

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 Pastuszak

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.pastuszak@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

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



International Journal
of Synergy and Research
Vol. 6, 2017

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