

REVIEW OF NEW PUBLICATIONS

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Przedsiębiorstwa komunalne w teorii i praktyce. Efektywność a cele społeczne [Municipal enterprises in theory and practice. Efficiency and social goals] (1st ed.)

Author: Eugeniusz Wojciechowski

Publisher: Wydawnictwo Naukowe PWN

Warszawa 2023

Author – Eugeniusz Wojciechowski – economist, associated with the University of Łódź, former head of the Department of Local Government Economy, author of over 200 publications on the subject of enterprises and municipal economy, local government, public management and local finances.

The book contains 10 chapters devoted to legal, financial and organizational issues of the operations of municipal enterprises under the conditions of a market economy.

The activities of these entities take place in the public utility sphere and are subject to specific economic and legal norms. These enterprises operate in the interests of the residents – the self-governing community of recipients (consumers) of municipal services.

In the publication the author discusses issues such as:

- the role of a municipal enterprise in the implementation of public tasks;
- specificity of public utility economic activity;
- operating in various organizational and legal forms, from budgetary to commercial;
- relationships of municipal enterprises with local government, property, personal and financial union;
- providing services in various organizational systems, while remaining under the control of the political and administrative factor;
- efficiency of enterprises, the achievement of which remains in conflict with social goals.

A major aspect discussed in the handbook is issues related to the analysis of the legal regulations of a municipal public utility company. Municipal enterprises are frequently treated as "political gains" of those in power in local government. This approach results in the emergence of problems and dysfunctions that make it difficult to access services and improve the efficiency of service provision. It should be emphasized that the Polish publishing market is missing a publication that would comprehensively discuss municipal enterprises.

The publication is addressed both to persons supervising and managing municipal enterprises and to students of economics and management.

prepared by: Jarosław Handzel

Zastosowania innowacyjnych technologii informatycznych [Applications of innovative information technologies] (1st ed.)

Authors: Ryszard Knosala, Paweł Buchwald, Mariusz Kostrzewski, Sylwester Oleszek, Andrzej Szajna

Publisher: Polskie Wydawnictwo Ekonomiczne
Warszawa 2024

The book was published as part of the publishing series "Digitization of management" edited by Ryszard Knosala, consisting of ten items, including "Digitization of human resources management", "IT project management" or "Automation and robotization of business processes" and demonstrates the state of application of information technologies in important areas of management. In its content, this book refers to Industry 4.0, a new stage of industrial development using advanced digital technologies and automation to increase the autonomy and efficiency of production processes.

This study is dedicated to a wide range of readers, including management staff, IT specialists and students of technical fields, in particular IT and management, as well as all readers interested in following new trends and solutions in the dynamically developing areas of the IT industry.

The publication consists of seven parts. The first one was devoted to the issue of cloud computing. It explains many concepts such as private cloud, public cloud, hybrid cloud and the main types of cloud computing, i.e. infrastructure as a service (IaaS), platform as a service (PaaS) and software as a service (SaaS). Knowledge regarding these issues can be of particular use when selecting the right model for an online business. This chapter also includes examples of cloud computing applications such as EPLAN Cloud or German Edge Cloud.

The second part of the book touches upon the issue of Artificial Intelligence (AI). It presents the issues of artificial intelligence with particular attention drawn to various types of neural networks, machine learning, dataset training, and knowledge base systems (KBS), in particular expert systems.

The third part of the study discusses the issue of the blockchain. It discusses the principles of a distributed ledger system that allows for the secure storage and transmission of data. This chapter describes public, private and hybrid blockchain networks as types of blockchain-based architectures due to the scope of sharing the services and data offered. Particular attention could be drawn to the IPFS (InterPlanetary File System) protocol described in this chapter, which enables communication between devices in a peer-to-peer system.

Chapter four is devoted to mobility and mobile Internet. It presents the development of mobile networks from 1G to 5G and discusses modern services possible within the 5G network, hardware solutions and examples of applications in the area of road transport.

The fifth chapter on augmented reality (AR) merits attention. It discusses techniques that enable combining the real world with the virtual world in real time and in a three-dimensional environment. The emphasis was placed on combining AR with other innovative techniques, such as the Industrial Internet of Things (IIoT) or cyber-physical systems (CPS), which jointly fit in with the concept of Industry 4.0. This chapter also presents examples of applications in industrial production, including assembly and quality control processes.

Chapter six discusses the issues of virtual reality (VR). It explains the concept of virtual reality as well as types of virtualization such as mimetic, creative and autonomous virtualization. This chapter also demonstrates what immersion is and what its types are, as well as other issues related to user interaction and VR. This part of the publication also discusses the interesting concept of the so-called digital twin (DT) and the concept of the metaverse. The chapter shows the possibilities of practical application of VR systems through utilizing DT and the metaverse. The conclusion of this chapter presents an example of an IT system based on IIoT using AR and VR techniques.

