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Spis treści

Marzena Szewczuk-Stępień SŁOWO WSTĘPNE	5
Kazimierz GÓRKA, Marcin ŁUSZCZYK KONTROWERSJE WOKÓŁ REINDUSTRIALIZACJI GOSPODARKI . . .	7
Bogdan SYTNIK THEORETIC RATIONAL FOR ENTERPRISES DEVELOPMENT	20
Anna LAMEK POLSKIE SZKOLNICTWO WYŻSZE A BIEŻĄCE POTRZEBY RYNKU PRACY – ANALIZA I OCENA	33
Eugenia GAURA WIEK I PŁEĆ JAKO DETERMINANTY AKTYWNOŚCI ZAWODOWEJ LUDNOŚCI W POLSCE	43
Beata SKUBIAK SPÓŁDZIELNIA SOCJALNA JAKO INSTRUMENT ROZWOJU SPOŁECZNOŚCI LOKALNYCH.	54
Sylwia JASEK BEZPOŚREDNIE INWESTYCJE ZAGRANICZNE NA POLSKIM RYNKU MATERIAŁÓW BUDOWLANYCH NA PRZYKŁADZIE RYNKU MATERIAŁÓW ŚCIENNYCH ORAZ SYSTEMÓW ODPROWADZANIA SPALIN	62
Tomasz ZIMA SKUTECZNOŚĆ MODELI ANALIZY DYSKRYMINACYJNEJ W PRZEWIDYWANIU BANKRUCTWA PRZEDSIĘBIORSTW	79
Sabina KŁOSA CHARAKTERYSTYKA POLSKIEGO E-KONSUMENTA	97
Robert POSKART GIEŁDY BITCOINA W POLSCE.	113
Roman CZELIK IDENTYFIKACJA DOSTĘPU DO TOALET PUBLICZNYCH NA PRZYKŁADZIE WOJEWÓDZTWA OPOLSKIEGO.	126

SŁOWO WSTĘPNE

Szesnasty numer Przeglądu Nauk Stosowanych ma charakter przeglądowy. Składa się na niego dziesięć artykułów, których ogólna tematyka oscyluje wokół zagadnień gospodarczych, a w szczególności problematyki rynku pracy, finansowych aspektów działalności przedsiębiorstw, przejawów gospodarki elektronicznej oraz zagadnień społecznych i ich wpływu na rozwój lokalny. Dokonując uporządkowania opracowań numeru kierowno się przede wszystkim spójnością tematyczną oraz chęcią prezentacji zagadnień wg koncepcji od ogółu do szczegółu.

W artykule *„Kontrowersje wokół reindustrializacji gospodarki”* dokonano analizy zagadnień związanych z procesem reindustrializacji, która zdaniem autorów opracowania jest niezbędna dla zapewnienia trwałego wzrostu gospodarczego i pozwoli na przywrócenie zachwianej w ostatnich dekadach równowagi pomiędzy usługami a produkcją przemysłową.

Praca *„Teoretyczne podstawy rozwoju przedsiębiorczości”* obejmuje analizę uwarunkowań rozwoju przedsiębiorczości dokonaną w opraciu o istniejący stan wiedzy. Podjęto naukowe rozważania nad różnymi ujęciami stymulowania rozwoju przedsiębiorczości, w szczególności wyeksponowano podejścia liberalne, administracyjne, organizacyjne oraz behawioralne.

Artykuł *„Polskie szkolnictwo wyższe a bieżące potrzeby rynku pracy – analiza i ocena”* koncentruje się na analizie rynku pracy i zapotrzebowaniu na kompetencje absolwentów szkół wyższych. Na tle prezentacji danych statystycznych ukazano trendy i realne potrzeby rynku.

