

closely related with gender diversity and financial situation of the organization, it is really, that increasing number of women in leading positions, improves the organization's financial success.

Comprehend leadership essence is important for understanding how gender influences leadership. gender and leadership modern approaches include such issues which is directly related to the success of a leader. For example, the style and efficiency differences between women and men, and a variety of barriers that women meet. Gender is an essential part of effective leadership style. Traditionally male style overgrowing into a democratic and transformational female style.

Despite the fact that gender inequality is clearly visible, there is also evidence that these disparities are gradually decreasing. Women, compared to men, are not less effective, less job Devoted or motivated to promote in the position of leader.

Gender stereotypes that consider women as relationship-oriented and man as efficacious is particularly dangerous for women. Irrelevance between women's gender role and leadership roles is provoke by prejudices, that's why they estimate more negatively than their male colleagues. Leader, as a sensible man's stereotypes, can lead to a significant threat to women and their reactionary resistance. There is evidence that this gap decreasing and the leader's role becomes more androgenic, and women more effective.

The one essential quality of society is a gender equality, which means that women and man have equal rights to make the full realization of their possibility and participate in the political, economic, social and cultural development processes. In a democratic society is recognized that people have different values and goals, different requirements and lifestyle, that is why their interests should be envisaged at all levels, they should enjoy equal rights and opportunities and have the same responsibilities and obligations.

Society's mentality influences to the gender inequality, which consider that reproduction and care for family is main function of woman. Women, which grow in this society naturally influences under the conception and protest feeling is seldom arises.

It is necessary to change the mentality of society and care for family redistributed equally to both genders, as well as it gives them the opportunity for career development.

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PUBLIC AID FOR ENTREPRENEURS IN POLAND

Regional development depends on many factors. One of them is the situation in local economy which depends on the state of local enterprises and their capacity to create and provide work places for the inhabitants of a given community. In the contemporary world the decisive influence on local communities' economic development is exerted by small and medium enterprises functioning there. Their development facilitates establishing jobs for residents and therefore enhances conditions for the development of an overall local economy.

In the European Union and also in Poland small and medium enterprises constitute over 90% of the total number of companies functioning at the market. It is them which became the leading employers and provides of new jobs and as the result play an important role in GDP growth rate, as well as stimulate local and regional development. They also present higher ability for adapting towards changing market conditions and the situation of economic prosperity, as opposed to big enterprises. Therefore, individual European Union countries, as well as the whole European Community, carry out the policy of supporting enterprises, especially the small and medium ones.

In the European Union member countries the most important component of competition policy become legal regulations specifying conditions for both granting and supervising public assistance offered for the benefit of enterprises. The European

Community Treaty prohibits granting any public aid coming from public sources, which by means of favouring some entrepreneurs, or their production and services, distorts competition by exerting negative influence on trade contacts between the member countries.

After Polish accession to the European Union Polish legal acts were adjusted to the EU legal standards, also including the problem of public aid. This resulted in the new Act dated 30th April 2004 on procedures in cases referring to public aid. With respect to the new Act the Board of Ministers, or Ministers responsible for particular Ministry Departments, issued 53 executive directives regulating different matters referring to public assistance provided to enterprises by different entities.

In line with the Act on procedures referring to public aid, the entities granting it are either public administration bodies or represent another entity entitled to provide public aid, including a public entrepreneur. The beneficiary of such aid, in view of the quoted Act, may become any legal entity, regardless of its organizational and legal form and the way of financing, which obtained public aid.

Polish accession to the European Union structures, in 2004, opened an opportunity for taking advantage of public aid by SME sector to the same extent as it used to have been practiced with reference to enterprises originating from “old” EU countries. The objective of the hereby study is to identify public aid for enterprises with regard to its value, aid forms, its objectives, entities granting such aid and regional diversification in Poland.

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MODERN PROBLEMS OF MANAGEMENT AND MARKETING

Development of the companies in modern economy becomes actual question time by time. To some extent this is related to the needs of consumers, which are buying goods or services. Consumers have great demand for the foods and they are looking for new ways to satisfy the requirements. They are trying to find new features in the goods and if it has not this feature, they try to find alternative goods closer to their needs.

Philip Kotler performs modern problems of marketing in the following way:

1. Customers have become more sensitive to rising prices;
2. They do not have enough time, and they want more services for more