

## Contents

<b>Introduction</b> .....	2
<b>Patrycja Klimas:</b> A cultural fit in cooperation – recognition of the cultural facet of game developers / Dopasowanie kulturowe we współpracy międzyorganizacyjnej – profil kulturowy twórców gier w świetle badań empirycznych.....	3
<b>Przemysław Pomykałski:</b> Revenue and valuation of companies with digital platform business models / Przychody i wycena firm stosujących model biznesu platformy cyfrowej.....	11
<b>Monika Hajdas:</b> Cultural codes and brand equity relations – exploratory study and research implications / Kody kulturowe a kapitał marki – badanie eksploracyjne i model teoretyczny.....	19
<b>Barbara Petrus:</b> Environmental dynamism: the implications for operational and dynamic capabilities effects / Dynamizm otoczenia: implikacje dla efektów operacyjnych i dynamicznych zdolności.....	28
<b>Piotr Andrzejak:</b> Identifying potential change leaders through social network visualizations / Identyfikacja potencjalnych liderów zmiany z wykorzystaniem wizualizacji sieci społecznych.....	37
<b>Karol Szewczyk:</b> Self-assessment of an organisation according to the Polish Quality Award model / Samoocena organizacji według modelu PNJ na przykładzie przedsiębiorstwa branży motoryzacyjnej – proces samooceny, wybrane działania doskonalące.....	48

Copy-editing: Elżbieta Macauley, Tim Macauley and Aleksandra Śliwka

Layout: Barbara Łopusiewicz

Proof-reading: Aleksandra Śliwka

Typesetting: Małgorzata Myszkowska

Cover design: Beata Dębska

Information on submitting and reviewing papers is available on websites

[www.noz.ue.wroc.pl](http://www.noz.ue.wroc.pl)

[www.wydawnictwo.ue.wroc.pl](http://www.wydawnictwo.ue.wroc.pl)

The publication is distributed under the Creative Commons Attribution 3.0 Poland Attribution-NonCommercial-NoDerivs (CC BY-NC-ND 3.0 PL)



ISSN 2080-6000; e-ISSN 2449-9803

The original version: printed

Publication may be ordered in Publishing House:

Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu

ul. Komandorska 118/120, 53-345 Wrocław

tel. 71 36 80 602; e-mail: [econbook@ue.wroc.pl](mailto:econbook@ue.wroc.pl)

[www.ksiegarnia.ue.wroc.pl](http://www.ksiegarnia.ue.wroc.pl); [ksiegarnienaukowe.pl](http://ksiegarnienaukowe.pl)

Printing: TOTEM

## **Introduction**

This issue of the Management Sciences journal presents different articles, based both on theoretical considerations and the results of empirical studies, including case study research.

Among the matters covered in this issue of Management Sciences our readers will find:

- the role of cultural fit as a factor allowing cooperation and influencing its performance,
- the relationship between the revenue and market capitalization of companies with digital platform business models,
- the relationship between the type of cultural code used for brand narration and brand equity,
- the operational effects and dynamic capabilities in different market conditions,
- the techniques and methods that help in visualizing the informal organizational structure and choosing the right people to drive change,
- the process of an organization's self-assessment based upon the model of the Polish Quality Award.

The Editors of Management Sciences hope that the presented articles will be an inspiration for many readers and will help to further enrich scientific knowledge and management process in practice. We invite to submit your own research papers for publication in our journal.

*Mirosława Pluta-Olearnik*