The last chapter deals with the topic of speech recognition, with particular emphasis on the problems of continuous recognition of human speech and compensation for interference in speech recognition systems. It also presents examples of voice assistant systems, including a communication system for communicating with a bot available in the VR environment.

Finally, the authors attempted to present the current trends and expected directions of development in the field of innovative information technologies.

prepared by: Marek Jasiński

Zarządzanie. Nowe otwarcie [Management. A New Beginning] (1st ed.)

Authors: Andrzej K. Koźmiński, Dariusz Jemielniak, Dominika Latusek-Jurczak,
Anna Pikos
Publisher: Poltext
Warszawa 2023

Zarządzanie. Nowe otwarcie [Management. A New Beginning] is an academic textbook developed by the well-known and respected academic staff of the Kozmiński University in Warsaw. The textbook consists of five parts covering 13 chapters presenting well-selected elements of management theory (it should be emphasized that prior to writing the book, the Authors conducted a survey of the opinions of employees of management departments conducting classes in subjects such as basics of management regarding the content that should be covered in the textbook) enriched with examples and case studies from the real world of business.

What makes the textbook stand out is its structure, which facilitates the learning process. At the beginning of each chapter there is a brief summary and learning objectives that guide the reader's learning process. Additionally, definitions of the concepts explained in the text are provided in the margins. At the end of the chapters, you will find summaries organized by learning objectives, along with exercises to test your understanding of key theories and concepts. By enabling the use of active learning methods these summaries can also be useful for people conducting classes. The added value of the book from the formal point of view consists in the clarity of the language, the supplementation of descriptions with figures and charts, and the index of terms and names provided at the end of the book. The total volume of the book is 379 pages.

The individual chapters of the book cover the following topics:

- 1) history of management, with particular emphasis on the direction of scientific management and the administrative direction and the behavioral approach;
- 2) management and leadership – defining management, presenting the functions, roles and skills of a manager and the basics of leadership theory;
- 3) ethical and responsible management, with a focus on the concept of corporate social responsibility and business ethics;
- 4) environment and stakeholders, taking into account resources and processes in the organization, organizational balance and stakeholder characteristics;
- 5) innovation management and entrepreneurship, including the nature and types of innovation, the nature of entrepreneurship and the role of the entrepreneur, and the characteristics of an entrepreneurial organization;
- 6) international management – including the concept, forms, motives and barriers of internationalization and issues of the context of cultural diversity;
- 7) strategic management – focusing on basic concepts, the strategic planning process, building competitive advantage and value management;
- 8) knowledge management, presenting the essence, types and characteristics of knowledge, the process of its conversion, the process and system of knowledge management;
- 9) marketing, including the essence of marketing, product from a marketing perspective, brand, prices, distribution and marketing communication;
- 10) formalization and organizational structure – including the definition, levels and degrees of formalization, the concept, types and process of designing organizational structures;
- 11) organizational culture, focusing on the essence and components of organizational culture, its dimensions, the process of acculturation and shaping of organizational culture,
- 12) people management, with particular focus on human resource management and motivation and the concept of work-life balance;
- 13) diversity management, which, among other things, explains the concept of diversity and diversity management, presents demographic trends in Poland and their impact on the labour market.

The book is intended for students, regardless of their field of study, who wish to acquire basic and current knowledge about organizational management. It should also be recommended to management practitioners who wish to refresh and supplement their knowledge about managing organizations under the conditions of the modern economy. It is important that this book is available in paper, e-book and audiobook format, which can improve the process of acquiring knowledge for people with different learning styles.

prepared by: Bogusz Mikuła

Nudge (Final Edition)

Authors: Richard H. Thaler, Cass R. Sunstein
Publisher: Wydawnictwo Zysk i S-ka
Poznań 2023

The book *Nudge Improving Decisions About Health, Wealth and Happiness* by Richard Thaler and Cass Sunstein is a classic publication that will change the way we look at the choices we make. Drawing from behavioral economics the authors demonstrate that we are far from perfectly rational beings. Through the prism of cognitive errors, such as the anchoring effect or thinking in terms of losses, they argue that we often make unfavorable decisions, even in the simplest matters.

Nudge is a book about *libertarian paternalism* – subtle influence on decisions without taking away freedom of choice. Thaler and Sunstein's proposals cover areas including health, finance and education, and aim to help people make better decisions. A famous example is the automatic enrollment of employees in retirement plans – without coercion, but with an incentive that works. Similarly, designing public spaces where healthy choices are more accessible promotes positive decision-making.

The authors' style – witty and clear – makes *Nudge* a pleasure to read; it is like embarking on a fascinating journey through the world of decisions. At the same time, this book forces us to reflect on our susceptibility to influence and provokes us to consider how our surroundings influence our choices. Thaler and Sunstein do not advocate for manipulation, but instead for consciously designing an environment that helps us achieve what we really want.

