**MODEL OF RESOURCE POTENTIAL  
OF SUSTAINABLE DEVELOPMENT OF THE ENTERPRISE**

Dorota Jaźwińska

**Summary**

The main objective of the dissertation was to develop a model of resource potential   
of sustainable development of the enterprise. In addition, the dissertation objectives were defined   
in the following areas:

1. Cognitive – consisting of an analysis of secondary materials, a questionnaire survey, in-depth interviews with the goal of organizing the knowledge of sustainable development of enterprises,   
as well as, to identify resources that would be conducive to sustainable development.

2. Utilitarian – consisting of the development of a model of sustainable development and a tool for enterprise self-assessment in terms of implementation of sustainable development postulates.

The dissertation has been divided into four chapters, the content of which results from the constructed and verified resource potential model of sustainable enterprise development. The first three chapters are the theoretical part and were created based on the analysis of the literature on the subject. The fourth chapter is the empirical part of the dissertation.

The first chapter deals with the issue of sustainable development. Beginning with   
the presentation of the most important problems of the modern economy and the world, it references the sustainable enterprise development. The chapter shows the premises of the concept   
of sustainable development and discusses the issue of translation of the term *sustainable development*, as well as, the ongoing scientifical polemics on this topic. The chapter also explores   
the important aspects of quality of life and suggests using the Blue Ocean Strategy (BOS) as the model that meets the criteria of sustainable development. This part of the dissertation also deals with Corporate Social Responsibility (CSR), the concept of Creating Shared Value (CSV) and provides information on the Eco-Management and Audit Scheme (EMAS), a tool to help various types of organizations to implement the guidelines of sustainable development.

The second chapter presents issues related to enterprise resources and studies on this topic.  
The chapter aggregates information on the development of the Resource-based View (RBV) that was present in the literature in different years and published by various authors. The second chapter also includes considerations on resource strategism. It presents descriptions of the characteristics   
of strategic resources and the construction of eco-competence.

The third chapter discusses business models, pointing out their most crucial elements   
and the components that are important from the point of view of sustainable enterprise development. The chapter presents its own proposal of a business model based on resource potential. The developed model is the basis for the research carried out in the dissertation.

The fourth chapter contains the results of the company’s own research done by surveying Polish enterprises, during the period from January to April 2019. The chapter includes information on   
the research methodology and procedure, the results of the research, and its conclusions. The chapter focuses on obtaining answers to the research questions posed and on the content of the hypotheses (four main hypotheses and three detailed hypotheses). The chapter describes the characteristics   
of the research sample and the research tool used. The key part is the description of empirical research results that illustrate the attitudes of decision-makers towards sustainable development, progress   
in the implementation of sustainable development in companies, and assist in answering the research questions formulated in the dissertation and verifying the hypotheses.

  The dissertation finishes with a conclusion, which summarizes the subject matter and discusses its most important aspects indicating possible further research directions. The chapter ending   
the dissertation is followed by: a bibliography, a netography, list of legal acts and norms, list of figures, list of tables, and list of acronyms used.

The appendices to the dissertation include the survey questionnaire (appendix 1), a survey cover letter (appendix 2), the results of the correlation analysis (appendix 3) – Spearman's, Pearson's, Kendall's Tau correlation matrices, and a developed practical tool for self-assessment of sustainable enterprise development (appendix 4).