

## **RENEWABLE ENERGY SOURCES AS AN OPPORTUNITY FOR THE MODERN ECONOMY**

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The dynamic development of the modern economy means that we are dealing with a huge demand for energy. Unfortunately, too much energy still comes from traditional fossil energy sources that contribute to adverse climate change. Therefore, it is necessary to change towards increasing the use of renewable energy sources, which will allow for the achievement of multifaceted benefits.

The tendency to move away from the use of traditional energy sources is global and results from several factors, one of the most important of which is environmental pollution and adverse climate change. Global warming, CO<sub>2</sub> emissions to the atmosphere, dangerous natural phenomena, etc., are a signal to humanity that the current energy policy should be changed.

Fossil fuels, whose deposits are not evenly distributed around the world, are a source of energy, often causing conflicts between states and competition for resources. The use of non-renewable resources also has specific social consequences. The extraction of coal or oil is often associated with accidents, oil spills from tankers to the seas and oceans. Climate warming, caused to a large extent by the exploitation of non-renewable energy sources, is raising the water level, which means that people will have to leave their places of residence as their towns will no longer be livable – they will be flooded. Research shows that by 2050, underwater Venice and Amsterdam.

Social issues also include health effects, such as those resulting from the faster spread of infectious diseases (e.g. COVID-19). In addition, inhaling the products of coal combustion is also extremely harmful to health. Suspended dusts, heavy metals – cause inflammatory processes in the body, and in the long run lead to mutations resulting in the development of cancer, problems with asthma and bronchitis in younger people.

Changes take place in individual countries with different dynamics, but the direction of changes is already determined and inevitable.

Renewable energy sources (RES) are based on natural, ecological and inexhaustible resources, and using them guarantees not only emission-free production of electricity or heat, but also endless possibilities of use. Renewable energy sources include mainly: energy from wind farms, solar energy (photovoltaics), hydropower, biomass energy and geothermal energy.

In Poland, in recent years, the most popular energy comes from the sun – photovoltaics, the share of which in the total energy produced and consumed is characterized by an extremely dynamic growth (more on this: <https://www.ure.gov.pl/pl/sekcja/456, Renewable-Sources-Energy.html>).

The benefits and opportunities resulting from the use of photovoltaics flow to many entities and parties. Both individual prosumers and housing cooperatives, private companies and local authorities are interested in it in two dimensions. In the first, investments in photovoltaic or wind installations become an opportunity to use a cheaper, and at the same time renewable energy source for individual recipients or enterprises, and in the second, it becomes an opportunity for good business.

### **References:**

1. <https://www.ure.gov.pl/pl/sekcja/456, Renewable-Sources-Energy.html>

## **MARKETING OF HIGHER EDUCATION INSTITUTIONS IN THE FACE OF DIGITAL TRANSFORMATION ON THE EXAMPLE OF POLAND AND UKRAINE**

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Today, education has become a global service provided by quasi-companies in an increasingly complex and competitive knowledge market [1]. Consumers of educational services are more sensitive to the impact of external factors and trends related to the socio-economic situation, market, technology, geopolitics and the environment [2]. And the competitiveness of higher education institutions is built primarily through internal aspects such as the level of corporate culture and the effectiveness of marketing strategies [3]. In this context, the reputation of higher education institutions is one of the key factors influencing the choice of future students [4].

At the same time, modern technologies (primarily the Internet) help to promote educational institutions and present them to future students. Buscaand Bertrandias mention that the evolution of the Internet was caused by entities engaged in two types of institutional work: allocation and