

NEW TRENDS IN BUSINESS MANAGEMENT

D E B I U T Y S T U D E N C K I E

2024

NEW TRENDS IN BUSINESS MANAGEMENT

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Publishing House of Wrocław University of Economics and Business
Wrocław 2024

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ISBN 978-83-67899-29-1 (for the paper version)

ISBN 978-83-67899-30-7 (for the electronic version)

DOI: 10.15611/2024.30.7

Printing: TOTEM

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Introduction

This publication is based on the research results prepared by students of the English-language Business Management programmes at Wroclaw University of Economics and Business. The articles address various managerial challenges that arise due to unexpected external pressures and internal tensions. The research results presented in this book provide comprehensive and diversified perspectives that are in line with current research themes.

First, we may find recommendations for enhancing the motivational systems in the IT industry aimed at positively impacting employee satisfaction by attracting, retaining, and inspiring IT employees. The motivation system was also investigated by examining the correlation between employee satisfaction and the type of organization using the Frederick Laloux model perspective.

Second, the context of the remote work environment was explored with a particular focus on efficient communication. The article contains the results of the analysis of the impact of hybrid work arrangements on communication in distributed teams.

Third, an interesting investigation of the strategic role of the Medical Affairs Department in a pharmaceutical company is presented, aimed at exploring how the competitive advantage for the company is being built with the use of this specific department.

Fourth, the topic of diversity, equity, and inclusion is outlined by examining the company's policies and practices. It is aimed at understanding the employees' perceptions of the initiatives taken by the company to create an inclusive workplace.

Fifth, a critical analysis of corporate governance is performed based on the case study of BlackRock company and an exploration of how the company complies with corporate governance standards and whether it further promotes them appropriately.

Sixth, the brand promotional strategy in the luxury sector was addressed by qualitative case studies and a quantitative experiment. Using celebrity endorsement was aimed at understanding the impact of different types of fit between celebrities and brands.

Moreover, one of the studies investigated the organization's leadership style using Goleman's leadership styles classification to reveal that the affiliative style was dominant and fit into the general state of the company.

Finally, we may read the results of the exploration of the business model transformation processes in the company representing the ERP systems industry, which led to investigating the factors conducive to modifying business models and examining the concept of complementarity.