

# cracow university of economics poland

**cracow university of economics poland** is one of the premier institutions for higher education in economics and business studies in Central Europe. Established with a vision to nurture economic expertise and leadership, this university has grown into a modern academic hub offering a wide range of programs. Known for its strong emphasis on research, international cooperation, and practical skills, the Cracow University of Economics Poland attracts students from across the globe. This article explores its history, academic offerings, research initiatives, campus life, and international collaborations. Whether prospective students, researchers, or education enthusiasts, this comprehensive overview provides valuable insights into what makes this university a distinguished center for economic education in Poland and beyond.

- History and Background
- Academic Programs and Faculties
- Research and Innovation
- International Relations and Exchange
- Campus Facilities and Student Life

## History and Background

The Cracow University of Economics Poland has a rich history dating back to its founding in 1925. Originally established as the Academy of Commerce, it has evolved over the decades to become a leading university specializing in economics, business, and related social sciences. The institution reflects the economic and social transformations of Poland, adapting its curricula and research focuses to meet contemporary challenges. Today, it stands as a symbol of academic excellence and economic thought leadership within Poland and the European region.

## Founding and Evolution

The original Academy of Commerce was created to provide formal education in trade and economics to support Poland's developing economy in the early 20th century. Over time, the institution expanded its disciplines and infrastructure, becoming the Cracow University of Economics in 1974. This transition marked a broadening of academic scope and a commitment to higher research standards. Continuous modernization efforts have kept the university at the forefront of economic education.

## Significance in Poland's Academic Landscape

As one of the oldest and most prestigious economic universities in Poland, Cracow University of

Economics Poland plays a critical role in shaping economic policy, business practices, and academic research. Its alumni include prominent economists, business leaders, and government officials who contribute significantly to national and international economic development.

## **Academic Programs and Faculties**

The university offers a diverse range of academic programs designed to equip students with theoretical knowledge and practical skills. Cracow University of Economics Poland provides undergraduate, graduate, and doctoral degrees across several faculties, each focused on specific economic and business disciplines. The programs are designed to meet the demands of the modern labor market, emphasizing analytical thinking, innovation, and international perspective.

## **Faculties and Departments**

The university comprises several faculties, including:

- Faculty of Economics and International Relations
- Faculty of Finance and Law
- Faculty of Management
- Faculty of Commodity Science

Each faculty offers specialized courses and research opportunities tailored to its field, ranging from international economics and finance to supply chain management and marketing.

## **Study Programs and Degrees**

Cracow University of Economics Poland provides a variety of degree programs:

- Bachelor's degrees in economics, finance, management, and related fields
- Master's degrees with options for specialization and dual-degree programs
- Doctoral studies aimed at advancing research in economics and social sciences

Many programs incorporate internships, case studies, and practical projects to enhance employability.

## **Research and Innovation**

Research is a cornerstone of the Cracow University of Economics Poland's mission. The institution

fosters a robust research environment that encourages innovation and addresses real-world economic challenges. Faculty members and students collaborate on projects that contribute to economic theory, policy development, and business practices.

## **Research Centers and Projects**

The university hosts multiple research centers focusing on areas such as macroeconomics, international trade, finance, and sustainable development. These centers often partner with government agencies, private enterprises, and international organizations to undertake applied research projects. This collaborative approach enhances the impact and relevance of the university's research output.

## **Publications and Conferences**

Faculty and students actively publish their findings in reputable journals and participate in international conferences. The Cracow University of Economics Poland regularly organizes symposiums and workshops that serve as platforms for knowledge exchange and networking among economists and business experts worldwide.

## **International Relations and Exchange**

Internationalization is a strategic priority for Cracow University of Economics Poland. The university maintains extensive networks with partner institutions across Europe and beyond, promoting student and faculty mobility as well as joint research initiatives. This global engagement enriches the academic experience and prepares graduates for careers in an interconnected world.

## **Exchange Programs and Partnerships**

Students have access to numerous exchange programs such as Erasmus+, enabling study abroad opportunities in top universities worldwide. The university has bilateral agreements with institutions in countries including Germany, France, the United Kingdom, and the United States. These partnerships facilitate knowledge transfer and cultural exchange.

## **International Student Support**

Cracow University of Economics Poland offers comprehensive support services for international students, including orientation programs, language courses, and assistance with administrative procedures. The campus community is diverse, fostering a welcoming environment for students from various cultural backgrounds.

# **Campus Facilities and Student Life**

The campus of Cracow University of Economics Poland is equipped with modern facilities that support academic and extracurricular activities. The university provides students with access to well-stocked libraries, computer labs, and comfortable study spaces. Additionally, the campus is designed to encourage social interaction and personal development.

## **Academic Facilities**

Students benefit from advanced technology in classrooms, specialized research labs, and extensive digital resources. The university's library offers a vast collection of books, journals, and electronic databases essential for academic success.

