

*Grzegorz Karasiewicz\**

## STRATEGIE MARKETINGOWE MAŁYCH I ŚREDNICH FIRM NA RYNKACH ZAGRANICZNYCH – UJĘCIE NORMATYWNE

### 1. WPROWADZENIE

Polska gospodarka oraz przedsiębiorstwa, zwłaszcza małe i średnie, niezwiązane bezpośrednio z kapitałem zagranicznym, stają przed ważnym wyzwaniem, jakim jest bez wątpienia radykalne zwiększenie udziału w gospodarce światowej. Jest to możliwe w dużym stopniu poprzez zwiększenie ich aktywności na rynkach zagranicznych, co jest ściśle związane z projektowaniem i realizowaniem strategii marketingowych.

Dotychczasowe badania tej problematyki w dużym stopniu koncentrowały się na makroekonomicznych rozwiązaniach prowadzących do zwiększania atrakcyjności polskich przedsiębiorstw na rynkach zagranicznych, jak i całej gospodarki, czy też dostosowaniem polskiej gospodarki do rozwiązań ekonomicznych i prawnych istniejących w Unii Europejskiej.

Natomiast badania realizowane przez marketingowców dotyczyły funkcjonowania państwowych central handlu zagranicznego (Białecki 1968, s. 23–44; Białecki, Borowski, Krzymiński 1975, s. 320–365; Sznajder 1997, s. 5–7; Krzymiński 1976, s. 134–142), uwarunkowań działań na rynkach zagranicznych (Karcz 2004, s. 9–16; Kłosiewicz-Górecka 2004; Mazurek-Łopacińska 2001; Rutkowski 2003; Słomińska 2004; Sznajder 1997, s. 26–31), typologii strategii marketingowych na rynkach zagranicznych w układzie teoretycznym (Sznajder 1992, s. 69–158), działań instrumentalnych (Grzegorzczak 1998, s. 53–105) czy też możliwości standaryzacji strategii marketingowej na rynkach zagranicznych (Strzyżewska 2000, s. 171–239).

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