CONTENTS

Introduction (JAN SOBIECH) 9

THEORY OF ECONOMICS

MAŁGORZATA JAREMKO
The Usefulness of the Money Multiplier Theory 11

BARBARA KALINOWSKA
Female and Male Earnings Gap 18

MAŁGORZATA KOWALSKA, JACEK WALLUSCH
Ossis, Wessis, and the Money. On the Causal Relationship Between Money and Unemployment in Germany after the Wiedervereinigung. A Preliminary Report 27

MICHAŁ KRUSZKA
Business Fluctuations and Changes on the Money Market in the Polish Economy under Transformation 34

ELŻBIETA MAŚLAK
Applying Evolutionary Perspective to Industrial Analysis 45

JOANNA SENDA-RACHOCKA
Globalisation and Ethnocentrism of Consumer Behaviour 54

PRZEMYSŁAW SIWEK
The Efficient Market Hypothesis and the Fractal Market Hypothesis 61

ADAM SZYSZKA
CAPM – A Satisfactory Theory of Asset Pricing or an Idealistic Myth? 66

SZYMON TRUSKOLASKI
R&D and Market Value 75

DOROTA ZIEMBA
The Behaviour of Stock Prices on the Warsaw Stock Exchange in 1991–1998 83

INTERNATIONAL ECONOMIC RELATIONS

EWA MIŃSKA
Transnational Corporations – Their Influence on International Trade Flows and Foreign Trade Theory 93

RADOSŁAW OWCZARZAK
International Competitiveness of Polish Small and Medium Sized Enterprises in the Global Economy 102

MAGDALENA SAPAŁA
Subnational Mobilisation in the European Union 110

WILHELM SCHÖLLMANN
Foreign Participation in Czech, Hungarian and Polish Privatisation: Investigating Empirical Evidence 117

MAGDALENA ŚLIWIŃSKA
Dynamics of the European Integration Process in the Context of Eastern Enlargement of the UE 136

FINANCE AND BANKING

JÓZEFA MONIKA GRYKO
Influence of Privileges in Income Tax on Company's Alocation Decisions 145

ALKHATIB KHALED
Effect of Economical Reform on Investment in the Republic of Yemen in the Period 1990–1999 153

KAMILLA MARCHEWKA
Government Securities and Public Debt Management in EMU – the Case of Belgium 163

AHMED SHABAN
The Commercial Banking in Libya 172

ADAM SOBERA
Insurance Products Purchased by Small and Medium-Size Enterprises with Reference to Entities Concluding Insurance Agreements. Results of the Survey 185

URSZULA ZIARKO
Integrated Approach of Gmina Finance 193

INFORMATION AND COMPUTER SCIENCE

OSKAR HUMINIECKI
Secure Electronic Ordering System 199

PAWEŁ JAN KALCZYŃSKI
Supplying Data Warehouses with Benchmarking Information 206

MARIUSZ KUNSZTOWICZ
Architecture of Intelligent Software Agent 216

PIOTR SOKOŁOWSKI
WebWisdom – Data Storage Management for Distance Learning Systems 223

KRZYSZTOF WĘCEL
Building HyperSDI Profiles from Data Warehouse Metadata Repository 232

WOJCIECH WIZA
XML vs. Database for Internet e-Business 242

MANAGEMENT

MACIEJ BRZOZOWSKI
Developmental Stages of Polish Companies in the Period of Transition 249

ABDELGADIR N. ABDELHAFIZ ELBADRI
The Importance of Training and Development in Converting Economy „The Case of Poland" 258

TOMASZ NOWACZYK
Changes in the Capital Structure of Polish Public Companies in 1990–1999 267

WILLY PICARD
E-negotiation of Contracts: Strategies and Issues 272

SERGIUSZ STRYKOWSKI
Wholesale Electronic Commerce 282

MARKETING

MAGDALENA ANKIEL-HOMA
The Effective Methods of an Analysis the Projects of Cosmetic Packages 289

MARCIN CHŁODNICKI
Guarantees and Complaint Management in Process of Building Customer Loyalty ... 296

DARIUSZ NOWAK
Development of Distribution Net of Antifriction Bearings Branch in the Light of Polls Research ... 303

COMMODITY SCIENCE

ALEKSANDRA KICEŁA
Biosensors in Environmental Monitoring and Food Analysis ... 309

WOJCIECH KOZAK
The New Solutions in Active Packaging ... 317