

ABSTRACT

In the era of expanding EU markets and globalization, competitiveness is becoming a necessary condition for the existence and success of enterprises. The market is not limited only to direct customers, it is created by an entire complex chain from suppliers, customers and final users of the product. Therefore, mutual recognition of the interdependence of customers and suppliers as partners of key importance is a decisive force in the development of partnership cooperation in relationship management. Particularly in the face of the growing variability of the environment, shaping relationships between entities takes on a new quality. In the conditions of a hyperturbulent environment, knowledge in this area is particularly necessary for small and medium-sized enterprises, which dominate most economic systems today. Even though they play a key role in the economy, unlike large enterprises, they still do not fully use the tools that allow them to function safely in a dynamic market.

The topic of relationships management in a hyperturbulent environment is topical and important, undertaken by many authors in Poland and around the world. The author of this dissertation also shares the view about the strong impact of a hyperturbulent environment on the management decisions of enterprises, including those belonging to the SME sector and operating in the industrial building. Therefore, this variable is strongly exposed in this work in terms of the conditions for dynamic relationship management in these enterprises.

A new element that this dissertation brings to the current state of research on the subject is D-KSRM, i.e. a model of dynamic relationships management with key suppliers by small and medium-sized enterprises in the industrial building, conducive to improving the process of building competitive advantage. This model integrates good practices and solutions in the subject area, and also indicates how these practices can be improved and developed to optimize the benefits of dynamic relationships management with key suppliers throughout their "life cycle", including in the field of building competitive advantage. In order to identify the elements of D-KSRM influencing the process of building competitive advantage in the studied enterprises, the author verified the adopted working and main hypotheses, and also verified the achievement of the objectives set in this dissertation. The author considered the possibility of implementing the D-KSRM model described in the dissertation in management practice as a condition for recognizing the above assumptions as fully accurate.

This dissertation does not exhaust these issues. It may contribute to initiating research in areas overlooked by researchers, i.e., among others: a dynamic approach to the management of enterprises in the SME sector, in which – as can be assumed – the static, conservative and passive approach prevails in terms of the use of innovative organizational solutions in management and the techniques and tools used in this area. This will reduce the research gap, which is undoubtedly large in this area. Its measure is the number of industries that can be scientifically recognized from a perspective similar to that in this dissertation.