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Abstract:

OPTIMIZATION OF CASH FLOWS IN THE COMPETITIVE STRATEGY OF CONTEMPORARY TRANSNATIONAL CORPORATIONS

The speeding up globalization process and increasing international activity of enterprises caused that transnational corporations (KTN) have become a reality of today's economic life. International companies are the largest beneficiaries, but at the same time the initiators of changeable conditions on the markets. The appearance of companies operating on the international arena has changed the perspective on many aspects of business activity, and largely affected the perception of competitiveness. The decision on which field the enterprise will try to obtain a competitive advantage relative to other entities is a fundamental aspect when choosing an effective competitive strategy. In the sphere of cost savings, so far companies have focused on optimizing production costs, which in the age of rapid technological progress is possible thanks to wide spectrum of technical and management tools. Nevertheless in constantly changing contemporary economic conditions and in the age of dynamic technological and IT development, which causes an increase in transparency and possibilities of permanent analysis of both the market and competitors, an implementation of innovative methods becomes a measurement of success to achieve the competitive advantage. One of such possibilities is implementation of measures for cash flow improvement.

The above outlined context constituted a premise to address by the author the subject of optimization of cash flows in the competitive strategy of contemporary transnational corporations. The leading competitive strategies in transnational corporations were subjected to evaluation and analyzed in this doctoral dissertation, as well as dependencies that occur between maintaining pricing leadership and the level of finance charges in the enterprise were presented. Next the tools that affect liquidity and cash flow along with critical analysis of their effectiveness were described. Through conducted empirical studies, preferences of enterprises were analyzed in relation to applied methods in optimization of intercompany cash flows. Thus, in full-scale thematic, there was achieved the main objective of this dissertation, i.e. to present instruments supporting financial flows management in transnational corporations, as the element of competitive strategy and specific objective, i.e. proving that implementation of cash pooling service and other optimization tools contributes to effective management of financial resources and improvement of financial result.

In the course of conducted analyses, it was stated that optimization of cash flows cause reduction of financial and tax costs. Including this action in the group competitive strategy contributes to achieve pricing leadership relative to competitors and thus can be the source of competitive advantage in many cases.

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