

The aim of the research project is to identify the tools, forms and methods of creating relational capital of companies in the context of strengthening its competitiveness. In carrying out this task will take into account the following specific objectives:

- identification of problems in communication in the process of building a relationship between the company and key stakeholders,
- identification of organizational forms of cooperation and competition between organizations in the process of creating relationships,
- identification of tools and communication's methods in the process of knowledge transfer between organizations,
- analysis of the role of leader in the process of creation and improvement of intellectual capital,
- the identification of factors and methods for improving internal relations in the context of building the intellectual capital their impact on the relationship with the environment,
- develop a business relationships model with the environment participants.

Among the many possible application of research methods, the team will apply:

- **in-depth study:** in the first stage of the study there will be made selection of companies for the survey sample. The study will be selected undertakings fulfilling the criterion of a high innovation potential. Companies study is deliberately selected 10 companies from the group of large companies operating on the Polish territory and conducting its business activities in the Business-to-Business (B2B). The main criterion for the selection of units for testing will be the leading position of the companies in its industry; the next step will be carried out qualitative research, which will include executives of selected companies and there will be conducted by interview using a interview's questionnaire;
- **survey:** this method will be used for the collection of primary data among the employees of surveyed enterprises. The measure instrument will be the online survey questionnaire, which will be available on Internet for employees of enterprises, through the use of personalized data collection system on-line;
- **Delphi method:** research results, obtained in the previous stages, will be the subject to verification by deliberately selected team of experts. By expert method (Delphi), using forms of expert studies, mechanisms will be identified, which are needed to communicate in the transfer of innovation between enterprises. The study will be invited representatives of 10 of the most prestigious foreign universities, with a positive EQUIS accreditation and / or AMBA.

The contemporary conditions of competition, in particular, rapid advances in technology, internalization of business activity, faster and often changing customer needs, the development of the knowledge-based services sector and other, arising from globalization processes, determine development opportunities of businesses that are specified in turn capability of flexible adaptation to changing economic conditions. The degree of adjustment affects the level of competition and at the same time the market value of the company, which in many cases is considerably higher than the value resulting from accounting books. This phenomenon can be observed especially in the case of large companies where shareholders and investors are willing to pay for the redemption of the company's shares far more than it is apparent from the accounting-book value. Currently, the valuation of goodwill must include tangible and intangible factors, such as organizational culture, know-how and reputation of the organization, the loyalty of employees, their expertise, innovation activities.

As part of the research and verification of hypotheses it is predicted the expansion of the empirical research on 3 webinar's sessions with experts in cooperation with the International Leadership Association (ILA). In this task, it's involved a professional moderator with an excellent command of English. In addition, for the implementation of surveys among employees of companies, it is expected to customize the existing system of data on-line collection access to the specifics of questioning enterprises.