

dr Katarzyna Włodarczyk - Śpiewak

Katedra Mikroekonomii

Uniwersytet Szczeciński

E-mail: k.w-s@wp.pl

ENTREPRENEURIAL ATTITUDES TAKEN IN HOUSEHOLDS VS. COMPETITIVENESS OF THE ECONOMY

Key words: entrepreneurship, competitiveness, household, society

Introduction

Nowadays, competitiveness of the economy and enterprises does not come down only to domestic perspective but taken globalization into account, it is necessary to adopt international perspective. Ways of competing are subject to change. Not all sectors of the economy develop at the same rate and hence the dynamics of actions they take in international markets differ considerably. Nowadays, all enterprises must consider elements of competitive advantage thanks to which they can achieve competitive position on an international scale. Competitiveness is a phenomenon that is present in all activities undertaken by people and societies.

Many factors shaping the competitiveness of a firm and the economy stem from the behaviour of households. A firm may win competitive advantage in sectors in which demand signals new needs and in which demanding buyers put pressure on faster introduction of innovations. In such a way, buyers support the creation of competitive benefits for a firm. The role of a household in shaping the contemporary market processes is very crucial. Examining competitive processes taking place at different levels, one should stress that it is a consumer that contributes to the development of these processes. Preferences, needs, behaviour and choices made by household members are very important factors for achieving the competitive advantage by enterprise and the economy.

Furthermore, dynamic conditions of economic environment, and at the same time conditions in which firms function as well as the standard of living of households, bring about certain adjustment processes which include both income and expenditure (as far as consumers

are concerned). The fact that one is used to leading a certain lifestyle is the main factor that has effect on at least maintaining this standard of living or determines the behaviour aimed at improving one's situation in life and achieving higher material status. Household may consider decline in one's social standing and reduction in hitherto existing consumer expenditure as the least advantageous consequence of economic transformations. In order to prevent from such a state of affairs, households take entrepreneurial actions. Undertaking entrepreneurial initiatives should encourage raising financial resources that determine the accomplishment of functional objectives established by household members.

On the one hand, the behaviour of households is determined by economic, political and social macro factors, and on the other hand, these factors can affect the functioning of the economy. At the same time, the level of economy competitiveness determines decisions made by as well as behaviour displayed by particular individuals. The article is a theoretical discussion on relationship between competitiveness of the economy and entrepreneurial behaviour of household members.

Entrepreneurship as a research subject examined by economists

Issues relating to entrepreneurship attract the attention of both practitioners and theoreticians in different fields such as economics, sociology and psychology.

The notion of entrepreneurship was first discussed at the turn of the 18th and 19th centuries. It was among others Cantillon who mentioned entrepreneurship in 1755. In 1803 Say claimed that entrepreneurship was a possibility of transferring economic resources from less efficient areas to areas characterized by greater efficiency and higher profit. Smith and Mill are also considered forerunners of this notion. As time went by, the definition of entrepreneurship had evolved. In 1934 Schumpeter stated that entrepreneurship was a characteristic of inventive people who showed their initiative, were persistent while removing barriers and challenging the stereotypes as well as resistant to stress and failures. According to Schumpeter, entrepreneurship is the introduction of a new product or technology, opening of a new market, gaining new sources of resources, introduction of new organization (Schumpeter, 1960, p.104) (Drucker, 1992, pp.30-37) (Zarządzanie małym i średnim..., 2002, p.110).

During the following years issues relating to entrepreneurship were raised by Mises, Hayek, Risk, Leibenstein, Wizner, Cassone in their monographs and research. Latest concepts developed among others by Drucker or Griffin are, to a large extent, a continuation of monographs by the aforementioned authors (and mainly by Schumpeter). Drucker believes that entrepreneurship encompasses entrepreneurial and innovative actions that make an enterprise

successful in the market whereas Griffin equates entrepreneurship with the process consisting in creating something new – most often a new enterprise (Drucker, 1992, pp.30-37) (Griffin, 1999, pp.730-731).

In our times entrepreneurship is defined in various ways and hence it can be presented in terms of the following three categories:

- entrepreneurship as a function (e.g. Say, Schumpeter, Drucker),
- entrepreneurship as a process (e.g. Griffin),
- entrepreneurship as a characteristic (e.g. Schumpeter).

