

Dear Readers,

The third issue of *Zeszyty Naukowe Uniwersytetu Ekonomicznego w Krakowie / Cracow Review of Economics and Management* quarterly contains eight articles addressing current issues in management science, quality, economics, and finance, from both theoretical and empirical research perspectives.

In the first article, Magdalena Sobocińska discusses trends and challenges in the marketing of cultural institutions in the context of the virtualisation of cultural participation and the development of streaming platforms. Based on a review of the literature and survey research, she establishes that the value audiences receive from movies viewed in cinemas differs from that delivered by online streaming platforms. The author concludes that virtualisation and hybridity in the cultural sphere should manifest in the creation of new, innovative solutions that draw on the language of new media. She emphasises that the hybrid nature of cultural events, which today involves both traditional and online accessibility, increases the value consumers of culture enjoy.

In the second article, Beata Barczak presents the unique features and a typology of public networks, as well as typologies of organisational network models. The author reviews typologies of public network models and proposes a new typology of her own. She discusses four types of public networks: global public networks, networks of public organisations, local government networks, and partnerships. This classification can be used to identify trends in the development of public network models and serve as a basis for further analysis. The article emphasises that public networks differ from other types of networks. As for public network models, their classification can cover multiple levels and be based on a variety of criteria.

In the third article, Magdalena Kapela and Eugeniusz Kwiatkowski turn their attention to regional variation in wages in Poland, particularly qualitative factors of development. The authors found the highest average wages in four voivodeships: Mazowieckie, Śląskie, Dolnośląskie, and Pomorskie, and the lowest wages in Warmińsko-mazurskie, Podkarpackie, Lubuskie, Kujawsko-pomorskie, and Świętokrzyskie. The study confirmed that several variables had a statistically significant and positive impact on wage levels in provinces and their differentiation between districts. These included labour productivity, the proportion of employees with higher education, the number of patents granted to a region, the share of high

and medium-high technology products in overall revenues, and the share of innovative enterprises.

The next three articles look at aspects of quality management. In the first, Joanna Newerli-Guz and Marcin Rybowski examine issues in the pepper market, including the transport of product, the supply chain, and traceability. The authors found that a product's traceability changes how it is perceived in the market and can improve trust in supply chains. For black pepper, the world's most traded spice, solutions that ensure process transparency and a continuous flow of information are crucial to limiting product counterfeiting and other fraudulent activities.

In their article, Magdalena Muradin, Joanna Katarzyna Banach, Janusz Turowski and Magdalena Wojnarowska look at environmental labeling in dairy production management. The authors highlight the challenges companies face in labeling dairy products. They also examine the agricultural practices that are required for various types of ecological labels to be used. The article examines the benefits and limitations of the environmental labeling of dairy products and the voluntary use thereof.

In the next article, Anna Kamińska and Przemysław Dmowski examine dilemmas surrounding the naming of non-alcoholic counterparts to alcoholic beverages. Through their research, they identified a lack of clear legal guidelines for naming non-alcoholic counterparts to alcoholic beverages. They discuss inconsistencies in product names within product categories, along with the use of the same name for products without alcohol and those with minimal alcohol content. The authors conclude that there is a need for legal regulations governing the naming and labeling of these products.

In their article, Józefa Famielec, Agata Lulewicz-Sas, Stanisław Famielec, and Marcin Chełkowski focus on socially responsible innovations in municipal waste management in the city of the future. Based on a literature review and analysis of a waste management company's data on its municipal waste management, it was established that the municipality achieved legally required levels of recycling, preparation for reuse, and recovery of some amount of municipal waste. The authors conclude that innovative organisational and management methods, as well as innovative methods of waste segregation and collection, ensure that standards in municipal waste management are maintained.

The issue concludes with a study that tests the significance of differences in population structures based on small sample sizes. Grzegorz Kończak and Martyna Kosińska present their proposal for a statistical test that confirms the occurrence of significant differences in structures based on data contained in contingency tables. The authors demonstrate an application of the test using their own research on the participation of active users of internet portals in cultural life. They emphasise two aspects of the test: first, that it can be used in confirming the significance of

differences in structures of two or more populations, and second, that it allows for conclusions to be drawn based on small sample sizes.

I invite you to read the articles that make up the third issue of the *Cracow Review of Economics and Management*. I trust that the theoretical discussions and empirical research findings presented in them will capture your interest, encourage reflection, and inspire further scientific exploration.

Prof. dr hab. Aleksy Pocztowski
Editor-in-chief