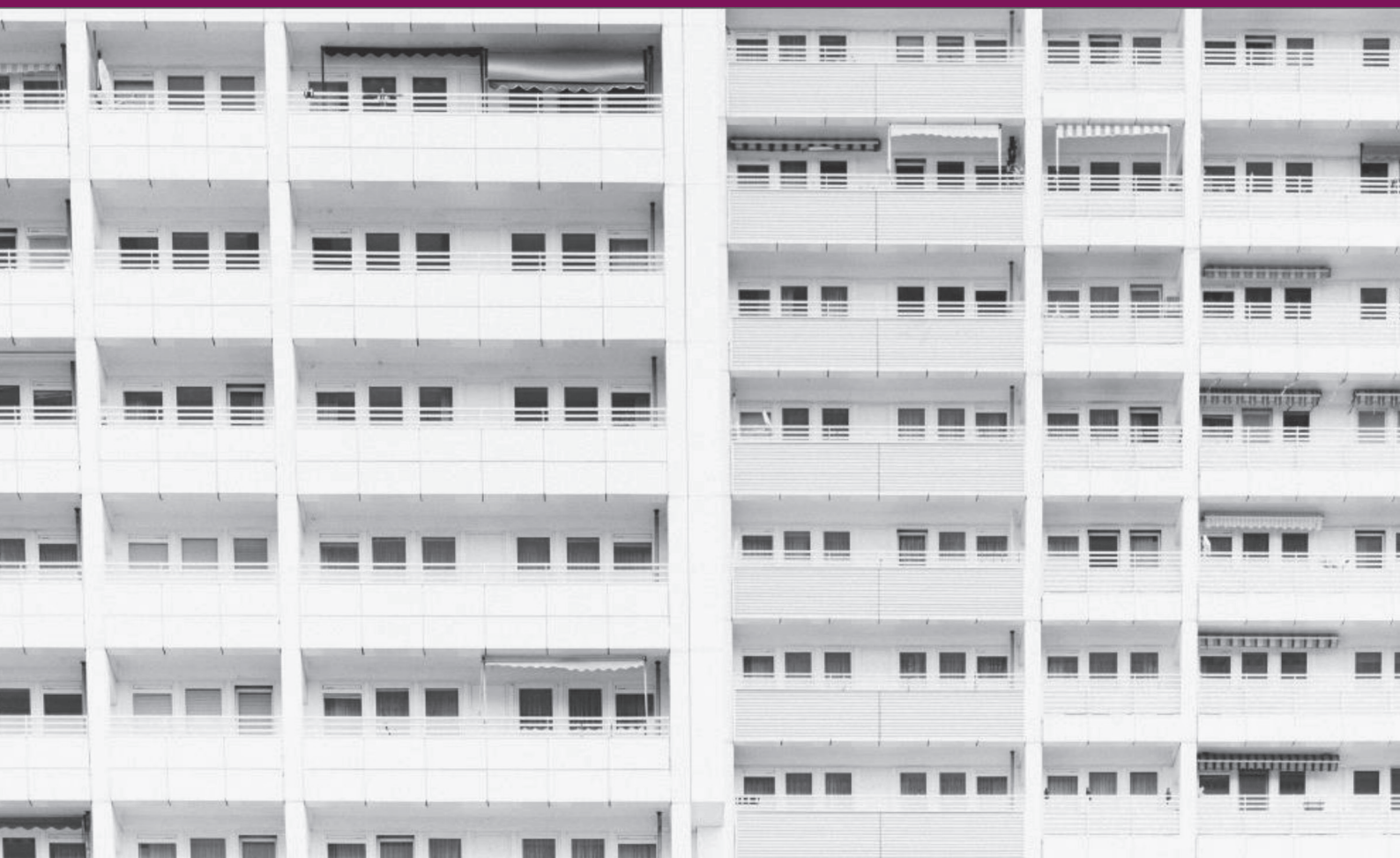


V międzynarodowa konferencja naukowa:
„Innowacje i przedsiębiorczość. Teoria i praktyka”

V scientific international conference:
”Innovations and entrepreneurship. Theory and practice”



KSIĘGA ABSTRAKTÓW / BOOK OF ABSTRACTS



Akademia WSB



Ministerstwo Nauki
i Szkolnictwa Wyższego

WSB UNIVERSITY 2019

KSIĘGA ABSTRAKTÓW / BOOK OF ABSTRACTS

Organizacja V Międzynarodowej Konferencji Naukowej
pt. „Innowacje i przedsiębiorczość. Teoria i praktyka” -
zadanie współfinansowane ze środków Ministra Nauki i Szkolnictwa
Wyższego przeznaczonych na działalność upowszechniającą naukę
w ramach umowy 587/P-DUN/2019 z 27.05.2019r.

V scientific international conference: "Innovations and entrepreneurship. Theory
and practice" co-funded under 'Science Dissemination Activities'
programme of the Ministry of Science and Higher Education, Republic of
Poland, 2019, agreement number 587/P-DUN/2019 signed 27.05.2019r

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Education in Czech-Polish borderland: co-operation or not?

