

## CONTENTS

<b>Foreword</b> .....	5
1. <b>Krzysztof ANDRUSZKIEWICZ, Maciej SCHULZ, Jakub SKORUPA</b> – The essence and the process of region branding .....	7
2. <b>Chrystian FIRLEJ</b> – Bioeconomy as an economic area influencing the economic balance of international trade in Poland .....	17
3. <b>Marie GABRYSOVA, Wiesław CIECHOMSKI</b> – Marketing of border towns on the example of selected destinations in the borderland of the Czech Republic and Poland .....	35
4. <b>Małgorzata HARTWICH, Robert ROMANOWSKI</b> – Civic budgets in cities of Greater Poland region in 2018 .....	47
5. <b>Marek JÓŹWIAK</b> – Sustainable tourism facilities and their impact on the Kuyavian-Pomeranian voivodeship tourism competitiveness .....	65
6. <b>Anna KACPRZAK, Marzena KACPRZAK, Izabela WIELEWSKA</b> – Employer branding and employees' commitment in international enterprises .....	81
7. <b>Urszula KEPROWSKA</b> – Promotion of the city as an element of territorial marketing in the field of tourism .....	95
8. <b>Monika KLEMKE-PITEK</b> – The concept of teacher training co-financed by the European Union in the teacher training school model .....	109
9. <b>Mariusz KMIECIK</b> – Implementation of forecasting tool in the logistics company – case study .....	119
10. <b>Andrzej KONDEJ, Wiesław CIECHOMSKI</b> – The level of consumers' income and the development and structure of retail trade on the example of Wielkopolskie and Podlaskie regions .....	127
11. <b>Wiesława KUŹNIAR</b> – The importance of dialogue and cooperation with the residents for urban development, on the example of the city of Rzeszów .....	143
12. <b>Rafał MAZUR, Arkadiusz MALKOWSKI</b> – Significance of employee innovation for knowledge economy based on the case of industrial companies located in west Pomerania .....	155
13. <b>Teresa MIŚ</b> – The significance of european union funds for the development of the regions of eastern Poland .....	169
14. <b>Lech NIEŻURAWSKI, Joanna NIEŻURAWSKA-ZAJĄC</b> – Some selected factors of success of enterprises – theory and practice .....	181
15. <b>Aleksandra PŁONKA, Wojciech SROKA</b> – Food strategies and restitution of urban agriculture illustrated by the case of selected solutions of metropolitan areas .....	199
16. <b>Wiesław SZOPIŃSKI, Marta KAWA, Tomasz SURMACZ</b> – The role of corporate social responsibility in development of communication with external stakeholders and environmental protection – an example of a telecommunications company .....	209

17. <b>Arkadiusz TUZIAK</b> – Innovativeness as a resource for the development of a peripheral region .....	219
18. <b>Mariusz WOŹNIAKOWSKI</b> – Social media in the communication between the cities of the Łódź voivodeship and stakeholders during the covid-19 pandemic ...	233
19. <b>Mateusz ZACZYK</b> – Key areas of blockchain technology application in Logistics ...	245