Definitions of entrepreneurship most often relate to a firm however they can also refer directly to a human being himself/herself. As the present paper deals with the behaviour of household members, it has been assumed that entrepreneurship is a characteristic, i.e. attitude adopted by a human being (Kapusta, 1996, p.19).

According to the dictionary of Polish language, entrepreneurship is the ability to be enterprising and resourceful as well as to have the spirit of initiative. Enterprising person is creative, willing to take risk and satisfy his/her need for achievements. Entrepreneurship is characterized by initiative, ability to persuade, tendency to take risk, flexibility, creativity, independence, imagination, hard working and perseverance (Piasecki, 1997). As far as etymology is concerned, entrepreneurship refers to human characteristics and is found in different areas of activity, e.g. entrepreneurship in science, culture, health protection; nevertheless, it is most often linked with business activity (self-employment) (Grzybowski, 1994). In order to understand the entrepreneurship of an individual, one should comprehend the way people experience things, think about chances, what they feel when thinking about changes, what they say about chances and what they do to take these chances (Bratnicki, 2002, p.126).

Entrepreneurial attitudes adopted by household members depend on many determinants. Generally speaking, these determinants can be divided into two main groups:

- internal determinants (dependent on a household),
- external determinants (independent of a household).

Both groups of determinants complete each other. They can either favour or hinder the development of entrepreneurship depending on their character. Internal determinants determine the extent to which one adjusts to changes and center around individual characteristics (Safin, 2002, pp.14-15). They include, among other things, general and professional knowledge, mental efficiency, level of aspirations, motivation, tendency to take risk and limits to which one is eager to do so, system of values, psychical and physical resistance, ability to work in a

group, need for achievements, tolerating the uncertainty, tendency to compete (Zarządzanie małym i średnim..., 2002, p.116).

Internal determinants shape entrepreneurial attitudes taken in households and are complemented by external determinants which include (Zarządzanie małym i średnim..., 2002, p.116):

- political-legal factors,
- economic factors,
- social factors,
- cultural determinants.

As it has already been mentioned, entrepreneurship involves taking inventive actions in various domains of life but burdened with risk and uncertainty. It is an economic, social and cultural phenomenon. It allows to find new solutions in order to use human creative potential in a rational way (Uwarunkowania..., 2004, p.38). This fact leads to making investments in knowledge and qualifications, creating industry branches based on human intellectual potential and hence to providing people with high earnings and higher standard of living (Thurow, 1991, in: Kwiatkowski, 2002, p.19). Entrepreneurial actions taken in a right way are effective for every human being and at the same time determine his/her attitudes, motivate and shape his/her possessions, contribute to changing passive attitudes into economically active ones, which is positive both from macro and microeconomic perspectives.

Entrepreneurial actions taken by household members result from the attitude they have adopted toward entrepreneurship and are defined by the following aspects (Kwiatkowski, 2002, p. 150):

- type of leading motivation;
- noticing a barrier to acting in indirect environment;
- knowledge resource;
- ways of acquiring new knowledge;
- way in which one perceives factors that determine taking actions and are created by environment;
- nature of the process involving adjustment to environment;
- strength and permanence of ties with indirect environment;
- ability and tendency to single out actions from environmental context.

Entrepreneurial attitudes and effects they produce in a household

Household is treated as the longest lasting managing subject that bases its activity on financial means possessed and labour force of its members. As far as the subjective criterion is concerned, household consists of particular persons and socio-demographic-professional characteristics. Treated as an object, household is a base of financial means that allow to satisfy consumer needs and encompasses household infrastructure. The third dimension of a household is its functioning that consists in taking actions aimed at meeting individual and common needs of household members (Pałaszewska-Reindl, 1984) (*Rynkowe zachowania ...*, 1999, pp.18-19) (*Leksykon marketingu*, 1998, pp.87-88).

Household may be treated as a managing subject as it has the following qualities:

- organizational structure (a place in the hierarchy and roles that particular persons occupy in the functioning of a household);
- power (one person makes decisions most often and other persons consider him/her as authority);
- goals to be reached (satisfying as many needs as possible – identified both by particular household members and by the entire household);
- strategies for acting (satisfies needs, at the same time makes forecasts about income and future expenditure).

As a managing subject, household functions in such a way to use resources possessed in as good way as possible and to have so high earnings to fulfill certain aims in conditions of market economy (mainly to satisfy certain needs).

