

The aim of the project is to enrich the existing scientific achievements in the field of diagnosis and assessment of liberalization of the services market in the European Union as a factor increasing innovation and competitiveness of Polish service companies, as well as the development of a model of cooperation between Polish companies providing services in the EU and Polish institutions and organizations supporting business entities. The authors of the project so far have not encountered the literature which would consider the presented approach. The project may contribute to the expansion and deepening of knowledge on the liberalization of the services market in Polish economic literature, as well as to the dissemination of this knowledge in foreign scientific journals. The research hypotheses are based on three assumptions: the functioning of Polish service companies in the services market in the EU countries, especially the EU-15, creates opportunities for increasing their innovation and competitiveness; Polish service companies are characterized by limited use of opportunities connected with liberalizing the services market in the EU to increase the innovation and competitiveness, especially in the markets of EU countries, the most economically developed ones; one of the reasons for insufficient use of the opportunities of service market liberalization in the EU as a means to raise innovativeness and competitiveness of Polish service entities is unsatisfactory level of knowledge in management, in particular marketing. In order to improve communication and support of Polish service companies with regard to the use of the opportunities offered by liberalization of services market the authors will serve their own model of cooperation between Polish companies providing services in the EU and Polish institutions and organizations supporting business entities, which may result in greater interest of Polish companies providing services in other EU countries. Furthermore, the results of research (qualitative and quantitative one, critical analysis of literature) may be helpful in widening the general knowledge and increasing awareness of Polish service providers on the relationship between liberalization and innovation and competitiveness of service providers in the types of services covered by liberalization