

# MANAGEMENT SCIENCES

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# MANAGEMENT SCIENCES

## 5

Transformations and Dynamics in Management  
Concepts and Cases Corporate Renewal

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## Introduction

The idea of this thematic issue of Research Papers *Transformation and Dynamics in Management* has been inspired by the scale of transformations which were experienced by Polish firms in last three years. Those processes have been reflecting strategic challenges caused by the global financial crisis. One could find it interesting that in Polish management literature of last twenty years there were not many works focusing on the concept of corporate renewal. A possible explanation may be that managerial issues concerning the Polish economy of last twenty years have been responding to such themes like creating strategy of growth, maximizing organization efficiency, developing efficient marketing strategies and developing modern human resources policies. As the Polish economy of last twenty years could be described by creating the market and expanding domestic as well as foreign enterprises operating here, dealing with crisis and redefinition of their own business were not that interested topics for practitioners as well as researchers.

And then, year 2008 brought brand new challenges for doing business in Poland. Dynamic growth of majority of enterprises was stopped for the first time in their history. Questions of how to survive the crisis and adjust to new market situations become of critical importance. Very often the main issues in dealing with the crisis situation have been focusing on optimizing organizational model of a long time growing company. Moreover, the redefinition of existing products and markets and also the economic model of operations made necessary strategic adjustments much more complex.

The aforementioned challenges brought our attention to the concept of corporate strategic renewal, which has been emerging in Western management literature for last twenty years. We believe that utilizing the renewal concept for the interpretation of crisis transformations might help to understand how Polish enterprises with dynamic growth only experience faced unexpected global crisis. It may also help to identify common themes of such renewal processes supplying good ideas for management.

Our call for papers for this issue resulted in many articles sent by authors from the majority of Polish universities of economics, from which we have selected twenty. They are presented in this issue in three groups. The first group focuses on theoretical concepts connected with understanding the phenomenon of renewal and its utilizing in different strategic and managerial contexts. The second group describes basically a few selected cases of corporate renewal of enterprises which were induced by quite different strategic circumstances. The third group is treated by us as a selection of contemporary research topics, which may provide inspiration for the next thematic issue.