The functioning of a household and its main function, i.e. the consumption of commodities and services are also connected with the sphere of production. Household buys and consumes goods and services produced and at the same time provides factors necessary to produce these goods (mainly in the form of labour). Income from available factors of production is household income.

Entrepreneurship is mainly a characteristic of an entrepreneur or the way he/she behaves. Yet, it is also reflected in working as an employee or in a private life. Entrepreneurial behaviour displayed in a household may refer to:

- readiness and ability to raise and solve new problems in a creative and innovative way;
- ability to take opportunities and chances;
- flexibility in adjusting to changing conditions of environment.

As it has already been mentioned, factors favoring the development of entrepreneur-

ship in a household are market economy system (taken macroeconomic point of view into account) as well as individual characteristics of a human being, his/her intuition and education (as far as microeconomic perspective is concerned).

Entrepreneurial attitudes taken by particular members of a household stem from changes in labour market to a large extent. On the other hand, labour market is a product of many determinants such as, for instance transformation processes of the economy, processes of globalization and internationalization of production and service processes, technological progress, demographic trends, changing lifestyle models, social aspirations, changes in employment itself and ways of carrying out work. Therefore, entrepreneurship of household members in labour market may imply changes in one's knowledge, skills and qualifications adjusted to labour market needs (Kwiatkiewicz, 2004, in: *Kapitał ludzki...*, 2004, pp.156-159).

On the other hand, labour market regards household members as consumers of goods and services. Industrial system produces more and more goods and, what is more, the number of channels through which these products are delivered to a consumer is becoming greater and greater. Consumer has to deal with a mass of information gathered mainly thanks to such technologies as cell phones, websites, TV channels, and hence faces many dilemmas. He/she thinks about the sense of buying certain things, the way in which he/she orders products and about their quality. The complexity and number of sale offers leads to the fact that consumer on the one hand, does not notice benefits accruing from his/her decisions and on the other hand, he/she notices dangers (Prahalad, Ramaswamy, 2005). In this case, entrepreneurial actions taken by household members may refer to:

- modern ways of gathering information about products and services in order to limit the risk taken while making ill-judged purchase;
- taking risk and buying new goods and services – experimenting;
- organizing the leisure time in order not to spend it on identifying the market and hence not to lose it.

Decisions made by a household require making choices in each of the aforementioned cases, which not only refers to time devoted to working but also, e.g. investing in one's own development (i.e. money spent on additional forms of education or improving the qualifications and also time devoted to education), health, appearance, etc. Positive investments will as a rule provide higher income and in turn greater possibilities of consumption, and household will face a dilemma once more and will have to make choice and select way of spending time.

According to Drucker, entrepreneurship is a characteristic and the way in which entre-

preneur behaves understood as readiness and ability to raise and solve new problems in a creative and innovative way as well as ability to adjust to changing conditions. Generally, entrepreneurship is treated as a personality trait, ability to take initiative, and also resourcefulness and ability to take various actions connected with adjusting to rules and requirements imposed by the economy. As far as household is concerned, entrepreneurship can be equated both with personality traits possessed by the head of the household (when it is the head that makes decision in a particular situation), personality traits displayed by particular household members (when decisions are individual in nature) or personality traits possessed by all the persons making a collective decision.

Table 1 shows entrepreneurial actions taken in a household. Furthermore, these actions have been complemented by chosen factors that reflect the effectiveness of entrepreneurial actions taken by household members.

Table 1. Entrepreneurial actions taken in a household.

Entrepreneurial actions in a household	Factors determining the effectiveness of innovative action taken in a household
Running one's own firm	How long does a firm function? Financial results Employment levels Firm's property Using additional sources of financing (e.g. credit) Branch of business
Tendency to establish one's own firm	Time horizon within which a firm is going to be established Why is such an initiative taken? Branch of business Funds one has for starting the business The origin of funds for starting the business Employment size
Performing a managerial function in a firm (not owned)	Ways of managing a firm Taking risk Wage/salary
Job	Position held How long is the position held? What influenced the promotion or its lack? Satisfaction with a job Prospects for professional development
Improving the professional qualifications	Initiative Why were such actions taken? What training has been, is being and will be provided in the scope of qualification development?