In comparison to the Polish edition from 2008 the supplemented edition of this book introduces two new topics: *smart disclosure and sludge*. In addition, the book has been supplemented with the so-called "fresh thinking", i.e. new, more contemporary examples of the content conveyed. *Nudge* is not just a book about psychology and economics – it is a compass for anyone who wants to better understand their decisions and make them with greater awareness.

prepared by: Paweł Drobny

Wprowadzenie do zarządzania zasobami ludzkimi. Funkcje i instrumenty [Introduction to Human Resource Management. Functions and Instruments] (1st ed.)

Authors: Bogusz Mikuła, Teresa Myjak, Honorata Trzcińska
Publisher: University of Applied Sciences in Nowy Sącz
Nowy Sącz 2023

Authors of the monograph entitled *Introduction to human resources management. Functions and instruments* raised issues related to human resources management, with particular emphasis on the knowledge, skills, attitudes and values of people employed in the organization.

The monograph consists of 11 chapters in which three key areas of personnel functions have been distinguished:

- 1) Entry into the organization (human resource planning and acquiring suitable job candidates);
- 2) Functioning in an organization (professional development, motivation, remuneration, evaluation);
- 3) Exiting the organization (transfers and dismissals).

The first chapter concerns the evolution of the HR function, focusing on the models within this function and their importance in the enterprise. The second chapter describes the essence of the issues discussed, including the goals, tasks and human resources management strategy. The following chapter is devoted to employees in the organization, their competences and professional qualifications, taking into account their attitudes and personality.

The fourth chapter discusses human resource planning, types of plans, planning objectives and conditions of the personnel planning process. The next chapter focuses on recruitment and selection in the enterprise. The chapter then discusses employee development with an emphasis on training and career planning. The seventh chapter addresses the issue of employee motivation in the enterprise with the use of appropriate motivational incentives in the workplace. The next chapter analyzes the strategy for rewarding employees for the work they do for the organization. Chapter nine deals with employee evaluation. It discusses the most important aspects of assessment, i.e. concepts, functions, objectives, methods and tools, and assessment errors. Chapter ten deals with the transferring and dismissing of workers, with the issue of dismissals being considered from the perspective of both employees and employers. The last chapter is devoted to contemporary trends in human resources management, focusing mainly on employee competency management, talent management and human capital management.

When familiarizing oneself with the contents of the monograph, the Reader will undoubtedly find many inspiring issues in it. In the presented publication, in addition to well-established issues related to employee recruitment, employee motivation, professional development, work performance assessment, transfers within the organizational structure and dismissals, modern concepts of human resources management also appear. These include human capital management, talent management and competence management.

The publication is a recommendable compendium of knowledge in the field of human resources management, comprehensively describing the issues raised. The book is addressed especially to students of management and anyone interested in topics from the field of human resources management. The issues discussed in the publication may also become an inspiration for people professionally dealing with personnel issues.

prepared by: Alicja Bonarska-Treit

Kłamstwo i klamanie – ujęcie interdyscyplinarne [Lie and lying – an interdisciplinary approach] (1st ed.)

Author: Robert Rogowski (ed.)

Publisher: University of Applied Sciences in Nowy Sącz

Nowy Sącz 2023

Lies, lying, and manipulation of facts are phenomena occurring in all areas of social and economic life. The phenomenon of lying is characterized by, among other things, its universality and endurance. Lying is not a new phenomenon, but is related to culture, traditions and social activity. The importance of lies has been emphasized by many authors, who point out that lies destroy human morality, diminish human value, and cause numerous consequences by distorting reality. The process of lying is a powerful force that can bring both negative and positive consequences to various aspects of life. The motives, types, consequences and methods of preventing lies in social and economic life constitute the main subject of the "Lies and lying – an interdisciplinary approach" study.

The issue of lies and lying has been depicted from many different perspectives, using various research approaches. In particular, the authors of the individual chapters:

- 1) analyze lying as a linguistic strategy in the context of a conversation;
- 2) attempt to define post-truth, explaining its origins, presenting various philosophical approaches of the most famous researchers and commentators, and discuss the presence of this phenomenon in contemporary media;
- 3) indicate the causes and consequences of lies appearing in social media;
- 4) analyze: types, components, features, scale of the phenomenon and ways of combating fake news;
- 5) discuss the functions of lies in English-language literature, covering the period from Old English literature to the period post World War II;
- 6) characterize the phenomenon of lying and its significance in contemporary political and social life in the United States and Great Britain;
- 7) show the importance of lies in the culture of Russian-speaking countries;
- 8) show the types of lies that appear in medicine, both in patient-doctor relationships and in medical research; it is extremely important to indicate the catalogue of possible consequences of the aforementioned lies;
- 9) address the issue of lies and their effects in the business world;
- 10) describe and analyze the legal and institutional aspects of lies occurring in the market activities of economic entities;
- 11) indicate the premises and manifestations of food adulteration;
- 12) discuss: determinants, effects and methods of limiting accounting fraud.

The broad and diverse research issues are a very important premise influencing the high substantive value of the publication. It therefore has great applicability for participants in contemporary social and economic life. It is also worth emphasizing that the considerations were based on rich factual material.

prepared by: Helena Zielińska