

ABSTRACTS IN ENGLISH

Elżbieta Mączyńska

ECONOMY – CHREMATISTIC DEFORMITIES

[**Keywords:** chrematistic deformities, economy, capital of trust, system of values, anomie]

Abstract

Economics is the study of people in the process of management. The detachment of economics from general social value system threatens a disaster. Dilemmas associated with the free-market economy, erosion of values and the weakness of the theory of economy, not only indicate the need for a change and new thinking paradigm, but also determine the fundamental importance of a policy on socio-economic development. This is because it is one of the most important factors deciding on whether society will be poor or rich, free or enslaved. The article also makes reference to the views of prominent economists on chrematistic deformations of economy with the message that in the future, it must deal with the problem.

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Barbara Pawłowska

BANKING – VALUE FOR SHAREHOLDERS AND VALUE FOR STAKEHOLDERS

[**Keywords:** bank, shareholder, stakeholder, boss, agent, corporate governance]

Abstract

The article provides a review of the literature in the field of creating shareholders and stakeholders value as well as results presentation for commercial and cooperative banks operating in the Republic of Poland. The interpretation of results leads to controversial conclusion about creating shareholders and stakeholders value. Management of shareholders and stakeholders value requires concentration and special attention to clients, but also building a long-lasting and profitable relations with them. This is related to widely understood attention to

profitability and safety. A better understanding of economic theory and implication, which are used by manager in the most effective banks in highly developed countries, may become a beginning of reflections and innovations in management in Poland as well.

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Monika Filipiuk

THE NEW FINANCIAL PERSPECTIVE, NEW AREAS OF SUPPORT,
NEW OPPORTUNITIES

[**Keywords:** strategy, Europe 2020]

Abstract

The new financial perspective for 2014-2020 Polish creates new, bigger opportunities and refers directly to the strategy “Europe 2020”. Objectives, to be achieved in this perspective, are an intelligent and sustainable economic growth, including social participation, with a focus on job creation and poverty reduction. In the new financial perspective the European system of programming and implementation of the EU budget will fundamentally change. The most important change is the adoption of the financing of 11 thematic objectives that are focused on results. The principles of obtaining support are also focused on results. Program and financial period 2014-2020 will be for Poland harder than the previous one, especially at the level of implementation. Because we get more resources to support the important processes of development than in the period 2007-2013. Polish regions will receive twice as much means, and the process of applying and obtaining the EU support (assumptions), is to be less bureaucratic and simplified.

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Mykhailo O. Vergun

METHODS OF UNIVERSITIES INVESTMENT
POTENTIAL IMPROVEMENT

[**Keywords:** higher education establishment, social and economic conditions of market economy, investment potential, factors of the development, sources of financing, multi-objective optimization, fixed assets]

Abstract

The current article considers the issues of increasing the efficiency of processes of implementation of the investment potential of universities by optimizing sources of financing, taking into account the features of modern social and economic situation in Ukraine.

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Stanisław Sudół

BASIC PROBLEMS FACING MANAGEMENT SCIENCES

[**Keywords:** terminology, management, governance, administration, leadership]

Abstract

The article presents an analysis of the references of management studies, various cases of unauthorized use of the term management to determine the situation of having little or nothing to do with this concept. It was noted that management is a narrower concept of dealing and it is neither synonymous with terms such as governance, administering, leadership, etc. Since management sciences are not classified in Poland in the area of social sciences, but in the two fields of science – economic sciences and the humanities. If we seek management science to obtain as in English-speaking countries “management sciences” status of self-study, we have to bring together all the strands of managing.

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Katarzyna Szymańska

BALANCED SCORECARD AS A TOOL FOR IMPLEMENTATION
STRATEGY FOR EXAMPLE HOTEL SERVICES

[**Keywords:** Balanced Scorecard]

Abstract

The aim of this article is to present the concept of Balanced Scorecard, its essence, key areas and familiarization with methodology of its development in terms of theoretical and practical context. The article suggests possibility of adapting the cards to the needs of hotel services.

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Andrzej Buszko, Katarzyna Szumowska

FACTORS FOSTERING COMPANY'S MISSION OPERATING
AT SHADOW ECONOMY

[**Keywords:** shadow economy, mission of a company, efficiency of state]

Abstract

The aim of this article is the attempt to create the possible mission of the company operating at shadow economy. The size of the shadow economy varies depending on the development of the country. At market oriented well developed countries the level of shadow economy is relatively small, comparing to the less developed ones. Based upon the investigated the aim of the article was reached.

