

THE ROLE OF INTERNATIONAL ECONOMIC ACTIVITY OF NON-FARM ENTERPRISES IN RURAL AREAS

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Abstract. The article analyzes the share of international trade and foreign capital in non-farm companies in rural areas in 2005 and 2010. It enabled verification of the hypothesis on changes, forms and levels of international business. It argues that the internationalisation of the researched companies depends on the size of the company as well as its location. The important determinants influence the process: potential and agglomeration effect. They are responsible for the differentiation of international business activities of companies in agricultural and urbanised areas. The argued phenomena exert negative influence on sustainable development of national economy.

Key words: internationalisation, non-farm enterprises, rural areas

INTRODUCTION

The purpose of this study is to address a specific problem, the extent to which the location determines the forms of international involvement of the enterprises, in particular – how SMEs' international activity is linked to their location. The main assumption is that company international commitment is to some range determined by the location decisions. The study aims to expand the empirical evidence on under-researched area within internationalisation – the location patterns of international operations and pace of the process. There are proposed: a method to materialize different forms of internationalisation with functional types of areas, and the joint approach for spatial and size factors. It poses and verifies the following hypotheses concerning SMEs' international activities:

1. Even though small and medium-sized enterprises have diversified share of international operations, on average it is lower in agricultural areas than in urbanised areas and they are likely to lag behind.
2. The share of different forms of small and medium-sized enterprises' international activities depend on their size and territorial location.

3. The share of foreign capital in domestic small and medium-sized enterprises depends on the functional type of their location.

LITERATURE REVIEW

There is branch and territorial diversification of enterprise competitiveness, which results from different capacity of branches and regions to create the conditions for starting and functioning of business. It is a complex feature, whose evaluation requires that numerous aspects of functioning of a business entity should be taken into consideration, e.g. the potential, competitive advantage, market position, competitiveness instruments and competitors [Gorynia, Stepień and Sulimowska 2000]. Since the origin of the competitiveness theory it has been accompanied by the enterprise location theory. The competitive advantage of the enterprise depends on its location. In the international aspect differences in the costs of production factors lead to the location of production in the countries which have the advantage. Then their products are exported. However, the traditional approach does not take the problem of global competition into account [Gorynia 2007b].

At present the problem is approached as the business network theory [Porter 2000]. In the entity aspect it concerns three entities: an individual enterprise, several competing enterprises, the territorial system of business activity [Budner 1999]. Owing to the location of enterprises which are direct competitors near each other there are positive external effects. They become the factor of attractiveness of a particular location and they attract new entities and create agglomerations, which are the source of so-called agglomeration advantages: scale advantages, location advantages, urbanisation advantages, branch interrelation advantages [Gorynia and Jankowska 2008].

Scale advantages result from specialisation and bulk purchase and sales market. Location advantages result from the concentration of many enterprises in a particular area, their cooperation and innovativeness resulting from the competition and specialisation of business surrounding institutions in providing services for a specific group of recipients. On the other hand, urbanisation advantages result from the location of various branches in the neighbourhood and their relations with different fields [Budner 1999]. The agglomeration effect still plays a considerable role in the location of enterprises in urban centers in spite of the fact that in many of them serious problems appear, such as: limited access to building and recreational areas, depletion of the capacity of infrastructure equipment, immigrant population integration problems, overpopulation and concentrations of urban poverty, deterioration of the quality of the natural environment [Budner 1999].

The growing limitations of urban centres favour deconcentration of the population, deglomeration and dispersion of settlement to suburban areas, where business is also moved. In consequence, the structure of economy and dynamics of development of rural areas are improved. Three essential factors influence this: the likelihood of formation of new enterprises, the degree of survival of new enterprises, the rate of increase in competitiveness of enterprises. The index of formation of new business entities is higher in the areas which already have some economic concentration. Therefore, the development

of enterprise in areas with low concentration of new businesses is particularly difficult [Jackson, Klich and Rzymaska 2000].

