

22.4.2025

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**Title**

Entrepreneurship, innovation, and quality : the successful strategy of a newly established institution ; the Example of Wyzsza Szkola Biznesu-National Louis University in Nowy Sacz

**Publication year**

2001

**Source/Footnote**

In: Higher education in Europe. - 26 (2001) 3, S. 367 - 379

**Inventory number**

15725

**Keywords**

Ausland : Polen : einzelne Hochschulen ; Hochschule : Privathochschule

**Abstract**

The success of the Polish private tertiary-level business school, Wyzsza Szkola Biznesu-National Louis University (WSB-NLU) in Nowy Sacz, is discussed and analyzed. The reasons for the success of this institution in filling a niche are underlined. While, at the start, the institution was designed as one that would meet local educational needs in a specialized field, it has evolved and has taken on national and even international importance. Most of the institutional success is attributed to the drive and entrepreneurial spirit of

the Rector. WSB-NLU is a positive example of education and business enterprise, flexibility, and effectiveness in gaining competitive advantage. (HRK / Abstract übernommen)