

**mgr Sławomir Pizoń**

**Title of thesis**

*The impact of changes in macroeconomic indicators on financial macroeconomic indicators under conditions of strong variability of the environment*

**Summary**

Polish transport companies play a key role in European road transport. Nevertheless, the high position of the companies has been built on a competitive advantage based on the price of rendered services. Therefore, the sensitivity of the market position of transport companies to the competitiveness of the offered prices is very high. In order to ensure the competitiveness of the prices of services and the minimum level of profitability, transport companies has to continually adapt their tactics to the changing environment. A model for the adaptation of a company to a changing environment is a model of the relationship between macroeconomic indicators and microeconomic indicators of a transport company. Specific relationships between macro and microeconomic indicators can be used to forecast changes in microeconomic indicators and to take appropriate tactical actions related to them. The macro-micro relationship model developed within this dissertation can be used by transport managers as a tool supporting making decisions.

**Key words**

Key words: Economic position, macroeconomic indicator, microeconomic indicator, micro-macro economic relations, crisis change.