Opracowanie *„Wiek i płeć jako determinanty aktywności zawodowej ludności w Polsce”* dotyczy głównych czynników decydujących o aktywności ekonomicznej ludności. Dokonano analizy sytuacji zatrudniania w kontekście zróżnicowania ze względu na wiek oraz płeć zatrudnionych. Bazując na danych statystycznych ukazano trend, który zarysował się w latach 2005-2015 w Polsce.

W artykule *„Spółdzielnia socjalna jako instrument rozwoju społeczności lokalnych”* dokonano analizy formy prowadzenia działalności gospodarczej w postaci spółdzielni sojalnej. Ukazano rolę i znaczenie tego podejścia w rozwoju lokalnym, w szczególności jako sposób przeciwdziałania bezrobociu oraz podnoszenia konkurencyjności gospodarki.

Praca *„Bezpośrednie inwestycje zagraniczne na polskim rynku materiałów budowlanych na przykładzie rynku materiałów ściennych oraz systemów odprowadzania spalin”* dotyczy bezpośrednich inwestycji zagranicznych. Analizie poddano uwarunkowania ekonomiczne oraz motywy podejmowania w Polsce inwestycji przez przedsiębiorstwa zagraniczne. Część empiryczną opracowano w opraciu o rynek materiałów budowlanych.

W opracowaniu *„Skuteczność modeli analizy dyskryminacyjnej w przewidywaniu bankructwa przedsiębiorstw”* podjęto temat wielowskaźnikowej analizy finansowej. Scharakteryzowano sytuację finansową przedsiębiorstw i dokonano

próby oceny skuteczności przewidywania bankructwa przedsiębiorstwa z wykorzystaniem modeli wielowymiarowej analizy dyskryminacyjnej.

Artykuł „*Charakterystyka polskiego e-konsumenta*” koncentruje się na analizie zachowań konsumenckich w dobie gospodarki elektronicznej ze szczególnym uwzględnieniem motywów kupowania online. Dokonano charakterystyki polskiego e-konsumenta w oparciu o dostępne dane statystyczne.

Opracowanie „*Gieldy bitcoina w Polsce*” dotyczy bardzo aktualnego zagadnienia jakim jest kryptowaluta. Przeprowadzono analizę ofert giełd bitcoina w Polsce z uwzględnieniem uwarunkowań i zagrożeń jakie funkcjonują w obrocie walut cyfrowych.

W pracy „*Identyfikacja dostępu do toalet publicznych na przykładzie województwa opolskiego*” podjęto temat rzadko poruszany w opracowaniach dotyczących infrastruktury publicznej w Polsce. Analizę empiryczną przeprowadzono na przykładzie wybranego regionu.

Marzena Szewczuk-Stępień

Bogdan SYTNIK

THEORETIC RATIONAL FOR ENTERPRISES DEVELOPMENT

Summary: The paper defines the concept and essence of entrepreneurship. Various theories of entrepreneurship have been analyzed, namely classical and neoclassical theories, institutional and Keynesian theories of entrepreneurship. The aim of the work is to determine the current state of theoretical knowledge related to the conditions of entrepreneurship development. The study uses a set of methods used in economics and management, i.e. a system method and the market structure research method. Based on the analyzed theories, four methodological approaches to entrepreneurship have been identified: liberal approach, administrative approach, organizational approach, and behavioral approach. It has been proven that the combination of all designated scientific approaches is worthwhile to successfully stimulate entrepreneurial development.

Key words: entrepreneurship, theories, methodological approaches, development.

TEORETYCZNE PODSTAWY ROZWOJU PRZEDSIĘBIORCZOŚCI

Streszczenie: W opracowaniu wyznaczono pojęcie i istotę przedsiębiorczości; przeanalizowano różne teorie przedsiębiorczości, a mianowicie klasyczne i neoklasyczne teorie, instytucjonalne oraz keynesowskie teorie przedsiębiorczości. Celem pracy jest określenie bieżącego stanu wiedzy teoretycznej, związanej z uwarunkowaniami rozwoju przedsiębiorczości. W opracowaniu zastosowano zestaw metod wykorzystanych w ekonomii i zarządzaniu, tj. metodę systemową oraz metodę badań struktur rynkowych. Na podstawie przeanalizowanych teorii wyznaczono cztery metodologiczne podejścia do rozwoju przedsiębiorczości: liberalne podejście, podejście administracyjne, organizacyjne oraz behawioralne. Udowodniono, że do skutecznego stymulowania rozwoju przedsiębiorczości warto wykorzystać kombinacje wszystkich wyznaczonych naukowych podejść.

