

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 Łuszczzyńska
H	OECONOMIA	Robert Zajkowski
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, 2

2024

UNIWERSYTET MARIII CURIE-SKŁODOWSKIEJ
ISSN 0459-9586

CHIEF EDITOR
ROBERT ZAJKOWSKI
robert.zajkowski@umcs.lublin.pl

DEPUTY EDITORS-IN-CHIEF
ANNA MAGDALENA KORZENIOWSKA

SECRETARY
ADA DOMAŃSKA
BEATA AGNIESZKA ŻUKOWSKA

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

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

Sales Department: tel./faks 81 537-53-02
Internet Bookstore: www.wydawnictwo.umcs.eu
e-mail: wydawnictwo@umcs.eu

Table of Contents

MARTA BARANIAK	
Efficiency of Polish Organic and Conventional Farms – Pilot Study Results	7
FELICJAN BYŁOK	
Horizontal Trust and Intra-Group and Inter-Group Processes in Enterprises in Innovative Industries	27
IRINA GOLOCHALOVA	
A Model for Measuring the Usefulness of Financial Reporting and the Effectiveness of Its Application. The Case of Reporting Methodology of the Republic of Moldova . . .	43
ANNA LEMAŃSKA-MAJDZIK, MAŁGORZATA OKRĘGLICKA	
The Role of Knowledge-Based Resources in Building Organizational Flexibility	65
MAŁGORZATA MAGDZIARCZYK, KATARZYNA WIDERA	
Analysis of the Characteristics Conditioning the Implementation of the GDPR by Micro, Small and Medium-Sized Entrepreneurs	79
PIOTR MISZTAŁ, VASILII KULAKOU	
Examining the Applicability of Specific Approaches for Evaluating the Investment Environment in Countries with Transition Economies	101
ELISAVETA PANASIUK, ŁUKASZ WIECHETEK	
Analysis of Customers' Tendency to Accept the Solutions Offered by the Stores of the Future on the Example of the Clothing Industry	117
PAULINA PUKIN-SOWUL, BOGDAN WŁODARCZYK	
Beta and Sigma Economic Convergence of Central and Eastern European Countries to the EU-12	137
JUSTYNA RYBACKA	
Real Estate as Investment Instruments in Poland Between 2020 and 2023	153
MICHAŁ WŁODARCZYK	
Digital Disruption in Art: A Comprehensive Analysis of AI and NFT Market Dynamics	171
MARCIN ŻŁOTY, PRZEMYSŁAW TASARZ, BARTŁOMIEJ ŚNIAROWSKI	
The Dichotomous Nature of Silver in the 21 st Century	195
ALEKSANDRA KOWALSKA, GRIGORIOS EMVALOMATIS, ASHURA SALIM	
Exploring Cashew Nuts Consumption in Poland. Prospects for Tanzania	221