Table of Contents

Preface ........................................................................................................................................ xiv

Chapter 1
Panopticon – Cybercontrol in Liquid Modernity: What Does Control Really
Mean in Contemporary Management? ...................................................................................... 1
  Roman Batko, Jagiellonian University, Poland

Chapter 2
The Influence of Crowdsourcing Business Model into Artificial Intelligence .... 15
  Anna Szopa, Jagiellonian University, Poland

Chapter 3
The Rise of Artificial Intelligence: Its Impact on Labor Market and Beyond ..... 29
  Robert Niewiadomski, NYCDOE, USA
  Dennis Anderson, St. Francis College, USA

Chapter 4
Promoting Critical Thinking in the Modern Learning Environments .................. 50
  Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 5
The Role of Living Labs in the Process of Creating Innovation ....................... 81
  Anna Maria Sabat, Jan Kochanowski University, Poland
  Anna Katarzyna Florek-Paszkowska, Jagiellonian University, Poland

Chapter 6
An Imagination of Organizations in the Future: Rethinking McKinsey’s 7S
Model ........................................................................................................................................ 101
  Oya Zincir, Istanbul University, Turkey
  Ayşegül Özbebek Tunç, Istanbul University, Turkey
Chapter 7
The Organization of the Future and the Marketing Function: Marketers’ Competencies in the Era of Information Technology .................................................. 126
  
  Mario Gonzalez-Fuentes, Trinity University, USA

Chapter 8
Algorithm as Demiurge: A Complex Myth of New Media .......................... 146
  
  Jan Kreft, Jagiellonian University, Poland

Chapter 9
Decision-Making Models of the Human-Operator as an Element of the Socio-Technical Systems................................................................. 167
  
  Nina Rizun, Gdansk University of Technology, Poland
  Tatyana Shmelova, National Aviation University, Ukraine

Chapter 10
Aggregators News Sources of Main Portals in Poland ............................... 205
  
  Jan Kreft, Jagiellonian University, Poland
  Mariana Petrova, Jagiellonian University, Poland

Chapter 11
Competences as a Core Factor Impacting Market Research Usage in Poland: Luxury of Thriving Business or Necessity of Struggling One – State of Market Research Industry in Poland .................................................... 223
  
  Zofia Bednarowska, Jagiellonian University, Poland
  Michał Andrzej Chrzanowski, Jagiellonian University, Poland

Compilation of References ........................................................................ 248

About the Contributors ............................................................................ 296

Index......................................................................................................... 300