

Contents

Introduction	5
<i>Anna Adamik, Marek Matejun, Agnieszka Zakrzewska-Bielawska</i>	
PART I – Influence of the business environment on the development of small and medium-sized enterprises	7
1. Sustainable development of enterprises in the knowledge-based economy	9
<i>Joanna Czerna-Grygiel</i>	
2. Companies' readiness to cooperate in frames of food clusters in Podlasie	25
<i>Andrzej Daniluk, Anna Wasiluk</i>	
3. The management of national investment fund portfolio companies	43
<i>Chris O'Neill</i>	
4. Measuring the growth orientation of organizations in post-accession economy	71
<i>Wojciech Dyduch</i>	
5. Support of development processes of small and medium-sized enterprises – possibilities and their usage	85
<i>Anna Adamik, Jarosław Ropega</i>	
PART II – SMEs in the market environment	105
6. An analysis of SME relations with the environment based on the strategic reflection method	107
<i>Marek Rawski</i>	
7. The impact of environmental changes on corporate communication and reputation	123
<i>Adam Figiel</i>	
8. Creating brands as an example of development a competitive advantage	136
<i>Katarzyna Wach-Grzybowska</i>	
9. Reputation management as a factor in the development of enterprises developer	150
<i>Justyna Grześ-Bukłaho</i>	
10. Euromarketing and small and medium – sized enterprises	168
<i>Viera Čihovská, Eva Hvizdová</i>	
11. The competitiveness of fruit and vegetable manufacturers	183
<i>Joanna Wiśniewska</i>	
12. Identification of social responsibility entities in a small enterprise	203
<i>Agnieszka Sokołowska</i>	
PART III – SMEs and the institutional and legal environment	217
13. Legal aspects and problems of public-private partnership for the small and medium-sized enterprises	219
<i>Nikolajs Ozoliņš</i>	

14. The role of the local government in establishing conditions for the business development in the Silesian province	230
<i>Joanna Kurowska-Pysz</i>	
15. Legal aspects of civil liability insurance of company board members	252
<i>Dana Rone</i>	
16. Determinates of SME businesses as a pattern for NGOs activities on national or international market	266
<i>Małgorzata Kurlito</i>	
17. An approach towards integration of architectural design and economic dimension for buildings in city center	275
<i>Algėdy Shaker Algėdy</i>	
PART IV – SMEs and the financial environment	291
18. Financial statement as a tool of influencing the environment of small and medium companies	293
<i>Anna Mazurczak, Paweł Zieniuk</i>	
19. Capital cost as choice determinant of funding sources in small companies	307
<i>Aneta Michalak</i>	
20. Fiscal solutions for small firms in Poland	322
<i>Paweł Przepióra</i>	
21. Impact of goods and services tax on development of small and medium-sized enterprises	343
<i>Marek Matejun</i>	
22. Banking innovation for SME	363
<i>Sebastian Bakalarczyk</i>	
23. Chosen issues on support of SME	382
<i>Beata Glinkowska</i>	
Summary in Polish	397