Hynek Böhm

Technical University of Liberec

Abstract

The contribution deals with the integration of Czech-Polish border region in the field of education. Despite the European integration has advanced in a very progressed form and many cross-border initiatives managed to weaken the existence of manifold barriers, the major barrier still can be found in an absence of a missing joint labour market field there. One of the causes of that is the lack of cross-border co-operation in the field of school education. We therefore analysed how do the schools at both sides of national borders deal with their geographical location. We studied whether the school curricular documents of education institutions at all levels take into account their geographical location. Moreover, we also studied marketing strategies of education institutions from both sides of the borders vis-à-vis the neighbour. Quantitative research methods were complemented by the means of qualitative elements, which mainly had a form of semi-structured interviews. Research revealed that there is no single cross-border education market, however some exceptions apply. This is mostly case of Euroregion Tesin/Cieszyn Silesia, where the presence of Polish minority schools in the Czech part is often exploited also by students from Poland.

Key-words:

Czech-Polish cross-border co-operation, education, barriers, curricular documents

National map of safety threats. Innovation in obtaining data on threats to public safety

Marek Walancik
WSB University

Abstract:

Safety is the basic need of every human being. It has a crucial influence on the functioning of the individual in the community. The intention of the author is to present a universal tool for cataloging existing threats in the local community. The hazards map is an important element of the public safety management process. It allows to optimal allocation of forces and resources of the police and other special institutions working for public safety in the local community. It's important to obtain information from citizens (Internet users) with the use of the information exchange platform.

Keywords:

safety, map, data, threats

Obtained values from customer relationship management. Uzyskiwane wartości z zarządzania relacjami z klientami

Wiesław Danielak
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Abstract

The growing importance of the issue of value creation in the management of inter-organizational relations results from the key role of the client in relation to which enterprises undertake efforts to build valuable relationships. Properly shaped relations give the opportunity to access valuable resources, favor the creation of new, connect and exchange existing ones. The study shows the generation of value, ie for the company, for the client and individual employees involved in the relationship.

Abstrakt

Wzrost znaczenia problematyki uzyskiwania wartości w zarządzaniu relacjami międzyorganizacyjnymi wynika z kluczowej roli klienta w odniesieniu, do którego przedsiębiorstwa podejmują wysiłki na rzecz budowania wartościowych relacji. Odpowiednio ukształtowane relacje dają możliwość dostępu do cennych zasobów, sprzyjają tworzeniu nowych, łączeniu i wymienianiu już istniejących. W opracowaniu ukazano generowanie wartości dla przedsiębiorstwa, dla klienta oraz indywidualne pracowników zaangażowanych w relacje.

Keywords:

relations, customer relationship management, creation of values.

Słowa kluczowe:

relacje, zarządzanie relacjami z klientem, tworzenie wartości

Corporate social responsibility in family businesses. Społeczna odpowiedzialność biznesu w przedsiębiorstwach rodzinnych

Magdalena Wysocka

Uniwersytet Warmińsko-Mazurski w Olsztynie

Abstract:

Family businesses are an important socio-economic phenomenon around the world. Their activities are analyzed on the economic, social, cultural and legal areas. In this article the authors focused on analyzing the structure of stakeholders and attitudes of family business managers to activities consistent with the idea of corporate social responsibility. Based on the literature studies, the reasons for running a business and the characteristic features of family businesses that influence positive and negative behaviors according to the concept of socially responsible business have been identified.

Abstrakt

Przedsiębiorstwa rodzinne to ważne zjawisko społeczno-gospodarcze na całym świecie. Ich działalność jest analizowana na płaszczyźnie ekonomicznej, społecznej, kulturowej i prawnej. W tym artykule skupiono się na analizie struktury interesariuszy oraz nastawieniach zarządzających przedsiębiorstwami rodzinnymi do działań zgodnych z ideą społecznej odpowiedzialności biznesu. Na podstawie studiów literatury zidentyfikowano powody prowadzenia biznesu oraz charakterystyczne cechy firm rodzinnych wpływające na pozytywne i negatywne zachowania według koncepcji społecznie odpowiedzialnego biznesu (Corporate Social Responsibility).

Keywords:

areas of company responsibility, Corporate Social Responsibility, family businesses, socially responsible practices.

Słowa kluczowe:

obszary odpowiedzialności przedsiębiorstwa, praktyki społecznie odpowiedzialne, przedsiębiorstwo rodzinne, społeczna odpowiedzialność biznesu.

Stimulating innovative attitudes of employees in modern enterprises

Michał Igielski

Akademia Morska w Gdyni

Abstract:

The article discusses the issue of creating optimal conditions in an enterprise, which are necessary to „extract” from an employee his or her unique competencies - this is the main determinant of innovation of a given organization. The theoretical part discusses the conditions of modern economy, the issues of innovativeness of enterprises and issues of initiating innovation, based on knowledge, creativity and creativity of employees. The second part presents the results of the survey, whose main purpose was to analyze the expectations of employees in terms of working conditions, which are the basic factor inspiring to creative thinking.

Keywords:

human capital management, innovation, innovation attitude

The Creation Of Quality Of Life In The Context Of Intelligent Specialization And Sustainable Development Of The Region - A Model For Urban Agglomeration

Małgorzata Lechwar, Małgorzata Leszczyńska, Katarzyna Puchalska

University of Rzeszow

ABSTRACT

The aim of the article is to present a model ecological housing estate (Inteligentne Eco-Housing Estate 2020 - IEO2020) and the premises and possibilities of its implementation in a leading urban center in the Podkarpackie region, ie the city of Rzeszów. Therefore, the research process referred to the concept of smart specialization in the quality of life in the Podkarpackie region. In particular, the importance of an important area functioning within its framework, namely the energy sphere, including energy-saving construction was indicated. There was presented the place of Rzeszów agglomeration in the rankings regarding quality of life and the results of pilot studies carried out in the fourth quarter of 2017 among 295 residents of the city of Rzeszów. The article assumes that the quality of life is a multidimensional phenomenon influenced by both material factors (housing conditions) and non-material factors (the state of the environment or security). In addition, it was assumed that ecological construction contributes to the improvement of the quality of life of the society.

