CRACOW UNIVERSITY OF ECONOMICS Faculty of Management FOUNDATION OF THE CRACOW UNIVERSITY OF ECONOMICS

KNOWLEDGE – ECONOMY – SOCIETY

SELECTED PROBLEMS OF DYNAMICALLY DEVELOPING AREAS OF ECONOMY

Edited by Renata Seweryn, Tomasz Rojek



Introduction
PART I MACRO AND MICROECONOMIC ASPECTS OF THE FUNCTIONING OF THE CONTEMPORARY ECONOMY
Chapter 1 Czesław Mesjasz Socio-economic Inequality as a Property of Complex Social Systems
Chapter 2 Danijela Durkalić, Katarina Zdravković European Integration as the Engine of Economic Development: A Comparative Analysis 25
Chapter 3 Anatolii Mazaraki, Ganna Duginets Sector-specific Stimulation of Integration into Global Value Chains: Experience for Ukraine 37
Chapter 4 Juraj Mišún Changing Views on Organizational Control in the Countries of the Eastern Bloc
Chapter 5 Piotr Bartkowiak, Jaroslaw Kaczmarek Restructuring and Effectiveness of the Production Mesostructure
Chapter 6 Anna Jonkisz-Zacny Growth of Productivity as a Measurable Effect of Synergy Between Labour and Tangible Assets
Chapter 7 <i>Karol Flisikowski</i> A Spatio-temporal Approach to Intersectoral Labour and Wage Mobility

Chapter 8 <i>Malgorzata Marchewka</i> Crowdsourcing in Scientific Research – Opportunities and Limitations
Chapter 9 <i>Tomasz Kusio</i> Commercialization Potential at the Entrepreneurial University
Chapter 10 Katarzyna Brendzel-Skowera The Potential of Academic Entrepreneurship in the Region of Częstochowa
Chapter 11 Tindara Abbate, Patrizia Accordino, Elvira Tiziana La Rocca, Daniela Rupo Enabling Factors for the Development of Startups
Chapter 12 <i>Maria Cristina Cinici, Mohamed Amara, Daniela Baglieri</i> Fostering Micro-Entrepreneurship: Does Spatial Proximity Matter? 137
Chapter 13 Ana Krstić, Nemanja Lojanica The Efficiency of Healthcare Policy: Empirical Evidence from Poland and The Republic of Serbia
PART II INNOVATION IN THE PROCESSES OF THE DEVELOPMENT OF ECONOMIES AND ENTERPRISES
Chapter 14 <i>Elena Tkachenko, Elena Rogova, Ekaterina Buynizkaya, Maria Ganieva</i> The Real Options Method Implementation in the Management of Innovative Projects 157
Chapter 15 Paweł Łukasik Monitoring of Innovation Processes
Chapter 16 Tomasz Stefaniuk New Dimensions of Information and Knowledge Security in Reality of Industry 4.0
Chapter 17 <i>Tindara Abbate, Patrizia Accordino, Elvira Tiziana La Rocca, Daniela Rupo</i> Equity Crowdfunding in Europe: Challenges, Opportunities and Risks for Innovative Startups

Chapter 19	
Milena Tvrdíková	
Paradigm Shift in the Established Way of Thinking in Innovation, the Operation	
of and the Provision of Funds for Company Information System as a Result	
of the Transformation of ICT into the Services Sector	207
Chapter 20	
Jan Ministr	
The Innovation of Information Support of the Social Housing	215
Chapter 21	
Jarosław Plichta, Karolina Orzeł	
The Effectiveness of Managing a Franchise Network in the Cross-Sectional View	
of the Main Theories of the New Institutional Economics	223
Chapter 22	
Karolina Orzeł	
The Development of FMCG Franchise Systems in Poland	233
Chapter 23	
Agnieszka Mazurek-Czarnecka	
Factors and Conditions Determining the Development of Companies Launched Thanks	
to Grants for Starting One's Own Business	243
Chapter 24	
Katarina Borisavljevic, Katarina Radakovic, Anika Jakovljevic	
Consumer Rights Protection in E-Business	253
PART III	
CONTEMPORARY CONDITIONS AND CHALLENGES OF THE	
REGIONS AND THE TOURISM SECTOR	
Chapter 25	
Slavko Arsovski, Zora Arsovski, Aleksandar Đorđević	
Knowledge Based Regional Sustainability through Industrial Districts	265
Chapter 26	
Magdalena Gorzelany-Dziadkowiec, Julia Gorzelany	
Use of Social Capital in Regional Development	281
Chapter 27	
Renata Seweryn, Agata Niemczyk	
Religious Tourism in the Cities (by the Case of Krakow)	289
Chapter 28	
Marian Bursztyn	
The Psycho-pedagogy Contexts Animation of Free Time in the Development of Tourism	301

Chapter 29 Jadwiga Berbeka, Krzysztof Borodako, Michał Rudnicki Social Media as a Tool of Sharing Tourists Opinions about Accommodation Services in Krakow	. 313
Chapter 30 Rafal Kusa Adjusting Entrepreneurial Orientation for Researching Micro and Small Travel Agencies and Tour Operators	. 323
Chapter 31 <i>Ewa Kubejko-Polańska</i> Managing the Functional Urban Development Through Implementation of the Silver Economy Concept – A Regional Perspective	. 331
Authors	. 341