

## Niu-Isation of Solutions and Business Models in XXI Century



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Almost every company, the so-called internet market pioneers in a given industry, has generated a specific business model that has become a reference for other companies operating in the same as well as other industries. This company-specific e-business model fosters the development of a certain corporate culture (positive or negative), leading to innovation, openness and growth or introducing disruptive behaviour. Variables contributing to new business models and e-businesses are: development of the market for online services, including project-focused start-ups; the development of various forms of entrepreneurship; increasing wikinomisation and prosumerism; flexibility, personalisation and uberisation of work; the significant role of trends and crowd-based services (crowdangels, crowdfunding, crowdpromotion, crowdmarketing, crowdfunding, crowdlending, crowdsourcing and digital and distributed model of production or problem-solving by users, pursuing specific objectives). Consequences of this processes are: amazonisation, facebookisation, uberisation, and others.

### Biography:

habilitated doctor of economic sciences, since 2016 university professor at Jan Kochanowski University in Kielce (Poland). She is the author and co-author of over a hundred scientific publications in the fields of, among others, economics and management, including institutional economics and its application in various areas of economic activity, economics of regional development, media economics, modern business and e-business models in the economy, digital economy, online finance and economic security. The supervisor of dozens of bachelor's and master's theses in finance and accounting, international relations and economic security. She has completed further training courses courses in finance and accounting, human resources and payroll, business financial analysis, information technology for teachers, and information systems in education management. Her scientific interests focus on issues related to, among others, contemporary business models, cooperation in the network environment and the Internet, as well as economic and sociological phenomena occurring in it (e.g. Web 1.0 - Web n.0, vicinomics, wikification, presumption, DIY current, eBayization), information security, security in the area of economic policy, online finance and phenomena affecting digital security.