The location and competitiveness of enterprises play a significant role in the regional development. There are two approaches to competitiveness in the territorial aspect: as the sums of competitiveness of enterprises operating in a particular area and as secondary competitiveness of the region in the macroeconomic aspect [Gorynia and Łązniewska 2009]. The contemporary concepts of balanced economic development implicate the need of completeness and simultaneousness of the processes of globalisation and local development. Hence, creation of the best conditions of business location from the point of view of local area usability becomes the basic parameter of competitiveness of the region in globalised economy [Jewtuchowicz 2005]. The appearance of a foreign investor influences the local economy and companies operating on the local market by increased competitiveness, danger of substitutes and the bargaining power of suppliers or purchasers [Gorynia 2005].

The problem of business location is one of the most important issues both to the businessperson, employee and the state and local communities. It is one of the most difficult and complicated economic problems [Stawasz 2000]. In practice, the location of an enterprise influences the costs of production, the employee's choice of the place of residence, the access to the market and production resources [Domański 1993]. Socio-economic or technical aspects often limit the possibilities of choice of the business location. Specific branches cannot find suitable conditions for development in all places and vice versa – not all types of businesses can develop in a particular place. The values and location requirements of an enterprise are compared in the development process. The rule of coherence means the right business in the right place [Budner 1999].

So far the results of research have enabled the formulation of two generalisations concerning the factors of enterprise location determined by W. Budner (1999) on the basis of studies by T. Bergin and W. Egan (1964) and K. Brenke (1996): the evaluation of location factors made by the people making decisions about the location depends on the specific character of the enterprise and the traits of the person making decision about the location, and the location factors are not permanent and they are not a closed set; especially over the last several decades the role of new factors has been increasing [Budner 1999].

In the globalisation era location does not find a significant place in the development of competitiveness of large business entities, because the decreasing costs of trade and communication have significantly increased access to supply markets, sales and know-how regardless of the location of the enterprise [Ketels 2006]. Competitiveness between enterprises stresses quality more than gaining factors of production at the lowest prices. The weakened dependence between the selection of location and the sales market is also influenced by increased concentration and specialisation of production and by progress in communication technologies and transport [Stawasz 2000]. On the other hand, economic processes also point to delocalisation and relocation of parts of the business activity by the application of outsourcing and offshoring in large enterprises. In consequence, there may be geographical concentration and diversification of the activity of the enterprise allowing for the sources of competitive advantage, i.e. cost differences, scale advantages and range advantages [Witek-Hajduk 2010].

The contemporary theories of international location of production stress the importance of institutional and political factors in the choice of location of foreign investments. They point to the significant role of cost factors, markets factors and the factors related with the trade policy. Their importance for the enterprise varies depending on the investment motives. The international location theory provides an explanation to the question how an exporting enterprise uses the location-conditioned competitive advantage on a foreign market. The competitive advantage or loss determines the spatial distribution of investments, production and directions of international trade. Along with the theory of property and internalisation the location theory makes an element of J.H. Dunning's eclectic theory (1980), which assumes the competitive advantage of foreign capital over local business entities [Rymarczyk 2004, Gorynia 2005, Gorynia 2007a, Witek-Hajduk 2010]

The specific qualities of enterprise location, which may turn into such competitive advantages as the access to the source of raw materials, sales market, natural resources, labour, transport and energy, still remain extremely important to small enterprises, especially to those whose products occupy an important position on local markets [Jackson, Klich and Rzymska 2000, Markowski 2004]. Pursuing cost minimisation is a chief criterion of optimisation of the location choice of those enterprises, especially the resource values associated with access to all the factors of production in one place.

In highly developed economies enterprises in rural areas make up to 40% of the total enterprise population. They operate in branches directly or indirectly related with agriculture. The factors of enterprise development in rural and urbanised areas exhibit both similarities and differences. However, studies point to additional difficulties encountered by enterprises in rural areas. For example, they may result from the distance between them and the sales markets or business services. In comparison with the enterprises located in cities they use different forms of financial aid more frequently [Smallbone et al. 2002, Carrington and Zantoko 2008, Strzyżewska 2011].

