Contents

Foreword	9
Rumyana Angelova, Oleg Milev, Business risk challenges faced	
by entrepreneurs from the fruit and vegetables processing sector:	11
Case study of Stara Zagora region.	11
EKATERINA ARABSKA, Application of a new method for evaluation of the readiness of producers/ traders for conversion to organic production/ trade	21
KAZIMIERZ BARWACZ, The owner's supervision over special municipal companies executing the order in house	37
Janusz Bak, Perceived strategic uncertainty and early recognition of changes in business environment: A study of selected Polish innovative companies	47
KAROLINA CHRABASZCZ, The development of the real estate market in the context of sustainability	65
Konstantinos Danias, Androniki Kavoura, The role of social media	0.0
as a tool of a company's innovative communication activities	75
Cansu Güleç, Globalization and Middle East: The economic dimension	85
Lahorka Halmi, Ivana Varičak, Branko Wasserbauer, Balanced scorecard: A strategic tool for corporate social responsibility	101
Leszek Kałkowski, Innovativeness on the Polish real estate market	113
VICKY KATSONI, DIMITRIS LALOUMIS, The influence of online reviews on customers and travel agencies	123
Leszek Koziol, Anna Karaś, Innovativeness in tourist companies:	
Assessment attempt	131
Ryszard Mysior, The outline of educational and vocational counselling diagnosis in schools of Tarnów County	149
JEAN-ÉRIC PELET, Effects of colours on the attitude towards an e-commerce website: A multicultural approach	163
Leszek Rudnicki, Financial management in households	171
Kornelija Severović, Lahorka Halmi, Balanced scorecard: A contemporary management tool for performance management	183
ADAM STABRYLA, A procedure for evaluating development potential in the area of production capacity	191
JOLANTA STANIENDA, The meaning of the civil society in the formation	
of the region's development	205

6	Contents

Anna Wojtowicz, Radosław Pyrek, Relationships with customers	
as a determinant of the innovation process in the enterprise	217
Renata Żaba-Nieroda, Brand as a strategic resource of a company	231