

The publication of this volume was financed by the Jagiellonian University in Kraków
– Faculty of Management and Social Communication

© Copyright by Uniwersytet Jagielloński
First edition, Kraków 2020
All rights reserved

No part of this book may be reprinted or reproduced or utilized in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Cover design: Małgorzata Flis

ISSN 2449-8920
e-ISSN 2449-8939

The digital version of “International Journal of Contemporary Management” (ISSN 2449-8939) which counts as the original is published on the website www.ejournals.eu/ijcm



www.wuj.pl

Jagiellonian University Press

Editorial Offices: Michałowskiego 9/2, 31-126 Krakow

Phone: +48 12 663 23 80, Fax: +48 12 663 23 83

Distribution: Phone: +48 12 631 01 97, Fax: +48 12 631 01 98

Cell Phone: + 48 506 006 674, e-mail: sprzedaz@wuj.pl

Bank: PEKAO SA, IBAN PL 80 1240 4722 1111 0000 4856 3325