About the authors

Krzysztof Borodako (Ph.D.) is a Professor at the Institute of Management at Cracow University of Economics (Kraków, Poland). Prof. Borodako is an author or co-author of over 130 publications concerning innovation, business services, tourism, new technologies, event management, foresight (strategic planning). He has been the principal investigator in many research projects.

Jadwiga Berbeka (Ph.D.) is a Professor at the Institute of Management at Cracow University of Economics (Kraków, Poland). Prof. Berbeka is an author or co-author of over 140 publications concerning innovation, business services, consumer behaviour, knowledge transfer, new technologies and tourism.

Michał Rudnicki (Ph.D.) is an Assistant Professor at the Institute of Management at Cracow University of Economics (Kraków, Poland). Prof. Rudnicki is an author or co-author of over 50 publications concerning innovation, business services, knowledge transfer, tourism, new technologies and transport. He has been the principal investigator in a few research projects. His main areas of research interest are the new technologies in tourism and knowledge-intensive business services.