Enterprises in rural areas are the subject of numerous scientific studies, which most often bring up the problem of their insufficient development in developing economies or economies under transformation. The issue of the influence of this phenomenon on the increasing differences between the income of the population in rural and urbanised areas is discussed [Liu and Yu 2008]. The authors point to the benefits resulting from the development of enterprises for the economic boom in typically agricultural areas. They are a carrier of knowledge and innovativeness for farms, the source of developing farmers' skills and the factor of improvement in the quality of agricultural products [Bekele and Muchie 2009].

In rural areas in Poland the number of new enterprises is falling and farmers show hardly any interest in enterprise development programmes [Jackson, Klich and Rzymska 2000, Kłodziński 2003]. This tendency is in stark opposition to the trend in highly developed countries, where the ratio between the new enterprises and the population in rural areas is rising [Smallbone et al. 2002, *The agricultural...* 2010 and *The path...* 2010]. In the economic structure of Polish cities the enterprise sector has an established position. However, in rural areas the development of enterprises has only begun [Ratajczak 2010, Zawisza and Dończyk 2010]. It encounters a number of barriers, which are more intensified than in urban areas [Ratajczak 2010, Strzyżewska 2011].

Simultaneously, in rural areas there are factors which favor the development of the enterprise sector. They include such aspects as: lower prices of land, low and more stable salaries, a limited role of trade unions [Kulawczuk 1995]. Local markets are not very competitive yet. Thus, the intensification of competition does not determine the strength of enterprises in rural areas [Zawisza and Dończyk 2010]. Additionally, there are no business support institutions in Polish rural areas and the policy supporting rural enterprises is characterised by strong dispersion of potential and means [Kłodziński 2003]. By contrast, in highly developed economies there is considerable effort made to support business development in rural areas [Smallbone et al. 2002, Bakele and Muchie 2009, Zawisza and Dończyk 2010].

The economic growth is a new combination of material factors and technological processes, whose aim is to obtain new products or create new organisations [Schumpeter 1934]. New processes appear in new enterprises, which have been developed from scratch. Usually they are not formed from old enterprises, but they appear and start production along with old businesses [Jackson, Klich and Rzymska 2000]. Thus, the development of enterprises in rural areas is an economic process created by entities which are not related with agriculture, i.e. businessmen operating in rural areas in non-agricultural branches, who function in combination with or in separation from agriculture. This contributes to balanced economic development of rural areas, regions and countries.

MATERIAL AND METHOD

The international economic activity of non-farm enterprises in rural areas has been considered according to their location, employment size and the forms and dynamics of the internationalisation process. The aim of the research was to compare the forms and level of international involvement of enterprises. The enterprise internationalisation was evaluated by means of the available indexes of trade exchange and share of foreign investments.

The research population is made from the enterprises, which according to the definition specifying the number of employees, are small (10–49 employees) and medium-sized (50–249 employees). The population of the enterprises under investigation corresponds to the number of enterprises which submitted statistical reports in selected rural communes and rural areas of urban and rural communes in Poland in 2005 and 2010¹. The researched population comprised 1,183 enterprises in 2005 and 1,542 in 2010, including 773 and 988 small and 410 and 554 medium-sized enterprises which reported on incomes, costs, financial results and costs of fixed assets of enterprises².

The entities were located in 185 communes, including 18 urbanised communes, 53 multifunctional communes, 82 communes with prevailing agricultural functions and

¹The research does not include the entities working in the following branches: agriculture, forestry, hunting and fishing, public administration and national defence, compulsory social insurance, households employing workers, households making products and providing services for their own needs, extraterritorial organisations and teams (according to the Polish Classification of Activity 2007).

²Main Statistical Office database.