Słowa kluczowe: przedsiębiorczość, teorie, metodologiczne podejścia, rozwoju.

1. INTRODUCTION

The modern world is characterized by high rates of development of production and management technologies, as well as high dynamism of changes in the external environment of management. In such conditions an entrepreneurship is a fundamental factor in the growth of economic activity in all countries of the world. Exactly entrepreneurship has the ability to quickly and adequately respond to changing business conditions. Exactly entrepreneurship can almost immediately take up the market niches and satisfy the "freshly formed" demand for certain types of goods and services.

The purpose of this study is to analyze and summarize the existing theories of entrepreneurship and creating the methodology of stimulating the development of entrepreneurial processes. Theoretical and methodological basis of this work are the works of representatives of the classical, neoclassical, institutional and Keynesian scientific schools.

2. THE CONCEPT AND NATURE OF ENTREPRENEURSHIP

The concept of "business" is multifaceted and multilevel in its nature. An entrepreneurship is associated with individual qualities of a person, his ability to generate and practical implementation of innovative, creative thoughts more often. An entrepreneurship can be viewed as a joint activity of a group of people forming various alliances, firms, companies and other economic associations too.

Entrepreneurship is understood as human orientation to the search for and use of various chances of personal and industrial and economic development, that is always accompanied by openness to change and innovation in modern scientific literature. At the same time, the ability of a person to use his knowledge and intellectual potential is an indispensable attribute of such openness and innovation [Juchnowicz 2004: 9].

That strives for continuous development, increasing added value (wealth) and economic growth, not that have been increasing their "wealth" continuously. He believed that "a measure sufficient for a good life is not unlimited". Not knowing this "measure" leads to the destruction of the natural social order. "True wealth is a combination of funds" necessary for life and useful for the state and family community [Aristotle 1999].

Earlier, the idea of the need to constantly increase wealth became mass, and its expediency was not questioned. An economic growth and constant development were considered as a vital necessity for all socio-economic systems, and the main postulate was the statement: "The economy that does not grow, rolls back."

Let us consider in historical retrospect the main scientific theories devoted to this problem to trace the evolution of the views of mankind on the need to build up wealth and the essence of entrepreneurship. There are four scientific schools: classical, neoclassical, institutional and Keynesian.

3. THEORIES OF ENTREPRENEURSHIP

Classical Theories of Entrepreneurship. Within the framework of the classical school, it should be noted the works of English scientists Thomas Hobbes (1588-1679), Richard Cantillon (1680-1734), Adam Smith (1723-1790), David Ricardo (1772-1823), French economist Jean-Baptiste Say (1767-1832), German economists Jozef von Thunen (1783-1850) and Karl Marx (1818-1883).

Thomas Hobbes viewed entrepreneurship as a socially useful phenomenon and argued that the state "must encourage all kinds of crafts, shipping, agriculture, fishing, and all industries ..." [Hobbes 1909].

Richard Cantillon defined the notion of "entrepreneurship" as any activity of a person focused on risk. He took merchants, artisans, farmers, and even beggars and robbers to entrepreneurs - all people who do not have a certain income. According to Cantillon, the source of wealth is land and labor, and entrepreneurship plays a pivotal role in the development of the economy. However, the entrepreneurial function differs significantly from the function of the capitalist or manager. An entrepreneur does not necessarily have to produce something and have his own means to carry out his activities, and the main characteristic of entrepreneurship is the risk [Cantillon 2010].

