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STRESZCZENIA

Barbara Kryk

Ecodevelopment as Accepted Conception of Social-Economic Development and Ecologic Investments

Rise of ecologic crisis and environmental barriers which reduce economic growth made people realize that the behaviour in relation to environment should be changed.

There are many conceptions of economic growth that included environment but as the best is accepted the conception of ecodevelopment. Therefore, this article is written in order to characterize ecodevelopment and present part of ecologic instruments in its realization.

Marek Czajkowski

Socio-Economic Aspects of Polish Taxation System

The function of the tax system should not be limited to providing resources for the state budget. From an economic point of view, an important issue is the rationality of the allocation of production factors to various applications in the economy. That rationality is affected to a large extent by the tax system. The construction of the latter should not interfere with the principle of the optimal allocation. The above-presented outline of the Polish tax system suggests that it has a negative impact on the allocation of resources in the economy.

Katarzyna Włodarczyk-Śpiewak

Sources of Informations about Consumption and Determinants

Obtain a good and adequate informations about determinants and consumption is very important problem during marketing research. Sources of informations are categorized according to many criterions. Generally sources of informations are divisible of: sources from desk research and sources from field research. This article is described example of distribution sources of informations about consumption and determinants.

Marta Młokosiewicz

Measuring Poverty – Methodological Aspects

In a present article author has concentrated on various ways of poverty measurement: simple and complex approach, in a macro and microscale, objective and subjective measurement, absolute and relative approach. It seems that using various ways of measuring this phenomenon gives right recommendations for policy against poverty.

Benedykt Niemczynowicz
The Methods of Microeconomics Analysis

The article presents the selected methods of microeconomics analysis. These methods are: the five-forces of competition analysis, strategic group analysis, strategic gap analysis, strategic Benchmarking, attractiveness assessment industry.

Renata Nowak-Lewandowska
The Principle of Equality of the Chances on the Labour Market – Theory and Practice

The problem of women discrimination is still current. Women it more difficult to find a job than men. They have got many problems with keeping their job. Women receive the lower pay for the same job.

The integration of Poland with the European Union requires adaptation of labour market in this field.

The aim of this article is to present the principle of equal treatment of men and women, both in theory and in practice (in Poland and in EU).

Jarosław Poteralski
University and Secondary School Graduates in Contemporary Labour Market

The article describes issues related to situation of newly graduated university and secondary school students. Starting vocational career and finding first job in the current economic conditions is difficult and places graduates in particularly vulnerable position. This study explains main causes behind rising unemployment among this social group, and outlines the most visible tendencies in labour market that could be taken as guidelines for youth on the ways to improve their career opportunities.

Contemporary labour market demands from employees substantial extent of flexibility and readiness to engage in lifelong learning and quick adjustments to unstable vocational situation. Under new circumstances work forms are also expected to evolve, which significantly applies to traditional full time job that gradually have seemed to become outdated. All this phenomena are reflected in the article and its main conclusion that in order to stay competitive in labour market it is necessary to meet a set of entirely new requirements.

Patrycja Zwiech
Influence of Mission and Vision of the Firm on Balanced Scorecard

Balanced Scorecard consists of four elements:

- customer perspective,
- internal business perspective,
- innovation and learning perspective,
- financial perspective.

The author presents influence of mission and vision on Balanced Scorecard. Mission enables to answer the following question: „What do we exist for?”. Vision of a company is its specific view of future. It is considered how the enterprise will look in several years.

Ewa Mazur-Wierzbicka

Wirksamkeit von der Qualitätskostenrechnung im Unternehmen

In diesem Artikel wurde die Teilung von Qualitätskosten dargestellt. Dann wurde es die Möglichkeit von Reduktion von Qualitätskosten charakterisiert. Schliesslich wurden die entstehende bei diesem Prozess Nebenwirkungen beschrieben.

Grażyna Maniak

Personnel Policy – Functional Strategy or the Determinant Factor for Corporate Strategy

The main goal of the article is to present the principles of formulating the personnel strategy as a functional strategy but in the same time as a strategy of managing the resource which determine general corporate strategy. Author have reviewed literature as well as the management practice in order to underline the particular role of human resources in the process of implementing different kind of corporate and generic strategies. The problem seems to be very important in point of view of Polish organisations that have to exist in the economic environment with very deep unemployment.

Marek Kunasz

Methods of Measurement and Note Components of Intellectual Capital in the Firm

The article presents instruments of intellectual capital measurement and note in the firm.

The first part of article presents general conception outline of intellectual capital – essence of this idea, definitions, ways of classification its components. Then article presents 4 parallel developing and created on ground this theory, conceptions of measurement and note of intellectual capital components:

- human capital accountancy,
- human capital matrix of results,
- immaterial resources monitor,
- navigator of Scandia.

Wojciech Jarecki

Employment on a Trial Period – a Verification Tool of the Quality of Human Capital of Candidates for a Job

Probation is a selection method, used to verify valuation of candidates, qualification after having interview. This article describes the probation and methodology of it conducted in branches of a trading company. The results of the research show that correctly used in the company, however both the company and employees made some mistakes.