ABSTRAKT

Celem artykułu jest przedstawienie modelowego rozwiązania ekologicznego osiedla (Inteligentne Ekoosiedle 2020 - IEO2020) oraz przesłanek i możliwości jego wdrożenia w wiodącym ośrodku miejskim w regionie podkarpackim tj. mieście Rzeszów. W związku z tym w procesie badawczym odniesiono się do koncepcji inteligentnej specjalizacji, jaką w regionie podkarpackim jest jakość życia. W szczególności wskazano na znaczenie ważnego obszaru funkcjonującego w jej ramach, a mianowicie sfery energetycznej, w tym energooszczędnego budownictwa. Przedstawiono też miejsce aglomeracji Rzeszowa w rankingach dotyczących jakości życia oraz wyniki pilotażowych badań przeprowadzonych w IV kwartale 2017 roku wśród 295 mieszkańców miasta Rzeszowa. Materiał statystyczny pierwotny, uzyskano przez badania ankietowe. W artykule wychodzi się z założenia, że jakość życia to zjawisko wielowymiarowe, na które mają wpływ zarówno czynniki materialne (warunki mieszkaniowe), jak też niematerialne (stan środowiska czy bezpieczeństwo). Ponadto założono, że budownictwo ekologiczne przyczynia się do poprawy jakości życia społeczeństwa.

Słowa kluczowe:

odnawialne źródła energii, ekologiczne osiedle mieszkaniowe, gospodarstwa domowe.

The value of innovative brand of the enterprises from MSME sector

Dorota Dolińska-Weryńska

Silesian University of Technology

Abstract:

The paper is a presentation of the view on the process of innovative brand construction by the representatives of the Silesian micro, small and medium enterprises. It encompasses a part of research results conducted within the frames of the innovative testing project 'With matrix towards innovative entrepreneurship' (PO KL 8.3) and the project 'Silesian personnel for innovative entrepreneurship' – Regional Operational Programme for Silesian Voivodeship, in which the author dealt with the problem of brand and relationship building in the environment (Weryński 2012; Weryński 2013, Weryński, Dolińska-Weryńska, Tokar 2015). The author, based on the own qualitative research mentioned previously, conducted on a group of 300 representatives from SME sector in Silesia, proves that a strong brand has an influence on the organization's effectiveness and innovativeness improvement, plays a great role in the product purchase and helps to create a company's personality in the social environment.

Keywords:

brand, innovative brand, innovation management.

Healthcare Inequities In The Context Of Sustainable Development

Justyna Rój

Uniwersytet Ekonomiczny w Poznaniu

Abstract

An outpatient department is one of the major input of health systems therefore the equitable distribution of them in healthcare remain critical in making progress towards the goal of universal health coverage and thus to sustainable development. The purpose of this study is to evaluate the out-patient department distribution across regions of Poland in 2017 and estimate the level of equity. It will also allow to identify inequities to access to these resources among urban and rural areas. Data was derived from the Knowledge Database Health and Health Care of Statistic Poland. The Gini coefficient calculated based on the Lorenz Curve was engaged as a method to measure the level of equity. Thus this research may provide some implications for policy and practice.

Keywords:

healthcare; equity; sustainable development; Gini ratio; out-patient care;

Abstract

Doing business requires constant adaptation to changing the environment. To this end, it is necessary to look for new solutions in business. Innovation is therefore a key element of business development and improvement of its competitive ability. The consequence of the lack of innovation in the company is the end of development and the collapse of the company. Unfortunately, innovation is not an easy process, much less cheap.

Uncertainty in terms of the results of innovations introduced and the lack of sufficient resources they cause enterprises to approach this process with some distrust and skepticism. Undoubtedly, access to sources of financing innovative activity is one of the basic problems of Polish entrepreneurs. The aim of the study is to show the sources of financing innovative activity enterprises in the Podkarpackie voivodship based on data published by the Chief Statistical Office and Local Data Bank.

The following research questions were decided at work:

- What is innovation? How the definition of innovation is included in the literature?
- From what sources is the innovative activity of enterprises financed in the Podkarpackie province?
- What expenditures are incurred by enterprises in the Podkarpackie voivodship for innovative activity?

Keywords:

Expenditures, financing of innovations, innovations, innovative activity, public aid, podkarpackie

Analysis of innovation management of enterprises in Poland

Monika Raczyńska
WSB University

Abstract

The article aims to analyze innovation management based on the European Innovation Scoreboard Index (EIS) 2018 and Statistics Poland data, the scope of subdiscipline of management and quality sciences. Innovation management requires taking into account the management of R & D works. The increase in expenditure on R & D does not lead to an increase in the share of innovative enterprises, revenues from the title of innovation in Poland.

Keywords:

innovation management, European Innovation Scoreboard (EIS), sub-discipline

Causal analysis of the formation of resentimental barriers in the innovation processes of Silesian small and medium enterprises. Case study

Dorota Dolińska-Weryńska

Politechnika Śląska

Abstract

In the article, the authors focused on the problem of causes and the possibilities of leveling resentimental barriers (negative group emotions) within the organization, limiting the innovation of selected Silesian micro and small enterprises. It will be presented a morphogenetic causal analysis (M. Archer) of the emergence of resentimental barriers limiting the course of innovation. The empirical basis for the analyzes was created by the results of focus studies carried out on a group of selected managers and SME employees.

