

## Editorial

In today's dynamic business environment, companies face challenges related to innovation, international cooperation, ethics in distance learning, and the practical aspects of innovation. This special issue of the journal focuses on various topics, examining different aspects of modern business. Each text is an in-depth analysis and reflection on a selected area, revealing the challenges and perspectives associated with the issue.

Turkey is a crucial partner for Poland in the Middle East and Asia. Economic and research cooperation between the two countries is the subject of ongoing discussion among policy-makers. Business institutions, research centres and public organisations are actively engaged in dialogue regarding past experiences and future directions of Polish-Turkish cooperation. The article „Polish-Turkish Cooperation in the Area of Technology and Innovation: Conditions and Development Direction” provides a comprehensive summary of the debate on Polish-Turkish cooperation in innovation and technology, exploring the potential of the two nations in this field and opportunities for further development. The authors, who participated as panellists in the March 2023 debate, provided insights into the key themes and outcomes of the discussion.

The move to distance learning after the COVID-19 pandemic has raised ethical issues. The following article, „Unethical Behaviour in Distance Learning: Polish Students' Perspectives”, presents the results of a study of behaviour in this area. The study aimed to identify and analyse different categories of unethical behaviour students perceive. Semi-structured interviews were conducted with 24 students at the Cracow University of Economics, and the interview transcripts were analysed using an open coding method. The interviewees' views on unethical behaviour were divided into three categories: situations that were considered unethical but did not occur, situations that were heard about from various sources and were deemed unethical, and behaviours that students personally experienced and considered unethical. The survey contributes to students' understanding of unethical behaviour, which will help to reduce such behaviour in distance education. By addressing these issues, educators and institutions can better support students' academic success and improve the quality of online education.

The article „Models of Innovation Activity by Family Enterprises” draws the reader's attention to the analysis of models of innovation activity by family enterprises in the Polish market. The author analyses the peculiarities of family firms' approach to innovation in the Polish market and provides valuable insights into their model preferences. The findings have important implications for business practice and open the perspective for further research on the role of innovation in family firms. In the context of the closed and open model theories, the author assumes that family firms are likelier to choose a closed model than an open one. This belief is based on a literature review which suggests that family firms prefer autonomy in the innova-

tion process. This research aimed to identify models of innovation activity of family firms in Poland. The author focused on three patterns of opening innovation processes: centripetal, centrifugal, and bidirectional. Based on the research conducted in 2022, which focused on the characteristics of innovation activity in family businesses, the article presents the analysis results of 121 companies, winners of the ranking of the most valuable Polish family businesses.

The article titled „Overview of social attitudes and applications towards the use of crowdfunding in renewable energy” focuses on the role of crowdfunding in developing renewable energy in Poland. It answers the question of how crowdfunding can be an essential source of financing for renewable energy projects. Practical examples of successful crowdfunding campaigns in Poland are presented, and the potential of this financing model for sustainable energy development in the country is shown.

Another article, „Regarding the concept of innovation and its practical connotations”, focuses on the role of the individual as a critical creator of innovation in corporate human resource management. The author analyses the influence of individuals on the innovativeness of organisations, particularly in the context of the ability to introduce innovation in human resources. The publication aims to understand the innovation concept and identify the factors that shape this ability. The research focuses on respondents’ perceptions of innovation and the analysis of the impact on the HR function in the companies surveyed. The research questions concern the definition of „HR innovation” and assessing whether current conditions are conducive to applying innovative methods and tools in HR management. The research hypotheses assume that HR innovation is the ability to make changes and put innovation into practice. The research hypotheses assume that HR innovation is the ability to make changes and implement innovations in practice and that using innovative methods and tools conditions the HR function. The research aims to confirm these hypotheses and draw conclusions about innovation’s role in HR in companies.

The special issue of the journal provides a comprehensive analysis of contemporary challenges and opportunities related to innovation, international cooperation, the ethics of distance education, and the practical aspects of renewable energy development to demonstrate the diversity of perspectives and approaches to these issues and inspiring further research and practical activities in the field of innovation and business development.

Janusz Nesterak  
*Thematic editor*

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