

DESCRIPTION FOR THE GENERAL PUBLIC (IN ENGLISH)

Family enterprises are important objects of research in economics. In the 50s, the academic centers like Indiana University and Harvard University, carried out the first large-scale research projects devoted to these entities. Rapid development of interest in the global scientific world took place in the 80. of the last century. The intensification of research works in Poland and popularization of the results in the scientific as well as business communities at the national and international levels id dated at the beginning of the new millennium. Polish researchers were focused primarily on: defining the role of family businesses in the Polish economy, implementation of strategies, including in particular succession management and leadership.

In this context, it is worth to have a close look at family businesses from the point of view of their efficiency and competitiveness on the market. One of the most important elements to strengthen the competitive position of these entities are: awareness of their existence and their positive perception by the Polish buyers. Deliberations include also the important phenomenon of consumers' ethnocentrism that is correlated with the positive attitude of buyers to the origin of goods from family businesses. It seems that buyers may expect implementation of the special symbol that would help in identifying family-owned businesses. Analysis of the essence of this symbol and recognition of its strict criteria is the subject of the project.