Keywords:

innovation in small and medium companies, group resentment, organizational morphostasis and morphogenesis, morphogenetic causal analysis, qualitative analysis FGI

Zarządzanie Outsourcingiem Utrzymania Ruchu w Przedsiębiorstwach Działających w Polsce

Bartosz Jeżyna
WSB University

Abstract

The aim of this study is to present the critical aspects of model selection, effective implementation and management of maintenance services outsourcing of production plants operating in Poland. The article attempts to analyze and evaluate decisions and then the process of implementation and management of maintenance outsourcing. The article contains a formulation of a working hypothesis defining the most important problems and challenges facing outsourcing. The results of pilot studies carried out in selected enterprises were analyzed on the basis of the empirical outsourcing literature.

Abstrakt

Celem artykułu jest przedstawienie krytycznych aspektów wyboru modelu, skutecznej implementacji i zarządzania outsourcingiem usług utrzymania ruchu zakładów produkcyjnych działających w Polsce. W artykule podjęto próbę analizy i oceny decyzji a następnie procesu wdrożenia i zarządzania outsourcingiem utrzymania ruchu. Cel główny badania stanowiło sformułowanie hipotez roboczych określających najważniejsze problemy i wyzwania stojące przed outsourcingiem. Wyniki pilotażowych badań przeprowadzonych w wybranych przedsiębiorstwach zostały przeanalizowane na podstawie wniosków płynących z empirycznej literatury outsourcingu.

Keywords:

Industry 4.0, management of maintenance, outsourcing models, outsourcing of maintenance, Poland.

Słowa kluczowe:

Premysł 4.0, modele outsourcingu, outsourcing utrzymania ruchu, Polska, zarządzanie utrzymaniem ruchu.

Direct participation of academic teachers - literature review. Partycypacja bezpośrednia nauczycieli akademickich – przegląd literatury przedmiotu

Katarzyna Szelałowska-Rudzka

Uniwersytet Morski w Gdyni

Abstrakt

Partycypacja bezpośrednia pracowników nie jest zjawiskiem nowym. Poświęcono jej w piśmiennictwie wiele miejsca zwracając uwagę na korzyści, m. in.: tworzenie innowacji i innowacyjności organizacji, pobudzanie przedsiębiorczości, odpowiedzialności, zaangażowania w sprawy przedsiębiorstwa. Zdaniem autorki korzyści te odnoszą się również do partycypacji bezpośredniej nauczycieli akademickich w zarządzaniu uczelnią. Udział tej grupy pracowników w procesach decyzyjnych przyczyniać się może do ich zaangażowania w kształtowanie innowacyjności uczelni na polu prowadzonych badań naukowych, dydaktyki, budowania relacji z otoczeniem. Wydaje się jednak (na podstawie wstępnego przeglądu piśmiennictwa), że przedmiotowa partycypacja nie jest zbyt często przedmiotem dociekań naukowych (prowadzonych badań). Stąd celem artykułu jest prezentacja wyników systematycznego przeglądu literatury (baza EBSCO) poświęconej partycypacji bezpośredniej nauczycieli akademickich oraz związanym z nią korzyściom.

Innovations In The Process Of Building The Value Of Cultural Organizations In The City Divided By Border

Łukasz Wróblewski
Akademia WSB

Abstract

The main purpose of this article is to highlight innovations in cultural organizations, and point out in what way their introduction might contribute to the development of such institutions in the city divided by border. The first part of the paper presents a description of the idea, the essence and types of innovations in cultural organizations. Then the focus shifts to the concept of corporate social responsibility in the cross-border cultural services market, with a discussion on the so-called vicious circle in the process of implementing innovations in cultural organizations. Finally, examples of good practices and cultural entities from Cieszyn-Czech Cieszyn that have been successfully using innovations in the process of building their value are presented.

Keywords:

city divided by border, Cieszyn-Czech Cieszyn, cultural organizations, innovations, value

Przedsiębiorczość i innowacje w kontekście odnowy organizacyjnej

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Uniwersytet Ekonomiczny w Katowicach

Abstract

Opportunity creation and seizing on the road to organizational renewal create area for different time requirements, reflected in organizational architecture of entrepreneurship. Opportunities' exploitation requires higher level of processes, roles and systems structuralizations which are a good starting point for integration and entrepreneurial decision making reflected in dynamic competence of organization.

Abstrakt

Tworzenie i wykorzystywanie szans na drodze odnowy organizacyjnej stawia zróżnicowane wymagania czasowe, które znajdują odzwierciedlenie w organizacyjnej architekturze przedsiębiorczości. Eksploatacja pojawiających się szans wymaga większego ustrukturalizowania procesów, ról i systemów i staje się przyczynkiem do integrowania i skupiania decyzji przedsiębiorczych, których realizacja buduje dynamiczne kompetencje organizacji

Keywords:

entrepreneurship, innovations, renewal

Słowa kluczowe:

innowacje, odnowa, przedsiębiorczość

Wiesław Wasilewski
Uniwersytet Zielonogórski

Abstract

Cultural institutions, both private and local government or state institutions, operate in free market conditions. The managers of these entities put in a lot of effort to ensure survival and continuity of operations thanks to the actions taken. Subsidies from the state and local government authorities are insufficient. Patronage and sponsors come with the help. Some people think that this is a form of „alms for culture”. According to the author, this is a sign of entrepreneurship and an innovative approach to managing a cultural institution

