Executive Summary

The topic of this article is related to the new positive approach emerging in organization studies. It concerns positive characteristics of an organization and of its members as well as positive processes conducted in an organization as factors of organizational development and success. We present an idea of the Positive Organizational Potential (POP) which refers to this positive approach and we consider it as a fundamental factor of corporate competitiveness. The framework of the POP is based on an assumption that ‘positiveness’ is an inner characteristic of an organization and it is influenced primarily by the set of organizational resources. It refers to such characteristics and states of organizational resources that shape development supporting, positive employee behaviors through creation of positive organizational culture and positive organizational climate. All variables used in the model (the POP, organizational culture, climate and behaviors) are described in a very detailed way as the sets of elementary items.

Keywords: Competitiveness, Resource-based view of the company, Positive approach to the organization