

PREFACE

We are pleased to provide you with a new issue of our magazine “Organization and Management” in the New Year. In this issue you will find five interesting articles.

In the first article, Patryk Dziurski presents the results of literature research on the relationship between cooperation and innovation. The results of the author’s analysis indicate the existence of two research streams on interplay between cooperation and innovation in the literature. The first one tries to answer the question how cooperation impacts performance of firms in terms of innovation output. Empirical studies show that cooperation with rivals may either foster, hamper or be neutral to innovation and different contingencies factors may be identified. The second one sees innovation-related factors on organizational and industry levels as important determinants of the cooperation.

Józef Ober, Janusz Karwot and Aleksandra Kuzior in their article examine how the pro-social actions taken by the Sewage and Water Supply Ltd. Rybnik (PWiK Rybnik) influence the image of this company in the opinion of the local community in Rybnik. Surveys conducted by the authors were designed to assess the effectiveness and adequacy of pro-social activities undertaken by PWiK Rybnik in the context of the possibility of improving the services provided by the company. The conducted research allowed to formulate conclusions and suggestions for the improvements in creating a positive, pro-social image of a water and sewage company, which will allow to implement the pro-social innovation strategy of PWiK Rybnik.

Wioletta Mierzejewska and Anna Krejner-Nowecka in their article described internationalization strategy of family-owned business groups. They successfully illustrate internationalization strategies through case studies on the example of the LPP group.

In the next article Mirosław Jarosiński and Ireneusz Janiuk present internationalization as a strategy supporting both enterprise diversification and leading to the

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growth of a firm. The literature review reveals that there exists a research gap in the insufficient research on the joint use of internationalization and diversification in the growth processes of a firm. In the empirical section the authors describe the findings of the analyses regarding the ways of implementing these two strategies on the basis of four biggest Polish furniture manufacturers being major Polish exporters at the same time. In all four cases a direct interrelation between both strategies is visible providing synergies that allow for growth.

In the last article, Sławomir Winch presents connection between the anomie of employee behavior and the attitude of superiors as well as strength of their identification with their company. Author's considerations are based on the results of quantitative research carried out on a target sample of 389 workers. The research results indicate that the genesis of anomie is a strong emotional relation between a subordinate and a superior and their strong identification with their enterprise.

Wishing you in 2020 many successes in your professional and personal life!

Maciej Urbaniak