

INTRODUCTION

In the process of development of business entities a crucial factor is the stability of social, economic, and political conditions that enable the creation of a long-term strategy of development and conducting business in manufacturing and services. Changes in the conditions may manifest themselves in the creation of more or less favourable opportunities for businesses. Occurring changes and transformations can involve the need for a re-structuring of an internal structure of a company and its relationship with its environment. Internal changes relate mainly to: altering the organizational structure; changing technical equipment, manufacturing processes, and the profile of production or services activity. External changes essentially stem from: specific economic and financial policy of a country, the quality of implemented legal instruments, market situation and barriers and privileges used in national and international turnover, the quality of political elite, etc. Generally speaking, changes of conditions that take place should enable business entities to raise the economic effectiveness of their activities. This idea is reflected by works found in the present volume. Their authors use selected examples to identify different categories of development conditions for activities of selected branches of industry and certain sectors of services (retail, financial institutions, tourism) in the country and abroad.

New conditions arising from the intensification of innovation of economy affect changes in labour markets and the quality and direction of education. Empirical identification of said issue was made based on the example of selected countries of the European Union with the highest level of innovation (G. Węgrzyn) and the possibility of model determination of the level of innovation of economies of European countries (M. Czyżewska, A. Lewicki).

World economic situation prior to the economic crisis of 2008 plays an important role in the shaping of industry in Central and Eastern Europe. Therefore, another article focuses on the increasing deindustrialisation of regional systems in which economic success was achieved, stressing the important role of institutions and external interference in processes of economic restructuring. Endogenous factors influencing the increase of innovativeness of enterprises was highlighted.

Identification of conditions for development of selected companies was presented using the examples of: fish processing industry in Poland (P. Czapliński), use of geothermal energy by a heating plant (K. Sala), development of automotive industry in Venezuela (M. Wójtowicz), and industry of trams and trolleybuses production in Ukraine (A. Soczówka, I. Rudakevych). A good example of the development and use of research-and-development are biotechnological and pharmaceutical corporations. As a result of increasing competition they are constantly forced to undertake innovative initiatives associated with rapid technological changes and high financial risk (M. Boguś, S. Dorocki).

Globalisation processes create new conditions for the development of companies which is manifested in carrying out integrated actions in a complex supply chain, building lasting relationships with business partners on the basis of norms and standards of corporate social responsibility (CSR). This enables the development of co-operation of international corporations and local businesses (K. Kowalska). A significant role in the development of business entities is given to the availability of external funding sources among which the most important appear to be bank loans and own capital resources (K. Kozioł, R. Pitera). In the development of a business activity an important role is also played by implemented legal instruments against unfair sales, as shown through the example of insurance market (P. Nowak), and counteracting negative phenomena in tax systems (J. Pach).

Developing new information and communication technologies increasingly affect the conditions of manufacturing and the provision of services, as well as change the functioning of the society. Popularised IT tools improve the relationship between enterprises and public administration institutions which is also visible in the increase of their economic efficiency (P. Kasprovicz). Technological progress significantly influences a change in conditions. It intensifies globalisation processes and contributes to raising the competitiveness of the service activity. This is illustrated by a changing level of modern services in Poland in relation to other EU countries and diversified development of modern services in regional systems (J. Dominiak). To a different extent the results of services enterprises are affected by all sorts of barriers related to the changing economic situation in regional systems (J. Fazlagić, R. Skikiewicz). The development of services activity is also influenced by varied needs of population living in areas of different urbanisation level, e.g. big city and suburban area (J. Pluta et al.). In particular, commercial services activity is strongly dependant on consumers' behaviour and the attractiveness of shopping centres (A.I. Szymańska; M. Mayer-Wydra).

In the national economy of numerous countries the significance of tourism sector increases (M. Hendel; Ł. Gawor, P. Dolnicki). The level of customer service and quality of hospitality activities are also of great importance (B. Kowalczyk, M. Olszewski). To present this issue, the examples of island states (M. Jasiński), Hawaii (B. Wójtowicz), and the development of tourism in Poland and Ukraine (O. Korol, T. Skutar) were given.

Articles found in the present volume provide starting points for new research concerning the behaviour of industry and services enterprises in the changing social, economic, cultural, and political conditions. We encourage you to develop this issue in subsequent research, as well as to attempt at formulating theories aimed at providing a general concept of functioning and development of spatial-sectoral systems of different scale.

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