



Identification of informational needs of enterprises from the Małopolska Region

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Małopolska Economic Observatory
Marshal Office of the Małopolska Region
Department of Economy and Information Society

Address:

ul. Basztowa 22, 31–156 Cracow

Correspondence address:

ul. Raławicka 56, 30–017 Cracow

tel. (012) 63 03 374, fax. (012) 63 03 558

e-mail: gospodarka@umwm.pl

www.gospodarka.obserwatoria.malopolska.pl



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Having in mind that increase of enterprises' innovativeness and competitiveness, determined by a range of both external and internal factors (especially information resources), is a key element of modern economy, the following research problem has been formed: what kind of informational needs of enterprises from the Małopolska Region, which determine increase of their innovativeness and competitiveness, remain unsatisfied. According to the aforementioned problem the goal of the research was specified as identification of unsatisfied informational needs of enterprises from the Małopolska Region in terms of information which determine increase of their innovativeness and competitiveness.

In order to achieve this goal research tasks were determined and implemented in the following order:

- conduct of quantitative research by use of computer assisted telephone interviewing (CATI) among 250 micro and 250 small enterprises,
- conduct of qualitative research by individual in-depth interview (IDI) among 10 medium and 10 large enterprises.

Research was conducted in July and August 2009.

Two research methods have been applied, that are individual in-depth interview and computer assisted telephone interviewing. Purposive sampling was applied for qualitative research. It was assumed that sample should be representative for the population as a whole. Stratified random sampling (division by size of the enterprise, location - Poviats - of registered office and sector of business according to the Polish Classification of Activities) was applied for quantitative research - computer assisted telephone interviewing - REGON was an operator here. Enterprises selected for the pilot research were not taken into account in a draw for factual research.

Conclusion from the report is that information concerning opportunity of acquiring administrative and organizational support within the investment process is hardly available. The enterprises tend to indicate total lack of information in this field. What we mean is complete information about investment opportunities in the Małopolska Region; support of regional public institutions and business institutions in searching for appropriate investment area; organizational support, so called business assistance, in acquisition of required permits;

or active support of labour offices in recruitment of employees who are going to be employed within the premises of a new investment.

Information concerning available support for export development are as difficult to acquire. Respondents reported lack of information concerning donation for export development, for establishing cooperation with foreign partners by taking part in fairs and foreign missions or activity and offer of organizations which support export development (chambers of commerce etc.).

Another deprived field of informational needs reported by enterprises from the Małopolska Region is information concerning available deductions and investment donations. The enterprises find information concerning conditions of applying for direct investment support incomplete and vague, what makes acquisition of such support difficult or even impossible.

Lack of information was also reported for policy of economic development introduced by local and regional authorities. The enterprises find a major gap between availability of information concerning economic policy on regional level comparing to such policy on national level, whereas the regional policy has similar influence on increase of innovativeness and competitiveness of enterprises. The respondents report lack of information concerning goals, plans and exact actions of regional and local authorities. Table 1 displays informational needs of enterprises from the Małopolska Region by level of satisfaction, including evaluation of their satisfaction and possible deficiencies.

Table 1 Informational needs of enterprises from the Małopolska Region by deficiency level

No.	Specification	Informational needs satisfaction ratio in enterprises from the Małopolska Region	Level of satisfaction of Małopolska enterprises' informational needs	Informational deficiency among the enterprises from the Małopolska Region
1	Information concerning administrative and organizational support of the investment process	-0.78	definitely insufficient	definitely significant
2	Information concerning support for export development	-0.65	definitely insufficient	definitely significant
3	Information concerning deductions and investment donations	-0.64	definitely insufficient	definitely significant
4	Information concerning economic policy of regional and local authorities	-0.52	definitely insufficient	definitely significant
5	Information concerning opportunity of cooperation with universities and research-development institutions	-0.48	rather insufficient	rather significant
6	Information concerning support for innovative activity	-0.43	rather insufficient	rather significant
7	Information concerning a binding law and planned amendments to law	-0.25	rather insufficient	rather significant
8	Information concerning innovative technologies available on the market	0.34	rather sufficient	rather insignificant
9	Information concerning economic situation	0.39	rather sufficient	rather insignificant
10	Information concerning labour market	0.43	rather sufficient	rather insignificant

Another unsatisfied, but still reported as significant, informational needs of the enterprises from the Małopolska Region include information concerning opportunities of cooperation with universities and research-development institutions, information concerning available support for innovative activity and information concerning binding law and planned amendments to law.

Apart from the aforementioned unsatisfied informational needs of enterprises from the Małopolska Region, we also managed to identify fields of information where available data are satisfactory. These include information concerning innovative technologies on the market, economic situation and labour market.