## **Student Organizations and Activities**

The university encourages active student participation in various clubs, cultural events, and sports activities. These organizations promote leadership skills, teamwork, and community engagement. Popular activities include economics clubs, debate societies, and international cultural festivals.

## **Living in Krakow**

Located in one of Poland's most historic and vibrant cities, the university provides students the opportunity to experience rich cultural heritage alongside modern urban life. Krakow's dynamic environment offers numerous cultural, recreational, and professional opportunities, making it an ideal setting for university life.

## **Frequently Asked Questions**

### **What programs are offered at Cracow University of Economics in Poland?**

Cracow University of Economics offers a wide range of programs including undergraduate, graduate, and doctoral degrees in fields such as Economics, Finance, Management, International Business, Computer Science in Economics, and Public Policy.

### **Is Cracow University of Economics recognized internationally?**

Yes, Cracow University of Economics is recognized internationally and has numerous partnerships with universities across Europe and beyond, participating in exchange programs like Erasmus+.

### **What is the admission process for international students at**

## **Cracow University of Economics?**

International students typically need to apply online, submit required documents such as transcripts and proof of English proficiency, and meet specific program requirements. Some programs may require entrance exams or interviews.

## **Where is Cracow University of Economics located in Poland?**

Cracow University of Economics is located in Kraków, Poland, a historic city known for its cultural heritage and vibrant student life.

## **Does Cracow University of Economics offer programs taught in English?**

Yes, the university offers several programs and courses taught entirely in English, especially at the master's level, to attract international students.

## **What kind of career support does Cracow University of Economics provide?**

The university offers career counseling, internship placement assistance, workshops, job fairs, and networking events to help students and graduates find employment opportunities.

## **Are there any scholarship opportunities at Cracow University of Economics?**

Yes, Cracow University of Economics provides various scholarships for both domestic and international students based on academic merit, financial need, and specific criteria related to certain programs.

## **Additional Resources**

### *1. History and Development of Cracow University of Economics*

This book offers a comprehensive overview of the founding and evolution of the Cracow University of Economics. It covers key milestones, influential figures, and the institution's role in shaping economic education in Poland. Readers gain insight into how the university adapted through political and economic changes in the region.

### *2. Economic Theories and Practices Taught at Cracow University of Economics*

Focusing on the academic curriculum, this book explores the core economic theories and practical approaches emphasized at Cracow University of Economics. It highlights the integration of traditional economic models with modern business practices, preparing students for the dynamic global market.

### *3. International Cooperation and Partnerships of Cracow University of Economics*

This title delves into the university's international collaborations, detailing partnerships with institutions around the world. It examines exchange programs, joint research projects, and the

impact of global networking on student opportunities and academic growth.

#### *4. Innovations in Business Education at Cracow University of Economics*

Highlighting the university's commitment to educational innovation, this book discusses new teaching methodologies, digital tools, and experiential learning programs. It showcases how the university stays at the forefront of business education by adapting to technological advancements.

#### *5. Alumni Success Stories from Cracow University of Economics*

Featuring profiles of notable alumni, this book celebrates the achievements of graduates across various industries. It illustrates how the education and values instilled at Cracow University of Economics have contributed to their professional and personal success.

#### *6. Research and Development at Cracow University of Economics*

This publication focuses on the university's research initiatives, emphasizing contributions to economic science and policy. It highlights key projects, faculty expertise, and the role of research in advancing knowledge and influencing economic decision-making.

#### *7. Cracow University of Economics: Campus Life and Student Experience*

Offering a glimpse into the daily life of students, this book describes campus culture, student organizations, and extracurricular activities. It provides insights into how the university fosters a supportive and vibrant environment for personal development.

#### *8. Cracow University of Economics and Regional Economic Growth*

This book examines the university's impact on the economic development of the Cracow region and Poland as a whole. It discusses collaborations with local businesses, policy advising, and initiatives aimed at boosting innovation and entrepreneurship.

#### *9. Future Directions for Cracow University of Economics*

Looking ahead, this title explores strategic plans and visions for the university's growth. It addresses challenges and opportunities in higher education and outlines how Cracow University of Economics aims to maintain its leading position in the academic and economic landscape.

