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Assessment of the internationalization process of micro, small and medium-sized enterprises in the furniture industry on the Scandinavian markets - the perspective of a Polish entrepreneur

Summary

Contemporary enterprises consciously look for foreign markets as the main or significant market for the sale of goods or services. Such orientation of individual entities forming the economic sector has a decisive influence on the export position of the industry. The competitive pressure of local and foreign companies leads to the emergence of global economic branches, and thus entities that face these challenges.

The Polish furniture industry in the 21st century became one of the export specialties. In 2018, the industry took over the position of the third largest furniture exporter in the world. The immediate premise for undertaking research on the internationalization of micro, small and medium-sized enterprises in the furniture industry in Poland was the high fragmentation of the industry, which is not conducive to internationalization, as well as the lack of comprehensive studies on the subject.

The dissertation provides a critical review of the theoretical and empirical literature on internationalization. Considering the aim of the study, the last, empirical chapter of the dissertation is of key importance, in which the research hypotheses regarding the preparation of micro, small and medium-sized enterprises in the furniture industry for the internationalization process were verified. The research sample covered 143 entities located in the Pomeranian and Warmian-Masurian provinces, the study was conducted in 2018-2019.

The aim of the dissertation was both to refer to the excellent research achievements on internationalization, as well as to update and supplement the existing research with a new perspective on internationalization and from the perspective of micro, small and medium entrepreneurs in the manufacturing industry. This view showed the attitude of the average Polish micro, small and, to a lesser extent, medium entrepreneur to the issue of internationalization. Combining quantitative research with an in-depth study of the available secondary research, it was possible to observe trends and patterns of behavior characteristic of Polish enterprises in the internationalization process.

The empirical research conducted in the dissertation and the analysis of the literature on the subject became the basis for proposing recommendations that may affect the effectiveness

of Polish micro, small and medium-sized enterprises in the field of internationalization of activities. The recommendations comprehensively tried to propose actions that would allow their use in accordance with the specificity of the Polish furniture industry.

Keywords: internationalization, furniture industry, international trade, MSME, Scandinavian markets