32 strictly agricultural communes. The location pattern shows the highest number of enterprises in urbanized area, and the smallest in agricultural ones in all size categories (Table 1). The communes selected for the research were classified according to standardised functional types as the following areas: urbanised, multifunctional, with prevailing agricultural functions, strictly agricultural. The basis of standardisation of functional types was the degree of concentration of socio-economic structures. Thus, urbanised areas are characterised by considerable concentration of intensive structures, especially: housing, services, production and recreation and they meet the following criteria: location beyond the administrative boundaries of urban communes, population density of more than 100 residents per 1 km², more than 140 registered business entities per 1000 inhabitants at the working age and positive migration balance [Bański 2009].

Table 1. The distribution of the researched population of enterprises according to the employment and rural area type in 2005 and 2010

Tabela 1. Rozkład badanej populacji przedsiębiorstw według wielkości zatrudnienia i typu obszaru w latach 2005 i 2010

| Area Type | Communes | Number of | | | | | | | |
|-----------------------------------|----------|-------------------|------|--------|------|---------------|------|-----------|-------|
| | | Small Enterprises | | Medium | | SMEs in total | | Share (%) | |
| | | 2005 | 2010 | 2005 | 2010 | 2005 | 2010 | 2005 | 2010 |
| Urbanised | 18 | 213 | 334 | 141 | 209 | 354 | 543 | 29.9 | 35.2 |
| Multifunctional | 53 | 242 | 308 | 117 | 159 | 359 | 467 | 30.3 | 30.3 |
| Prevailing Agricultural Functions | 82 | 215 | 225 | 108 | 132 | 323 | 357 | 27.3 | 23.2 |
| Strictly Agricultural | 32 | 103 | 121 | 44 | 54 | 147 | 175 | 12.4 | 11.3 |
| Total | 185 | 773 | 988 | 410 | 554 | 1183 | 1542 | 100.0 | 100.0 |

Source: The author's compilation based on the Main Statistical Office unpublished data from statistical reports on incomes, costs, financial results and costs of fixed assets of enterprises.

Źródło: Badania własne na podstawie niepublikowanych danych GUS ze sprawozdań statystycznych o przychodach, kosztach, wyniku finansowym i nakładach na środki trwałe przedsiębiorstw.

Next, the multifunctional areas are a transitional form between urbanised areas and traditional rural areas. They meet the following criteria: location beyond the boundaries of urban areas, more than 100 registered business entities per 1000 inhabitants at the working age and positive migration balance. The areas with prevailing agricultural functions are those where agriculture has a definite advantage over other economic functions. They are characterised by high diversification, ranging from strict commercial farming to extensive farming. The areas meet the following criteria: they are located outside urbanised and multifunctional areas, the share of farmland is more than 70% of the total area and the number of farms running only an agricultural activity exceeds 70% of the total number of farms. In strictly agricultural areas, which are characterised by the dominance of the agricultural function, concentration of farmland, natural conditions favourable to agricultural production and a high share of commercial farms, other economic functions are of small importance. Those areas are located outside the aforementioned types of

areas; the share of farmland exceeds 80% of the total area or the share of farms with chiefly market-oriented production amounts to more than 70% [Bański 2009].

In the research a simple quantitative analysis of percentage changes of mean shares of exports in total sales and imports in total costs has been used. The share of enterprises with foreign capital in the total number of enterprises in the researched groups and locations has been analysed. The analysis enabled to indicate changes amid years 2005 and 2010 of internationalisation of enterprises measured by share of export sales and import purchases. It indicates also the changes in number of enterprises with foreign capital share.

RESEARCH OUTCOMES AND DISCUSSION

The basic form of foreign involvement of an enterprise is export and import. Export is an active form of international involvement related with supplying the products of the enterprise to foreign markets [Rymarczyk 2004]. Entrepreneurs execute direct and indirect export [Gorynia 2007a].

The share of exports in total sales of SMEs was varied in different locations. In 2010 the highest share of exports was in medium-sized enterprises – 25.4% in total. In the researched group of enterprises it was the smallest in highly agricultural areas – 10.8%. In the group of small enterprises the highest was in multifunctional areas – 21.7%, and the smallest in urbanised – 8.3%. In medium sized, the smallest in highly agricultural – 7.4%, and the highest in prevailing agricultural – 31.7% (Table 2).

