

СЕКЦІЯ 3.

ІТ-ТЕХНОЛОГІЇ У ВЗАЄМОДІЇ МІЖ УЧАСНИКАМИ ІННОВАЦІЙНОГО ПРОЦЕСУ

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NEW MANAGEMENT METHODS IN THE MODERNIZATION PROCESS OF MICRO ENTERPRISES SECTOR

Growth of competitiveness of SMEs sector is now the main goal of Programme Horizon 2020, accessed by European Union in December 2013. The aim of Programme is innovativeness, especially addressed to micro enterprises. Concentration on smallest enterprises follows from great number of micro enterprises in economies of every country. The similar numbers there are on the other continents, where the smallest enterprises influence on economy in Asia, India and Africa. Issues of micro enterprises were noticed earlier. In Poland the pilot survey conducted from several years by PARP².

Survey in EU show that in EU countries the average quantity of micro enterprises is the similar as in Poland – over the 90 %. Issues of innovativeness of micro enterprises and modernization of Polish micro enterprises sector started after 2000 year and were survey by GUS³. There is a lack research in whole sector or industry branches in aspect of modernization of micro enterprises by using the new method of management. That is necessary to recognize and define the most effective method of modernization and management possible to use in micro enterprise

In conference speech author presents review of literature study and researches were conducted about modernization in SMEs sector in Poland. Own researches according the confectionery branch in Poland in years 200-2010 will be presented. Aim of own researches is description methods of management in micro enterprises and modernization of management. Choice of sample group was intentionally and results can be referenced to surveyed enterprises.

Issues concerning creation of a new method of management of micro enterprises as the answer to growing globalization processes and marginalization of small and micro enterprises in SMEs will be discussed. The pressure of surrounding environment that affects the activities of SMEs is the main barrier for developing micro enterprises. They do not have enough potential and cannot compete with big enterprises and international enterprises.

The present methods of management are created on the experience of big companies that realize the global market goals. It is very difficult to bring the methods and techniques of management applied in big organizations into micro enterprises having several employees. In conference speech the possibilities of modernization of micro enterprises sector by creating micro enterprises net structures will be presented, same as the results of author's own research conducted in 2000-2010 allowed to identify the effects from development of the new form of cooperation between micro enterprises in net structures.

Globalization process and marginalization of small and micro enterprises in SMEs make a negative pressure of surroundings environment affected non-profitable for activity of SMEs is the main barrier of development of micro enterprises. Some methods of modernization of management of micro enterprise can improve the competitive position of micro enterprise. One from those methods is creation a new cooperation structure. On example of confectionery branch in article presented the advantages for micro enterprises from creation of net's structure.

In conference speech author also presents and justifies the opinion about net cooperation from micro enterprise on the example of new area of development activity as: marketing, logistic, international activity.

² PARP – Polish Agency of Development and Entrepreneurship

³ GUS – General Statistic Office in Poland