	Expectations after training; what was expected? Were these expectations met?
Supplementing the education	<p>Initiative</p> <p>Why were such actions taken?</p> <p>What forms have been, are being and will be found in the scope of supplementing the education?</p> <p>Expectations held once another level of education has been completed; what was expected (if anything)? Were these expectations met?</p>
Mobility	<p>Initiative</p> <p>Why were such actions taken?</p> <p>What has changed, is changing and will change in the scope of mobility?</p> <p>Expectations held once initiative has been taken; what was expected (if anything)? Were these expectations met?</p>
Seeking extra employment	<p>Initiative</p> <p>Why were such actions taken?</p> <p>What actions have been, are being and will be taken in order to find extra employment?</p> <p>Expectations held once extra employment has been gained; what was expected (if anything)? Were these expectations met?</p>
Seeking new employment	<p>Initiative</p> <p>Why were such actions taken?</p> <p>What actions have been, are being and will be taken in order to find a new job?</p> <p>Expectations held once new employment has been gained; what was expected (if anything)? Were these expectations met?</p>
Improving the extent to which individual needs and needs identified by the entire household are satisfied	<p>Ways in which needs are satisfied (natural and market consumption)</p> <p>Purchase of goods and services</p> <p>Looking for new sources to purchase goods</p> <p>Improving the quality of purchase made</p> <p>Organization of leisure time</p> <p>Environmental actions</p> <p>Healthy lifestyle</p>

Source: own elaboration.

Entrepreneurial actions taken by household members will lead to a number of consequences which may be direct or indirect in nature and may be noticed in the functioning of household immediately or after some time.

The results of entrepreneurial attitudes can also be divided into economic and psycho-

social. Economic effects, produced by any kind of entrepreneurial initiative, are equated with:

- receiving extra income,
- increase in expenditure,
- providing maximum satisfaction with reference to needs expressed by particular household members and household as a whole.

On the other hand, psycho-social effects include:

- good physical and mental state of household members,
- achieving a certain social status of the entire household.

Positive economic effects produced by entrepreneurial actions taken by household members are as follows:

- establishing and running one's own firm – it has been assumed that setting up and managing a firm will provide a household with higher income and at the same time will offer the possibility of increasing the expenditure and hence needs will be satisfied to a greater extent than in the case of households that do not manage business;
- managing a firm and tendency to take risk – this action was regarded as economically effective because running a firm is related to the profession of a manager and high income;
- holding a certain position and income earned – economic effects are the more noticeable in the functioning of household, the more prominent the position is and the higher the position is and the more unique skills of an employee are and the higher the income is;
- improving professional qualifications – the higher the earnings, the more unique skills an employee has gained;
- supplementing the education – the higher the educational level is and the more comprehensive the education is, the higher the earnings that an employee may expect;
- mobility which refers to tendency to change the place of residence and position held. It may contribute to the fact that one receives higher income. However, in order to assess economic results of entrepreneurial actions, it is vital to determine how often these actions have been taken in a household. Taking mobile actions should be connected mainly with improvement in the standard of living of the entire household;
- seeking extra employment that guarantees higher income but at the expense of leisure time;
- seeking new employment should, as a rule, guarantee higher earnings;

- improving the extent to which individual needs as well as needs expressed by household as a whole are satisfied – in this way, the main aim of household functioning is achieved. Household members look for new sources to purchase goods mainly because of quality and prices. By buying high quality products, consumers become more satisfied whereas by looking for different sources of buying the products (mainly cheaper ones), they increase their purchasing power.

On the other hand, psycho-social effects that may stem from entrepreneurial initiatives taken in a household are as follows:

- household increases its social prestige through establishing and managing a firm. Other aspects that should be taken into account in this case are the type of activity and financial result. Hence, it can be noticed that economic and non-economic effects are mutually related;
- the greater the tendency to set up a firm displayed by household members, the stronger the personality they seem to have, the greater their faith in their own capabilities is and the greater the ability to assess economic environment is. In this case, strengthening the faith that one has in his/her own capabilities is the main non-economic effect;
- managing a firm and tendency to take risk are related to the fact that a person occupies managerial position and has high earnings, and at the same time both social prestige of an individual holding high position and the status of a household itself are subject to improvement.
- holding a certain position and hence having certain earnings – the more important the position is and the higher in the hierarchy it is placed and the more unique abilities demonstrated by an employee are, the higher the earnings and social prestige are;
- by improving professional qualifications one acquires unique abilities, which guarantees promotion, higher earnings and hence higher position in social stratification;
- supplementing the education leads to the fact that an employee is perceived as better in labour market. As time goes by, such an employee achieves professional success and high position on social ladder;
- mobility of household members makes it possible to earn higher income and hence (just as in the aforementioned cases) achieve higher social status;