In 2010 it increased by 12 percentage points in total, by 19 in multifunctional areas and only by 2 in highly agricultural areas, as compared with 2005. The highest grow was in small enterprises in multifunctional areas – by 37 percentage points, whereas it decreased in medium-sized enterprises in highly agricultural area by 33 percentage points. The export grew more rapidly in medium-sized than in small enterprises, respectively by 15 and 10 percentage points.

To sum up, in the researched group of enterprises in the given years, there was the least important role of the export in highly agricultural, and less in urbanised areas than in multifunctional and prevailing agricultural areas where it was most important.

Import is a form of passive involvement abroad, related with purchasing commodities or services on foreign markets [Rymarczyk 2004]. Import satisfies current productive needs – supply import, development needs – investment import and consumption needs – consumption import. Enterprises execute supply import directly or indirectly, which satisfies their current productive and investment needs. It is the import of raw materials, materials and blanks for production purposes and the import of machines, appliances and know-how. Another form of trade exchange is the import of trade commodities, i.e. the import of commodities to be resold, which replace domestic production, substitutive import or competitive to domestic products. Total import purchase is the net value of purchased imported commodities and services, i.e. without the VAT and handling costs, including the purchase of imported fixed assets and services.

The researched enterprises based their activity on imported products to a different extent. In 2010 in researched SMEs the average share of imports in total costs

Table 2. The involvement of imports, exports and foreign capital in non-farm enterprises according to the employment and rural area type in 2005 and 2010 (%)

Tabela 2. Udział importu, eksportu i kapitału zagranicznego w nierolniczych przedsiębiorstwach według wielkości zatrudnienia i typu obszaru rolniczego w latach 2005 i 2010 (%)

| Area Type | The average share of (%) | | | | | | Change | | |
|-----------------------------------|--------------------------|------|------------------------|------|----------------------------------|------|-----------|-----|-----|
| | Exports in total sales | | Imports in total costs | | Enterprises with foreign capital | | 1 | 2 | 3 |
| | 1 | 2 | 3 | 4 | 5 | 6 | 2010/2005 | | |
| | 2005 | 2010 | 2005 | 2010 | 2005 | 2010 | | | |
| Small and Medium (S&M) | | | | | | | | | |
| Urbanised | 18.0 | 21.1 | 26.2 | 29.8 | 19.5 | 23.9 | 117 | 114 | 123 |
| Multifunctional | 21.6 | 25.8 | 12.3 | 13.2 | 11.1 | 12.6 | 119 | 107 | 114 |
| Prevailing Agricultural Functions | 23.9 | 25.1 | 10.6 | 9.9 | 10.8 | 9.8 | 105 | 93 | 91 |
| Strictly Agricultural | 10.6 | 10.8 | 5.6 | 5.8 | 6.1 | 6.3 | 102 | 104 | 103 |
| Total S&M | 19.9 | 22.3 | 17.1 | 19.3 | 12.9 | 15.2 | 112 | 113 | 118 |
| Small enterprises (S) | | | | | | | | | |
| Urbanised | 7.4 | 8.3 | 32.9 | 39.1 | 14.6 | 18.6 | 112 | 119 | 127 |
| Multifunctional | 15.8 | 21.7 | 8.3 | 10.7 | 9.9 | 10.4 | 137 | 129 | 105 |
| Prevailing Agricultural Functions | 15.0 | 16.7 | 4.2 | 2.8 | 7.9 | 8.4 | 111 | 67 | 106 |
| Strictly Agricultural | 9.3 | 9.8 | 3.8 | 6.4 | 2.9 | 6.6 | 105 | 168 | 228 |
| Total S | 12.3 | 13.5 | 17.1 | 21.5 | 9.7 | 12.2 | 110 | 126 | 126 |
| Medium-sized enterprises (M) | | | | | | | | | |
| Urbanised | 20.4 | 24.7 | 23.4 | 24.8 | 27.0 | 32.5 | 121 | 106 | 120 |
| Multifunctional | 23.7 | 27.3 | 14.4 | 14.5 | 13.7 | 17.0 | 115 | 101 | 124 |
| Prevailing Agricultural Functions | 26.8 | 31.7 | 13.1 | 14.0 | 16.7 | 12.1 | 118 | 107 | 72 |
| Strictly Agricultural | 11.1 | 7.4 | 6.4 | 5.4 | 13.6 | 5.6 | 67 | 84 | 41 |
| Total M | 22.1 | 25.4 | 17.1 | 18.1 | 19.0 | 20.6 | 115 | 106 | 108 |

