

Contents

Anna Adamus-Matuszyńska

SOCIAL CONFLICTS IN A TRANSFORMING SOCIETY. A CASE OF POLAND
AND THE POLISH SOCIETY 5

Andrzej S. Barczak, Piotr Barczak, Zofia Mielecka-Kubień, Elżbieta Wędzicha

STATISTICAL DESCRIPTION OF LIFE-TIME ALCOHOL CONSUMPTION
BASED ON SURVEY DATA 27

Alojzy Czech

JÓZEF M. BOCHEŃSKI'S ANALYSIS OF "SYSTEM" AND
"FINALITY" NOTIONS 45

Krzysztof Marcinek, Rafał Ziarkowski

PROCESS FOR APPLICATION OF THE REAL OPTIONS METHODOLOGY
IN INVESTMENT PROJECT VALUATION 59

Zdeněk Mikoláš, Marcela Papalová

INTELLIGENT COMPETITIVE ENTERPRISE
(ERUPTION CLUSTER ENTERPRISE) 75

Maciej Miszewski

ECONOMIC TRANSFORMATION AS AN ECONOMICAL CATEGORY 93

Maciej Nowak

INTERACTIVE APPROACH AND ITS APPLICATIONS IN MANAGERIAL
DECISION MAKING PROBLEMS 101

Anna Sowińska

THE ROLE OF PSYCHOLOGY IN THE PERIOD OF ECONOMIC
TRANSFORMATION IN POLAND 127

Grażyna Trzpiot

MULTICRITERION NONCLASSICAL MODELING BASED ON
MULTIVALUED STOCHASTIC DOMINANCE AND PROBABILISTIC
DOMINANCE IN CAPITAL MARKET' 135

Leszek Żabiński

MARKETING AS AN APPLIED DISCIPLINE OF THE ECONOMIC
SCIENCES. AN ATTEMPT AT IDENTIFYING 147

ASSISTANT PROFESSORSHIP BOOKS REVIEW 181

Marek Drzazga

PROMOTIONAL SYSTEMS IN COMPANIES ON POLISH MARKET.
STRUCTURE AND FUNCTIONING

THE KAROL ADAMIECKI UNIVERSITY OF ECONOMICS IN KATOWICE

Faculty of Management 185