Adam Smith spoke about the role of entrepreneurship in the development of the economy in his work "Study of the nature and causes of the wealth of nations" (1776). He argued that entrepreneurs are key players in the market economy, their activities are progressive and ensure the development of the entire socio-economic system. At the same time A. Smith regarded an entrepreneur both as the owner of capital and as the organizer of the economic process [Smith 1776]. David Ricardo advocated the concept of economic liberalism that welcomed free trade and other "economic freedoms" and preventing state intervention in the economy as a follower of the theoretical provisions of Adam Smith. As a true representative of the liberal school, Ricardo assigned in the development of the economy the primary role to free enterprise and an entrepreneur considered how the capitalist investor [The works and correspondence of David Ricardo].

By studying the theories of Adam Smith and David Ricardo we can generalize their concept that an entrepreneur is an economically active, independent and enterprising person optimizing resources acting rationally in a free market economy and striving to maximize its benefits. It should be noted that according to Smith and Ricardo, the free market economy provided an ideal equilibrium state of supply and demand, and an entrepreneur is a person well informed about the market's needs (about the demand in the market) and organizing his activities in such a way as to satisfy these needs.

To the academic representatives of the classical school that studied the economic nature of entrepreneurship can be attributed the outstanding French economist Jean-Baptiste Say. In his writings [Say 2000; Say 2005: 287-289] Say has developed a classical theory of production and distribution of national wealth, singled out such concepts as private and public consumption and paid special attention to entrepreneurship in these processes.

According to Say theory the main function of entrepreneurship, as an economic phenomenon, is to coordinate the main factors of production: land, capital and human resources. The income received from the production process is determined by the amount of demand and supply in the market and the demand for entrepreneurship is a derivative of the demand for goods and services. Say is as

an important component of entrepreneurship singled out the human experience and scientific knowledge necessary for organizing the production process, as well as the personal qualities of entrepreneurs at the same time. According to Say, an entrepreneur is a creative coordinator of factors of production, scientific achievements and human experience. In this regard, the salary that an entrepreneur receives must be higher than that of other workers, and the total income of an entrepreneur must also include a percentage of the work of equity plus a risk premium (if an entrepreneur's own capital is invested in the business). This separates functions of a capitalist and an entrepreneur. Translating into modern language, in Say's theory, an entrepreneur is more of a creative manager, trying to catch a wave of demand and operating under unpredictable risks.

Josef von Tyunen is the representative of the German classical school developed the idea that the essence of entrepreneurship was the creation of a product (service) in the conditions of market uncertainty and high hard-to-forecast and hard-to-calculate risk. According to Tyunen, an entrepreneur's income is directly connected with this risk, due to the fact that an entrepreneur is a "pioneer and inventor in the field of his activities" [Thünen 1826].

The works of Karl Marx is worthy attention (German classical school). Marx did not single out an entrepreneur in a separate social group (a special class) relied on the theory of Smith but associated him with the capitalist, whose main activity goal was receiving surplus value from the capital invested in production on the basis of exploitation of the working class. Marx did not take into account the production functions performed in his theory but signed of a socio-psychological nature, but only considers the belonging of the subject of socio-economic relations to the means of production. Marx defined the essence of profit (and, accordingly, the source of entrepreneur's income) as a form of surplus value, that is the unpaid labor of hired workers in his theory [Marx 1960].

Summing up the conducted researches, it is possible to say that within the framework of a classical school business is defined as activity serving as a basis of development of market economy, its inherent component is high risk and uncertainty, and the source of the businessman's income is the surplus value obtained as a result of realization of entrepreneurial abilities of the concrete person. Besides, the entire classical theory is based on the postulate of a system of self-regulation of a market economy (the equilibrium state of a market economy is achieved automatically in the process of functioning of the market).

