

The project is a part of the analysis of the company's activity in the international aspect. It links the internalization theory with the latest trends in social communication. Since the international environment is complex and changeable, this situation causes multiple constraints for enterprises operating in foreign markets; these constraints refer not only to final consumer behaviour but also to competition and marketing strategies of enterprises (including application of modern marketing communication tools on the international arena). Recognising these differences and adjusting adequate strategies to them are also a challenge for enterprises operating in foreign markets.

Among modern instruments used by enterprises in order to communicate with environment the following can be distinguished: virtual communities, internet advertising, e-kiosks, digital data integration from the telephone, and virtual reality environments among others. Communication tools are largely social in nature (e.g. Facebook, Twitter, Instagram, Pinterest, Foursquare). What is more, at present communication based on mobile information channels is crucial for an entrepreneur, web applications which allow remote communication with the environment become unique.

The main objective of the research project is to gain knowledge on the impact of using modern communication tools by enterprises on the efficiency of their business activity in foreign markets as well as the factors determining that. To execute the main objective, detailed objectives have been formulated:

- identification of marketing communication tools used in diversified international markets;
- **development of an innovative model of using marketing communication tools** considering the size of enterprises, the degree of their internationalisation and branch (endogenous determinants) as well as exogenous determinants influencing this use (cultural, legal, technological, economic);
- identification of effects of using modern communication tools in international business (use efficiency - e.g. increased recognition, the knowledge of consumer preferences in the market, the influence on brand and product image, access to a wider audience, the increase of sales and profit increase in business activity in foreign markets etc.).

The significance of the research project stems from the subject of the research which will fill in the gap within the scope of using modern marketing communication tools by enterprises in foreign markets. The research project refers to the most recent knowledge on the theory of social communication, management and marketing regarded internationally. Moreover, it takes into consideration solutions forming marketing communication and its tools which are influenced by the changes in communications technology.

The results of the research will serve to create a model of using marketing communication tools considering the size of the enterprises, the extent of their internationalisation and the branch and the elements of foreign environment. The model will have a great cognitive significance as an input to the internationalisation and social communication theories. Showing the differences between possibilities and actual use of modern marketing communication tools in foreign markets may contribute to develop guidelines for Polish enterprises (compared with foreign), and eventually achieving by them more favourable results in international activity. **Due to publishing monographs and articles in Polish and English** and making excerpts of studies available on scientific portals on the Internet the **knowledge gathered while working on the project will be internationally disseminated.**