

# International Journal of Synergy and Research

## EDITORS:

### Editor-in-Chief:

**Associate Professor Dr. Anna Agnieszka Rakowska**

Faculty of Economics  
Maria Curie-Skłodowska University  
Pl. Marii Curie-Skłodowskiej 5  
20-031 Lublin, Poland  
Phone: +48 81 537 53 62  
Email: a.rakowska@umcs.lublin.pl

### Associate Editors:

**Associate Professor Dr. Jan Chadam**

**Associate Professor Dr. Radosław Mącik**

**Associate Professor Dr. Zbigniew Pastuszek**

**Associate Professor Dr. Agnieszka Sitko-Lutek**

Faculty of Economics  
Maria Curie-Skłodowska University  
Pl. Marii Curie-Skłodowskiej 5  
20-031 Lublin, Poland  
Email: jan.chadam@poczta.umcs.lublin.pl  
radoslaw.macik@poczta.umcs.lublin.pl  
z.pastuszek@umcs.lublin.pl  
agnieszka.sitko-lutek@poczta.umcs.lublin.pl

### Senior Advisor:

**Professor Dr. Binshan Lin**

BellSouth Corporation Professor  
College of Business Administration  
Louisiana State University in Shreveport  
Shreveport, LA 71115, USA  
Email: Binshan.Lin@lsu.edu

**Volume 6, 2017**

**ISSN 2083-0025**



**Maria Curie-Skłodowska University Press**

# International Journal of Synergy and Research

ISSN 2083-0025

Volume 6

2017

## Contents

<b>Is Management a Science or an Art? From Theory to Practice of Management</b>	<b>5</b>
<i>Wiesław M. Grudzewski, Zofia Wilimowska</i>	
<b>Diversity Management in the Czech Republic as an Answer to Demographic Changes</b>	<b>23</b>
<i>Elwira Gross-Golacka, Jana Marková, Jan Slavicek</i>	
<b>The Financing of Small and Medium-Sized Enterprises with the EU Structural Funds in Poland Between 2014 and 2020</b>	<b>43</b>
<i>Jerzy Piotr Gwizdata</i>	
<b>The Innovation of B2B Brand Story Marketing</b>	<b>57</b>
<i>Ya-Ling Tsai, Tzong-Ru (Jiun-Shen) Lee</i>	
<b>Non-Formal Education Event Governance Strategies</b>	<b>65</b>
<i>Małgorzata Pańkowska</i>	
<b>The Implications of Information Technology Infrastructure for Key Performance Indicators of University Libraries – Results of the Preliminary Analysis</b>	<b>77</b>
<i>Anita Kuźnik, Maciej Popławski, Stanisław Stanek</i>	
<b>Cooperation Between Vocational Schools and Business in Poland: Schools' vs. Employers' Perspective</b>	<b>91</b>
<i>Piotr Maleszyk</i>	
<b>Effectiveness of Schools' Management and Its Measurement – a Review of Concepts</b>	<b>105</b>
<i>Piotr Kowalczyk</i>	



International Journal  
of Synergy and Research  
Vol. 6, 2017

---

IJSR 6	<b>HRM Practices in Knowledge Management in Innovative Enterprises</b> <i>Aneta Karasek</i>	<b>113</b>
	<b>Shortage of Talents – a Challenge for Modern Organizations</b> <i>Paweł Wójcik</i>	<b>123</b>
	<b>The Practice of Entrepreneurial Competence Development among Students of the Maria Curie-Skłodowska University in Lublin</b> <i>Bartłomiej Twarowski</i>	<b>137</b>
	<b>Analysing the Cities' Inward Investment Promotion Websites</b> <i>Krzysztof Raganowicz</i>	<b>149</b>
	<b>Cross-Border in the E-Commerce as Exemplified by the Baltic Countries</b> <i>Piotr Nieradka, Katarzyna Niedźwiecka</i>	<b>163</b>
	<b>Non-Interest Income and Profitability in Private Banking. Evidence from Liechtenstein</b> <i>Konrad Andrzejuk</i>	<b>175</b>
	<b>Determinants of Business Survivability: Literature Review</b> <i>Michał Kozak</i>	<b>183</b>