Abstrakt

Instytucje kultury, zarówno te prywatne jak i samorządowe czy państwowe, funkcjonują w warunkach wolnego rynku. Zarządzający tymi podmiotami wkładają wiele wysiłku, aby dzięki podjętym działaniom zapewnić przetrwanie i kontynuację działalności. Dotacje ze strony państwa oraz władz samorządowych okazują się niewystarczające. Z pomocą przychodzi mecenat oraz sponsorzy. Część społeczeństwa uważa, iż jest to pewna forma „jałmużny dla kultury”. Zdaniem autora jest to przejaw przedsiębiorczości oraz innowacyjnego podejścia do zarządzania instytucją kultury

Keywords:

entrepreneurship, fundraising, patronage

Słowa kluczowe:

fundraising, mecenat, przedsiębiorczość

Impact of Industry 4.0 on work and leadership - Polish-German survey

Anna Dyląg

Jagiellonian University

Abstract

Results on perceived and expected impact of Industry 4.0 on the world of work are presented in the paper. Data for the study have been collected with the help of Polish and German respondents. This is an important comparison, keeping in mind that Germany is both, the initiator and the world leader of Industry 4.0, while for Poland it seems quite a distant reality. Chances and threats that are being brought together with these changes are discussed in the paper.

Keywords:

Germany - Industry 4.0 - Leadership - Poland - Work

Warunki i dynamika rozwoju start-upów w Polsce

Lidia Kaliszczyk

Uniwersytet Rzeszowski

Abstract

The study addressed the problem of conditions and dynamics of the development of start-up enterprises in Poland. Identification and analysis of the determinants of start-up undertakings have been conducted with a division into internal ones, relating to the subjectivity of the entrepreneur and his role in the economy, and external ones, which generally comprise the human and social capital, legal regulations, institutional environment and financing.

Abstrakt

W opracowaniu podjęto problem uwarunkowań i dynamiki rozwoju przedsięwzięć start-upowych w Polsce. Identyfikację i analizę uwarunkowań przedsięwzięć start-upowych zrealizowano z podziałem na uwarunkowania wewnętrzne, dotyczące podmiotowości osoby przedsiębiorcy i jego roli w gospodarce oraz zewnętrzne, obejmujące ogólnie kapitał ludzki i społeczny, regulacje prawne, otoczenie instytucjonalne i finansowanie.

Keywords:

Entrepreneurship, Start-up

Słowa kluczowe:

przedsiębiorczość, start-up

Analysis Of Green Activities Impact On Purchase Intention

R. Anang Dwikuncoro , Sabina Ratajczak

Abstract

The main objective of the present research is to explore the impact of green satisfaction, green product quality, green trust on purchase intention of the customers. Moreover, the moderating role of pricing of the product and mediating role of customer attitude between independent variables and dependent variables is examined as well. The survey data is employed in the present study and data is gathered from the palm oil customers in the form of questionnaires. For the analysis of the data, SEM (Structural equation modelling) is used. The results of the study revealed that there exists significant relationship among the mentioned relationships. But the green trust is not important to develop intentions among the customers. The findings of the study are important for the academicians of the marketing and strategy makers of the palm oil sector of Indonesia.

Keywords:

green activities, green products, globalization, customers needs

The impact of green human resource management to gain enterprise sustainability

**Tri Andjarwati, Endah Budiarti, Abdul Kadir Audah,
Samer Khouri, Rafał Rębilas**

Abstract

The prime objective of the present study is to examine the role of Green HRM, training and development and Eco-Friendly policies on Environmental Sustainability. Moreover the mediating role of green behavior of employees and moderating role of individual green values is examined as well. The data is collected from the employees who are associated with the mining sector of Indonesia. For analysis, PLS-SEM 3.0 is used because this is latest software helps in graphical path modeling of unobserved constructs in a simultaneous way. The total useable questionnaires are 385 and the response rate is 70.90. The findings of the study revealed that Green training and development are not important predictor of environmental sustainability. Rest of the all hypothesis are proved significant. The findings of the study bridge the limited knowledge of environmental sustainability

The Theoretical Basis Of Strategic Security Management For Shaping The Structural Order And Sustainability Processes

Barbara Piontek
WSB University

Abstract

The relevant literature lacks theoretical considerations regarding strategic areas in relation to strategic security as a socio-economic category. The very concept of strategic security appears only in the aspect of network security, cyber security, as well as in military security approaches. Meanwhile, strategic security is also an economic and social category, and as a strategic area, it requires a priority approach. It also becomes a challenge for public management. It is assumed in the paper that strategic security management, as an economic and social category, requires the use of appropriate instruments and ensures stability, structural order as well as development sustainability in the long term. The paper attempts to define strategic security, areas that should be considered strategic, to identify links between the strategic area and the strategic industry, as well as to indicate directions for further discussion and to attempt to implement it.

Life Mole Trap with Catch Signaling Via WiFi: An IoT Approach

Aleksander Dawid

WSB University

Abstract

A mole trap prototype with a wireless signaling module in the WiFi standard is the subject of this work. The ESP8266 chip built-in in the form of a module called ESP-12e was used to signal the wireless event related to catching the mole. Recording of the trap entry event was made using a contact sensor connected to the AZ850P2-3 latching relay. Network communication was developed to transfer the data between the trap and the client. Original software for the ESP8266 chip has been made to allow for using the trap within the range of different WiFi networks. The test system was powered by a lithium-polymer battery with a capacity of 1350 mAh and a voltage of 3.7V through a voltage regulator. The device's energy demand was measured by measuring the current flow during the highest energy consumption. Based on the power consumption, we have determined that the trap can run for one year on one battery charge. All trap functions, depending on the WiFi network range, have been tested in field conditions. No mole suffered from these tests.