## **Cracow University Of Economics Poland**

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**cracow university of economics poland: Public Goods and the Fourth Industrial Revolution** Maria Płonka, 2022-06-14 The fourth industrial revolution, characterized by digitization, artificial intelligence and augmented reality, and megatrends such as globalization, urbanization, demographic changes, and the knowledge-based economy, will trigger a series of profound technological, economic, social and environmental changes that will permanently and irreversibly change the role of the state in meeting social needs. Industry 4.0 will also change the type, nature, and scope of public goods and how they are produced, financed, delivered, and consumed. This book redefines the current paradigm of public goods. It proposes a model of production and distribution

of public goods that acknowledges the participation of entities from the public, private, and nonprofit sectors. The authors argue that these entities would participate in the production, financing, distribution, and consumption of such goods. From a theoretical point of view, such an inclusive approach involving the expansion of the classical state – market dichotomy with new entities, including citizens themselves, leads to a new conceptualization and approach towards public goods. The model assumes shared responsibility, subsidiarity, and paternalistic libertarianism, and it allows the state to create new entities of an educational or fiscal nature, while remaining the regulator of public services and distribution. Additionally, the book analyzes changes regarding the perception of public goods, in the era of the fourth industrial revolution, across selected sectors such as healthcare and pension systems, education, local public goods, and public utility services. The book is primarily addressed to researchers, scholars, and students across social and technical sciences, and it will also be a useful guide for central and local administration bodies responsible for public policy. Chapters 4, 5 and 6 of this book are available for free in PDF format as Open Access from the individual product page at [www.routledge.com](http://www.routledge.com). They have been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license.

**cracow university of economics poland:** *Entrepreneurship and innovation in the age of digital transformation* Anna Ujwary-Gil, Anna Florek-Paszkowska, Bianka Godlewska-Dzioboń, 2021-11-01  
**PURPOSE:** Explore what entrepreneurship and success factors can help drive business to resilience and stability and achieve competitive advantage through innovation in different countries and business realities in the era of digital transformation and turbulent times. **METHODOLOGY:** Based on the narrative literature review, we present research findings concerning new strategies and outlooks for business innovation in times of many unknowns. Each organization wants to find its way to gain success and create its unique business model, which can capture value creation and innovativeness and be more adaptive, resilient, and stable in critical moments and sustainable over time. **FINDINGS:** The articles presented in this issue explore the essential factors of business innovation and success in different organizations and the environments in which these businesses function. **IMPLICATIONS FOR THEORY AND PRACTICE:** This article synthesizes the presented research field's importance and relevance, connecting its theoretical background with practical research. Recommendations and implications for future trends of this research stream might also be helpful for professionals and academicians. **ORIGINALITY AND VALUE:** The novel studies presented in this issue were done in five different (developing and developed) countries and business sectors that present human-based and non-human-based factors as crucial factors needed to empower business transformation in a complex world. Each group of elements is essential in business success, and their components are interdependent. We need to look at the interactions and interdependencies of their components in a dynamic and network form and cannot simplify the reality, focusing only on one group of business components and ignoring the other. These unique studies provide a valuable outlook to establish dynamic, adaptive business pathways towards a sustainable and resilient organizational future and propose future research paths needed to execute structural changes in businesses. **Keywords:** business model, innovation, critical success factors, digital transformation, knowledge management, talent management, competitiveness, leadership, transformation, change management, VUCA Table of Contents Business innovation and critical success factors in the era of digital transformation and turbulent times 7 Anna Florek-Paszkowska, Anna Ujwary-Gil, Bianka Godlewska-Dzioboń Survival of the funded: Econometric analysis of startup longevity and success 29 Daniel Keogh, Daniel K.N. Johnson The use of process benchmarking in the water industry to introduce changes in the digitization of the company's value chain 51 Natalia R. Potoczek Entrepreneurial self-efficacy and entrepreneurial intention: The mediating role of the need for independence 91 Victor Osadolor, Emmanuel K. Agbaeze, Ejikeme Emmanuel Isichei, Samuel Taiwo Olabosinde Application of knowledge management tools: Comparative analysis of small, medium, and large enterprises 121 Natalia Sytnik, Maryna Kravchenko Innovation among SMEs in Finland: The impact of stakeholder engagement and firm-level characteristics 157 Hannu Littunen, Timo Tohmo, Esa Storhammar

**cracow university of economics poland: Poland in the Single Market** Anna Visvizi, Anna Matysek-Jędrych, Katarzyna Mroczek-Dąbrowska, 2020-10-21 By all accounts, the case of Poland and its segue to market economy and democracy is a success story: 30 years of uninterrupted growth and development, infrastructure expansion, and modernization of the economy and society. Epochal changes have unfolded in a timespan of merely three decades. Change has taken place so fast that children born in late 1980s and onwards cannot remember what life in Poland under communism was like and cannot relate to it. Also, many elderly people, easy victims of romanticizing their own youth, tend to forget. As a result, the uniqueness of Polish transition and transformation, the boldness and efficiency of reforms, and the success that Polish society mastered together, tend to be undermined today both domestically and internationally. Poland has now been a member of the EU for more than 15 years. During that time, Poland's image on the EU scene evolved from newcomer, through 'model child', champion of growth, to – in some respects – a maverick. This volume's objective is to remind society, old and young, researchers, scholars and practitioners, that Poland's success is an outcome of well-thought out and bold structural reforms implemented in a swift and timely manner, of society's support for these reforms, and of third actors' benign assistance. Looking back on the 30 years since the collapse of communism, and at the over 15 years of EU membership, this book offers an interdisciplinary, comprehensive and critical insight into factors and processes that have led to today's Poland.

