THE IMPORTANCE OF SOCIAL AND INSTITUTIONAL FACTORS FOR THE DEVELOPMENT OF BUSINESS ACTIVITY

Key words: rural poverty, local business supporting institutions, small rural firms, importance of local authorities in supporting business

Summary

Development of rural business activities is one of the prerequisites necessary to counteract unfavourable phenomena like unemployment, crisis in agriculture, increasing poverty, mono-functional character of Polish village or claiming attitudes. Enterprising is associated with the economic activity but also with defined personal features like initiative, eagerness and ability to undertake actions against poverty and marginality. A huge work needed to mobilise the resources of human activity is the main task of local authorities, leaders and entrepreneurs who might become the animators of future changes.

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