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Łukasz Wiater

CRITICAL SUCCESS FACTORS IN THE ORGANIZATION
OF SPORT EVENTS IN POLAND

[**Keywords:** critical success factors, mass sporting events, key performance indicators]

Abstract

In 2013 in Poland there were 3164 mass sporting events. In the material attempts to identify critical success factors for implementation of such projects. Based on the analysis of the literature were identified 23 factors that then were assessed by an expert group chosen deliberately. Using the questionnaire and included in the Likert scale, experts have evaluated the set of critical success factors. Top rated were factors associated with legal and temporal aspects of the organization of events.

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Paweł Czarnecki

GOALS, TASKS AND FUNCTIONS OF ETHICS

[**Keywords:** ethics, history of ethics, morality]

Abstract

The aim of the study was the attempt to define ethics and its tasks regarding the multiple and complex contexts which influence the perception of ethics by evoking various meanings and approaches to this concept. Ethics can be defined as the normative science about morality, it can also be regarded as the set of ethical theories deriving from various philosophical concepts. The subject of the ethical studies is the moral and normative evaluation of human behavior perceived as the composition of body and soul. The article describes the meanings of the following terms: ethics and morality, their similarities and differences as well as the classification of the ethical systems.

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Mária Marinicová, Radosław Dawidziuk

DEFINITION OF SOCIAL MANAGEMENT IN SOCIAL WORK

[**Keywords:** social management, social worker, social capital, social system, manager]

Abstract

This work is focused on the issues of social management in the context of clarifying its place in the social work. Social management is a developing marginal science of socio-economic character with solidarity elements. It tries to capture the requirements of modern times and provides modelling situations of complex management solution in the social sphere.

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Jan Rusinek

PROCESSING OF NUMERAL DATA IN TeX
EXAMPLE OF APPLYING IN DIDACTICS

[**Keywords:** TeX, sorting algorithm, the computerization of the educational process, ECTS]

Abstract

There is a method of applying of certain tasks in TeX in order to obtain a possibility of application and processing of vast amount of numerical variables, formally inaccessible in TeX. There is an example of application in the teaching process.

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Syčeva M.B., Kolysko O. Z., Čaban V. V.

USING COMBINATORICS METHODS
TO CONSTRUCT CHILDREN'S TOYS

[**Keywords:** morphological method, combinatorics, typing, design, modeling, ergonomics]

Abstract

In this article it is described how to use the methods of morphological analysis to system design of industrial products. The essence of such a design is to apply the principles of typing in the process: research, modeling and giving ultimate art form to products. The object of the study was the morphological structure of the 45 children's toys made from textile materials. As a basis for combinatorics three criteria are used: ergonomics, functionality and usefulness.

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Lech Jaczynowski

REVIEW OF BOOK BY MIROSŁAW SUŁEK
“THE POWER OF STATE – MODELS AND APPLICATIONS”

[**Keywords:** statistics and national power, international relations, states, political units, modeling, phraseology, political science, macro-organization]

Abstract

In a review of the book Mirosław Sułek entitled “The power of states – Models and applications” there are main theses relating to methods for assessing the power of the state presented. This book won first place in the “Geopolitical Book 2013”, organized by the Board of the Polish Geopolitical Society. In a world full of conflicts, understanding of their causes and the attempt to counteract them may be easier thanks to the methods and models presented in the book reviewed here.

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Marcin Konarski

COMMEMORATION OF PROFESSOR MIECZYŚLAW SAWCZUK

[**Keywords:** memory, Mieczysław Sawczuk, law, WSM]

Abstract

In the commemoration of Professor Mieczysław Sawczuku, a longtime employee of Warsaw Management University his work and scientific achievements on the ground of law were invoked.

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Barbara Pawłowska

INTERNATIONAL SCIENTIFIC CONFERENCE

[**Keywords:** Common Agricultural Policy, economy, demand, supply, balanced development]

Abstract

The article presents the content of an international conference “Common agricultural policy and the competitiveness of Polish and European food sectors” which took place on 26-28 November 2014 in Józefów near Warsaw.

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Andrzej Długolecki

SUPPORT OF PROFESSIONAL DEVELOPMENT BY INSTITUTIONAL
PARTNERSHIP IN THE SUBREGION OF CIECHANÓW

[**Keywords:** institutional partnership, unemployment, social exclusion, municipalities vocational training, human capital, subregion of Ciechanów]

Abstract

The specific form of sharing the knowledge are trainings for job seekers. During them, specialists from various fields share with the audience their knowledge of the subject of interest for participants of such symposia. The knowledge acquired in this way allows the audience to improve skills, or even to obtain licences to perform certain professions. In this study, there are also presented initiatives such as contests, infrastructure projects, exhibitions, job fairs, etc. undertaken within the framework of the so-called institutional partnerships in the municipalities of the former province of Ciechanów. In these projects (in addition to many more other entities) Warsaw Management University also participates.