

Reactions of Market Entities to Crisis Situations

edited by Aniela Styś



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Contents

Preface.....	5
1. Market Behaviour under Micro-Macro Imbalances (<i>Tadeusz Gospodarek</i>).....	7
1.1. Introduction.....	7
1.2. Micro Behaviour Resulting from Macro Market Disturbances.....	11
1.3. Intentional-Consequential Gap.....	13
1.4. Some Epistemological Aspects of a Crisis.....	15
1.5. Key Performance Indicators in a Crisis Situation.....	17
1.6. Conclusions.....	18
References.....	19
2. Crisis Situations in Enterprises – Symptoms and Expected Support (<i>Aniela Stys</i>)	21
2.1. Introduction.....	21
2.2. Perception of Crisis Situations.....	21
2.3. Business Market Behaviour – Results of Direct Research.....	23
2.4. Conclusions.....	35
References.....	35
3. An Employee as Object or Subject – Either a Bond with the Enterprise or Pragmatic Instrumentalism. Case Study of the Crisis of Relations in Market Entities in the Light of Critical Management Studies (<i>Krzysztof Łobos, Robert Majkut</i>).....	36
3.1. Introduction.....	36
3.2. Methodology of Research and Characteristics of the Examined Population.....	38
3.3. Results of Investigations.....	40
3.4. Conclusions.....	49
References.....	51
4. The Role of Higher Education in Shaping Human Capital for the Growing and Evolving Needs of the Modern Economy (<i>Jarosław Tomaszewski</i>).....	52
4.1. Introduction.....	52
4.2. The Importance of Knowledge in the Education Process.....	53

4.3. Higher Schools in Shaping Human Capital for the Modern Economy	55
4.4. The Specificity of Expected Competences and the Direction of University Development.....	56
4.5. Globalization as a Determinant of the Development of Higher Education	58
4.6. Economy Evolution and the Role and Adaptation of Education.....	59
4.7. Quality and Efficiency in the Functioning of the University.....	61
4.8. Internationalization as One of the Areas of University Functioning	64
4.9. Goals and Activities in the Internationalization of Higher Education.....	65
4.10. Efficiency and Quality as Variables in the Internationalization Process	67
4.11. Conclusions.....	68
References.....	70
5. Cryptojacking: Definition, Implementation, Effects and Protection Against That Form of Cyberattack. Is Malicious Cryptomining a Manifestation of the Crisis Behaviour of Individual Miners During Cryptocurrency Rush? (Tomasz Hetmańczyk)	73
5.1. Cryptojacking: A New Form of Cybercrime	73
5.2. The Essence of Cryptojacking	74
5.3. The Course of Cryptojacking Attack	76
5.4. Scale and Examples of Cryptojacking	80
5.5. Effects of Cryptojacking	88
5.6. Cryptojacking as a Criminal Act.....	89
5.7. Possibilities of Defence Against Cryptojacking	91
5.8. Conclusions.....	93
References.....	94
List of figures.....	97
List of tables	99

Preface

In the presented monograph selected important problems related to the perception of crisis situations are considered. These issues are important, as in recent years we have experienced numerous crisis situations in Poland. They have spread over the entire economy, affecting all entities within it. The importance of research on all crisis aspects is due to the fact that it disturbs the equilibrium state and negatively influences the level of safety of both people and the environment. That is why actions to minimize threats are important. These activities aim at the reconstruction of the environment, in the context of perceived economic and social relations, also with considerable support from various stakeholders.

This monograph contains research on ways in which various crisis situations are perceived, and includes also the discussion of undertaken attempts to minimize their effects. It has been written by the employees of the WSB Merito University in Wrocław. The idea to present such choice of topics was to accentuate how different can be the reactions of market entities to the symptoms of crisis. Quite often they may be not obvious and lead to undesirable behaviours.

In the first chapter its author (T. Gospodarek) describes market behaviour patterns under the conditions of micro-macro imbalance. Basic definition of crisis situation is presented, and the ways to optimize the organization's market activities in crisis conditions. The author emphasizes the importance of knowledge and key competences in this aspect.

In the next part (written by A. Styś) are discussed the results of direct research on the perception of crisis situations by enterprises, and the nature of actions undertaken to minimize threats. A list of detailed expectations is presented, what indicates the need to appoint some entities that can offer support for appropriate activities.

Third part (authors K. Łobos and R. Majkut) involves the diagnosis of the state of relationships inside the organization. They can vary – from the dominance of oppression to some symbolic power. The authors point out that diversified management processes are of a social nature, thus perceive them in the perspective of ethics, morality and respect for other people. Lack of recognition of these values can be the cause of the crisis in the relations of employees with management staff. Any crisis situation can significantly affect this perception, so increased care would be needed.

