

JOURNAL OF CORPORATE RESPONSIBILITY AND LEADERSHIP

LEADERSHIP AND HUMAN RESOURCE MANAGEMENT IN THE WORLD
OF POSITIVITY, CORPORATE RESPONSIBILITY AND DIGITAL ECONOMY

From Editor

Dear Readers,

This issue of *Journal of Corporate Responsibility and Leadership* focuses its attention on leadership and human resources management embedded in the context of the concepts of positive organisational scholarship (POS), corporate social responsibility (CSR) and digital economy. It includes such aspects as: using social media for personal branding, cultivating positive leadership strategies, developing business leaders in the digital economy, assessing ecological awareness of future managers and discussing role of trust in employment contracting.

Sara Dombek and Joanna Wińska present the findings of their questionnaire survey on personal branding among students and using social media for this purpose. The study covers such aspects as: perception of personal branding by students, including differences due to students' seniority, and their activity in social media.

Zofia Glińska and Katarzyna Pogorzalczyk compare and contrast the implementation of positive leadership strategies in Polish, French and American universities. Referring to the opinions of the academic staff from the three aforementioned countries, the authors prove that there are cross-cultural differences in developing positive organisational climate, fostering positive relationships, communicating in a positive way and making work more meaningful. Embedding the study in the context of higher education institutions and introducing cross-cultural comparison analysis contributes to the originality of this research paper.

Guennadi Khatskevich, Tatiana Proharava and Yury Karalau discuss the challenges for educating business leaders in the digital economy. They analyse the case study of teaching and leaders' raising processes in the School of Business of Belarusian State University. They share

lessons related to “identifying and fostering leadership qualities in the process of working on the corporate educational portal, developing student multimedia projects, creating start-ups, and presentations at web conferences”.

Aleksandra Koszarek-Cyra discusses the ecological awareness of future managers through surveying the students of the Częstochowa University of Technology. Her study externalizes the opinions of the respondents on importance of contemporary ecological challenges and the level of informants’ willingness to sacrifice in order to mitigate their negative impact on the environment. Moreover, declarative knowledge of environmental issues among future managers is measured as well as their understanding of importance of environmental issues for running an enterprise.

Following the New Institutional Economics approach and highlighting the importance of non-economic factors, Agnieszka Szulc-Obłóza analyses the role of trust in employment contracting. Her analysis encompasses both functional (problem-solving) and dysfunctional (problem-creating) roles of trust. The theoretical study lays down the foundation for further empirical research.

Submitting this issue of *Journal of Corporate Responsibility and Leadership* I hope that our Readers will find it an interesting and valuable source of knowledge and expertise.

Andrzej Lis