



Place i kreatywność. Studium przypadku spółki komunalnej w Polsce

Streszczenie

Celem badania jest zdiagnozowanie zależności pomiędzy wynagrodzeniami a kreatywnością. W badaniu wykorzystano przykład spółki komunalnej w Polsce, w której zmierzono kreatywność na każdym stanowisku pracy. W ten sposób badanie koncentruje się na kreatywności miejsca pracy a nie na indywidualnych zasobach kreatywności, takich jak umiejętności kognitywne i nekognitywne pracowników. Artykuł potwierdza, że kreatywność w istotny sposób wyjaśnia

wynagrodzenia i ich dynamikę. Praca wskazuje także na wzrost liczby miejsc pracy z kreatywnymi zadaniami oraz rosnące nierówności płacowe wewnątrz spółki. Pracownicy, którzy angażowali się w bardziej kreatywną pracę, otrzymywali zazwyczaj wyższe wynagrodzenie niż ci, którzy wykonywali rutynowe zadania. Badanie wykazało również, że pracownicy o wyższej randze kreatywności cieszyli się największym wzrostem wynagrodzeń w latach 2009–2020.

Słowa kluczowe

kreatywność, place, nierówności, spółka komunalna w Polsce

MANAGING RURAL DEVELOPMENT TOWARDS SMART VILLAGE

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Introduction – the development of smart village

Regional development focuses on improving residents' quality of life by strengthening infrastructure, the economy, the community, and the natural environment within a specific area (Richards, 2009; Capello, 2011). Successful local development relies on the proactive engagement of authorities (Boccella, Salerno, 2016). This holds particular significance, especially in rural areas (Trigilia, 2001). In line with the OECD's recommendations on rural services, effective inclusive management is central to rural development (Szot-Gabryś, 2002). This implies an understanding that actions at the highest level of government should be more strategic and supportive in nature, facilitating the pooling of knowledge and the use of simpler decision-making processes, involving local communities, and promoting the cross-cutting consideration of rural development in policies (Caraye, 2001). Rural development is particularly important as local communities encounter distinctive challenges (Crescenzi et al., 2022). Effective management of local development requires a strategic framework that nurtures enduring economic advancement, elevates living standards, and attends to the distinct needs and aspirations of particular regions or communities (Anthony, 2021; Capello et al., 2020). Local development and the concept of smart village (SV) are interlinked approaches that aim to improve prosperity, economic opportunity, and overall quality of life in rural areas (Coffey, Polese,

1985; Healey, 2015). While local development focuses on comprehensive and holistic growth within a specific community or region, SV specifically uses technology and innovation to achieve these goals. The article is based on the following findings: firstly, it presents the SV's literature review as a theoretical basis for the connections between the „smart village” concept and rural management (Kucęba et al., 2023). Secondly, it unveils the results of empirical research on factors shaping the potential of the Lower Silesia region for implementing the „smart village” concept based on „The Lower Silesian Village Renewal” programme. The research results facilitate the development of a comprehensive package of recommendations to improve the regional governance framework in the 2021–2027 financial perspective. The best practices identified can not only assess the feasibility of implementing the SV concept at the local level but can also be subsequently scaled to support and enhance collaboration in other regions. Therefore, the research strategy is based on the following stages: literature review, empirical research, data analysis, research conclusions, policy implications, and recommendations. The study contributes to the existing knowledge base and supports decision-making in the field of rural management and smart village development. The research gap in this context stems from the absence of prior research on „The Lower Silesian Rural Renewal” programme.

Managing Rural Development

CH Cherryholmes



Managing Rural Development:

Decoding **Managing Rural Development**: Revealing the Captivating Potential of Verbal Expression

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