

International Journal of Synergy and Research

EDITORS:

Editor-in-Chief:

Associate Professor Dr. Anna Agnieszka Rakowska

Faculty of Economics

Maria Curie-Sklodowska University

Pl. Marii Curie-Sklodowskiej 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-Sklodowska University

Pl. Marii Curie-Sklodowskiej 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@lsus.edu

Volume 6, 2017

ISSN 2083-0025



Maria Curie-Sklodowska 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