RYCHWALSKI – Circular solutions for food packaging. Innovative coated paper packaging and its carbon footprint	513
37. Iwona OTOLA – Active and passive approach to opportunities in crises events	525
38. Wojciech PAWNIK – Conflict in organizations – counterproductive behavior – causes, conditions and ways of solving in Polish conditions – historical perspective ..	543
39. Anita PROSZOWSKA, Ewa PRYMON-RYŚ – Modern technologies in shaping strategy in the clothing industry – a case study of the 4F brand	555
40. Ewa PRYMON-RYŚ, Anita PROSZOWSKA – Reverse vending machines vs. other ways of selective waste collection – research results	567
41. Agnieszka SITKO-LUTEK, Karolina ŁAWICKA-KRUK, Monika JAKUBIAK – Improving the competencies of managers in the medical devices industry from an international perspective	583
42. Marta SZCZEPAŃCZYK – Forms of cooperation aimed at implement sustainable development in urban areas	595
43. Danuta SZWAJCA – Demand for electronic devices in the context of sustainable development – evidence from Poland	613
44. Justyna ŚPIEWAK – Analysis of publications on decision-making strategies in higher education institutions	633
45. Mateusz TRZECIAK, Wes GREBSKI – Program governance: overview of program management standards	647
46. Aleksandra WILK – Motherhood as a factor differentiating women's careers	665
47. Katarzyna WITCZYŃSKA – International supply chains in pharmaceutical industry after Sars-Cov-2	677
48. Katarzyna WITCZYŃSKA – Sustainable consumption and energy efficiency	687
49. Mirosław WITKOWSKI, Adrian KAPCZYŃSKI – Research on the development of digital signage systems and the factors that influence the effectiveness of the message	695
50. Radosław WOLNIAK, Wies GREBSKI – Work safety and health – the business analytics usage in Industry 4.0 conditions	705
51. Radosław WOLNIAK, Izabela JONEK-KOWALSKA, Wies GREBSKI – Maintenance resource allocation – the business analytics usage in Industry 4.0 conditions	717
52. Maciej WOLNY – Monte Carlo simulation analysis of the PERT method for complete graph with all activities as critical	729
53. Paweł ZAJĄC – Business demography in Poland: a DSGE approach	739
54. Katarzyna ZEUG-ŻEBRO – Nonlinear granger causality between natural gas and heating oil prices and selected exchange rates	761
55. Daniel ZWIERZCHOWSKI – The importance of knowledge transfer in the implementation of an integrated ERP system.....	773