

## **THINKTANK Ranking –“Who is Polish business listening to?” 2019**

**The THINKTANK Centre in collaboration with the Institute of Media Monitoring has for the third time compiled a ranking of top Polish business gurus. We have examined whose voice from among the economists, business advisors, and entrepreneurs is the one most readily listened to by the business community. The ranking results were announced yesterday evening in Sopot during the opening of the 9<sup>th</sup> edition of the European Forum for New Ideas.**

### **The ranking methodology**

This year's ranking corresponds to two previous editions in 2009 and 2012. It was prepared based on the methodology used in the survey by the Accenture Institute for Strategic Change (ranking of US top business intellectuals).

The final result of the 2019 edition was impacted by three variables:

1. Direct designations by an experts' panel, composed of the members of the THINKTANK Experts Council (more information about the experts on: <https://think-tank.pl/o-nas/rada-ekspertow>). Each panel member was spontaneously compiling a list of people who in their opinion influenced the views of the business community, without distinguishing who was an economist, who was a business advisor, and who was an entrepreneur or a manager. They then proposed top 10 persons in each of these categories. That is how the preliminary lists of the most frequently designated names were prepared;
2. The number of quotations and publications in the press and in the Internet over the last 12 months (until August 2019) according to the monitoring of the Institute of Media Monitoring ([www.imm.pl](http://www.imm.pl));
3. The number of Google searches, determined with the use of Google Trends tool.

Each of the first two variables had a 40% impact on the final shape of the lists and the weight of the third one amounted to 20%.

We have purposefully excluded from our survey the experts and persons performing political and government functions as well as heads of public institutions (central bank, securities exchange, etc.) whose influence and public presence is related to the function they perform.

When starting to compile the ranking, the THINKTANK team was wondering whether and how the hierarchy of Polish business gurus has changed since the previous edition in 2012. The decomposition

of the business scene has taken place, the influence of traditional media has weakened, and the role of the Internet has strengthened in that time. The economic paradigms have also changed significantly. First of all, the belief that free market automatically solves all the problems and that a smoothly cooperating global economy is the only scenario for the world of the future has been undermined. The digital revolution has rapidly accelerated.

‘There is uncertainty in the minds of business people today’, Zbigniew Gajewski, the ranking author and Partner at the THINKTANK Dialogue and Analyses Centre, comments on the ranking results. ‘It seems that the need for gurus is obvious in such a quivering situation. Today this need is being met mainly by persons who are already known, who have an established position, who appear at congresses, conferences, and in the most popular media. In the market of business ideas there is also an increasing number of young experts who identify new phenomena and speak about them using a new language. However, they are present mainly in the Internet, where they keep blogs, write articles, and comment on the new reality. For the time being, their influence is dispersed but with time they will be reaching the mainstream and we are going to closely watch it.

#### **The results of the ranking “Who is Polish business listening to” 2019 (in alphabetical order)**

##### Most readily listened to economists

1. Leszek Balcerowicz
2. Marek Belka
3. Jakub Borowski
4. Janusz Jankowiak
5. Andrzej Koźmiński
6. Ignacy Morawski
7. Witold Orłowski
8. Dariusz Rosati
9. Andrzej Rzońca
10. Mateusz Szczurek

##### Most readily listened to business advisors

1. Jan Krzysztof Bielecki
2. Andrzej Jacek Blikle
3. Janusz Czapiński
4. Adrian Furgalski
5. Natalia Hatałska
6. Dominika Maison
7. Jeremi Mordasewicz
8. Rafał Ohme
9. Jacek Santorski
10. Jacek Socha

##### Most readily listened to entrepreneurs and managers

1. Henryka Bochniarz
2. Paweł Borys
3. Leszek Czarnecki
4. Irena Eris
5. Janusz Filipiak
6. Zbigniew Jagiełło
7. Dominika Kulczyk
8. Michał Sołowow
9. Zygmunt Solorz
10. Maciej Witucki

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##### More information

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