- seeking extra employment and finding it should provide one with higher earnings and hence higher social status. The level of satisfaction expressed by household members may become lower and lower because they spend a certain amount of their leisure time at work;
- seeking new employment in conditions of unemployment will not guarantee the satisfaction of an individual. However, when employment is sought by a good and desired employee, he/she will certainly find a job and increase his/her social prestige;
- increasing the extent to which individual needs and household needs are satisfied will allow to increase satisfaction as well as physical and mental state of particular household members.

Competitiveness of the economy in the light of entrepreneurial attitudes taken by a household

Competitiveness is a phenomenon found in all activities undertaken by people and societies. Competition in economy is a key aspect that is in the center of attention paid both in theory and practice of economics. Researchers strive after learning the regularities that govern the processes of competition whereas the economy and its entities need results of theoretical research to know how to function in conditions of competition. Contemporary research on competitiveness focuses mainly on two levels, namely macroeconomic and microeconomic levels. As far as the former is concerned, the entire system of national economy is analyzed as a rule, whereas as for the latter – an enterprise is in the center of attention.

Competitiveness of a country is the ability demonstrated by each country thanks to which it can mobilize its factor resources as well as modify technological and social character of industrial production (Pawlas, 2001, in: *Ewolucja przewagi konkurencyjnej ... 2001*, p.13). As far as limited perspective is concerned, competitiveness may be defined as the ability of a firm to function in a certain branch of business in conditions of free market economy. The greater the competitiveness is, the more stable the position of a firm in the market is, and the less its functioning is exposed to external stimuli and slump in the economy. There are many factors affecting the competitiveness, namely innovativeness and technological advancement of a certain economic entity, network of contacts and co-operators, prices of products and services, quality of products and services, one's own investments as well as possibility of raising the capital, availability and way of financing the activity, business environment (e.g. aid from government or self-government) (Pawlas, 2001, in: *Ewolucja przewagi konkurencyjnej ... 2001*, p. 13).

In the 1990's the development and diversity of competitiveness of the economy was affected by the way they were perceived and used in a particular country as well as by such phenomena as (Zimecki, Żukrowska, 2004, pp.100-102):

- Technological revolution in electronics and its influence on fields connected with the media, computers, communications, etc.;
- Free capital resources in economies and looking for new possibilities of investments;
- Rules governing economic policies pursued by all the countries have changed as trade barriers have been reduced, agreements on improvements in the flow of commodities have been made, regulations on international exchange have undergone liberalization and agreements on the transfer of capital, services and intellectual property have been made;
- In the 1990's systemic transformation took place in many countries, which brought about changes in the behaviour of all market entities. Markets in these countries began to make their prices conditional on world prices, and individual preferences rules appeared in consumer market;
- Furthermore, liberalization of the economy and reduction in the scope of national policies had taken place, which laid foundations of economy globalization. These phenomena were accompanied by processes that involved the dismantling of monopolies.

Porter believes that the level of efficiency is an indicator of competitiveness at the level of a country. Increase in efficiency involves, among other things, the introduction of improvements, new technologies, increase in production output and better quality of products. On the other hand, increase in the standard of society's living depends on the extent to which firms are capable of increasing the productivity level (Pawlas, 2001, in: *Ewolucja przewagi konkurencyjnej*, 2001, p.14).

The role of a household, buyer and consumer is very crucial as far as shaping contemporary market processes is concerned. On the one hand, preferences, needs, behaviour and choices made by household are an extremely important factor determining the creation of competitive advantage by a firm and by the economy at a higher level. People assess the usefulness of goods and services and their views change with time and depend on many factors influencing them directly or indirectly (*Konkurencyjność przedsiębiorstw...*, 2002, pp.176-180). On the other hand, competitive position of a firm and the economy also depends on human resources, investments made in knowledge, education and qualifications, i.e. factors depending on personality traits displayed by household members to a large extent. People want

to be competitive in labour market and offer firms with their qualifications, knowledge and skills (Konkurencyjniść przedsiębiorstw..., 2002, pp. 8-9, 20).