Neoclassical Theories of Entrepreneurship. The neoclassical school was formed in the development of classical theory from the late 90s of the XIX century and based on the model of rational economic behavior of a person in the system of equilibrium market economy. The equilibrium of the market economy is determined by the distribution system of the produced product, according to that the whole product is distributed without a balance between the owners of the factors of production, and the amount of net profit is zero from the point of view of representatives of the neoclassical school. However, the postulate of market equilibrium due to the zero profitability of the functioning of the eco-

conomic system contradicts the very essence of a market economy. That's why the representatives of the neo-classical school play a special role in the development of the market economy and explain the "phenomenon" of profit is as a product of entrepreneurial activity.

The most interesting works in this sphere are the works of the English economist Alfred Marshall (1842-1924), American scientists Francis Amasa Walker (1840-1897) and Frank Hyneman Knight (1885-1972), representatives of the Austrian economic the school of Ludwig Heinrich Edler von Mises (1881-1973), Israel Meir Kirzner (born in 1930), Friedrich von Hayek (1899-1992).

The founder of the neoclassical direction the British economist Alfred Marshall attaches the special importance to entrepreneurship in the development of the economic system. He adds the organizational factor to the three classical factors of production (labor, land, capital) as the fourth factor. According to Marshall, it is an entrepreneur who manages production through his entrepreneurial abilities, and the ultimate product of entrepreneurship (the fourth factor of production) is "normal profit". The fundamental factor is the freedom of entrepreneurship in the development of a market economy, in his opinion. According to Marshall, there are many small entrepreneurs in the free market, that influence on the total demand and market price and thereby create conditions for profit and the development of a market economy [Marshall 1890].

American economist Francis Amas Walker emphasized the special role of entrepreneurship in economic processes, as well as Marshall. He singled out two types of entrepreneurs: entrepreneurs that do not directly organize production themselves that are highly skilled administrators. According to Walker's theory, the distribution of income in such a society is due to the equal participation in the economic process of the classical factors of production (labor, capital, land), and the profit is created thanks to the individual organizational abilities of an entrepreneur [Walker 1878].

Another American economist Frank Hyneman Knight connects the receipt of profit with the risk that an entrepreneur takes in the process of production and economic activity in his book "Risk, uncertainty and profit" (1921) [Knight 1964]. Knight identifies two types of risk: the risk of the production process (the risk associated with the ability to produce products of a certain quantity and quality in conditions of limited resources) and the risk of the process of marketing the products produced (the risk associated with the needs and preferences of buyers, as well as the presence of competitors in a certain market goods and services). In this case, each of the types of risks in Knight's theory can be countable and uncountable. The calculable can be forecasted and, accordingly, insured against it, and the uncountable one is a complete uncertainty that "can't be insured, capitalized, or paid in the form of wages". Knight argues that an entrepreneur with a 100% probability can't in advance predict the price of sales of products (services), but is forced to pay in advance with the owners of the factors of production by his theory. Thus, an entrepreneur operates in a risk environment, expecting to receive for the product produced an amount that exceeds

the cost of its production (cost price), that is, profit. At the same time, an entrepreneur that depends on the marginal productivity of his entrepreneurial abilities. However, the profit is only the residual of the total income generated entrepreneurial activity. The representatives of the Neo-Austrian school Ludwig Mises and his student Israel Kirznerl made a significant contribution into the development of the theory of entrepreneurship. Mises considered the market economy as an "entrepreneurial process", and an entrepreneur called a person engaged in economic activity in market conditions, characterized by a high degree of uncertainty and risk in his writings. According to Mises's theory, the profit or loss of an entrepreneur is not just a percentage obtained from the work of his capital, but the result of the realization of an entrepreneurial idea embodied in capital: "an incorrect idea will lead to a loss, despite the outlays of capital" [Mises 1949: 252-254].

