

Introduction

Businesses that grow by development and improvement do not die.

Henry Ford

Innovation distinguishes between a leader and a follower.

Steve Jobs

Changes in the environment cause the necessity to supplement management theories and changes in the operation of companies that are turning to new – innovative – solutions.

Innovation is undoubtedly one of the characteristics of modern management and marketing. It is the result of the necessity to adapt to the requirements of the quickly and constantly evolving environment, as well as the desire to develop and highlight the offer on the market. It facilitates the maintenance of the competitive position on the market and increase in the effectiveness in different areas of the operation of a company. This applies to both changes in the management process (e.g. production or people management) and introduction and improvement of the products and services offered or the opening of new markets. This means that companies, among other things, are developing models and methodologies of conduct, looking for new market segments and implementing traditional solutions in new areas and market sectors.

In view of such a broad phenomenon subject to constant changes, such as, innovation in management and marketing, it is impossible to describe all its aspects in a comprehensive manner. The authors of the various studies collected in the monograph raise both new issues and those that are already of interest to other researchers – highlighting aspects important from their point of view in today's complex and changing market realities.

Considerations were systematized in four parts, showing the views and recommendations regarding innovative concepts for the management of the whole enterprise and in selected areas in a functional (marketing) and sector-specific perspective – management of universities.

The first part (*Innovative concepts in management*) collects views regarding the determinants of innovation and recommendations for innovative concepts of organization management. The authors of individual chapters relate to changes in the business environment, especially in connection with the development of ICT look-

ing for a factor necessitating the introduction of innovative solutions. In the first chapter the author, analysing problem occurring in enterprises – communication processes and knowledge sharing. Recognising the potential in the development of information and communication technologies, based on own experience, he formulates the basis of the author's methodology of communication and knowledge management in the organization. New opportunities for the transfer and sharing of information (resulting from the development of social media) are the context for the analysis of another issue – the management concept of Corporate Social Responsibility from the perspective of CSR 2.0 proposed by Visser.

The second part (*Innovative approaches to marketing communications*) shows the opportunities and challenges in the use of traditional and new tools and forms of marketing communication in reaching out to specific target groups, or using them in unusual areas. One of them is the engagement of commercial businesses in non-profit activities, which was characterized in the context of the activities of Cause Related Marketing undertaken on the Polish market. Another sectoral analysis refers to marketing communications of cities which, based on the literature review, systematizes topics undertaken by researchers and practitioners indicating basic challenges in this area. The part ends with the discussion about the attitudes towards various forms of advertising among the segment of seniors in Poland, the group that has been undervalued until recently.

The third part (*Innovative approaches to products and services*) is focused on marketing innovation, but in terms of products and services. This part discusses innovations used in quality assurance underlying the provision of new values to the customer, and thus competing on the market. On the other hand, the specific example of a service restaurant was used to show the possibility of applying the service quality assessment methodology allowing for the evaluation of both the whole service process and each of its stages.

The last part of the monograph (*Innovative approaches to management of the Universities*) refers to the selected current aspects of university management. The authors analyse the issue from the perspective of problems on the Polish and foreign markets. In the three chapters Authors emphasize the importance of the following for the development and management of universities: internal customer satisfaction, resources and reputation of universities and research projects.

Bearing in mind that the monograph only indicates the topics relating to innovation in management and marketing, we hope that it will be an inspiration for further discussion, exchange of ideas and opinions.

Kraków, 2016

Editors