The behaviour of households (including entrepreneurial behaviour and effects produced by it) affects competitive position of the economy.

As for a household, economic effects produced by entrepreneurial attitudes should indicate the optimum use of purchasing resources possessed. At the same time, this state of affairs should occur along with immediate satisfaction of needs through the purchase of goods and services or directly after the consumption of a good or service.

Taken the perspective of the entire economy into account, results of entrepreneurial behaviour demonstrated by households can have economic and non-economic character. Economic functions are distinguished mainly because of the economic character of household functioning. The importance of economic aspects in the economy is highlighted by reproductive and motivating role that people occupy in the processes of economic development. Reproductive actions taken by households involve both satisfying biological needs of a human being as well as needs of a higher order – connected mainly with broadening the knowledge, improving the qualifications and shaping the personality. Through striving after satisfying his/her needs, an individual must take actions and make efforts that produce certain economic effects. Reproductive properties are reinforced by motivating effects that reflect aspirations that individuals have toward increasing the standard of living and broadening their knowledge (Bywalec, Rudnicki, 1999, pp.63-67) (Rynkowe zachowania..., 1999, pp. 11-13). On the one hand, household members buy products and services and finish production processes in this way and on the other hand, they determine the functioning of firms and the economy by supplying labour resources.

At the same time, it should be stressed that the functioning of households ought to be treated in a comprehensive way and hence it is vital to take non-economic aspects of entrepreneurial attitudes adopted by society for the economy into consideration. The non-economic (socio-humanistic) effects produced by innovative actions taken by households that may affect, among other things, change in competitive position of the national economy are as follows: effects brought about by the humanization of society's life, similar behaviour, aspiration that individuals have toward good health as well as general mental and physical state, intellectual development, increase in the level of professional and physical activity, change in lifestyle, increase in the standard of living, popularization of new behavioral patterns in society. Obviously, it should be added that effects produced by entrepreneurial behaviour displayed by households to the competitiveness of the economy ought not be examined in isolation as they

are mutually related in many respects. Comprehensive macroeconomic presentation of effects produced by entrepreneurial actions taken by households allows to observe the influence they exert on the process of economic development.

Examining the sphere of household behaviour and competitiveness of the economy, it should be noticed that the aforementioned elements of the system are strongly related. Certain links and forms of relationship between entrepreneurial behaviour of a household and the level of competitiveness in the economy are a kind of feedback, which, at the same time, reveals the role that a human being plays in real processes of economic development.

Summary

Examining the contemporary processes of competitiveness taking place at different levels, it should be stated that by taking various actions, household contributes to the development of these processes. Considering the decisions made by individual persons (and their entrepreneurial attitudes in particular) leads to presenting the research on competitiveness of the economy in a comprehensive way and enhancing the interdisciplinary understanding of this issue. At the same time, it brings about the fact that the research on competitiveness that is being currently conducted may be complemented by additional information taking economic perspective into account (carried out both at micro- and macro-economic levels).

Issues relating to entrepreneurial attitudes adopted by households indicate that this is a special form of human activity. Entrepreneurial actions taken in households, both at the stage of decision-making as well as implementation of undertaking, depend on personality factors, organizational factors and external factors (economic, political, cultural and educational ones). Relationship observed between entrepreneurial actions taken by households and greater competitiveness of a country are found at “micro-macro” levels and influence each other. Nonetheless, it ought to be noticed that there is a relationship between entrepreneurship of adult household members and household prosperity and this relationship is found at “micro-macro” levels. The standard of living of a particular household depends on its income, expenditure and possessions to a large extent, i.e. the extent to which adult household members are active in labour market and in market of commodities and services. On the other hand, possessions and the standard of living achieved by a household make its members strive after keeping this standard. Therefore, entrepreneurship of adult household members depends on the level of prosperity.

Hence, it can be assumed that enterprising households enjoy greater economic prosperity than households that do not adopt such an attitude. The level of economic prosperity in

society also results from the level of competitiveness of the economy. On the other hand, entrepreneurial attitudes adopted by society are one of factors determining the competitiveness of the economy.