Keywords:

mole trap; ESP8266; energy saving; IoT; WiFi

Management of Digital Data Security in the Context of Users' Awareness of Computer Attacks

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Abstract

Digital data protection is a key element of the confidentiality of every institution today. This is due to the fact that all documentation is migrated to digital form, which is a natural course of things because it simplifies and speeds up the work. The aim of the study was to analyze the public sector employees' awareness of computer threats. The paper presents the results of surveys were carried out to correctly identify phishing and malware threats. The users' knowledge of IT security policy and the frequency of work in institutions with such a document was analyzed. The role of IT security policy was indicated in the process of digital data security management. The obtained results indicate that the knowledge of public sector employees in the field of digital data security is still insufficient. The most popular threats related to accessing digital data or violating the integrity of such data were presented.

Keywords:

computer attacks, data security, users' awareness

Assessment of the Significance of Change in Transport Systems

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Abstract

Safety monitoring provides the detection of changes in systems or operations that may suggest any case of approaching a point close to exceeding the acceptable safety standards and gives an indication of whether corrective/prevention actions have been taken (Expert judgement, 2014). Safety information should be maintained within the scope of operation of transport undertakings as a basis for ensuring safety, and should also be communicated to all responsible staff, depending on each person's function in the processes. Regulatory authorities should continuously monitor the implementation of safety management processes as well as the processes performed by road transport service providers. Safety management therefore requires investment in development and modernisation in order to be able to meet market needs resulting from the mobility of residents, the growth of transport and the obligations of countries resulting from the transport and environmental policy pursued by the European Union. Along with changes in the transport system, a need to assess their significance for the safety of the transport system arises. Depending on the transport mode (rail, air, water, road), the scope of standardized requirements is very different each time. The paper analyses the legal requirements and good practices for assessing the significance of change in all transport modes and develops a common method for assessing the significance of change that meets all the requirements of transport safety management systems.

Keywords:

safety management, transport, assessment of the significance of change, risk assessment

The Strategy of Railway Vehicle Operation Based on Technical Condition

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Abstract

The growing needs related to the maintenance of railway vehicles cause an increase in demand for automated methods of analysis and assessment of maintenance and its improvement. In the article, the author presented a mathematical model of technical maintenance assessment of railway vehicles based on index analysis. Verification of the applicability of the mathematical model was carried out based on the implementation of the railway operator. The article presents the results of tests for one type of railway vehicles. The study was based on data from four years. The application of the results obtained as part of the conducted analyzes may support the design of an effective maintenance system around the world. The designed model for the assessment of technical maintenance of railway vehicles enables modification of the maintenance strategy to ensure smooth implementation of operational processes.

Keywords:

operation strategy, monitoring, railway transport, technical condition

‘Bottom-Up Digitalisation’ of Cultural Resources – – The Example of the Silesian Digital Library and Social Digitalisation Workshops. Organisational, Educational and Integration Aspects

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Abstract

Nowadays, in the era of electronic communication, digitalisation and making resources available online are one of the key challenges for cultural institutions. Meeting the changing expectations and needs of readers is another important task for libraries. The aim of the article is to present and critically analyse one of the successful strategies pursued by traditional cultural institutions in order to adapt to the changing reality: the operation of the Silesian Digital Library and social digitalisation workshops on gathering and sharing resources – books, magazines, maps, documents, etc. – online. The article is a case study. The discussion covers the organisational aspects of the library as a self-organising and educational cluster organisation (from its inception in 2007 until 2019), as well as integration aspects of bottom-up digitalisation activity, which creates new opportunities in the form of a volunteer initiative and activation of the elderly and people with disabilities. The article shows that the model of operation of the Silesian Digital Library and social digitalisation workshops is in line with contemporary trends of participatory culture, open culture, and the paradigm of social inclusion and empowerment. A digital medium, which the library is, together with the infrastructure created, enables networking and the nurturing of partnerships between institutions, building resources, sharing the cultural heritage of the region and strengthening activity and promoting participation in social life through the implementation of new strategies of management.

Keywords:

Silesian Digital Library, social digitalisation workshops, bottom-up digitalisation, bibliotherapy, volunteering of elderly people, adult education, cluster organisation

Transformation of cross-border bilateral partnerships into a network collaboration model

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Abstract

Bilateral partnerships are the most widespread form of inter-organizational cooperation on the borderland, which has become significantly widespread and established thanks to the possibility of implementing projects co-financed from the INTERREG Program.

Cross-border cooperation in partnerships is based primarily on mutual relations developed between cooperating organizations, and often also affects other groups of stakeholders operating on the borderlands.

The conditions for the implementation of cross-border projects under the INTERREG program result in parallel implementation of many similar projects under bilateral partnerships. The result of each of these projects should be a cross-border effect that occurs between the cooperating partners, but it is also noticeable around the whole borderland. Therefore, the question arises whether establishing cooperation between partners participating in similar projects may be due to the synergy effect and the scale effect lead to a better overall cross-border effect for cooperating organizations and for the entire border area? In order to find an answer to such a research question, the authors used the method of case study research in the literature of the subject as well as empirical research, which were carried out using the Social Network Analysis (SNA) and CATI / CAWI questionnaire interviews. The research covered a total of 66 Polish and Slovak organizations that implemented similar thematic projects as part of the INTERREG VA Poland-Slovakia Program 2014-2020.

