

Contents

Introduction	7
Part One. Acceleration of Economic Innovation as One of the Effects of COVID-19 Pandemic	9
Krzysztof HAJDER Innovation and the Development of Industry 4.0 in Poland in the Light of the COVID-19 Pandemic	11
KUBAT, TOBOLSKI Digitization of Local Government Units in Wielkopolska in the Light of the COVID-19 Pandemic	21
Małgorzata MARCZAK Analysis of the Startup Situation During the SARS-CoV-2 Pandemic in Poland	43
Magdalena KACPERSKA Renewable Energy Sources in the Economy 4.0 – New Jobs Despite the COVID-19 Pandemic	51
Aleksander BOLKO State Interventionism and Development of Innovative Economy in the SME Sector in the Era of COVID-19 – the Second Year of the Pandemic	65
Maciej GÓRNY, Artur Marcin LOREK Using the Potential, Creativity, and Knowledge of the Community to Implement Specific Tasks in Economy 4.0. Opportunities and Threats of Crowdsourcing	75
Part Two. Impact of the COVID-19 Pandemic on the Development of Innovations in the Education System and Labour Relations	85
Tomasz HERZOG US Higher Education one Year after COVID-19 Outbreak. An Attempt at Diagnosis and Prognosis	87
Krzysztof SZEWIOR Response of Academic Teachers and Researchers to the Covidian Reality in German-Speaking Countries	97
Artur KISIOŁEK, Oleh KARYYY, Paweł KOBIS The Impact of the COVID-19 Pandemic on Digital Transformation of Learning in Higher Education, Based on the Experience of Higher Education Institutions in Poland and Ukraine	111
Elżbieta LESIEWICZ Work-Life Balance. Impact of Industry 4.0 and COVID-19 on Women	123
Beata PAJAŁ-KATKOWSKA Remote Work – Psychological Aspects	135

Part Three. Innovative Forms of Social Communication in the Light of COVID-19 Pandemic	145
Łukasz DONAJ	
Elections and New Technologies – the Panacea to the Pandemic?	147
Maciej SKRZYPEK	
Possibilities to Resist Adopting Quasi-Militant Democracy Means During the Pandemic: The Case Study of the Czech Republic	165
Dominika NAROŻNA, Natalia GORZELAŃCZYK	
<i>Dance Marketing</i> as an Innovation in Audiovisual Advertising	179
Alina BALCZYŃSKA-KOSMAN	
The Language of Media Coverage During the COVID-19 Pandemic – New Technological Challenges of the Web 4.0 Era	187
Wojciech ADAMCZYK	
A Road of no Return? Media and Journalism “Remotely” During and after the Pandemic	197
Eryk PIESZAK	
Anxiety and Uncertainty as a Mechanism to Stimulate the Purchasing Process in a Consumer Society Versus Fear Caused by the COVID-19 Pandemic	211
Katarzyna DRESZER	
A Strategy for a Pandemic Reality – Let us Protect Ourselves from Mental and Economic Misery of Pandemic Reality in the Spaces of Art; or How the Apparent “Nothing” Calls Things Up and Changes Meanings	225