K. Włodarczyk-Śpiewak

Theory of Consumption and Consumer Behavior in History Research and Modern Economics

Consumption and consumer behavior are very important part of economic theories. Consumption theories, which were developing from antiquity to XX century, are described in this article. There are modern theories about consumer behavior in this article, too.

Marta Młokosiewicz

Historical and Contemporary View-Point of Poverty Phenomenon

In publication author analyses the poverty problem in historical and also contemporary perspective. It seems that using historical analysis of poverty causes and counteraction gives efficacious prescriptions to solve this important social and economical problem at present.

Ewa Mazur-Wierzbicka

Oekonomische Instrumente und ihr Einfluss auf Oekologisches Bewusstsein im Unternehmen

In diesem Artikel wurden oekonomische Instrumente, die zur Gestaltung der Umweltschutzpolitik dienen, systematisiert. Sie wurden auch kurz charakterisiert. Es wurde auch beschrieben, welche Rolle oekonomische Instrumente in der Wirtschaft spielen. Es wurde dargestellt, auf welche Weise oekonomische Instrumente das Unter-nehmen beeinflussen können.

Marek Czajkowski

Economic Efficiency of Market in Theory and Practice

Efficient allocation of production factors in the economy takes place in conditions of perfect competition. It occurs when the marginal substitution rates for goods consumed by the society even the marginal technological substitution rates for production factors in various applications. In real market conditions there is disturbance in the allocation of those factors, as well as unreliability and lack of markets.

Grażyna Maniak

The Essence and Building Competitiveness of Firm – the Select Aspects

The purpose of this paper is to present the select aspects of competition. Specially are analized the following concepts: competition and competiveness of firm, competitive
advantage and position, the source competiveness and instruments of competition.

Benedykt Niemczynowicz  
*The Strategy of Cost Leadership*

The article presents definition and classification of competitive strategies. M. Porter labels these three strategies: cost leadership, differentiation and focus. The strategy of cost leadership applies to businesses, which attempt to become the lowest cost producer in an industry.

A cost leadership strategy is widely followed by firms in America, Japan and Poland. Examples of firms that are well known for their low-cost leadership strategies are Boeing, Black & Decker, Toyota Motors, Honda Motors, General Motors, Macro Cash & Carry, Żywiec Breweries and Carlsberg Okocim Breweries.

Marek Kunasz  
*Estimate of Intellectual Capital of Stock Exchange Companies – Research Results*

The main aim of the paper is attempt of estimate of intellectual capital enterprises takes note on Warsaw Stock Exchange based on mathematical formula which indicate, that intellectual capital = market value – book value. Analysis is led in holistic, sectorial and sectoral captivation. Research are led on grade of single company also.

Renata Nowak-Lewandowska  
*The Lifelong Learning – its Position in Creation New Image of the Labor Market*

In Poland, the development of the lifelong learning is necessary for the reason of profounding education gap and because of the realization the idea of the learning society. The aim of this article is to present the role of the labor market as well as in overcoming the difficulties which find people being on this market.

Patrycja Zwiech  
*Disproportions of Women and Men Salary’s Distribution on the Labor Market in Poland*

The discrimination is one of the most important problems on the labor market. It can base on gender, age, race, nationality or political and religious opinion. The author focuses on gender discrimination. The article describes differences of salary between women and men.

In the first part author gives full characteristics of importance of salary for employees. The second part is devoted to describing the women and men salaries on the labor market in Poland. The study was realized basing on dates from GUS within years 1997 –2002.

Generally speaking, in Poland at the start to XXI century, women earn less than men because of the discrimination. Salaries should depend on the result of job and level job
performance, not on gender, age, nationality and another features.

**Jarosław Korpysa**  
*Spatial and Qualificational Mobility of Students*

The mentioned article aimed at the analysis of spatial and qualificational mobility of students on the basis of the research carried out among the subjects studying on the Faculty of Economy and Management within the University of Szczecin.

With the introduced results, it is clearly perceptible that the students are convinced that knowledge, appropriate, qualifications and experience gained while educating oneself provide them with an increased opportunity of finding employment. Moreover, they are aware of the fact that the market demands a considerable elasticity, a considerable universality as well as spatial and qualificational mobility.

Finally, they are convinced that possessing adequate preparation and knowledge obtained during the five-year study will be capable of successful competition within the difficult and unexplored European Market.

**Jarosław Poteralski**  
*Initiative of the Students of Higher Educational Institutions: Report from the Survey*

The article is a commentary on the survey carried out among the graduate students of Higher Educational Institutions within the Zachodniopomorskie Region.

This investigation aimed at familiarizing with the future graduates’ opinions on the local market as well as on their expectations concerning the very first employment. An additional aspect of survey was the issue of the young people’s initiative. Setting up one’s own business can doubtlessly constitute an alternative for the traditional forms of employment, and consequently, an opportunity for active occupational operations in the surroundings of constantly increasing unemployment. The surveyed had, therefore, an opportunity to indicate both positive and negative conditions accompanying personal trade. They were also asked about their personal expectations towards the institutions, which were supposed to prepare them for such an activity. Finally, the graduates judged the investment attractiveness of the Zachodniopomorskie Region.

The results of the survey indicate a significant interest of the young people in setting up and operating one’s business, but simultaneously, underlined the need for activating the subjects which are to prepare them for this form of occupational activity.

**Danuta Kopycinska**  
*Unemployment in „European” Countries*

Article presents trends of unemployment in European Union especially among women and men and young people. Moreover, it analyzes effects of introduction of Strategies of European employment. With the results, it is clearly perceptible that unemployment ratio is decreased about 67% in lat six years. It makes chance for Poland to reduce unemployment after 1th may 2004.