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## **RESEARCH PAPERS IN ECONOMICS AND FINANCE, ISSN 2543-6430**

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## PREFACE

### Dear Readers,

We are pleased to present the latest issue of the Research Papers in Economics and Finance published by the Poznan University of Economics and Business. We have selected a few scientific papers that we consider important for the academic discussion, inspiring and providing substantial added value.

This issue opens with a great paper written by **Hanna Mielniczuk** from Brickendon Consulting Poland, entitled Norwegian Organizational Culture. A case study from a **Norwegian organization**. The author has identified the organisational culture profile of the selected Norwegian organisation culture and checked the compliance of the cultural profile of the organisation under study with the determinants of Norwegian organisational culture. The preferred type of culture in organisation showed the dominance of the clan culture. Employees of the organisation identified with their internal system of values, which increased the effectiveness of their work and social relations. It is worth emphasising that the author's research is based on several important variables: knowledge of the Norwegian language, experiencing Norwegian culture through living in Norway and numerous interpersonal contacts of the author of the paper.

The second paper entitled ***The influence of effective human resource management on the success of SMEs in Gaziantep and its environment in 2018*** has been written by Selim Corekcioglu, Deniz Horuz, Muhammed Paksoy from the Szent Istvan University in Hungary and Gaziantep University in Turkey. The authors examined Small and Medium Enterprises (SME) in Gaziantep. The survey was conducted on 136 companies, 89 of which stated that there are no organised human resources units and management systems in their enterprises. According to the authors, SMEs which perform human resources management effectively have been economically successful in terms of competitiveness, employee counts, employee performance, market growth and economic development.

The third paper written by **Israel Michael Nachzac** from Israel is entitled ***The use of the risk management procedure in Hi-Tech project management***. Following the author's survey based on 21 completed questionnaires received from project managers who managed about 550 projects, there is a gap between the acting managers' understanding of how to manage the actual project risk during a life cycle of the hi-tech and understanding the importance of management in controlling the variety of risks. The author concluded that the implemented project risk management does not meet the PMs' expectations and risk management is still at infancy. According to the author, the managers should pay more attention to inherent risks and those emerging in their projects through their management organisation as part of the overall traditional management, as well as emphasise the awareness of using the risk management procedure by all levels of management.

The fourth paper entitled *Analysis of music festival customers in Poland in 2018-2019* has been written by **Agata Truszczyńska** from the Academy of Music Managers in Warsaw, Poland. In the study, the author uses Chan Kim and Renée Mauborgne's concept of customer and non-customer analysis in the music festival industry in Poland. The conclusions of the paper are based on a questionnaire survey conducted by the author. Three layers of non-customers have been distinguished. The main issue for non-customers is a very poor catering offer in terms of food for vegans and vegetarians. A number of people feel fear and danger when they are in a crowd. Some non-customers like spending their free time at home instead of spending time at music festivals.

The fifth paper entitled *Innovative development of countries in the context of global economic imbalances* has been written by **M. Shkurat and A. Temerbek** from Vasyl' Stus Donetsk National University in Ukraine. According to the authors, the level of innovative development of the countries and technological equipment of industries create opportunities to improve the living standards of people and determine the level of economic development of countries. The authors explain that these processes deepen technological and economic gaps between the regions of the world. Furthermore, developed countries have more opportunities for active development of the innovative component in the national economy, but their indicators in innovation and high-tech industries have declined in contrast to developing countries.

**Yours faithfully,**

dr hab. Piotr Lis, prof. UEP – Editor in Chief



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