# Contents

Part I  Risk Modeling in Decision Making Process

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selected Methods of Risk Modelling in Management Process</td>
<td>3</td>
</tr>
<tr>
<td>Zofia Wilimowska, Sebastian Klaudiusz Tomczak and Marek Wilimowski</td>
<td></td>
</tr>
<tr>
<td>Joint Treatment of Imprecision and Randomness in the Appraisal</td>
<td>21</td>
</tr>
<tr>
<td>of the Effectiveness and Risk of Investment Projects</td>
<td></td>
</tr>
<tr>
<td>Bogdan Rębiasz, Bartłomiej Gaweł and Iwona Skalna</td>
<td></td>
</tr>
<tr>
<td>Analysis of the Insurance Portfolio with an Embedded Catastrophe</td>
<td>33</td>
</tr>
<tr>
<td>Bond in a Case of Uncertain Parameter of the Insurer’s Share</td>
<td></td>
</tr>
<tr>
<td>Maciej Romaniuk</td>
<td></td>
</tr>
<tr>
<td>How Can the Fractal Geometry Help with Analyze of the Stock Exchange</td>
<td>45</td>
</tr>
<tr>
<td>Market?</td>
<td></td>
</tr>
<tr>
<td>Anna Czarnecka and Arkadiusz Górski</td>
<td></td>
</tr>
<tr>
<td>State-Space Modeling and Analysis of Order-up-to Goods Distribution</td>
<td>55</td>
</tr>
<tr>
<td>Networks with Variable Demand and Positive Lead Time</td>
<td></td>
</tr>
<tr>
<td>Przemysław Ignaciuk</td>
<td></td>
</tr>
<tr>
<td>Investment Recommendation Optimism—Results of Empirical Research on</td>
<td>67</td>
</tr>
<tr>
<td>Polish Capital Market</td>
<td></td>
</tr>
<tr>
<td>Michał J. Kowalski and Jadwiga Praźników</td>
<td></td>
</tr>
<tr>
<td>Intellectual Capital—Measuring the Immeasurable and Reporting</td>
<td>79</td>
</tr>
<tr>
<td>Anna Maria Kamińska, Agnieszka Parkitna and Sandra Siałkowska</td>
<td></td>
</tr>
</tbody>
</table>

xiii
Part II  Management of Innovation

Open Innovation Model in Enterprises of the SME Sector—Sources and Barriers ........................................ 97
Dominika Mierzwa, Katarzyna Walecka-Jankowska 
and Joanna Zimmer

Methods of Assessing the Level of the Technology Innovation and Polish Innovativeness in Years 2010–2014 ................. 105
Anna Maria Kamińska and Zofia Wilimowska

The Formation of Regional Strategy of Innovation-Industrial Development .................................................. 115
Kozlov Aleksandr, Gutman Svetlana, Zaychenko Irina 
and Rytova Elena

Modular Experience-Based Smart Innovation Engineering System .... 127
Mohammad Maqbool Waris, Cesar Sanin and Edward Szczerbicki

Part III  Finance Management

The Acquirement and Functioning of Mezzanine Capital on the Example of Enterprises Operating in the Republic of Poland ................................................................. 139
Zbigniew Kuryłek

Modelling of Currency Exchange Rates Using a Binary Representation ......................................................... 153
Michał Dominik Stasiak

The Factors and Parameters Determining the Formation of the Target Capital Structure in Family Businesses ............. 163
Maria Malinowska and Danuta Seretna-Sałamaj

Part IV  Models of Organization

Measurement of a Hierarchy as an Organizational Structure Feature ............................................................. 179
Katarzyna Tworek, Marian Hopej and Janusz Martan

Creative Thinking in Management of Disruptive Technologies ........ 189
Aldona Małgorzata Dereń and Jan Skonieczny

Relations Between IT and Organizational Learning Capability—Empirical Studies Among Polish Organizations ........ 197
Katarzyna Tworek and Anna Zgrzywa-Ziemak
Contents

Efficiency and Maturity Assessment Model of RUP Process in IT Organizations ........................................... 209
Włodzimierz Wysocki, Cezary Orłowski, Artur Ziółkowski and Grzegorz Bocewicz

Application of Neural Network to Predict Purchases in Online Store .................................................. 221
Grażyna Suchacka and Sławomir Stemplewski

Searching for a Method of Basic Schedules Generation Which Influences Over the Performance of Predictive and Reactive Schedules ................................................................. 233
Iwona Paprocka and Wojciech M. Kempa

On the Quality of Basic Schedules Influencing over the Performance of Predictive and Reactive Schedules ............. 243
Iwona Paprocka

Synergetic Models of Customer–Seller Relations ................. 255
Aleksandr Katkow

Exponential Inertia Weight in Particle Swarm Optimization ........ 265
Bożena Borowska

Marketing Model of Value Creation (4V’s Model of the Product) .... 277
Grzegorz Cieloch

The Paradigm of Effectiveness of Public Hospitals ............... 289
Agnieszka Parkitna and Magdalena Gądek

Author Index ........................................................ 303
Wilimowska, Z.; Borzemski, L.; Grzech, A.; Świątek, J. (Eds.)
2017, XV, 304 p. 83 illus., 38 illus. in color., Softcover
ISBN: 978-3-319-46591-3