

Foreword

The development of the post-industrial economy is bringing significant changes in almost every dimension of management, work organization and finance. The use of modern IT technologies, expert applications, and automation in enterprises and institutions is becoming common. This requires the application of new management principles and methods as well as technical analysis applications for economic research, project and innovation management, co-creation of value with external organizations in the field of logistics, knowledge and shared services.

These papers are an attempt to present the reader with the authors' position on contemporary knowledge about finance and management of complex organizations. The aim of the authors of the articles is to look for answers: how these organizations can be constructed and organized as well as how they can function in a situation where the pace of changes causes the emergence of thus far unknown phenomena and processes, raising new problems that cannot be solved without appropriate research and new knowledge. Each of the presented articles composing this issue of *The Małopolska School of Economics in Tarnów Research Papers Collection*, vol. 47, issue 3/2020, are, in turn, aimed at adapting the analysis of the world of organization and finance to the pace of these changes. The articles, which are the result of scientific work conducted as part of basic and implementation research, present the issues of measuring the profitability of an enterprise, forecasting the state of economic activity in pre-emerging countries, researching the financial effectiveness of R&D activities in an enterprise; as well as analysis of factors for the development of cooperative banks, assessment of the effectiveness of the management motivation system, marketing activities and social media in the context of enterprise innovation and others.

In the articles, the reader can find many original theoretical approaches and observations of a practical nature. For this reason, *The Małopolska School of Economics in Tarnów Research Papers Collection* may be an interesting and useful item for both theoreticians of organization and management, economics and finance, as well as students and practitioners.

The journal is the work of research and teaching staff of our School and employees of other universities and research centres, i.e. University of Szczecin, Jan Kochanowski University in Kielce, The Catholic University of America—The Busch School of Business in Washington, Poznań University of Economics and Business (2 articles), Cracow University of Economics, the University of Agriculture in Krakow and the Lublin University of Technology.

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Leszek Koziol
Editor-in-Chief