**cracow university of economics poland: Information Systems** Marinos Themistocleous, Maria Papadaki, 2020-04-17 This book constitutes selected papers from the 16th European, Mediterranean, and Middle Eastern Conference, EMCIS 2019, held in Dubai, UAE, in October 2019. EMCIS is dedicated to the definition and establishment of Information Systems as a discipline of high impact for the methodical community and IS professionals, focusing on approaches that facilitate the identification of innovative research of significant relevance to the IS discipline. The 48 full papers presented in this volume were carefully reviewed and selected from a total of 138 submissions. They were organized in topical sections named: Big Data and Analytics; Blockchain Technology and Applications; Cloud Computing; Digital Services and Social Media; e-Government; Enterprise Information Systems; Health-Care Information Systems; Information Systems Security and Information Privacy Protection; Innovative Research Projects; IT Governance; and Management and Organizational Issues in Information Systems.

**cracow university of economics poland: Economic Well-being and Household Debt** Agnieszka Wałęga, Grzegorz Wałęga, Ryszard Kowalski, 2022-08-12 The growing indebtedness of households reported over the last 30 years and in most developed countries has serious economic and social implications. This book provides insight into the concepts, measures, and determinants of household indebtedness, over-indebtedness, and well-being by integrating theoretical perspectives, adopting recent analytical methods, and using a sample of Polish households. The authors identified the socio-demographic and economic characteristics of indebted and over-indebted households, as well as the basic characteristics of indebtedness and the differences in its subjective perception among over-indebted households and those that are not over-indebted. They determined the spatial differentiation of over-indebtedness, examining the relationship between economic, social and behavioural factors and over-indebtedness and the role of over-indebtedness in shaping the economic well-being of households. The results of a questionnaire conducted on a sample of Polish households and econometric modelling served as the basis for assessing the economic well-being of indebted households. This assessment was conducted with the use of a composite well-being indicator developed by the authors. Given the multidimensional nature of the issues being analysed, the authors offer an approach that accounts for two separate but overlapping dimensions of economic well-being, namely material and financial, and two ways of assessing each of them: objective and subjective. The book holds appeal for researchers, scholars, and students of economics, finance, consumer economics, and economic psychology and offers practical guidance for policymakers and advisors who deal with consumer affairs.

**cracow university of economics poland: Public Administration in Central Europe**

Stanisław Mazur, 2020-03-19 This book examines the extent to which recent transformations of administrative systems and public management mechanisms in Central European (CE) countries serve the purpose of providing effective and efficient public institutions, high quality of public services, respect for the rule of law, and the citizens' trust in the state. It details the reasons behind the major differences in the modernisation paths followed and their attendant inconsistencies and how, despite the adoption of values and solutions prevailing in the EU upon accession, these countries are shifting, to varying degrees, towards institutional design reminiscent of illiberal democracies. Taking a comparative approach and based on rich original data, it applies theoretical models to explain the nature and implications of the processes under consideration and identifies the determinants that impact upon the transformation of public administration systems and its consequences. This book will be of key interest to scholars and students of public governance, public administration and policy, East European studies, and more broadly politics, law, sociology but also economy.

**cracow university of economics poland: Sustainability and Agile Project Management**

Katarzyna Piwovar-Sulej, Mariusz Sołtysik, 2024-07-12 Sustainable project management is a new school of management thought and a growing trend yet there is a scarcity of research on the linkage between individual PM methodologies and sustainability in projects. This book fills a gap through the theoretical and empirical research on the implications of sustainability in project management and, in particular, agile project management. The book explores three main themes. Firstly, it identifies and assesses the validity of the application of the concepts of sustainable development in the family of agile methodological frameworks. Secondly, the research results are presented as an introduction to further in-depth research on the future relationships between sustainable development and agile project management. Thirdly, the book identifies the competencies that are needed to successfully implement projects in the context of sustainable development. Sustainability and Agile Project Management will be of direct appeal to academics and scholars in the management sciences, including project management, corporate governance and human resource management.

**cracow university of economics poland: Information Systems: Research, Development,**

**Applications, Education** Stanisław Wrycza, Jacek Maślankowski, 2019-09-10 This book constitutes the refereed proceedings of the 12th SIGSAND/PLAIS EuroSymposium 2019 held in Gdansk, Poland, on September 19, 2019. The objective of the EuroSymposium on Systems Analysis and Design is to promote and develop high quality research on all issues related to information systems (IS) and in particular in systems analysis and design (SAND). The 12 papers presented in this volume were carefully reviewed and selected from 32 submissions. They were organized in topical sections named: information systems in business; health informatics and life-long-learning; IT security; agile methods and software engineering.

