THE INFLUENCE OF KNOWLEDGE BASED ECONOMY DEVELOPMENT ON SHAPING THE STRATEGY AND INFORMATION TECHNOLOGIES IN POLISH ENTERPRISES

Summary

The paper presents the factors influencing on Polish enterprises strategy and information technologies shaping in conditions of knowledge-based economy. There is pointed the area results from knowledge-based economy conception which are the direct and indirect chances for organization development. According to this, the authors focused mainly on the role of strategy and IT technologies in researched enterprises in a context of their ability to opportunities usage which are created by the knowledge-based economy development.

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