PEOPLE IN ORGANIZATION

SELECTED CHALLENGES
FOR MANAGEMENT

Edited by
Iwona Skalna and Rafał Kusa

WYDAWNICTWA AGH

KRAKOW 2021

PEOPLE IN ORGANIZATION

**SELECTED CHALLENGES
FOR MANAGEMENT**

PEOPLE IN ORGANIZATION

SELECTED CHALLENGES
FOR MANAGEMENT

Edited by
Iwona Skalna and Rafał Kusa

WYDAWNICTWA AGH

KRAKOW 2021

Published by AGH University of Science and Technology Press

© Wydawnictwa AGH, Kraków 2021

e-ISBN 978-83-66727-57-1

<https://doi.org/10.7494/978-83-66727-57-1>

Head of Publishing of AGH University of Science and Technology Press: *Jan Sas*

Editorial Committee:

Marek Gorgoń (Chairman)

Barbara Gąciarz

Elżbieta Pamuła

Bogdan Sapiński

Stanisław Stryczek

Tadeusz Telejko

Reviewers: *dr hab. Barbara Siuta-Tokarska, Prof. UEK*

dr hab. inż. Anna Szelaq-Sikora, Prof. UR

Editors' affiliation:

AGH University of Science and Technology

Technical editor: *Weronika Sikora*

Desktop publishing: *Weronika Sikora*

Cover design: *Paweł Sepielak*

The photo on the cover: Pixabay, Free-Photos

Wydawnictwa AGH (AGH University of Science and Technology Press)

al. A. Mickiewicza 30, 30-059 Kraków

tel. 12 617 32 28, 12 636 40 38

e-mail: redakcja@wydawnictwoagh.pl

<http://www.wydawnictwa.agh.edu.pl>

Contents

Iwona Skalna, Rafał Kusa Preface	7
Lukasz Skiba CHAPTER 1: Impact of Organizational Changes on Need to Manage Employee Engagement	15
Magdalena Maciaszczyk, Agnieszka Rzepka, Damian Kocot CHAPTER 2: Organizational Culture in Polish Transport Companies in Industry 4.0	47
Zofia Wyszowska, Anna Michalska CHAPTER 3: Manifestations of Organizational Culture in Local Government Units	61
Angelika Wodecka-Hyjek, Tomasz Kafel, Rafał Kusa CHAPTER 4: Managing Digital Competences in Public Administration	85
Zofia Gródek-Szostak, Franciszek Bolechowski CHAPTER 5: Human Resources in Business Environment Institutions Providing Innovation Support Services	111
Agata Przewoźna-Krzemińska CHAPTER 6: Importance of Soft Competences in Management of Engineering Staff	123
Magdalena Czerwińska CHAPTER 7: Knowledge and Perception of Industry 4.0 Among Students of Computer Science	143

Anna Albrychiewicz-Słocińska

CHAPTER 8: Problems in Designing Employer Branding Offer in Opinion of Representatives of Top 500 Companies – Polish Example 161

Adam Płachciak, Ulrike Schumacher, Sabina Zaremba-Warnke

CHAPTER 9: Deliberative democracy and sustainable business 181

Małgorzata Skrzek-Lubasińska, Zofia Gródek-Szostak, Marcin Suder

CHAPTER 10: Economic Growth and Self-Employment in Poland in Years 2009–2017 205