



Stanisław Ślusarczyk

– Prof. PhD Lecturer at University of Information Technology and Management in Rzeszow. His areas of specialization include marketing, marketing strategies in the international market and information management in a company. He is the author and co-author of many books and essays about marketing and economics. What is more, he also prepared economic expert's report such as business plans and valuations of companies. In business practice he is managing the company called "Firma Consultingowa Niscon-too", which is specialized in marketing consultancy and valuation of companies. Moreover, he is an expert accredited by PARP (the Polish Agency for Enterprise Development).



Mirosław K. Szpakowski

- a businessman with many years' experience. His IT business activity started in 1993. He was a co-founder of FRAMKO group of companies, which operated in 8 cities and towns of Eastern Poland.

In 1997 FRAMKO was awarded with Dealer of the Year distinction as they sold the largest number of OPTIMUS S.A. computers. A many years' CEO of Lubelskie Centrum Komputerowe Sp. z o.o. Founder and CEO of Knowledge Innovation Centre Sp. z o.o. (a publisher of Gazeta Zamojska). A PhD student at Kozminski University in Warsaw, Faculty of Management, Chair of Quantitative Methods and IT Applications in Business. A graduate of BA studies in Economics at Wyższa Szkoła Ekonomiczna in Stalowa Wola, MA studies in Marketing and Management at Rzeszow University of Technology, postgraduate studies in Managing European Projects and EU Law at Maria Curie-Skłodowska in Lublin. At present he is working on his PhD thesis concerning management computerization.



Barbara M. Kolbus

An economist and regionalist. A graduate of the University of Maria Curie-Skłodowska in Lublin. Scholarship holder under the Erasmus program in the years 2005/2006 in the Katholieke Hogeschool Mechelen in Belgium. Since 2010, educational researcher at the Higher School of Management and Administration in Zamosc, the president of the Association "Project-Europe". The author of publications in European integration, regional development and territorial marketing, including brands and images of regions.

„**Business management seems to be a difficult task in 21st century.** Contemporary managers have to confront new challenges. This means that changes in management's quality have to be applied. As the authors emphasize, traditionally existing methods are not currently sufficient. There is a common unanimity that only competent, well informed and motivated managers can make rational decisions. **Therefore, it can be said that competences, information and motivations are desired in aiming for a success.** The most wanted manager's competences are talent, knowledge, experience, intuition and attitude. The reviewing paper has high substantial value, hence it is a great source of information and inspiration for new (further) researches for readers.”

Prof. PhD Stanisław Ślusarczyk

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