The aim of the work was to analyze and evaluate the possibilities and conditions for the transformation of cross-border bilateral partnerships into the network cooperation model, including the identification of the change process on which such a transformation can be based. As a result of the research, it has been proved that the gradual transformation of bilateral partnerships implementing cross-border projects into network cooperation can be regarded as a natural integration process on the borderlands. The conditions necessary for the development of network cooperation include similarity of goals and interests of cooperating organizations, as well as a similar level of development of cross-border cooperation and lack of strong barriers to integration.

Keywords:

cross border cooperation, network cooperation, partnership, integration, borderlands

Cross-border micro-projects co-financed from the INTERREG VA Program - selection criteria and implementation conditions

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Abstract

Cross-border projects implemented using subsidies from the European Regional Development Fund are characterized by specific implementation conditions. The premium for the use of EU support is the need to maintain a high standard of management of such projects, including obtaining the so-called the effect of the cross-border project and maintaining the sustainability of the project results for a set period of time. The implementation process of the cross-border project must be preceded by its selection for co-financing. Only those projects that best fit into the evaluation criteria of co-financing applications submitted to the INTERREG VA Program are covered by EU support. Microprojects implemented in Euroregions are a special kind of cross-border projects. These are undertakings that develop cross-border cooperation on a local scale, often addressed to narrowly defined target groups. The criteria for assessing applications for co-financing and conditions for the implementation of cross-border micro-projects may have an impact on their objectives and scope. Indirectly, therefore, they shape the image of cross-border cooperation in Euroregions, which is largely based on micro-projects. The aim of the study was to determine to what extent the criteria for the assessment of applications for co-financing and conditions for the implementation of cross-border micro-projects affect the implementation of microprojects in Euroregions, and in particular their scope and objectives. Analyzes and assessments of this problem were made using case study research in the literature of the subject. Empirical studies were also carried out (CATI / CAWI questionnaires and IDI in-depth interviews). The research covered in total about 50 Polish and Slovak organizations that implemented thematic micro-projects in 5 Euroregions as part of the INTERREG VA Poland-Slovakia Program 2014-2020. As a result of the research, it has been proved that narrowing the scope of actions that can be implemented, resulting from project evaluation criteria, negatively affects the objectives of projects, and thus the development of cross-border cooperation in euroregions. The conditions for sustainable development of cross-border cooperation were also defined on the basis of actions co-financed from the European Union funds and complementary activities financed independently by the partners participating in the project.

Keywords:

cross border cooperation, cross border project, partnership, project management, borderlands, European Union

Competences of higher business studies' graduates in labor market (results of pilot cross-border research Poland Slovakia)

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Abstract

The goal of higher education system as part of cross-border cooperation is to develop professionally competent, service oriented, principled and productive citizens in Poland and Slovakia. There are a lot of factors influencing the possibility of undertaking rewarding jobs by students and graduates that are related to their degree, especially supply and demand of business related jobs plays significant role in the process. The analysis of degree programs, the views of working students, graduates and employers, followed by the development of research report and relevant recommendations may have a beneficial effect on the profile and quality of education and future of graduates in the countries included in the study, as well as in other countries, interested in outcomes of the project. The objective of this article is to present the results of research how higher business studies' graduates concerning the skills, knowledge and characteristics which help to be employable in Poland and Slovakia.

The applied research procedure combines the analysis of the literature with empirical research. Data collection questionnaires were a questionnaire for self-filling consisting. The adopted method allowed a numerical description of trends, attitudes and opinions in a selected group. It also allowed to compare the results of studies of Polish graduates and Slovakian graduates. The analysis of the experiences at cross-border countries will allow to identify the most helpful and useful tools to improve the process of adaptation of young people into the labor market.

Keywords:

competences, cross-border education, graduates, graduates, labor market

Determinants of governing crossborder cooperation in euroregions located in Russian Federation

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Abstract

The activity of euroregions on the territory of Russia is minimal and the format of a euroregion needs modernization. First of all, it is connected with absence of full legal and regulatory framework for ensuring effective activity of the Russian participants as a part of euroregions.

The research objective is to analyse the activity of euroregions on the territory of Russia, justifications of ways and methods of enhancement of their efficiency. The main method of the research is- the review of literary and regulatory sources. The method of expert interviewing and the content analysis of activity of euroregions on the territory of Russia are also used.

The obtained results allow the authors to tell about insufficiency of the regulatory framework in Russia which covers transboundary cooperation. Only administrations of regional and local authorities can be participants of euroregions. Non-profit organizations, enterprises or public organizations cannot be legal participants. It limits functioning of the euroregions in Russia, including their work without external financing. In Russia, there is no mechanism of financial support of euroregions out of the federal budget. Deficit of the local budget most often does not allow to provide financing in due volume. As a result, the Russian participation in a euroregion is limited to associative partnership.

The further directions of this research are connected with justification of practical recommendations on improvement of mechanisms of the federal support of Russian participants in activities of euroregions.

Keywords:

cross-border cooperation, Euroregions, Russia, EU

Culture management in transnational region on the example of the Baltic Sea Region

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Abstract

The problem of culture management in a transnational area rarely appears in literature on management science. One of the reasons for this is the specificity of the transnational area.

An example of a transnational area is the Baltic Sea Region, which is the first macro-region of the European Union. According to the authors, a common cultural heritage allows for the identification of a transnational Baltic culture, which can be exemplified by the Hanseatic heritage.

