

## TABLE OF CONTENTS

<b>Grzegorz Baran</b> , Design-led approach to entrepreneurship . . . . .	7
<b>Krzysztof Celuch, Aldona Glińska-Noweś, Mathilda van Niekerk</b> , The cross-cultural comparison of different communication styles among Convention and Visitors' Bureaus (CVB) . . . . .	27
<b>Gyöngyi Csongrádi, Regina Reicher, István Takács</b> , Latest trends and technologies at the field of non-profit fundraising . . . . .	43
<b>Wioleta Dryl</b> , Can a luxury brand be socially responsible? Luxury business and corporate social responsibility – areas of coexistence . . .	63
<b>Michał Flieger</b> , Consistency concept in virtual structures – in search for harmonization as a condition of effective exploitation of Siberian critical success factors . . . . .	91
<b>Justyna Fijałkowska, Dominika Hadro</b> , Intellectual capital reporting of universities – a third mission oriented approach to communication with stakeholders . . . . .	109
<b>Grzegorz Gołembski, Justyna Majewska</b> , The impact of transport infrastructure on international inbound tourism – a gravity model for Poland . . . . .	133
<b>Przemysław G. Hensel</b> , Institutionalized publishing practices as a barrier to participation in the global management discourse . . . . .	153
<b>Danuta Janczewska</b> , Human capital in the model of logistic knowledge management in a micro-enterprise . . . . .	177
<b>Magdalena Karolak-Michalska</b> , The ethnopolitics entities – organizations of national minorities of Eastern European countries . . .	203

---

<b>Elżbieta Klamut</b> , Accounting and enterprise risk management . . .	233
<b>Antoni Kolek</b> , EU multi-annual financial framework in the perspective of 2021–2027. Assumptions and area of changes . . . . .	253
<b>Dominika Korzeniowska</b> , Theoretical framework of research on functional fixation in accounting . . . . .	265
<b>Aleksandra Lapko, Martina Müller</b> , Destination branding process exemplified by the South Coast Baltic region . . . . .	281
<b>Edyta Rudawska, Sudath Weerasiri, Małgorzata Wiścicka-Fernando</b> , Employees as internal stakeholders in the concept of sustainable marketing – a comparative analysis of European and Asian market . . . . .	301
<b>Jan Krzysztof Solarz</b> , Reputational risk management . . . . .	323
<b>Łukasz Sułkowski, Robert Seliga, Andrzej Woźniak</b> , Higher education sector in Poland – analysis of consolidation processes . . . .	337
<b>Władysław Szymański</b> , Influence of changes in transaction costs on the transformations of enterprises . . . . .	353