Source: The author's compilation based on the Main Statistical Office unpublished data from statistical reports on incomes, costs, financial results and costs of fixed assets of enterprises.

Źródło: Badania własne na podstawie niepublikowanych danych GUS ze sprawozdań statystycznych o przychodach, kosztach, wyniku finansowym i nakładach na środki trwałe przedsiębiorstw.

was 19.3%, and was the highest in urbanised areas –29.8%, and the smallest in highly agricultural – 5.8%. It was the highest in small enterprises located in urbanised areas – 39.1% of share in total costs, and the smallest in the same group in prevailing agricultural – only 2.8%.

In 2010 in the researched group the average share of imports increased by 13 percentage points, as compared with 2005. In the enterprises located in urbanised and multifunctional areas it increased more rapidly, respectively by 14 and 7 percentage points, whereas

in prevailing agricultural areas a decrease was observed by 7 percentage points. The same pattern of change was observed for small enterprises, but changes were generally more rapid, respectively increase by 19, 29 percentage points and decrease by 33 percentage points. In medium-sized enterprises changes were slighter than in small ones. In those located in urbanised and multifunctional areas import shares grow was 6 percentage points and 1 percentage point, and decreased in those located in highly agricultural areas was by 6 percentage points.

To recapitulate, in the researched group of enterprises in the given years, the SME in urbanised areas are more importing, and those in multifunctional and prevailing agricultural are more exporting, whereas those in highly agricultural areas are the least exporters and importers as well.

At present apart from traditional trade relations cooperation is an essential form of international involvement of enterprises. The sake of the shares of an enterprise on the domestic market to a foreign entity is a passive, non-cooperative and capital form of internationalisation [Witek-Hajduk 2010]. On one hand, the investment involvement of Polish enterprises abroad is not high, but it has been increasing in recent years. On the other hand, the location of foreign investments in domestic enterprises is a significant economic process and so far it has been the dominant form of internationalisation of Polish enterprises [Rymarczyk 2004].

In the researched group the number of enterprises with foreign capital changed depending on the size of the enterprise and the functional type of the area. On average the share of entities with foreign capital was 12.9% in 2005 and it increased to 15.2% in 2010. Their share was the highest in urbanised areas, i.e. 23.9% in 2010, and it was the lowest in highly agricultural areas, i.e. 6.3%. There were similar changes between 2005 and 2010 – their share rose by 23 percentage points in urbanised areas and only by 3 percentage points in highly agricultural areas, whereas in the areas with prevailing agricultural functions it dropped to 9 percentage points.

Among small enterprises the share of foreign capital was nearly 9.7% in 2005 and it increased to 12.2% in 2010. The share of small enterprises with foreign capital was diversified according to the area type. The largest number of enterprises was located in urbanised areas – 18.6% in 2010, whereas the smallest number was in highly agricultural areas, i.e. 6.6%. The dynamics of enterprises with foreign capital was similar; in 2010 in urbanised and highly agricultural areas their share increased by 27 and 128 percentage points as compared with 2005. In the areas with prevailing agricultural functions and in multifunctional areas the increase reached barely by 6 and 5 percentage points.

