

## Summary

The doctoral dissertation titled “Global Processes and the Development of Polish Enterprises in the Artistic Craft Sector” examines the economics of artistic crafts in the context of global dynamics. The main objective of the study was to investigate how globalization, digitalization, and trade internationalization influence the activities and competitiveness of artistic craft enterprises in Poland. The hypotheses assumed that, despite its small production scale, this sector holds significant economic importance due to its high added value, ties to local cultural resources, and growing consumer interest in unique handmade products. At the same time, it faces serious structural challenges, such as limited access to systemic financial support and restricted intellectual property protection, which hinder its ability to compete internationally.

The methodology was based on the triangulation of quantitative and qualitative research, combining statistical data analysis with in-depth interviews conducted among Polish artist-craftspeople operating in foreign markets. The results showed that e-commerce platforms and digital marketing tools have become key elements of export strategies, allowing small entities to expand their reach globally. Moreover, the research revealed that export revenues are increasingly important in the financial structures of these enterprises, while consumers show a rising preference for authentic, high-quality, culturally meaningful products.

The dissertation delivers several important conclusions for both economic theory and practical application. First, it emphasizes the role of artistic crafts not only as part of the creative sector but also as carriers of cultural heritage, capable of acting as catalysts for investment and supporting regional development. Second, it identifies the need for broader institutional support, including intellectual property protection, international promotion, and financial programs tailored to the sector’s specifics. Third, it highlights the necessity of integrating traditional production methods with modern market strategies to enhance the resilience of artistic craft enterprises in the face of global competition.

The added value of this work lies in filling the research gap regarding the impact of globalization on the Polish artistic craft sector, a topic that has been largely overlooked in economic analyses. The findings provide a valuable knowledge base for policymakers, industry organizations, and entrepreneurs, offering recommendations for supporting the growth of this part of the economy amid dynamic global transformations.

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