

Title: The importance and evolution of business diplomacy in the 21st

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Abstract:

The subject of the thesis concerns an analysis of the importance and evolution of business diplomacy in the 21st century, shown through the prism of the activity of transnational corporations - foreign enterprises with branches/subsidiaries in Poland, as well as the Polish companies expanding abroad. Although business diplomacy is a new concept, and transnational corporations do not have departments responsible for its implementation, their diplomatic dynamics is evidenced by the daily tasks performed by representatives of various departments and specializations. As a result, the thesis shows the development of the concept of business diplomacy, discusses the activities of transnational corporations that prove the implementation of diplomatic functions and indicate the importance of diplomatic competences in the business environment, and also presents potential scenarios for the further evolution of business diplomacy.