In medium-sized enterprises the share of foreign capital was higher than in small enterprises. It was 19% in 2005, but it rose to 20.6% in 2010. The number of enterprises with foreign capital differed depending on the area type. In 2010 the largest number of medium-sized enterprises was located in urbanised areas – nearly 32.5%, whereas the smallest number was in highly agricultural areas – 5.6%. There was different dynamics of the number of enterprises between 2005 and 2010. Their number increased by 20 and 24 percentage points respectively in urbanised and multifunctional areas, whereas in the areas with prevailing agricultural functions and in highly agricultural areas it decreased 28 and 59 percentage points respectively.

CONCLUSIONS

The research took into consideration the diversification of the structure of size and location of enterprises. This enabled the author to draw a conclusion about the heterogeneity of the processes of enterprise internationalisation and their concentration in urbanised areas. The analysis confirmed the presence of two important effects in the process of enterprise internationalisation: potential effect and agglomeration effect.

The presence of those effects is proved by the international involvement of larger enterprises located in the areas near urban agglomerations. Enterprises in urbanised areas gain agglomeration advantages resulting from the advantages of scale, location and urbanisation. In the researched group of enterprises the agglomeration effect clearly determines the forms of their internationalisation, more passive in enterprises located in urbanised areas in the mean of import's supply for the nearby agglomerate markets and more active in enterprises located out of urbanised areas in the mean of export's supply for the international markets. The enterprises located in highly agricultural markets are less internationalized than those in the other areas. The presence of these effect in the process of enterprise internationalisation means that the aim of enterprises is to gain and maintain permanent advantage on the local market rather than realise global strategies.

The internationalisation potential of enterprises depends on the possibility to gain foreign capital and thus, to gain advantage over domestic competitors. The share of enterprises with foreign capital changed along with the size of enterprises and the type of the area where they were located. There was a higher number of enterprises with foreign capital among medium-sized rather than small companies. The highest number of these was located in urbanised areas and the lowest in highly agricultural areas. The share of enterprises with foreign capital among small and medium-sized enterprises in urbanised areas was about 20 and 30% respectively, whereas in highly agricultural areas it was about 7 and 6% respectively. However, as far as medium-sized enterprises are concerned, in 2010 there was a slightly slower rate of growth of enterprises with foreign capital, as compared with 2005. There was a similar increase in the number of small enterprises with foreign capital in urbanised and highly agricultural areas.

The location of direct investments in the largest enterprises located within the agglomeration confirms the assumptions of J.H. Dunning's [1980] eclectic theory of direct investments. It assumes that the internationalisation of production takes place where there are specific advantages resulting from the property, internalisation and location. In consequence, there are even bigger differences in the development of outskirts, including highly agricultural areas and the areas with prevailing agricultural functions and their competitiveness decreases. To recapitulate, there is considerable diversification in the process of internationalisation of Polish enterprises, which may influence the balanced development of economy.

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ZNACZENIE MIĘDZYNARODOWEJ DZIAŁALNOŚCI GOSPODARCZEJ PRZEDSIĘBIORSTW NIEROLNICZYCH NA OBSZARACH WIEJSKICH

Streszczenie. W artykule poddano analizie udział handlu i kapitału zagranicznego w nierolniczych przedsiębiorstwach na obszarach wiejskich w latach 2005 i 2010. Analiza pozwoliła na zweryfikowanie hipotez dotyczących zmian, form i poziomu międzynarodowej działalności gospodarczej. Dowiedziono, iż internacjonalizacja badanych przedsiębiorstw zależy od wielkości przedsiębiorstwa, jak również od jego lokalizacji. Dwa ważne czynniki wpływają na ten proces: efekt potencjału i aglomeracji. Są one odpowiedzialne za zróżnicowanie międzynarodowej działalności gospodarczej przedsiębiorstw na terenach rolniczych i urbanizowanych. Dyskutowane zjawisko wywiera negatywny wpływ na zrównoważony rozwój gospodarki narodowej.

Słowa kluczowe: internacjonalizacja, przedsiębiorstwa nierolnicze, obszary wiejskie

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