

SECTOR BUSINESS PROCESS OFFSHORING IN POLAND

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Abstract:

More and more companies decide to build their own branch offices or transfer of some functions to the outside company and out of the country, where the main office is located. Offshoring is very often a strategic decision for a company. It allows to increase the competitiveness in the market for the company. If offshoring is carried out properly it can considerably contribute to improvement of the operational efficiency and it enables it to focus on the core business. The use of this management model makes it possible to give an opportunity to use a unique know –how, technology and competencies. The aim of this article is to define the concept of offshoring and to list its advantages and disadvantages. This article gives a brief description of the sector BPO in Poland and presents selected companies from the BPO/SSC sector in Poland. The said country has an opportunity to attract foreign investments from the BPO/SSC sector owing to the cost competitiveness and relatively high quality of human resources. Cities in Poland should, in an appropriate way, create a portfolio of the investments realized in the sector of BPO/SSC that will attract new investors in the said sector.

Keywords: offshoring, BPO, SSC, attractiveness