Preface

Development of the global economy during the recent ten years is under influence of the essentially new trends such as globalization, internationalization, fluctuation of crisis waves, deepening in the difference between developed and developing countries. In this case one of the most crucial issues to which attention should be paid is problems, conditions and prospects for development of the small and medium business. This problem is not just a specific area for Poland or Ukraine. Development of such enterprises, their stimulation and governmental support allow creating the powerful basement for social development and stability of the country. Thus, the presented monograph is dedicated to scientific substantiation and defining the prospect for practical implementation of the variety of economic, financial and managerial tools for future successive functioning and sustainable development of SME in Poland and Ukraine.

The first chapter of the monograph deals with different issues correlated with opportunities, barriers, prospects for development of SME in Poland and Ukraine. Authors discover such areas as taxation mechanism for SME and required directions for its improvement on the regional and state level in accordance with concept of the budget decentralization, questions of maintaining the sustainable development of the SME by searching for the new source of funding, internal financial management. The existed barriers for SME development as well as prospects for enterprises in the new electronic economy and high-tech society are considered as well on the example of start-up’s funding in Poland and Ukraine.

The second chapter presents the most crucial issue in the SME environment such as institutional, cultural and legislative leverages for SME development. Authors, on the bases of the precise analysis of the statistical and historical data discover the basic trends, threats, barriers and opportunities, which determine the level of SME development in the countries. An effective overcoming of the barriers, turning the threats into opportunities and their effective usage on the example of Ukraine, Poland and other countries of EU can become the fundamentals for future successive development of the SME and countries as a whole.
The practical aspects of SME functioning are discovered in the third part of
the presented complex research. The most interesting issues, considered by
the authors gives the applied tools for finding the most effective ways for Ukrainian
and Poland SME to operate on the EU markets due to appropriate implementa-
tion of proposed organizational and HR tools in the everyday operations on
the SME, methods and approaches for business efficiency evaluation as well as
usage of the tools, proposed by brand-management.

The monograph is prepared in the framework of the joint scientific researches
of the University WSB in Wroclaw (Poland) and National Mining University
(Ukraine).

The authors realize that the whole variety of the problems and fields to be
discovered can’t be described in the framework of the presented monograph,
because they involves the huge spectrum of economic, financial, organizational,
ecological, cultural, technological, legislative and other aspects, which play sig-
nificant role in successive development of SME. Never the less, the authors
hope, that the presented results of research will be interesting for researches,
post-graduate students, representatives of the SME, local and state government,
NGOs. Scientific and applied results can be used as a part of learning courses and
trainings for the students and participants of PDS programs.

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