In the next part of monograph (written by J. Tomaszewski) the role of higher education in overcoming crisis situations has been highlighted. The author analyses here the achievements of a number of universities from several selected countries in terms of their efficiency and quality, indicating the specificity of competences expected on the market.

He argues that they must be related to the internationalization process – which will help overcome crises.

A curious form of reaction to crisis situations is cryptojacking. As the author (T. Hetmańczyk) explains, this is a cybercrime associated with mining of cryptocurrency. It involves the illegal takeover of computing power of computer hardware and its involvement in the mining of new mineable cryptocurrency blocks. Malicious software in the operating system works in the background of operations performed by the computer, without the user's knowledge and consent. The author's considerations show that the dynamic process of developing information technology, in addition to undoubted positives, can also bring considerable negative effects.

The authors express hope that the content presented in the monograph will enrich readers' knowledge about crisis situations and ways of counteracting their effects.

Aniela Styś

List of figures

1.1. Market behaviour for variable rate of income tax (Laffer's curve)	9
1.2. Cyclical Investing	10
1.3. Adaptive structuring of organization management according to the theory of contingency	11
2.1. Activities undertaken by businesses in crisis situations, according to the size of the enterprise.....	27
2.2. Activities undertaken by businesses in crisis situations, according to the location of the company in the market.....	28
2.3. Activities undertaken by businesses in crisis situations, according to the industry.....	28
2.4. Activities undertaken during crisis situations, answers in general.....	29
2.5. Activities undertaken during crisis situations according to the size of the enterprise.....	30
2.6. Activities undertaken during crisis situations, according to the location of the company on the market.....	30
2.7. Activities undertaken during crisis situations, according to industry	31
2.8. Activities undertaken to minimize risks, overall.....	31
2.9. Activities undertaken to minimize risks, according to the enterprise size.....	32
2.10. Activities undertaken to minimize risks, according to the location of the company in the market..	32
2.11. Activities undertaken to minimize risks, according to the industry.....	33
3.1. Age structure of investigated persons (in %).....	39
3.2. Percentage structure of net monthly salaries (in PLN)	40
3.3. Answers to the question: <i>What is your opinion on the enterprise vision presented by the management (please mark not more than the 2 most important opinions) (answers in %, N = 100)</i>	41
3.4. Structure of answers concerning the acceptance of the work after hours (in %, N = 100)	43
3.5. Structure of answers to the question: <i>Would you be willing to spend your free time and without additional remuneration for additional work in the company (in %, N = 100).....</i>	44
3.6. Structure of answers to the question: <i>Would you like to have a greater impact on the functioning of the company in which you work? (in %, N = 100)</i>	45
3.7. Structure of answers to the question: <i>To what extent do you have an influence on solving problems concerning the functioning of the company in which you are working? (in %, N = 100)</i>	45
3.8. Structure of answers to the question: <i>Do you sometimes feel that you are involved in achieving the objectives of the company, which only affect the assessment of your superiors and do not have any influence on the assessment of the implementation of your tasks? (in %, N = 100).....</i>	46
3.9. Structure of answers to the question: <i>Have you ever had the impression that your superiors are influencing you in order to force you to perform tasks that are not in your area of activity and are the responsibility of your superiors? (in %, N = 100).....</i>	47
3.10. Structure of answers to the question: <i>Would you accept a situation in which, without your manager's knowledge and contrary to the procedures adopted in your company, you could achieve some goal giving you additional benefits, e.g., bonus (in %, N = 100).....</i>	47
3.11. The structure of the answer to the question: <i>What situations do you encounter more often in the workplace where you work, with praise or criticism? (in %, N = 100).....</i>	48

Reactions of Market Entities to Crisis Situations

4.1. Relationship between skills mismatches and earnings	57
4.2. The relationship of globalization with education and civilization development	60
4.3. Basics of higher education strategies, according to Times Higher Education World University Rankings 2015–2016.....	65
4.4. Main goals of internationalization, 2018 ($n = 2317$).....	66
5.1. Load of the (CPU) processor during its inactivity and at the time of the attack using a malicious cryptocurrency mining script.....	78
5.2. A mechanism of cryptojacking action involving placing a malicious script in the source code of a website.....	79
5.3. Structure of Java malicious scripts used by cybercriminals divided into CoinHive and scripts other than CoinHive.....	82
5.4. Harmful malware used for cryptojacking including new threats/scripts in the period from the first quarter of 2017 to the first quarter of 2019	85

List of tables

2.1. The perception of crisis situations for the enterprise, overall answers.....	24
2.2. The perception of crisis situations for the enterprise, according to the enterprise size.....	25
2.3. The perception of crisis situations for the enterprise, according to the scope of activity of the company in the market	25
2.4. The perception of crisis situations for the enterprise, according to the industry type.....	26
4.1. Key skills in 2015 and 2020	57

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