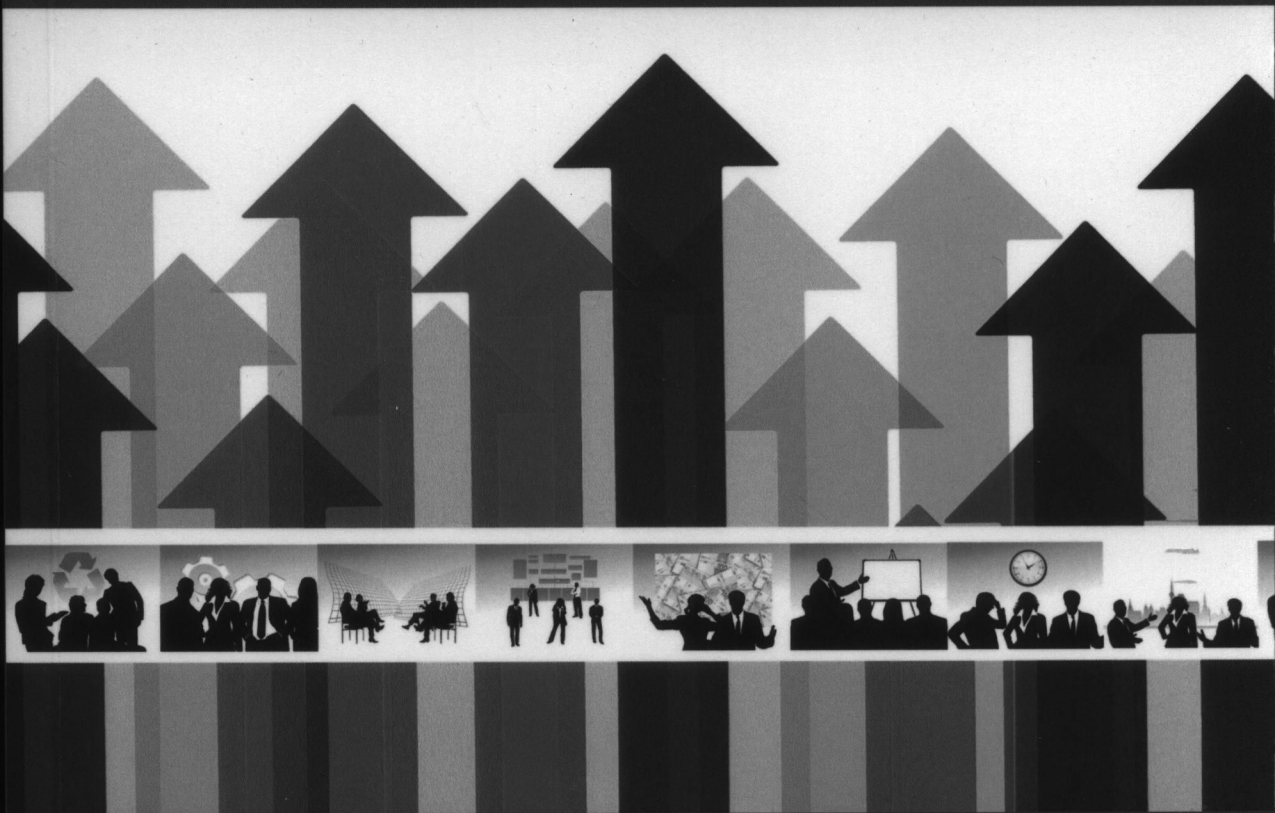


SILESIA UNIVERSITY OF TECHNOLOGY
SCIENTIFIC PAPERS

ORGANIZATION & MANAGEMENT

No. 152



ZESZYTY NAUKOWE POLITECHNIKI ŚLĄSKIEJ
ORGANIZACJA I ZARZĄDZANIE



Silesian University
of Technology



GLIWICE 2021

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 KĘPROWSKA – 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

