

Introduction

The sphere of management and marketing is very complex and refers not only to entities operating on the market but to their surroundings as well. The articles deal with issues related to new challenges faced by enterprises and other institutions concerning, among others, changes in the expectations and needs of recipients. New approaches applied to the recipients and management in enterprises are highlighted, emphasizing the combination of different areas and emphasizing the importance of research based on various data. In the age of technology development, quick changes should be looked at more broadly, not only from the point of view of benefits for a given company. It is worth undertaking cooperation with various entities and using various forms of communicating with their surroundings.

The authors of the articles demonstrate individual and multi-threaded approaches to the issues raised, representing various academic centers from different countries. Thanks to this, the presented content can be useful for a wide audience.

The editors would like to thank all the authors of the papers for making an effort and preparing original scientific papers that enrich knowledge in the field of broadly understood management and marketing.

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