

Contents

Foreword	9
KAZIMIERZ BARWACZ, Innovations in the supervision of communal companies	11
WŁADYSŁAW BŁASIAK, MAŁGORZATA GODLEWSKA, ROMAN ROSIEK, DARIUSZ WCISŁO, From Daniel Kahneman to cognitive education	23
ANNA CZUBAŁA, Innovations in the service sector in Poland	35
RYSZARD ĆWIERTNIAK, The role of innovative potential in the business models of modern organizations: An attempt to assessment	47
JANUSZ FECZKO, Globalization versus West Pomerania tourism economy 2014. Management aspects	57
AGNIESZKA KAMIŃSKA, JANUSZ ZAWIŁA-NIEDŹWIECKI, Concept of model of information policy public university in the context of sustainable management	70
FEDIR KHMIL, The innovative potential as a source of enterprise development	81
ANDRZEJ KOZINA, The determinants of business negotiations	87
EWA MAZUR-WIERZBICKA, Innovation activities of enterprises in Poland	97
MICHAŁ ROMAN, Innovation as an element of competitiveness in tourism	111
LESZEK RUDNICKI, The impact of the tourism product on the consumers market behaviour	121
KRZYSZTOF SALA, Couchsurfing as a touristic product	129
JAN SIEKIERSKI, RENATA ŚLIWA, Institutional environment and innovation processes in the economy of Poland 2004–2020 (in the light of strategic and operational documents)	139
ADAM SKRZYPEK, Managing knowledge in theory and practice. Insight from Polish Quality Award laureates	153
ADAM STABRYŁA, A concept for knowledge and corporate development management	169
BARTŁOMIEJ SUCHODOLSKI, Selected instruments to support knowledge management in Polish offices of local administration	179
ARKADIUSZ ŚWIADEK, Economic cycle and innovation activity in Malopolska industry system	191
HALINA WĘGRZYN, PAWEŁ BOŁTUĆ, Good practice in introducing development strategies in small and medium enterprises.	201
MICHAŁ ZAREMBA, Innovation policy in a developing country: India	211
RENATA ŻABA-NIERODA, Means of financing innovation in the modern services sector. Case study	223