

Community Treaty prohibits granting any public aid coming from public sources, which by means of favouring some entrepreneurs, or their production and services, distorts competition by exerting negative influence on trade contacts between the member countries.

After Polish accession to the European Union Polish legal acts were adjusted to the EU legal standards, also including the problem of public aid. This resulted in the new Act dated 30th April 2004 on procedures in cases referring to public aid. With respect to the new Act the Board of Ministers, or Ministers responsible for particular Ministry Departments, issued 53 executive directives regulating different matters referring to public assistance provided to enterprises by different entities.

In line with the Act on procedures referring to public aid, the entities granting it are either public administration bodies or represent another entity entitled to provide public aid, including a public entrepreneur. The beneficiary of such aid, in view of the quoted Act, may become any legal entity, regardless of its organizational and legal form and the way of financing, which obtained public aid.

Polish accession to the European Union structures, in 2004, opened an opportunity for taking advantage of public aid by SME sector to the same extent as it used to have been practiced with reference to enterprises originating from “old” EU countries. The objective of the hereby study is to identify public aid for enterprises with regard to its value, aid forms, its objectives, entities granting such aid and regional diversification in Poland.

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MODERN PROBLEMS OF MANAGEMENT AND MARKETING

Development of the companies in modern economy becomes actual question time by time. To some extent this is related to the needs of consumers, which are buying goods or services. Consumers have great demand for the foods and they are looking for new ways to satisfy the requirements. They are trying to find new features in the goods and if it has not this feature, they try to find alternative goods closer to their needs.

Philip Kotler performs modern problems of marketing in the following way:

1. Customers have become more sensitive to rising prices;
2. They do not have enough time, and they want more services for more

comfort;

3. Consumers see that more and more firms are producing the same kind of goods;
4. They pay less attention to the quality and are buying cheaper goods;
5. They have great demand for the services and etc.

All these problems are based on the facts, that there are not enough consumers to buy goods and it becomes the reason of overstock of the goods. Most modern problems of marketing are connected with ever-changing demands of the consumer. So the aim of the company should be identification of consumers' needs and satisfying their requirements. The company must constantly introduce their goods to society not only in domestic market but also in foreign market.

Companies were trying not to invest money in marketing activities 5 years ago. But if we look at the statistics of IT companies, they become active only last 2-3 years. 18.7% of companies were using marketing activities in 2002. In 2009 their number increased by 32.8%.

For example, Georgian winery companies are not active in marketing activities and they only show commercials in New-Year days. This is a big mistake because consumers must be always informed about the values and advantages of the goods. In 2001 the Georgian winery company has invested 5 million dollars in planning marketing activities in the Russian market. The result was, that the wine occupied 33% of the Russian market. If winery companies will use marketing activities, they will have a chance to satisfy all segments of consumers.

Another important issue is a modern problem of management. Management in the macroeconomic level should consider global processes that are associated with the development of the global economic system. The paradigm shift in macroeconomic management leads to changes in the principles of organization goals. It changes current concepts of management. Following situations describe modern problems of management:

1. Denial of classical management rules. These rules include factors, which claims, that success of the company is based on reducing costs;

2. Using system theory makes it easy to discuss manufacturing as a whole system. It is somehow related to the firm's internal environment. Companies should adapt to the changes of the internal environment for effective functioning of the system;

3. Situational management means that functioning of the firm is stipulated by the reaction from the environment;

4. The new paradigm of management pays great attention to the organization and less attention to the leadership and management styles, qualifications and the people's reaction to changes.

Therefore it is quite difficult to discuss principles of management practically. It requires an overview of business philosophy, to change the psychology of staff including managers and improve their qualifications. All the big companies are trying to avoid the old hierarchical system and to establish a simple relationship with staff and between them.

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THE COST OF CLIMATE CHANGE POLICY

Climate change (global warming) can be considered as one of the major environmental problems. However, the climate change policy is difficult and expensive. It requires a comparison of the costs and benefits, and a comparison of the costs of action to diminish negative effects of climate change and the costs of inaction [1]. The costs and benefits are uncertain. Moreover, they occur in different time periods.