

ABSTRACT

Innovations have got a vital impact on the socioeconomic development. They give the opportunity for a development and obtaining a competitive advantage on the market for small and medium manufacturing companies. The companies, which want to achieve a good position and success on the market, should create and implement innovations. For this purpose, a proper and skilful management is needed for innovation management. The innovation management gives the chance to create, develop and promote new concepts and also to verify them on the market what is the key factor in the process of the development of small and medium businesses.

The matter of concerns in this dissertation are four types of implemented innovations in small and medium manufacturing companies located in Silesian Voivodship and their impact on the reached financial effects. The level of the innovation in Polish enterprises remains significantly lower than it is in other countries and also in the European Union. The discussed problems are still current and crucial both in a theory and in a practice. The inconclusive results of the research and different limits in this scope are a research gap encouraging to do a deep analyses in such a scope which is the aim of the following doctoral thesis.

The main motive of taking such issues is an attempt to present appropriate solutions expanding the effectiveness in the innovation management in small and medium manufacturing companies located in Silesian Voivodship. In this dissertation the main experimental hypothesis is the statement that implementing the innovations in small and medium manufacturing companies influences the growth of their profit positively.

The supplementary hypothesis, which were formulated in the context of verification the main hypothesis and the achievements of the goals of the thesis, are the following: the implemented product and process innovations positively influence the growth of sales revenues in a company. In the innovation management the main barrier of their implementing is a shortage of own financial resources. The effective innovation management in small and medium manufacturing companies stimulates their development.

The dissertation includes an Introduction, five chapters about theoretical and empirical discussions and a Conclusion. The first three chapters are theoretical and they are based on literature research which covers domestic and foreign literature, books, articles and legal acts.

Next two chapters (fourth and fifth) are the empirical part of the thesis in which a few statistic methods were used: Spearman's Rank correlation coefficient, Kruskal Wallis test and the weighted average. The research ranges over chosen small and medium manufacturing companies located in Silesian Voivodship. The survey research and reports were provided for the years 2014-2017.

In the First Chapter a theoretical study of current achievements in the scope of an innovation in processes of company management were particularly presented. The core of an innovation was presented in the light of source literature. Basic terms from the extent of innovation management model, types of innovation and circumstances influencing the companies' innovations were typified. Chapter Two presented the specificity of innovation management in small and medium businesses taking into account benefits and barriers associated with that specificity. The concept of small and medium companies was defined as well as pros and cons of such businesses. The sources of innovation funding were also presented and discussed. Chapter Three discussed stages of the processes of innovation management in small and medium manufacturing companies. The initial phases of innovation emergence and creating innovative projects were characterised. The stages of planning and controlling in the process of innovation management and also the stages of implementing and promoting innovations were introduced. The definition of benefits of an innovative activity was presented. Chapter Four presented the way of an evaluation of companies in Poland. The results of innovation output indicators were presented and characterised. Silesian voivodship was described in the terms of the innovation and also the innovative activity in small and medium manufacturing companies was examined. The four stages of implemented innovations in small and medium manufacturing companies in Poland were analysed. The particular production departments were discussed in terms of innovations. Chapter Five includes the analysis of the efficiency of the innovation management in selected small and medium manufacturing companies located in Silesian Voivodship on the basis of own research. The examined entities were characterised and the survey information about innovations were introduced. The process of innovation management in selected entities was presented. The correlations between different kinds of innovations and the financial result of the company's activity were also examined.

The conclusion of the thesis presented the most important final conclusions resulting from the conducted research. Directions of changes leading to the growth of innovation in small and medium manufacturing companies were also introduced.