**cracow university of economics poland: Proceedings of the 2024 2nd International Conference on Management Innovation and Economy Development (MIED 2024)** Barbara Siuta-Tokarska, Adriana Grigorescu, Yifeng Zhu, 2024-10-10 This book is open access. Economic development is one of the necessary conditions for social development, and management innovation is an inherent attribute of societies, countries, governments, and enterprises. With the advent of globalization in the 21st century, enterprises, governments, countries and other organizational units have put forward higher requirements for management innovation, and economic development is seeing major challenges. The 2nd International Conference on Management Innovation and Economic Development ( MIED 2024 ) will be held in Guilin, China on June 28-30, 2024. The conference aims to provide a platform for experts, scholars, engineering technicians, and technical R&D personnel engaged in the research of economics and management to share scientific research achievements and cutting-edge technologies, understand academic development trends, broaden research ideas, strengthen academic research and exploration, and promote cooperation in the industrialization of academic achievements. The conference cordially invites experts, scholars, business professionals, and other relevant personnel from domestic and foreign universities, research institutions, and other relevant personnel to participate and exchange ideas! We cordially

invite you to submit papers and look forward to meeting you in MIED 2024!

**cracow university of economics poland: Challenges For the Trade in Central and**

**Southeast Europe** Sanda Renko, Blazenka Knezevic, 2013-10-01 This volume focuses on Central and Southeast Europe and explores the dynamic and complex area of distributive trade on markets which have recently undergone a huge transformation. Papers in the volume employ both quantitative and qualitative research methods, and focus on retailing, international trade, relationships between retailers and supplier.

**cracow university of economics poland: Outsourcing in European Emerging Economies**

Łukasz Mamica, 2020-11-29 Drawing on a range of European cases, this edited volume analyses the offshoring and outsourcing of foreign companies, with a focus on territorial embeddedness. The book opens by developing a theoretical framework and then presents a range of international case studies exploring the experiences of the service hub cities of Brno, Bratislava, Budapest, Krakow, and Prague. Attention is also given to internal and external determinants of embeddedness, with chapters on the employee perspective, the Fintech industry, corporate social responsibility, and the role of universities. This volume will be of interest to advanced students and researchers in regional economics, economic geography, innovation studies, industrial economics, European economics, and international business.

**cracow university of economics poland: Eurasian Economic Perspectives** Mehmet

Huseyin Bilgin, Hakan Danis, Ender Demir, 2020-09-28 This book presents selected papers from the 26th and 27th Eurasia Business and Economics Society (EBES) Conferences, held in Prague, Czech Republic, and Bali, Indonesia. While the theoretical and empirical papers gathered here cover diverse areas of economics and finance in various geographic regions, the main focus is on the latest research concerning banking and finance, as well as empirical studies on emerging economies and public economics. The book also includes studies on political economy and regional studies.

**cracow university of economics poland: Encyclopedia of Sustainable Management**

Samuel Idowu, René Schmidpeter, Nicholas Capaldi, Liangrong Zu, Mara Del Baldo, Rute Abreu, 2023-11-21 This encyclopedia is the most comprehensive and up-to-date source of reference for sustainability in business and management. It covers both traditional and emerging concepts and terms and is fully international in its scope. More than 700 contributions of internationally renowned experts provide a definitive access to the knowledge in the area of sustainable and responsible management. All actors in the field will find reliable and up to date definitions and explanations of the key terms and concepts of management in this reference work. The Encyclopedia of Sustainable Management represents all aspects of management and business conduct. It takes sustainability as a management concept that gives due credit to the complexity and diverging constraints in which businesses and corporations act today, and it emphasizes and focuses approaches that help ensure that today's management decisions and actions will be the basis for tomorrow's prosperity.

**cracow university of economics poland: From Reception to Integration of Asylum**

**Seekers and Refugees in Poland** Karolina Sobczak-Szelc, Marta Pachocka, Konrad Pędziwiatr, Justyna Szałańska, Monika Szulecka, 2022-12-19 This book sheds light on the complex experiences of asylum seekers and refugees in Poland, against a local backdrop of openly anti-refugee political narratives and strong opposition to sharing the responsibility for, and burden of, asylum seekers arriving in the EU. Through a multidimensional analysis, it highlights the processes of forced migrant admission, reception and integration in a key EU frontier country that has undergone a rapid migration status change from a transit to a host country. The book examines rich qualitative material drawn from interviews conducted with forced migrants with different legal statuses and with experts from public administration at the central and local levels, NGOs, and other institutions involved in migration governance in Poland. It discusses both opportunities for and limitations on forced migrants' adaptation in the social, economic, and political dimensions, as well as their access to healthcare, education, the labour market, and social assistance. This book will be of particular interest to scholars, students, policymakers, and practitioners in migration and asylum studies, social policy, public policy, international relations, EU studies/European integration, law, economics,

and sociology.

