

CONTENTS

FOREWORD	5
1. ADAMSKA Małgorzata, DYMEK Łukasz – Didactic staff as a determining factor in the management of university image	7
2. BENDKOWSKI Jacek – Coworking – a new form of work in the digital economy ..	19
3. JONEK-KOWALSKA Izabela, WODARSKI Krzysztof – Role of academic education in shaping the competencies of the future in the context of expenditures on higher education in Poland	33
4. KLEMENS Brygida, SZEWCZUK-STĘPIEŃ Marzena – Competences management in the project team – a review of academic and personal experiences	43
5. MAZUR-KAJTA Katarzyna – Harmony in chinese communication – the polish (european) point of view	59
6. SZWAJCA Danuta, PRANDZIOCH Monika – Activity of employees in social media and reputational risk of enterprise	77
7. ZIELIŃSKI Mariusz – Changes of personnel strategies of the organization under the “worker's market” impact	91
SUMMARY	103