SILESIA UNIVERSITY OF TECHNOLOGY
SCIENTIFIC PAPERS

ORGANIZATION & MANAGEMENT

No. 153



ZESZYTY NAUKOWE POLITECHNIKI ŚLĄSKIEJ
ORGANIZACJA I ZARZĄDZANIE



Silesian University
of Technology



GLIWICE 2021

CONTENTS

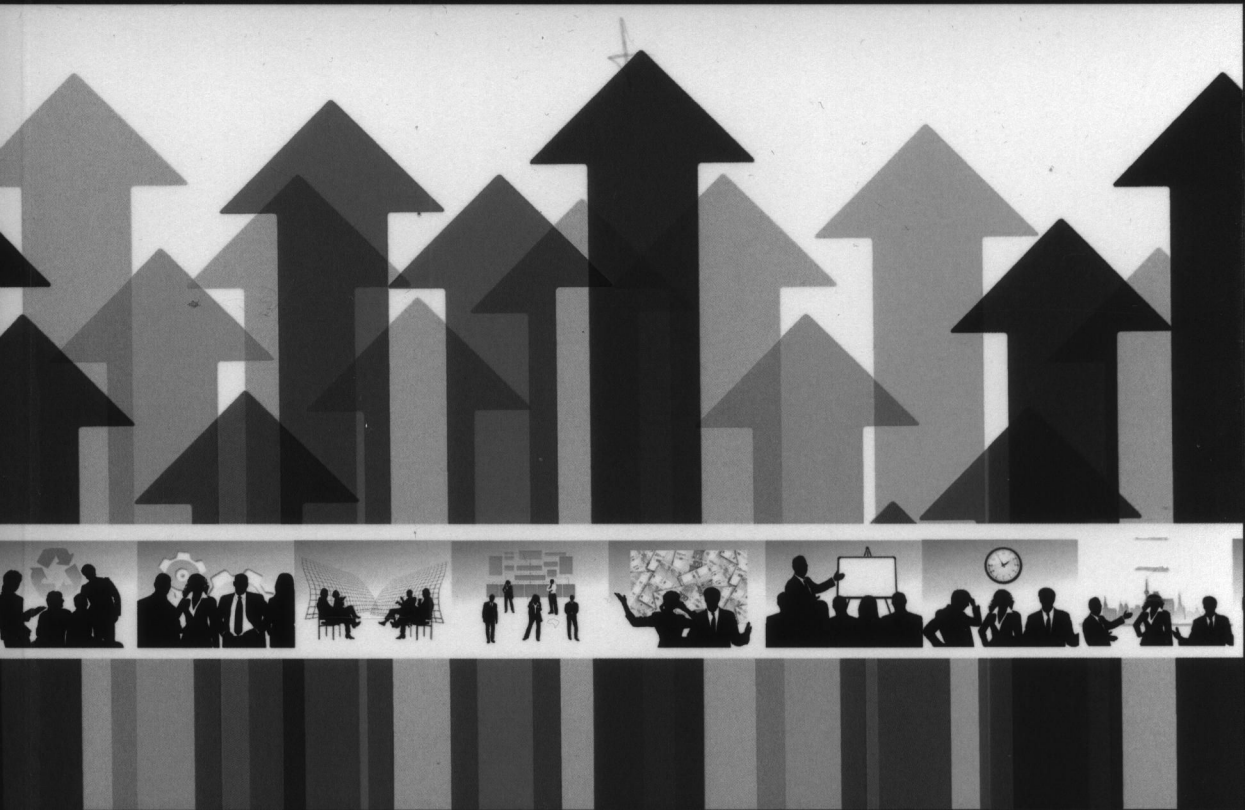
Foreword	5
1. Barbara BIAŁECKA, Mariusz KRUCZEK, Kordian RUDZIŃSKI – Assumptions for waste electrical and electronic equipment collection system evaluation	7
2. Iwona BURKA – The Lean manager as a mentor in the process of problem-solving in the A3 Thinking approach	21
3. Sergiy BUSHUYEV, Victoria BUSHUIEVA, Maryna LAZAREVA, Svitlana ONYSHCHENKO, Natalia PAVLOVA – Agile-transformation by organizational development projects	45
4. Jelena DEMENTJEVA, Rimantas STAŠYS – Organizational creativity management based on the intellectual capital	57
5. Mateusz DRUĆ, Ireneusz J. JÓŹWIAK, Alicja M. JÓŹWIAK, Wojciech M. NOWAK – Techniques of mobile application development process ...	77
6. Paweł FILIPOWICZ – Conceptualisation of using technical debt to measure the innovation level of new product – selected issues	89
7. Karolina GABRIEL – Supporting remote education in the conditions of the pandemic in Poland	103
8. Grzegorz GLISZCZYŃSKI, Filip BERKOWSKI – The role of management succession in the growth of Polish SMEs	111
9. Grzegorz GŁÓD, Izabella STEINEROWSKA-STREB – Business-university collaboration in education: an example of joint teaching in entrepreneurship and management	133
10. Daniel GRICER, Ireneusz J. JÓŹWIAK, Jan SWITANA – European Union funds in infrastructure development of Polish rail transportation between 2014-2020	143
11. Beata HOZA, Adam ŻABKA – Determinants of the VAT gap – part 1	155
12. Adrian IWANIUK, Liliana HAWRYSZ, Helena BULIŃSKA-STANGRECKA, Paweł HURAS – Barriers to the effectiveness of teleworking in public administration	165
13. Robert KAMIŃSKI – Project management and employees' individual potential	179
14. Monika KIEĆ – Fit-gap analysis as introduction step to business process standardization	193
15. Arkadiusz KOLKA, Maciej KAŻMIERCZAK – Industrial twins as an effective tool for the implementation of laboratory classes	213
16. Kinga KONIECZKA – Solving problems in hoshin kanri system approach using quality management tools – case study	227
17. Piotr KORNETA – Performance management system for primary healthcare services providers	239