I. Kirznerl went further than his teacher and created a more developed theory of entrepreneurial function. His theory is based on the fact that the real market economy is in a chronic non-equilibrium state. A characteristic feature of the no equilibrium state is the absence of a single price for a certain product (service). An entrepreneur is able to make money on the non-equilibrium market conditions (to derive profits from this). An entrepreneur is both a trader and a producer that plays on the difference in the prices of finished products and the resources necessary for their production and sale [Kirznerl 1973].

Thus, Kirznerl's approach develops not only the neoclassical theory, but to some extent criticizes this theory, because it is based on the assertion that the source of the development of entrepreneurship is a chronic disequilibrium state of the market economy (while the neoclassical school is characterized by the postulate of rational economic behavior of a person in a market equilibrium system).

A well-known Austrian economist Nobel Prize winner in 1974 Friedrich von Hayek defines entrepreneurship how to search for and explore new economic opportunities in his writings. He is an ardent supporter of free enterprise and stresses that government interference in economic activities is unacceptable, since it entails the use of non-price methods of competition and leads to deformation of the very nature of entrepreneurial activity [Hayek 1944; Hayek 1948].

The general postulates of these considered neoclassical theories of entrepreneurship is the notion that entrepreneurship, the driving force of progress, the source of economic growth. The development of the national economy is possible thanks to profit, that in its essence is the result of the practical realization of entrepreneurial abilities of a particular person in the process of commodity exchange.

Institutionalism. Institutionalism is emerging and spreading widely in the United States, that links economic development processes with a certain order existing in society and establishes the boundaries and forms of human interaction in contrast to the neoclassical direction in economic science in the 20s and 30s of the 20th century. The representatives of Institutionalism were Thorstein Bunde

Veblen (1857-1929), John Rogers Commons (1862-1945), Joseph Alois Schumpeter (1883-1950) consider entrepreneurship as a special type of behavior of economic entities in their theories of the economic development.

According to Veblen's theory, the main goal of entrepreneurship is to make a profit. In his works he identifies two types of entrepreneurs: entrepreneurs engaged in material production and entrepreneurs-speculators. The material production does not make it possible to get big profits creating benefits for the individual and society as a whole according to Veblen. The source of super profits is market instability and speculative operations, that are possible due to this instability. Entrepreneurial activity is related to the way of thinking: one type of entrepreneur prefers public utility and deals with material production, another is individual profit and engaged in speculative operations in the market. At the same time, chronic instability in the market economy leads to the fact that the financial component of the economic system at times exceeds the material one. Thus, the main interest of a businessman is focused on buying and selling according to Veblen [Veblen 1899; Veblen 1919; Veblen 1921].

Similarly, D. Commons identifies two types of entrepreneurial structures: industrial operating enterprises (going plants) and operating firms (going businesses) in his works. The former are technical organizations whose purpose is to increase the efficiency of the production process. The second is carried out only by money transactions (speculative operations). The activities of existing firms are not aimed at creating a new value, but only to redistribute the value created by manufacturing enterprises. Commons wrote that "... the best manufacturing enterprise is where technical factors are used most proportionally through the efforts of managers. The best company is the one where the purchases and sales are properly measured by market transactions. The best acting collective institute is the one in that technology and business are in the right balance" [Commons 1959].

Josef Schumpeter developed the theory of entrepreneurship, that simultaneously gave an economic justification for this phenomenon and describes the psychological portrait of an entrepreneur. He argues that entrepreneurship requires creative thinking and a move away from "driving along the road", is a process of "creative destruction" and is the main engine for the development of a market economy. According to Schumpeter the main role of entrepreneurship is to overcome the inertia of the economic system. At the same time changes in the market environment are necessary in order to carry out entrepreneurial activities. The essence of entrepreneurship is on the changes that occurring in the market environment to obtain competitive advantages and hence income.

Schumpeter pays motivation for entrepreneurial activity (entrepreneur motivation) as the special role in his theory. He identified three main groups of motives: the desire to be the mastermind of one's own enterprise; aspiration of proving own solvency, ability to realize itself as the person (mind, firmness, purposefulness, etc.); the opportunity to do things you love and to achieve con-

crete results on your own; the joy of creativity, that gives independent business activity.