In the studies of cultural management, cybernetic model and the institutional model have been used. They indicate key stakeholders and analyze the links between them. The authors also try to answer the question “what is the nature of multilevel management of the transnational region and what place does culture have in the system?”.

For the purpose of the paper, the authors conduct literature studies, analyze secondary data, and conduct interviews with stakeholders. The article notes that the formula of three no (no new regulations, no new institutions, and no new resources), in force in this example, is a significant barrier to cultural development. In this situation, territorial cooperation programs, with particular emphasis on transnational cooperation programs, become a key factor in the development of culture. These programs enable the implementation of flagship projects, the main beneficiaries of which are local government units and social organizations. However, they play a marginal role in the overall culture management system.

Keywords:

management, cooperation, culture, Baltic, region

Management of the Offer of Cultural Institutions in the City Divided by a Border

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Abstract

In the article, by using different notions of the market, our own definition of a cross-border market for cultural services was developed, and the conditions for the functioning of this market were presented based on the example town of Cieszyn (Poland) and Český Těšín (Czech Republic). In the opinion of the author of the article, the development and functioning of a cross-border market for cultural services is essential for the management of the cultural offer in a town divided by a border. For the purpose of the article, a survey and individual interviews with experts shaping the cultural offer in Cieszyn and Český Těšín were conducted. The results of the research prove that despite numerous cross-border Czech–Polish projects carried out by cultural institutions, there are still many barriers in the town, which make it difficult for the residents to benefit from the cultural offer that is available on the other side of the border. These barriers limit the full implementation and application of the concept of management of the cultural offer in the city divided by a border.

Keywords:

Cieszyn-Czech Cieszyn, cross-border market for cultural services, cultural offer, management of culture, city divided by a border

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Abstract

The aim of the article is to present a territorial approach to the phenomenon of terrorism, in particular, the problem of estimating the cost of terrorist acts from the perspective of local communities. This approach is basically absent in the contemporary discourse on terrorism, which is considered to be violence directed against whole societies, nations or states, rather than specific locations. In such a perspective, the cost of this phenomenon counts and proposes ways to combat it.

The case study method used in the article (10 acts of terror after 2001) allows us to indicate with varying accuracy which share of losses and costs generated by acts of terror is paid by the state / nation / society as a whole, and which remains solely with the local community.

Keywords:

terrorism, local governance, internal security

The Relevance of Foreign Direct Investment for Sustainable Development

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Abstract

Environmental pollution is an important issue in the process of economic growth. The deterioration of environment begins to have direct impact on the quality of human life, or even a threat to the survival of mankind. In today's society foreign direct investment has often been considered an important source of development and even sustainable development, one of the main goals in the world in which we live today, among the areas of interest of scientists. This is a generous context in which the document aims to discuss the importance of FDI for sustainable development, as reflected in literature and empirical studies in selected countries. The methodology uses data interpretation and data comparison. The results of the research, including the definition of FDI and the measurement method, with the potential to generate rather positive effects. Therefore, we could consider that FDI are relevant to sectors with environmental impact, which ultimately influence and contribute to sustainable development. Although the benefits of FDI in developing countries can be potentially numerous. Most economic theories of sustainability show that unless there are laws and regulations in place to protect and preserve vital ecosystems, FDI and economic growth in general will intensify the present levels of degradation.

Keywords:

foreign direct investment, sustainable development, sustainable investing, environmental pollution

The Role of Euroregions in Creative of Competitiveness of Regions and Entities in Cross-border Area - Polish Experiences

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Abstract

The cross-border regions, which are the peripheral regions, are struggling with many troubles. They are often including high unemployment, insufficiently developed of infrastructure or inadequate language skills of residents, what are a barriers to exploiting the potential of such regions. Some kind of remedy is the assumptions of the European Union's regional policy, under which an Euroregions are created. These units, constituting a form of cooperation between the regions of the European Union member states, candidate countries and regions of their neighbors, with the support of local and regional authorities constitute support for the competitiveness and development of border areas.

The aim of euroregions is among others a strengthening economic and socio-cultural conditions and making decentralized regions into driving force of cross-border cooperation.

The Polish experiences are not so long as at other parts of Europe. The euroregions in Poland exist about twenty years. It is relatively short period. But this twenty years of experience shows how the euroregions helped in development of cross-border areas.

The aim of the study is to show the activity of euroregions in Poland and theirs perceptions among a society. The results of research shows how the people who live in cross-border area rate the euroregions, how they perceive the role of euroregions in the proces of development and increase of competetiveness of cross-border regions. In the research the Internet questionnaire was used.

Keywords:

Euroregions, competetiveness of regions, European Union, regional development

Innovation and changes in the European Parliament elections in Poland

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Abstract

The intention of the proposed article is to introduce the innovation and changes in the European Parliament elections in Poland. In the 21st century, we are dealing with the dynamic development of social media in the world and in Poland, perceived by electoral committees as a tool for communication with voters. The research methods used in the article will include the analysis of official documents, content analysis. The study will consist of three main parts. The conclusion indicate that in Poland, the political party that wins the elections to the European Parliament in May 2019 will win elections to the national parliament, which will take place in the second half of 2019, skilfully using technological progress to conduct the election campaign.

Keywords:

campaign, elections, European Parliament, media, Poland



Organizacja V Międzynarodowej Konferencji Naukowej pt. „Innowacje i przedsiębiorczość. Teoria i praktyka” - zadanie współfinansowane ze środków Ministra Nauki i Szkolnictwa Wyższego przeznaczonych na działalność upowszechniającą naukę w ramach umowy 587/P-DUN/2019 z 27.05.2019r.