18. Magdalena KRACZLA – Sleep deficit and managers' functioning in stressful situations	259
19. Monika KREZYMON, Krystian STRÓŻEWSKI – Statistical analysis of the preparation of a future student during the SARS-CoV-2 pandemic (economic approach)	273
20. Anna KWIECIEŃ – The role of change in enterprises during the crisis	287
21. Alina LANGA, Ireneusz J. JÓŹWIAK, Kacper STAROŚCIAK, Jan SWITANA, Alicja M. JÓŹWIAK, Wojciech M. NOWAK – The identification of problematic software testers management areas	303
22. Hubert ŁOPUSIŃSKI, Mateusz ŁOPUSIŃSKI, Ireneusz J. JÓŹWIAK, Kacper STAROŚCIAK – A strategy for researching the performance of web applications clients	317
23. Joanna MACHNIK-SŁOMKA, Nicholas BALDACCHINO – The role of higher education institutions in shaping students' entrepreneurial attitudes – case studies from Poland and Malta	327
24. Bartosz ORZEŁ, Radosław WOLNIAK – Corporate social responsibility reports on Polish market over the years – comparison and analysis	343
25. Andrzej PACANA, Karolina CZERWIŃSKA, Lucia BEDNÁROVÁ – Analysis and improvement of the production system in production enterprise	357
26. Magdalena PICHLAK – Resources, dynamic capabilities, and performance: evidence from Polish green innovative companies	369
27. Adam PISARCZUK – Proposition of a method of verification occupational risk assessment	385
28. Joanna RUDAWSKA, Daniel PAVLOV, Miroslava BONEVA – Individual entrepreneurial orientation and entrepreneurial intention. Comparative research on Polish and Bulgarian students	397
29. Janusz SMOLIŁO, Andrzej CHMIELA, Aleksander LUBOSZ, Paweł WRÓBLEWSKI – Dynamics of bearing of costs in processes leading to revitalization of mine assets in SRK S.A.	409
30. Janusz SMOLIŁO, Andrzej CHMIELA – The mine liquidation processes in SRK S.A. in a cost approach	429
31. Łukasz SROKA – Comparison of jackknife and bootstrap methods in estimating confidence intervals	445
32. Lilianna STAŃCZAK – Reasons and directions for market reorientation of research institutes in Poland	457
33. Anna SVITANA – Outsourcing as a management concept in the legal plane	473
34. Katarzyna SZUPER – Innovative company profile: age, size and sources of financing	485
35. Daniel TOKARSKI, Artur SAWICKI – Risk analysis of the construction venture in the economic aspect	495
36. Rafał ZACHOROWSKI – Functioning of the medical services market in Poland: selected problems	507

