

Foreword

This journal is an attempt to present the reader with the authors' position on contemporary knowledge of finance and management of complex organizations. The goal of the authors of the articles is to look for answers to the questions of how these organizations can be constructed and organized as well as how they can function in a situation where the pace of changes taking place in the socio-economic sphere causes the emergence of previously unknown phenomena and processes, and they raise new problems that cannot be solved without appropriate research and new knowledge. The development of the aforementioned sciences, thanks to scientific research and practical knowledge, confirms our belief that the majority of principles, statements, methods and procedures have a well-defined subject and scope of rational application. The changing world often forces us to check and even reject the existing organizational solutions or standards of research proceedings—because we come to the conclusion that they have a limited scope of adequacy and relevance to reality. Each of the presented articles making up this issue of *The Małopolska School of Economics in Tarnów Research Papers Collection*, forty-sixth edition, are focused on adapting the analysis of the world of organization and finance to the type and pace of economic and social changes. The articles, being the result of scientific work carried out as part of basic and implementation research, present a lot of interesting cognitive and application-oriented information. To a large extent they are devoted to the issues of measuring the profitability of production factors and issues of discriminatory analysis of enterprises; examining the effectiveness of supervisory boards, the efficiency of the incentive system and the functionality of the Marketing Information System; characterizing methods of analysis and assessment of new forms of cognitive tourism; as well as research into ways of reducing poverty and dynamizing regional development.

In the articles, the reader can find many original theoretical approaches and practical insights. For this reason, *The Małopolska School of Economics in Tarnów Research Papers Collection* may constitute an interesting and useful publication for theorists, as well as students and practitioners, of organization and management, economics and finance, tourism.

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Leszek Koziol
Editor-in-Chief