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**cracow university of economics poland: Infrastructure and Environment** Anna Krakowiak-Bal, Magdalena Vaverkova, 2019-05-13 This book constitutes the 25th International Conference on Infrastructure and Environment (infraeco 2018) that focuses on rural problems connected with infrastructural equipment. In general, infrastructure issues are dedicated to urban areas while rural topics are linked to agriculture so this conference bridges these two aspects. It also explores ways to manage and separate conflicts between different and important needs of inhabitants, the environment, and other spatial users. The conference provides a forum for much needed cooperation between various scientific disciplines regarding these multidisciplinary problems and issues; hence, Infraeco 2018 draws together engineers, planners, consultants, land developers, and academics from across all disciplines of highway planning, design, operations, and engineering to presents effective practices and share current research results.

**cracow university of economics poland: Handbook of Research on Enhancing Innovation in Higher Education Institutions** Babić, Verica, Nedelko, Zlatko, 2020-03-27 Innovation in higher education is a process of institutional adaptation to changes in the environment that enables higher education institutions to improve their existing practice and to be innovative at different levels and in different forms. Moreover, innovativeness is also related to internal characteristics of higher education institutions. Innovation in higher education can be observed as a result of the changing contexts in which higher education institutions function. Adjacent, a comprehensive approach to considering innovativeness is needed in order to enable the examination of different elements of innovativeness in higher education, that is, to identify the key factors that (de)stimulate innovations and affect their interactions with other relevant stakeholders at the national level and beyond. The Handbook of Research on Enhancing Innovation in Higher Education Institutions is a critical scholarly book that examines innovativeness in higher education and its complications and diversity. Starting from the view that higher education is currently confronted by global forces that require new research ideas, the publication suggests that comprehensive understanding of innovativeness is imperative for higher education's institutions in the 21st century. Analyzing the recognized trends within the publication and concluding which aspects should be taken to improve innovativeness in higher education, this reference book outlines quality and innovation in teaching, innovative university-business cooperation, institutional framework and governance of higher education institutions, knowledge management, and leadership and organizational culture. It is ideal for curriculum designers, administrators, researchers, policymakers, academicians, professionals, and students.

**cracow university of economics poland: Risk Management** Cristina Florio, Monika Wieczorek-Kosmala, Philip Mark Linsley, Philip Shrives, 2022-01-03 This volume offers new, convincing empirical evidence on topical risk- and risk management-related issues in diverse

settings, using an interdisciplinary approach. The authors advance compelling arguments, firmly anchored to well-accepted theoretical frameworks, while adopting either qualitative or quantitative research methodologies. The book presents interviews and surveys with risk managers to gather insights on risk management and risk disclosure in practice. Additionally, the book collects and analyzes information contained in public reports to capture risk disclosure and perceptions on risk management impacts on companies' internal organization. It sheds light on financial and market values to understand the effect of risk management on actual and perceived firm's performance, respectively. Further, it examines the impacts of risk and risk management on society and the economy. The book improves awareness and advances knowledge on the complex and changeable risk and risk management fields of study. It interweaves among topical, up-to-date issues, peculiar, under-investigated contexts, and differentiated, complementary viewpoints on the same themes. Therefore, the book is a must-read for scholars and researchers, as well as practitioners and policy makers, interested in a better understanding of risk and risk management studies in different fields.

**cracow university of economics poland:** Economic Policy, Business, and Management in the Post-Pandemic Perspective Anna Ujwary-Gil, Anna Florek-Paszkowska, Artur Koziół, 2023-01-01

**Meeting employee interests depending on the age and form of employment** Abstract The aim of this chapter is the identification and assessment of meeting employee interests among the employed in standard and non-standard forms based on the age criterion. An empirical study was conducted using the CAWI technique covering a sample of 1,000 working Poles. Descriptive statistics methods and statistical tests were used to analyze the findings. The analysis of employee interests was performed by comparing the assessed interests by the representatives of four separate age groups. The statistically significant differences were examined. For this purpose, the non-parametric ANOVA Kruskal-Wallis test and the post-hoc test (statistical significance level \*  $p < 0.05$ , \*\*  $p < 0.01$ ) were used. The conducted analysis showed common strengths and weaknesses in meeting employee interests regarding the standard and non-standard forms. Providing employees with safe and hygienic working conditions was highly assessed, whereas employee participation was rated low. The specificity of Generation Z was evident, whose representatives (compared to older cohorts) frequently rated meeting employee interests higher. Filling the research gap related to the analysis of the authors' presentation of employee interests regarding the age and form of employment in Poland. The results have practical usefulness for shaping employment, taking into account the above-mentioned variables. The research results covering a representative sample of working Poles fill the empirical data gap, extending beyond the scope of data available in statistical reporting (Statistics Poland, Eurostat). The empirical research used an original concept combining the issue of employee interests with the age and form of employment. Keywords: forms of employment, employee interests, age, cohort.