SILESIA UNIVERSITY OF TECHNOLOGY
SCIENTIFIC PAPERS

ORGANIZATION MANAGEMENT

No. 154



ZESZYTY NAUKOWE POLITECHNIKI ŚLĄSKIEJ
ORGANIZACJA I ZARZĄDZANIE



Silesian University
of Technology



GLIWICE 2021

CONTENTS

Foreword	5
1. Barbara BIELICKA, Agnieszka GOŹDZIEWSKA-NOWICKA, Tomasz JANICKI – Organisation's communication activity and the level of process maturity – an empirical approach	7
2. Agnieszka CZERWIŃSKA-LUBSZCZYK, Michalene GREBSKI, Dominika JAGODA-SOBALAK – Partners in education – development of graduates competencies	21
3. Adam HAMERLA – Development of e-services in the process of post-mining and post-industrial area management in the Silesia region	31
4. Natalia JAGODZIŃSKA – ISO 37001 system as a tool to meet anti-corruption requirements in the small and medium-sized enterprise sector	43
5. Jan JAŚKOWIAK – Involvement of public authority in the development of entrepreneurship and nurturing a business-friendly environment	55
6. Julia JURASIK, Paulina KRĘT, Bartosz ORZEŁ – Quality of services provided by Silesian healthcare institutions during the COVID-19 pandemic – results of the survey	67
7. Monika KAMIŃSKA – Improvement of warehouse processes by implementation of lean six sigma in global supply chain	81
8. Izabela KONIECZNA – Cooperatives' market activities in the sphere of sales marketing. Comparative analysis on the example of dairy cooperatives from the Małopolskie and Świętokrzyskie voivodships	95
9. Magdalena KRACZLA – Managers' sleep deficit and stress-coping strategies in contemporary organisations – empirical analysis	103
10. Konrad KRAJEWSKI – Factors that shape business model: identification with the use of a structured interview	121
11. Patrycja KWOSEK, Sandra HAUSMANN, Viktoria BARUCHA, Gabriela MOCZYDŁOWSKA, Grzegorz NIEKRASZ – Investigating the impact of coronavirus – related isolation on the quality of life, including the quality of study, of students at the Silesian University of Technology	133
12. Krystyna LISIECKA, Bartłomiej BĄK – The determinants of supervisory board's effectiveness in energy sector	149
13. Małgorzata MARKOWSKA – Determinants of eco-innovations – preliminary findings from SME sector in Silesian voivodeship	171
14. Józef MYRCZEK, Piotr TWOREK, Zofia PODSTAWKA – Financial management and risk among Polish developers in the period of COVID-19 pandemic ..	191
15. Bartosz ORZEŁ, Radosław WOLNIAK – The CSR and greenwashing concepts knowledge and perceptions among employees of Polish organizations – a pilot study ...	201

16. Barbara PRZYBYLSKA-CZAJKOWSKA – Management – between economy, polity, and ethics	217
17. Irena PYKA, Jan PYKA – Corporate green investment imperative and risk of a credit crunch in Poland	233
18. Marzena PYTEL-KOPCZYŃSKA, Piotr OLEKSIK – Telework as the development direction of the ways of providing work by an employee in the crisis situation	249
19. Marzena PYTEL-KOPCZYŃSKA – Sustainable management and organisation of the work environment in the context of flexibility paradigm	261
20. Paulina RASZEWSKA, Radosław WOLNIAK – Application of QFD in the pharmaceutical industry	271
21. Lukáš SIEGEL – The restrictions of human rights – COVID-19 pandemic and ethical issues	281
22. Marie SLABÁ – Private labels – customer profile and changes in trade during pandemic	291
23. Julianna STASICKA, Igor SZYMAŃSKI – Factors of choice of private medical services in Poland	305
24. Iwona SZKUDLAREK – The participation of Polish female soldiers in World War I.	319
25. Justyna TREPKA-STAROSTA, Agnieszka ROSZKOWSKA, Jolanta STAROSTA, Anna PIEKACZ – The relationship between the attitudes and behaviours towards body and the risk of occurrence of eating disorders in the group of young women	331
26. Jerzy WĄCHOL – An enterprise in the global economy. Modern management methods vs economic crisis and pandemic	347
27. Katarzyna WITCZYŃSKA – COVID pandemic and foreign direct investments in the Polish economy	357
28. Olena ZARICHNA – Advantages of using direct marketing in the sales activities of the enterprise	365
29. Katarzyna ZAWIERUCHA – Social reality in the context of social media and mobile technologies	375
30. Katarzyna ŻAK – Green bonds as modern financial instruments	389