Comprehension check

Once you have read the above text:

1. Discuss the influence that household sector may have on shaping the competitiveness of economy.
2. Present the most important perspectives from which the problem of entrepreneurship is most often discussed in the literature on economics.
3. Present entrepreneurial actions taken in households.
4. Characterize the effects produced by entrepreneurial attitudes adopted in households.

Recommended readings

1. Kapitał ludzki a kształtowanie przedsiębiorczości, red. M. Juchnowicz, Potext, 2004.
2. Przedsiębiorczość w teorii i praktyce, red. M. Strużyński, SGH w Warszawie, 2006.
3. Prahalad C.K. , Ramaswamy V., Przyszłość konkurencji, PWE, 2005.
4. Olczyk M., Konkurencyjność. Teoria i praktyka, CeDeWu, 2008.
5. Teoria i praktyka ekonomii a konkurencyjność gospodarowania, red. E. Frejtag - Mika, Difin, 2006.
6. Światowy G., Zachowania konsumentów, PWE, 2006.

References

1. Bratnicki M., (2002), Przedsiębiorczość i przedsiębiorcy współczesnych organizacji, AE Katowice, Katowice.
2. Bywalec C., Rudnicki L., (1999), Podstawy ekonomii konsumpcji, AE, Kraków.
3. Drucker P., (1992), Innowacja i przedsiębiorczość. Praktyka i zasady. PWE, Warszawa.
4. Ewolucja przewagi konkurencyjnej polskiej gospodarki a procesy jej otwierania w drugiej połowie lat 90., (2001), pr. zbior. pod red. T. Sporcka, AE, Katowice.
5. Griffin R.W., (1999), Podstawy zarządzania organizacjami, PWN. Warszawa.
6. Grzybowski W., (1994), Przedsiębiorczość i ryzyko w gospodarce rynkowej, Lublin.
7. Kapusta F., (1996), Przedsiębiorczość – teoria i praktyka, WZZiB, Poznań.
8. Konkurencyjność przedsiębiorstw – nowe podejście, (2002) pr. zbior. pod red. E.

- Skawińskiej, PWN, Warszawa – Poznań.
9. Kwiatkiewicz A, (2004), Dynamika rynku pracy, a kształtowanie postaw przedsiębiorczych, in: *Kapitał ludzki a kształtowanie przedsiębiorczości (2004)*, praca zbiorowa pod redakcją M. Juchnowicz, Poltext, Warszawa.
 10. Kwiatkowski S., (2002), *Przedsiębiorczość intelektualna*, PWN, Warszawa.
 11. *Leksykon marketingu*, (1998), red. T. Kramer, J. Altkorn, PWE, Warszawa.
 12. Pałaszewska – Reindl T., (1984), *Gospodarstwo domowe, funkcje i rola na rynku*, PWE, Warszawa.
 13. Pawlas I., (2001), in: *Ewolucja przewagi konkurencyjnej polskiej gospodarki a procesy jej otwierania w drugiej połowie lat 90.*, (2001), pr. zbior. pod red. T. Sporka, AE, Katowice.
 14. Piasecki B., (1997), *Przedsiębiorczość i mała firma. Teoria i praktyka*, Wyd. Uniwersytetu Łódzkiego, Łódź.
 15. Prahalad C.K., Ramaswamy V., (2005), *Przyszłość konkurencji*, PWE, Warszawa.
 16. *Rynkowe zachowania konsumentów*, (1999), red. E. Kieźel, AE, Katowice.
 17. Safin K., (2002), *Zarządzani małą firmą*, Wyd. AE im. O. Langego. we Wrocławiu, Wrocław
 18. Schumpeter J., (1960), *Teoria rozwoju gospodarczego*, PWN, Warszawa.
 19. Thurow L., (1999), *Przyszłość kapitalizmu*, Wydawnictwo Dolnośląskie, Warszawa, in: Kwiatkowski S., (2002), *Przedsiębiorczość intelektualna*, PWN, Warszawa.
 20. *Uwarunkowania przedsiębiorczości*, (2004), red. K. Jaremczuk, PWSZ, Tarnobrzeg.
 21. *Zarządzanie małym i średnim przedsiębiorstwem, uwarunkowania europejskie*, (2002), red. nauk. M. Strużycki, Difin, Warszawa.
 22. Zimecki J., Żukrowska K., (2004), *Konkurencja a transformacja w Polsce. Wybrane aspekty polityki gospodarczej*, SGH, Warszawa.