**Circular economy in the implementation of the investment and innovation policy of environmental management in post-war Ukraine** Abstract The purpose of the study is to develop methodological support for a comprehensive assessment concerning dominants of the investment and innovation policy of nature management based on the circular economy. It also conducts an assessment of current trends and problems in post-war Ukraine. The basic methodological platform introduces the concept of sustainable development. The dominants of the investment and innovation policy of nature management are derivative and closely related to the objectives and indicators of sustainable development goals. To generalize and systematize the categorical apparatus and identify modern vectors of scientific research on this issue, a descriptive analysis was used - based on the sources of the Scopus scientometric database. The modern imperatives of the circular approach in the economy and the possibility of introducing the latest investment and innovation policy of nature management in post-war Ukraine are considered. The scientific novelty of the study lies in the development of methodological support for a comprehensive assessment and is based on: (1) a set of principles (systematicity and complexity, adequacy and dynamism, objectivity and accuracy, effectiveness, purposefulness, scientificity); (2) an expanded system of national indicators of sustainable development within the framework of Sustainable Development Goals 2, 6, 7, 8, 9, 12, 15, which integrates European, author's, economic and

environmental indicators focused on an in-depth assessment of investment and natural resource potential in terms of species and structural-sectoral dimension, the relationship between the investment and environmental components of nature management; (3) a 7-stage procedure for quantitative, qualitative and expert assessment of the degree of implementation of the dominants of the investment and innovation policy of environmental management in the internal and external dimensions, the results of which form an analytical basis for adjusting the dominants, substantiating directions, ways and mechanisms for implementing the investment and innovation policy of the circular economy. The prospect of further research in this direction is the development of adaptive mechanisms to stimulate the introduction of eco-investments and innovations in the activities of business entities in various sectors of the economy. Keywords: circular economy, nature management, investment and innovation policy of nature management, sustainable development, Sustainable Development Goals, dominants of investment and innovation policy of nature management.

**The impact of economic activity zones on local development: The example of Wieliczka Municipality in Poland** Abstract The purpose of this chapter is to present the impact of economic activity zones (EAZs) on local development and to identify good practices in the management of EAZs, based on the experience of the commune of Wieliczka, Poland. Nevertheless, beyond the theoretical insights, the empirical evidence of effective local development governance in EAZs is still limited, even in metropolitan areas where a range of instruments are provided to support local development. The chapter attempts to provide evidence of the impact of EAZ on local development by indicating the influence of investments located in economic activity zones on the management of local government units in the Krakow metropolitan area. The analysis of the impact of EAZs on local development has led to findings that a valuable tool for the impact of EAZs on local development are the investments located there, which determine the more effective use of local resources. These are challenging resources (including land and infrastructure) and soft, intangible ones (including location, quality of intellectual capital, and entrepreneurship of residents). As a result of the application of good practices in municipal management, they become key determinants that determine the potential of EAZ and increase competitiveness. The example of EAZs shows that their impact on local development can receive significant support from the EU and public authorities. Nevertheless, the development of EAZs is limited to metropolitan areas and tends to limit their development in peripheral areas far from major growth centers. Exploring further options for the impact of EAZ on local development may be an interesting direction to involve external stakeholders in order to enable the incorporation of their skills and resources. The experience of the municipality of Wieliczka is and will be, to a significant extent, a form of more effective use of a variety of local and external resources. The chapter briefly discusses the impact of EAZ on local development and provides practitioners with areas on the potential challenges of using EAZ. Local development carries certain risks, which have implications for EAZ creation efforts. Keywords: economic activity zones, EAZ, local development, municipal investment, entrepreneurship, innovation, EAZ management.

**A challenge for sustainable public management: Administrative performance measurement and public sector reform** Abstract This chapter proposes a rational approach to administrative performance measurement. As Japan has entered an aged society with a low birthrate, administrative organizations in Japan are required to conduct performance-based public management under tight fiscal conditions. Aiming at efficient management with various schemes for administrative performance measurement based on the theory of New Public Management has been proposed. However, a tangible way of management has not been established due to authoritarianism or political shackles in organizations. In addition, such a performance measurement sometimes involves subjective factors in relation to outcome indices. Therefore, developing a practical evaluation scheme is not straightforward. By applying the Analytic Hierarchy Process, this chapter makes it possible to quantify subjective factors in the evaluation: the degree of contribution of each measure for the achievement of a policy. In order to verify the effectiveness of the application, a case study is performed in a local government in Japan. The proposed approach practically supports public service evaluation based on subjective judgment by executives of administrative organizations

in addition to extant project appraisal. The results obtained from the case study show the practical effectiveness of the proposed approach. Based on the evaluation procedure, this chapter further considers a possible scheme of public sector reform in conjunction with a prospective way to transfer authority from an administrative organization to substitutable sectors. The implication of the scheme of reformation illustrates sustainable public management. Keywords: public management, sustainability, publicness, analytic hierarchy process, administrative performance measurement, public sector reform.

