

To stay in competition – a case of an SME

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The aim of paper is to present a case study of a SMEs development operating by high added value. To support the SMEs have been high priority in all of economic strategies, but the development of firms were restrained. Several research reports and papers were published on the basis of regional statistical variables, it was verify several relations, but to see the challenges and solutions in market context on a case study can contribute to a better understanding their business climate. Uncommon is in a case of this small firm, that several international relations have been acted, or was forced to do so, to benefit from the international connection. The development of firm shows what kind of quality insurance problem has to be solving, and how to modify the new market roll. The author has taken efforts that how the firm was in context by the adequate transition situation.

Keywords: small enterprise, high added value, international relations

Teritorial relation of competitiveness and creativity

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The opinion, that not only companies, but also regional units compete with each other, becomes increasingly accepted. The concept of competitiveness, which expresses the firmness in competitive situations, has turned by today due to the basic processes of globalisation, and the special characteristic of global competition into one of the central concepts of economics and business sciences. There is another important tendency at regional studies, that the concept of creativity – which examines the role of regional units in the knowledge-based economy for special aspects - comes even more powerful into prominence.

The exploration of the connection system of competitiveness and creativity is an important research question, since the clarification of margins and overlaps between the two categories is crucial for the purpose of empirical analyses.

The present study aims to explore the relationship of competitiveness and creativity on the basis of international and national literatur. The study presents the potential connecting points, most important coherences of innovation, competitiveness, and creativity proceeding of the thinking over the relationship between innovation and creativity.

Keywords: knowledge, creativity, innovation, competitiveness