The entrepreneurship is innovation in everything, this is the discovery of new types of raw materials, the use of new technology, the introduction of new technologies, the creation of new products, the search for new markets and ways of selling goods and services by the theory of Schumpeter. Innovation is the main component of entrepreneurship, its semantic core [Schumpeter 1934].

Keynesian theory of entrepreneurship. Next, we consider the basic postulates of the Keynesian theory concerning the essence and role of entrepreneurship in the development of the national economy.

The founder of Keynesianism John Maynard Keynes (1883-1946) assigned the entrepreneurship an important role in the economy development in his book *The General Theory of Employment, Interest and Money* [Keynes 1936]. He wrote that an entrepreneur is an active subject of economic processes, that strive for wealth and is able to take risks. According to Keynes, however, decisions made by an entrepreneur are not always effective, therefore, to increase their effectiveness and initiate economic growth processes, state intervention is necessary. This intervention should be expressed as in the monetary policy of the state (reduction of interest rates for the purpose of reducing costs of credit resources and, accordingly, increasing the profitability of entrepreneurial activity) and in the policy of public spending (the state should increase government spending, expand government purchases and then an entrepreneur will have an opportunity to develop business by receiving state orders).

Special attention should be paid to the scientific works of the famous American economist, representative of the neo-Keynesian school Harvey Leibenstein (1922-1994). Leibenstein pays special attention to entrepreneurship in his studies of economic backwardness and economic growth. entrepreneurship performs two fundamental functions: 1) fills free market niches, satisfying consumer demand for missing goods and services; 2) creates new enterprises and thereby creates new jobs, solves the problem of unemployment and increases the efficiency of the national economy as a whole [Leibenstein 1957: 98-138].

Leibenstein assigns to entrepreneur's organizational abilities a special role in the process of the functioning and development of the firm in another of his theory named X-efficiency - the theory of the effectiveness of the functioning of an economic agent. According to Leibenstein, a firm can reduce production costs and increase labor productivity with a given technology and other equal economic conditions because of organizational transformations. Leibenstein interprets entrepreneurial creativity and innovation as a tool for eliminating X-inefficiency in his concept of X-efficiency. Thus, according to Leibenstein, entrepreneurial activity eliminates inefficient aspects of the functioning of the enterprise by increasing the rationality of economic behavior of all participants in the production process. In this case, the role of entrepreneurship is twofold: on the one hand, the entrepreneur, through his abilities, eliminates imperfect aspects of the functioning of the market economy, on the other hand, creates

security barriers for the successful functioning of his enterprise [Leibenstein 1966].

However, Leibenstein, like Keynes, does not give entrepreneurship a key role in the process of initiating economic growth. Leibenstein notes that entrepreneurship is quite unique because an effective entrepreneur must have a whole set of rare qualities in his writings. On one hand, an entrepreneur must be able to generate unique ideas aimed at filling free market niches, and on the other hand, he or she must have high organizational abilities aimed at finding all kinds of productive resources (investment, financial, material, human) in order to open his own enterprise.

Thus, representatives of Keynesianism emphasize that entrepreneurship is a necessary and rather unique economic phenomenon, it plays an indisputably significant role in initiating and maintaining economic growth, but the key positions in these processes belong to the state in their works. In their view, the state through direct and indirect regulation should encourage the development of entrepreneurial activities and thereby stimulate the development of the entire system of national economy.

Modern scholars dealing with entrepreneurship focus their attention, first of all, on the creativity and innovativeness of this economic phenomenon. Thus, Peter Ferdinand Drucker (1909-2005), the American scientist-economist of Austrian origin, one of the leading theoreticians on the problems of management, the founder of the theory of innovative economy and entrepreneurial society wrote that entrepreneurship has a scientific justification, but at the same time is on the borderline between science and art in his work "Innovations and Entrepreneurship". The author identifies entrepreneurship with the continuous search for change in all spheres of human existence and the use of these changes in order to obtain an economic effect. At the same time, the essence of entrepreneurship is innovative activity in conditions of uncertainty and risk [Drucker 1985: 19-33].

