

## Contents

### **Joanna Bednarz, Anna M. Nikodemowska-Wolowik**

Family enterprises in Polish consumers' mindset  
in the light of international tendencies..... 5

### **David Bouras, Ogugua Anunoby, Otabek Saitakhunov**

Output price risk, material input price risk, and price margins: Evidence from  
the US catfish industry..... 23

### **Katarzyna Gerejczyk, Tomasz Pilewicz**

Special Demographic Zone in Poland – in search for the gist of the phenomenon.... 37

### **Szczepan Kościółek**

Role of e-WOM in hospitality market pricing ..... 58

### **Ümit Naldöken, Dilaver Tengilimoğlu**

A field study on determining the effects of organizational climate in terms  
of social interaction on knowledge management at health organizations ..... 75

### **Thi Thu Ha Nguyen**

Wal-Mart's successfully integrated supply chain and the necessity of establishing  
the Triple-A supply chain in the 21<sup>st</sup> century ..... 102

### **Grażyna Wieteska**

Ensuring the flexibility and continuity of supplies in the B2B market ..... 118

### **Tomasz Zalega**

Housing conditions and the use of alternative energy sources in households  
of senior citizens in Poland ..... 139

### **Book review**

The Review of *Transforming Payment Systems in Europe* edited by Jakub Górka,  
Palgrave Macmillan Studies in Banking and Financial Institutions,  
Palgrave Macmillan, London 2016, pp. 270 ..... 161