THE ORGANIZATIONAL TRUST AND INNOVATION: STUDY OF POLISH FIRM

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ABSTRACT
Importance of trust rises in the situation when more and more potential choices are available. New trends and willingness to maintain sufficient position on the more and more competitive market make enterprises to become oriented on innovativeness improvement. In this context, it is especially important to gain a better understanding of factors influencing the successful development of firm innovations. Trust creates added value in an organization and it is a key factor that transfers information and the development of new knowledge. The purpose of the article is to define the level of trust of employees in employer: as in an organization (total trust), supervisors (vertical trust) and coworkers (horizontal trust). The other intention is to identify the influence of trust on enterprises innovativeness in podlaski and malopolski voivodeships. Taking into account trust is a multidimensional term, the particular purpose is to define which aspect of trust (vertical, horizontal or total trust) influences enterprises innovativeness significantly.

Keywords: vertical and horizontal trust, innovation, Poland