**Plan or die: Entrepreneurs' response to crisis situation**  
**Abstract** Thanks to the COVID-19 epidemic, the last two years have been filled with changes for entrepreneurs. As a result, the change leads to a new level, much higher than the previous one. It is a long-term strategy focused on debt levels, risk-advantage approaches, reinvestment in profits, and organizational changes. The purpose of this chapter is to present the results of the entrepreneurs' response to the situation within and nearly after COVID-19 restrictions. Research findings are based on primary research in more than 300 companies in the Czech Republic (2 rounds of survey - 2020 and 2021). The comparison contrasts the change in strategic thinking due to long-term crisis. The results showed that measurable goals are extremely important during the crisis to maintain discipline in business (an increase of 91%). On the other hand, the exit strategy as a response to crisis is not the preferred solution (the lowest preference). Findings could be applied in managerial practice as a recommendation when research findings illustrate a possible combination of optimal business behavior within a crisis environment. Originality could be seen in the importance of ongoing profit investments and planning of individual activities in the company and the need for an active approach of the entrepreneur. Keywords: COVID-19, crisis behavior, changes in future goals, planning activities, entrepreneurs

**Hydraulic supplier selection: An Analytic Hierarchy Process approach**  
**Abstract** In industrial environments, hydraulic systems work in continuous operation, for several applications that may demand control of large loads and high-power density. The inputs used in the maintenance of this type of equipment should follow the policies and procedures established by ISO standards, which may guarantee safety and operational reliability. The supplier selection for hydraulic components is a subject that involves several factors with complex decisions. Efficient and reliable suppliers can be decisive for the company's success. The aim of this study is to propose an evaluation framework for supplier selection of hydraulic equipment in the steel industry. The methods of multi-criteria decision analysis (MCDA) facilitate the decision-making, including the supplier selection strategies for hydraulic equipment. The Analytic Hierarchy Process (AHP) is the MCDA method applied to select suppliers by a Brazilian industrial plant. This chapter presents a case of supplier selection of hydraulic equipment, with four suppliers evaluated regarding five criteria and more than 20 sub-criteria, according to three experts. The AHP, the most widely used MCDA method, proved to be a reliable and useful MCDA method even in a case of more than nine criteria. In this case, Quality was the most important criterion, and Price was the less important. The main contribution of this study is to prove that a simple MCDA model, with the AHP application alone, may be enough to solve a practical decision problem, without increasing its complexity with hybridism. Keywords: Analytic Hierarchy Process, multi-criteria decision analysis, hydraulic systems, supplier selections.

**Strategic business planning technology for weakly-structured subject domains**  
**Abstract** The purpose of this study is to create a technology and respective software tools for collegial (group) development of strategic plans for businesses in weakly structured domains. Strategic planning in such domains is an often challenging task, as quantitative (or even quantifiable) deterministic data is scarce or unavailable, uncertainty levels are high, and expert knowledge often represents the key information source (potentially, alongside open data). The technology is intended to overcome these challenges. It is based on group construction of a goal-oriented model of the system (subject domain), which is built through the decomposition of the main strategic goal and considers the terminal and resource properties of the system's components, as well as mutual connections between them. The software toolkit allows knowledge engineers and their invited experts to remotely provide knowledge for building the system model. Then, based on the developed model, using the method of target-oriented dynamic estimation of alternatives and

evolutionary methods of optimization, a set of measures (projects) is selected, complete with suggested funding allocated to them within the limited resource volume during the specific planning period. The selected set of measures guarantees the maximum level of achievement of the strategic goal within a given time perspective under limited funding and become the basis of the strategic plan. Methods of group knowledge acquisition and processing have been developed. They became the basis for the development of the original technology and software tools for strategic business planning. Theoretical foundations and methods for reliable obtaining of (thorough and undistorted) collective knowledge in a subject domain, ensuring their concordance and aggregation for further application in various areas, have been suggested. This research aims to solve a global problem of knowledge transfer from people with expertise (experience, intuition) in a certain field to people who need this knowledge to solve practical problems. This theoretical basis is intended for strategic planning practice in various areas, including business. An original way of automating the process of group subject domain model construction and the suggested application of existing and newly developed knowledge-oriented methods to strategic planning are proposed. All material presented in the chapter, is the result of ongoing original research led by the author. Keywords: strategic business-analysis, knowledge transfer, goal dynamic estimating of alternatives, rational distribution of resources, genetic algorithm, technology, subject domains

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