

## **DESCRIPTION FOR THE GENERAL PUBLIC (IN ENGLISH)**

For many years the European economy has been struggling with the desire to achieve a high level of innovation in the business sector, particularly in service industries. This phenomena concerns highly developed economies, and their forms of creation and introduction of innovation are a bit different than in the manufacturing industry. The research completed in Krakow in 2015 allowed, among other things, to identify a new group of *knowledge-intensive business services* (KIBS) related to the organization of professional meetings and events, e.g. congresses, fairs, festivals etc. - KIBSE. The review of literature made it possible to discover a gap in the field of research on innovation orientation of KIBS companies, in particular KIBSE companies. It was an incentive to develop new in-depth studies on innovation orientation.

The basis for taking up the proposed topic was also the problem of organizational behavior of companies with respect to issues of innovation (i.e. innovation orientation) that was beyond the scope of a previous project, as well as a large success on the international forum of the previous project on innovation in the KIBS industry. The results of research in the field of KIBS providers presented at many international conferences aroused great interest. The research results, important for science, have also been published in leading journals in the scientific community (e.g. *Tourism Economics* – the so-called JCR journal, or *Journal of Convention & Event Tourism* - the most important magazine in the US market in this field).

The main problem of research taken in this project is to assess the orientation of knowledge-intensive business services co-creating events compared to some other categories of such services. One of the most popular definitions of knowledge-intensive business services is that proposed by I. Miles, saying that they are service companies which, through the creation, accumulation and dissemination of knowledge are a strategic contribution to the business processes of other companies. The group of KIBS-type services includes, among others, IT services, research and development, management, advertising, legal services and services co-creating events (e.g. festivals, concerts) and meetings (e.g. congresses, conferences, trade fairs). Today, the process of diffusion of innovation is accelerating, and the innovation copying mechanism, resulting in shortening their life cycle has become very common due to globalization and internalization of business processes. So far Poland lacks a thorough analysis of the phenomenon of innovation orientation of KIBS suppliers required for the organization of events and meetings.

The concept of *innovation orientation* has been used in literature on innovation since the 1990s. This category is today recognized as a multidimensional knowledge structure and the framework within which orientation of innovation and its effects in the context of enterprises must be located. This concept is also connected with the issues such as the so-called *open source innovation* and *user-driven innovation*, which interact with orientation of innovation to a certain extent.

The concept of the study plan consists of three main stages. In the first stage the introductory analysis will be conducted aimed at outlining a picture of the KIBS sector in Poland (research based on secondary data from the Central Statistical Office and modified netnography method). The second stage will focus on the preparation of an innovation orientation measure tool of KIBS suppliers based on interviews and - subsequently – expert consultations. The third stage will include innovation orientation research using a diagnostic tool in the form of a survey.

Search of Polish and foreign literature as regards the occurrence of similar studies indicated only publications related to, among others, the area of business services, tourism sector, and SMEs. The conclusions of this research confirm lack of literature in the world of similar studies to those planned in the project. The research team intends to publish the results in international journals and present them at international conferences.