

**The impact of business models of small and medium-sized enterprises  
in the high-tech industry  
on internationalization strategies**

Summary

The objectives outlined in the dissertation can be divided into two groups:

1. Cognitive Objectives, which include the following specific goals:
  - 1.1 To determine the significance of internationalization strategy for the studied companies in the high-tech sector.
  - 1.2 To indicate the role of internationalization strategy in the business model of Polish technology companies.
  - 1.3 To explain the role of the business model in the selection of an appropriate internationalization strategy for the company.
2. Utilitarian Objectives, aimed at supporting business management practices, include the following specific goals:
  - 2.1 To develop practical recommendations for SMEs in building a business model that facilitates internationalization.
  - 2.2 To identify the types and elements present in business models that foster the internationalization process of SMEs.
  - 2.3 To recognize business models focused on transforming innovation into economic results in small and medium-sized enterprises.

The theoretical considerations based on the analysis of the literature, presented in the first two chapters, served as a starting point and inspiration for conducting the research.

Chapter three of the dissertation is dedicated to the research methodology regarding the business model in the context of internationalization strategy. It describes the survey questionnaire directed at managers of small and medium-sized enterprises in the high-tech sector. The empirical research was conducted on a group of 131 companies operating in the high-tech sector in Poland.

Chapter four contains the results of the statistical analysis of the collected research material. The starting point was an examination of the internationalization strategies in small and medium-sized enterprises in the high-tech sector. In this chapter, the following aspects were determined:

- What internationalization strategies are present in Polish small and medium-sized high-tech enterprises,
- What business models dominate in Polish small and medium-sized high-tech enterprises.

Chapter five presents the research findings regarding the impact of the business model on the company's internationalization strategy. It identifies:

- What type of business model supports the internationalization process in the studied companies,
- Internationalization strategies that are reflected in the business models of high-tech enterprises,
- Elements of business models that influence the choice of internationalization strategy.

A comparison was also made between universal business models of small and medium-sized high-tech enterprises and those of large multinational companies.

The knowledge gained from the conducted research allows for a better understanding of the impact of business models on internationalization strategies of high-tech enterprises, highlighting the need to adapt specific business models to the chosen internationalization strategy depending on the size of the company.