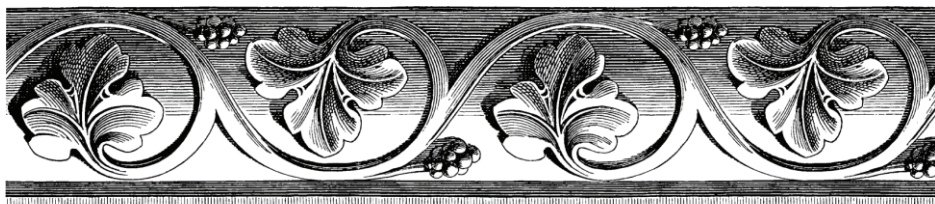


# ANNALES

UNIVERSITATIS MARIAE CURIE-SKŁODOWSKA

## REDAKTORZY NACZELNI SEKCJI

A	MATHEMATICA	Stanisław Prus
B	GEOGRAPHIA, GEOLOGIA ETC.	Monika Olga Wesołowska
F	HISTORIA	Wiesław Bondyra
FF	PHILOLOGIAE	Monika Gabryś-Sławińska
G	IUS	Małgorzata Łuszczynska
H	OECONOMIA	Paweł Mariusz Pasierbiak
I	PHILOSOPHIA – SOCIOLOGIA	Lesław Hostyński
J	PAEDAGOGIA – PSYCHOLOGIA	Ryszard Bera
K	POLITOLOGIA	Maria Marczevska-Rytko
M	BALCANIENSIS ET CARPATHIENSIS	Krystyna Trembicka
N	EDUCATIO NOVA	Małgorzata Karwatowska



# ANNALES

UNIVERSITATIS MARIAE CURIE-SKŁODOWSKA

SECTIO H

## OECONOMIA



VOL. LVIII, 4

2024

---

UNIWERSYTET MARIII CURIE-SKŁODOWSKIEJ  
ISSN 0459-9586

CHIEF EDITOR  
PAWEŁ MARIUSZ PASIERBIAK

DEPUTY EDITORS-IN-CHIEF  
ANNA MAGDALENA KORZENIOWSKA

SECRETARY  
ANNA JAŃSKA

SCIENTIFIC BOARD  
IHOR ALIEKSIEIEV, „Lviv Polytechnic” National University Institute of Economics and Management, Ukraine  
MILAN ČUPIĆ, University of Kragujevac  
BART DEBICKI, Towson University, USA  
SUSANA AMALIA DE JUANA ESPINOSA, Universidad de Alicante, Spain  
KRZYSZTOF JAJUGA, Wrocław University of Economics, Poland  
TOMASZ MICKIEWICZ, Aston University, United Kingdom  
HELMUT PERNSTEINER, Johannes Kepler University Linz, Austria  
KONGKITI PHUSAVAT, Kasetsart University, Bangkok, Thailand  
HALUK SUMER, Marmara University Faculty of Business Administration  
IGOR TODOROVIC, University of Banja Luka, Bosnia and Herzegovina  
JERZY PIOTR WĘCŁAWSKI, Maria Curie-Skłodowska University, Poland

THEMATIC EDITORS  
TERESA HANNA BEDNARCZYK (economy)  
JOLANTA SZOŁNO-KOGUC (finances)  
AGNIESZKA KARMAN (management)  
MARCIN LIPOWSKI (marketing)

STATISTICAL EDITOR  
ARKADIUSZ KIJEK

The journal is published online  
[www.oeconomia.annales.umcs.pl](http://www.oeconomia.annales.umcs.pl)

**The publication has been co-financed by the Foundation for the Development of Poznań University of Technology  
5 Maria Curie-Skłodowska Sq., 60-965 Poznań**

The journal is indexed in:  
BazEkon, BazHum, Biblioteka Narodowa, CEEOL, CEJSH, CrossRef, DOAJ, EBSCO CEEAS  
ERICH PLUS, FATCAT, Google Scholar, Index Copernicus International - Journal Master List  
Library of Congress, ROAD, Scilit, ZBW/ECONLIT

PROOFREADING IN ENGLISH  
MARTA KASPRZAK

COVER AND TITLE PAGES DESIGN  
JERZY DURAKIEWICZ

TYPESETTING  
MARCIN WACHOWICZ

ISSN 0459-9586

PUBLISHED BY WYDAWNICTWO UNIWERSYTETU MARII CURIE-SKŁODOWSKIEJ  
20-031 Lublin, ul. Idziego Radziszewskiego 11, tel. (81) 537-53-04  
e-mail: sekretariat@wydawnictwo.umcs.lublin.pl [www.wydawnictwo.umcs.eu](http://www.wydawnictwo.umcs.eu)

---

Sales Department: tel./faks 81 537-53-02  
Internet Bookstore: [www.wydawnictwo.umcs.eu](http://www.wydawnictwo.umcs.eu)  
e-mail: [wydawnictwo@umcs.eu](mailto:wydawnictwo@umcs.eu)

## *Table of Contents*

ADRIAN GAWĘDA Does the Sustainability of the Country Differentiate the ESG of Companies and How It Affects the Relationship between ESG and Firm Value? Evidence from the European Union . . . . .	7
MAREK GOLIŃSKI, KLAUDIA HOJKA Bibliometric Analysis in Family Business Brands . . . . .	25
ALICJA HADRYŚ The Role of Future Leader's Entrepreneurial Orientation in Family Firm Internationalization Process – the Polish Context . . . . .	47
ROBERT HUTERSKI, EWA ZDUNEK-ROSA Readiness to Use the Digital Euro (CBDC) by Consumers Based on the Example of France and Germany . . . . .	67
MAGDALENA JAŹDŹEWSKA-GUTTA, ANNA MARIA NIKODEMSKA-WOŁOWIK, DAGMARA WACH Decoding Online Consumer Behaviour Towards Counterfeits: Insights from Systematic Literature Review and Future Research Framework . . . . .	87
KATARZYNA MAMCARZ The Causal Relationship Between Stocks, Gold, Crude Oil, and Bond Returns in Poland . . . . .	127
IWONA MICHAŁOWSKA, JOANNA MAJCHRZAK Systemic Approach in the Study of the Current State of Knowledge in the Field of University Management . . . . .	149
KINGA RATAJSZCZAK, AGNIESZKA MISZTAL, ROMA MARCZEWSKA-KUŹMA Classification of Quality Management Methods and Tools in a Functional Approach . . .	171
MAŁGORZATA SŁAWIŃSKA, PAWEŁ PAWLEWSKI, IZABELA KUDELSKA, DANIEL KAŃDUŁA Occupational Risk Management for a Sustainable Workplace Using Simulation. . . . .	187
MAŁGORZATA SPYCHAŁA, MAREK GOLIŃSKI, BARTOSZ PIOTROWSKI, KATARZYNA ŁUCKA, MIKOŁAJ ADAMCZAK Factors Influencing the Effectiveness of Enterprise Marketing Communications . . . . .	205

AGNIESZKA STADNICKA

Feigned Digital Incompetence as a New Managerial Challenge:  
A Systematic Literature Review and Future Research Agenda ..... 223

EWA WIĘCEK-JANKA, SYLWIA ŁUKASZEWICZ,  
KATARZYNA SUKIENNIK, ALICJA ŚLIWIŃSKA

Perception of Family and Non-Family Company Logos in Eye Tracking  
and Face Reading Studies ..... 249