

# PREFACE EDITORS' BIOGRAPHIES CONTRIBUTORS' BIOGRAPHIES ACKNOWLEDGMENTS

### INNOVATION IN BUSINESS MODELS CHAPTER 1 MARLENA GRABOWSKA, IWONA OTOLA, AND KATARZYNA SZYMCZYK

## CHAPTER 2 BUSINESS MODELS IN THE DIGITAL TRANSFORMATION ERA MARCELO T. OKANO, PATRICIA K. INOUE,

ELIANE A. SIMÕES, AND **ROSINEI BATISTA RIBEIRO** 

CHAPTER 3 VALUE COMPOSITION FOR BUSINESS MODELS OF HIGH-GROWTH ENTERPRISES IWONA OTOLA, MARLENA GRABOWSKA, AND MAREK SZAJT

THE VARIETY OF ASPECTS OF BUSINESS CHAPTER 4 MODELS IN THE HIGH-GROWTH AND HIGH-TECH ENTERPRISES: AN ESTONIAN CASE PIIA VETTIK-LEEMET, MERVI RAUDSAAR, AND MERIKE KASEORG

49

V

13

### CONTENTS

81

105

125

137

163

193

## CHAPTER 5 EXTERNAL CONDITIONS OF PROFITABILITY OF BUSINESS MODELS OF HIGH-GROWTH ENTERPRISES

AGATA MESJASZ-LECH AND ANETA WŁODARCZYK

CHAPTER 6 ANALYZING THE EMPLOYER BRANDING BUSINESS MODELS BASED ON PRIMARY RESEARCH RESULTS ÁGNES CSISZÁRIK-KOCSIR AND MÓNIKA GARAI-FODOR

CHAPTER 7 MODELS OF RESPONSIBLE BUSINESS: CSR FROM SOCIAL AND ECONOMIC PERSPECTIVE

MARCIN RATAJCZAK

CHAPTER 8 CYBER PROTECTION: INDUSTRIALIZED ASSESSMENTS FOR ANALYZING CYBER RISK DAVID NICOLAS BARTOLINI, CÉSAR BENAVENTE-PECES, AND ANDREAS AHRENS

CHAPTER 9 APPLIED DATA ANALYTICS CÉSAR BENAVENTE-PECES, DAVID NICOLAS BARTOLINI, GALYNA TABUNSHCHYK, AND NATALIA MYRONOVA

NDEX

VI