In the development of the theory of Drucker's notions of entrepreneurship, one can cite the assertion of Patrick McGowan, who wrote that entrepreneurship is reflected in the psychological and behavioral traits of people, is a kind of activity that requires a combination of creative thinking and organizational abilities. The essence of the entrepreneurial process is the implementation of a new idea in a rapidly or radically changing business environment [McGowan 1994: 580-581].

Thus, it can be argued that entrepreneurship is a new, more efficient way of meeting the needs of customers. At the same time, the notion of "entrepreneurship" must be considered in two planes: in the plane of conceptual and process. In the conceptual plane, this is a way of observing, thinking and generating ideas, and in the plane of the process (organizational) - a way of realizing the intentions (the direct creation and development of business entities). The conceptual and process planes intersect and mutually penetrate each other. It is this interpenetration that ensures the success of economic (entrepreneurial) activity in conditions of high competition, uncertainty and risk. The basis for the functioning of entrepreneurship is innovation in everything, the continuous search for its unique way

of developing business and place in the market on the basis of applying innovative approaches to the production and management process.

4. CONCLUSIONS

The conducted researches of the basic scientific theories of business allow to allocate methodological approaches to the process of development of entrepreneurship. A brief description and essence of these approaches is presented in Table 1.

Table 1. Theoretical approaches to the development of entrepreneurship

Approaches	Scientific school / Representatives	Main theoretical postulates
Liberal approach	Classical school/ T. Hobbes, R. Cantillon, A. Smith, D. Ricardo, J.-B. Say, J. von Thünen, K. Marx	The liberal approach is based on minimizing the role of the state and dominating market regulators in the economy (the equilibrium state of the economy is achieved automatically in the process of market functioning). The entrepreneurial activity creates surplus value, that serves as the basis for the development of a market economy and automatic regulation of the magnitude of demand and supply in the market of goods and services in the classical theory.
Administrative approach	Keynesianism / J. M. Keynes, H. Leibenstein	The administrative approach is characterized by the dominance of the role of the state in all economic processes. The entrepreneurship is a unique economic phenomenon that plays an important role in the initiation and maintenance of the growth of the national economy, and the role of the state is to stimulate economic growth processes. In this regard, the state through direct and indirect regulation methods should form the trajectory of the development of entrepreneurship in the Keynesian theory.
Organization approach	Neoclassical school/ A. Marshall, F.A. Walker, F.H. Knight, L. von Mises, I.M. Kirzner, F. von Hayek	The organizational approach is based on the fact that the effectiveness of the entire system depends on the organization of the work of the individual elements. The development of the national economy is possible thanks to profit, that in its essence is the result of the practical realization of the entrepreneur's organizational abilities according to the neoclassical theory.

Behavioral approach	Institutionalism/ T.B. Veblen, J.R. Commons, J.A. Schumpeter	The behavioral approach is based on the postulate that from the specifics of the behavior, both the leader and the individual worker, the effectiveness of the work of the organization as a whole depends. Institutional theory says that the processes of economic development are directly related to the order and forms of interaction of people existing in society, and entrepreneurship is a special kind of behavior of economic entities.
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Source: own work

Certain methodological approaches can be adapted to a wide range of circumstances and business situations inherent in each particular business structure. The above methodology is intended for its use as a real practice of stimulating the development of entrepreneurial processes, both on the micro and at the macro level. The national authorities should apply a combination of these approaches, taking into account the current situation and the transformational prospects of the national and world economies, and on this basis form specific models of state policies aimed at the development of entrepreneurship at the macro level. Entrepreneurial structures must carry out a continuous improvement of their economic activities, taking into account the rapidly changing market realities at the micro level.

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