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The Use of Information and Communication Technologies in Polish Companies in Comparison to Companies from European Union

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Abstract

The main purpose of this article is to present the level, at which the use of modern Information Communication Technologies by Polish and EU companies, shaped. Very often, ICT is perceived as a cutting-edge solutions, supporting the work of computer systems, including the solutions offered by the Internet. In contrast, the simplest expression of ICT is an access to the Internet or conducting sales over this medium. In the first part, the article presents the situation, that currently prevails in the EU market, but in the latter part, focuses on the Polish enterprises and the degree of their use of ICT.

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Keywords: Internet, company; e-commerce; ICT technology; Information and Communication; mobile devices;

1. Introduction

Nowadays, it is not possible to operate without the support of even the most basic informatics tools. In broad terms, all these tools and technologies to support the company's activities, are referred as Information Communication Technologies (ICT) as stated Frączkiewicz-Wronka A and Wronka-Pośpiech M (2014). The main tools used by these technologies are: computers (both desktop and mobile), Internet, websites, mobile devices (tablets, palmtops, smartphones) and information systems (CRM, WMS or ERP applications). Whereas a several years ago, companies, in conducting their business, needed computer, phone and fax only. However, according to Kot S. and Starostka-Patyk M. (2009), with the spread of access to the Internet, as well as the emergence of modern technical equipment, modern enterprise, cannot imagine operating without the use of such tools. The Internet was not only accelerated the process of identifying and sharing information (via email), but also made it possible to search for new resources and new

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possibilities of acquiring new customers. Modern information systems, caused not only speed up the processes, occurring within a given company or supply chain, but also helped to improve the quality of customer service. Grabara J., Kolcun M., Kot S. (2014), stated that related tasks are fulfilled by the mobile device (or portable), which enable rapid exchange of information, eg. between the company and the employee, which operating outside the company. At the moment, the issue is not the question "whether the companies use ICT in their daily activities," but in the "extent to which the use of it". However, it can be presumed, that all of the currently operating companies, to some extent get the advantages offered by ICT.

2. ICT in European Union Companies

The most popular form of use of ICT by the companies is an Internet access (including the distinction between speed modem or a broadband), having own website or use the mobile devices. Universality and accessibility of these solutions, causes that almost every business, to a lesser or greater extent, is the recipient and the ICT user, according to opinion said by Brzeziński S. and Nowakowska-Grunt J. (2006).

As the figure below shows, in the case of Internet access, 100% of large companies operating in the European Union, have this access. Then the conclusion is, that there is not on the market, a large company without an access to the Internet. And only 2% of these companies, have access to the Internet without using a broadband access. In the case of medium-sized companies, the figure is 99%, which is about one percent less than in large companies, but a little larger percentage of companies use the Internet without going through a broadband connection. Slightly smaller percentage of companies, that have access to the Internet, is recorded in the case of small, but the difference is only 5% as compared to large companies. We can then conclude, that in the case of access to the Internet, there has been a complete saturation of the market. On the other hand, can be seen here a greater difference between the companies using broadband and those that eg. use the Internet, connecting via modem or so called free access, for example. Aero in Poland.

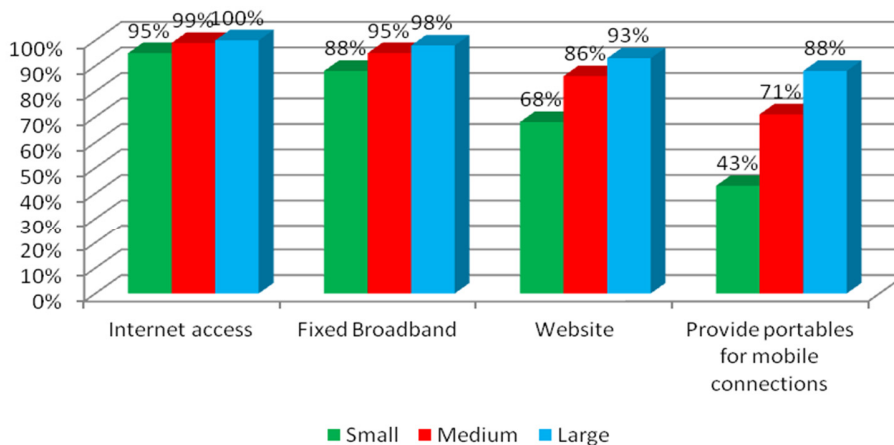


Fig. 1. Internet Access, own website and provision of mobile devices in enterprises from UE.

If it comes to having own website, the percentage of these companies, is a little smaller, and so 93% of large companies have their own website, 86% of medium and 68% small companies. Similarly, the use of mobile devices, in this case, the percentage of large companies that use this solution is 88%, medium-sized firms - 71% and only 43% of small, in fact less than half. From the above figure, also is visible that access to the Internet is the most common solution used by companies, the second is to having own website and on the third - the use of mobile devices. Also, it is also clear some regularity by the percentage of companies using various solutions, when we take into account the criterion of their size. Large companies, in all cases are the majority, in second place are always in medium-sized companies and small companies are the smallest percentage of companies using these solutions.

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