

Introduction

In the knowledge-based economy, the fundament for economic, social and cultural development is science. Under these conditions, the pace and direction of development is primarily influenced by the ability to implement new technical and organisational achievements, adequate legal and financial instruments, as well as the proper use of resources. In this process, the intellectual resources of the society and the associated human and social capital play a significant role. It is therefore necessary to implement different forms of education, including entrepreneurship education, in order to stimulate development processes. Each company functions in a specific spatial system with which it should form interrelations allowing not only for a dynamic development of the company, but its surroundings as well. Mutual benefits are therefore mainly based on the knowledge of the socio-economic and cultural development and the skills of cooperation between the representatives of business entities and elites in different scales of spatial systems, in relation to civilisation development processes.

Theoretical and methodological papers included in the present volume, as well as those presenting the results of empirical studies conducted in national academic and educational centres refer to this very notion. Presently, a particularly important issue, as it is discussed in the opening paper of the volume, is the identification of smart organisations in which the decision-making is based on the gathering, analysing, interpreting, collecting and sharing of valuable data and information to be used at an appropriate time in order to gain a competitive advantage. In doing so, it is necessary to select the proper indicators allowing for the determination of the impact of innovation on the entrepreneurial process. In this context, the role of entrepreneurial education increases significantly. Not only does it accentuate the effectiveness of activities, but it also takes into account the features of character of the student, as well as his/her ability to set goals. This is suggested by the views of numerous authors, proposed entrepreneurial models and the results of studies on the applicability of entrepreneurial education in real life of students.

In subsequent articles, the authors present the results of empirical research on various issues related not only to entrepreneurial education, but to informal education obtained through the impact of the environment. Defined was the relation between the level of education of family business owners, their professional experience, participation in additional training and the way they manage and finance their businesses. The causes and consequences of low level of professional activation of people with intellectual disabilities have been highlighted. Also presented were the most important pieces of information on social advertising. Against this background, the results of studies on how it impacts the declared changes in the behaviour of the recipients were given. As it was indicated, their purchasing decisions are also greatly influenced by the packaging market which forces the continuous search for new solutions of effective product exposure. Also studied was the extent to which the consumers are willing to accept a higher price of a piece of clothing if it is produced by a well-known company.

Another paper deals with the recognition of new opportunities and an increase in the market area for entrepreneurship using the achievements of modern communication technologies and organisational solutions in the framework of cooperation between companies in Smart City model. The example of a spa company serves to determine the relationship between employees and their impact on the implementation of new solutions for its functioning. This also applies to travel agencies that appropriately respond to the changing needs of customers in terms of international and regional tourism.

Legal and financial instruments, which impose different responsibilities on the entrepreneur and create specific development opportunities, play an important role in the development of entrepreneurship. In this context, presented were the obligations of the entrepreneur imposed by the Timeshare Act of September 16, 2011, and the impact of EU funds on the development of entrepreneurship and innovation. Additionally, the bankruptcy process of Polish companies in the 21st century was discussed.

The articles presented discuss the extensive topic of the role of entrepreneurial education which is indispensable not only in the teaching process itself, but also in the functioning of business entities and the modernisation of regional structures. They raise new theoretical questions and undertake their empirical verification. New research directions have been developed or signalled in relation to the fluctuating civilisation development, taking into account the diversity of national and regional conditions.

As always we encourage you to develop this very important research problem. We assume that only proper education provides the grounds for developing entrepreneurship which is the base for raising the competitiveness of various business entities and institutions, as well as it influences the economic, social and cultural development of spatial structures.

Zbigniew Ziolo, Tomasz Rachwał