

FORMATION OF CONSUMER - ENTERPRISE RELATIONS: NEW TRENDS AND THEIR BUSINESS IMPLICATIONS

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ABSTRACT

The mechanisms for the formation of proper relations between consumers and companies are an important issue nowadays. The management of the process of co-creating value has also become increasingly important. The aims, participants and conditions accompanying the common creation of value should form a coherent whole, comprising of logical and compact rules of operation. Projects should allow for a high level of individualization of the process of meeting the needs of consumers, while simultaneously allowing the enterprise to maintain efficiency of operations. In the literature and in business practices, there are examples of ideas, approaches, particular actions and solutions that support the formation of proper consumer-company relations, which is often a serious challenge for today's managers. These usually take the form of elaborate management concepts and accompanying organizational procedures. This article presents the main trends in consumer-company relations and their resulting implications and challenges for the study of management. Reflections contained in the paper do not have definite characteristics and should be treated as an opinion in the discussion in fields management sciences.

Keywords: Competition, organizational flexibility, business relations, management, consumer.