

As can be seen from the data presented in Table 2 in the structure of total written premium as of 2006 begins with a systematic increase in gross premiums written for the benefit of Section I - life insurance. It follows clearly that life insurance are beginning to play an increasingly important role in the Polish insurance market. A noticeable trend is the increase in gross premiums to 2008, where he was this year on the world market was the financial crisis. Given the Polish market, nominal gross premium was not falling, but it is a steady upward trend, which may provide a good condition of the Polish insurance market.

In a free market economy is still growing market in which the contribution of the Polish per capita in 2008 amounted to PLN 1,555. If the share of gross written premium in total GDP, Division I and II in 1991 was 1.83%, and in 2012 4.7% of GDP.

The prospect of the Polish insurance market is shaped by. our assessment as follows, for the Department and will be a noticeable increase in medical insurance, accident and sickness, as well as traditional life insurance and endowment. In Section II will remain the dominant position of compulsory insurance, but will see a noticeable increase in credit insurance, guarantee insurance and various financial risks. In conclusion, it presented an outline of the changes that have taken place in the Polish insurance market. This article does not fully exhausted the subject, but had to bring the reader to important trends and characteristics of the Polish insurance market.

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PRESENTATION OF BUSINESS CODITIONS OF UKRAINE FROM THE PERSPECTIVE OF THE TRADE WITH POLAND

*Bogusław Ślusarczyk, Assoc. Prof. of University of Rzeszow
The Chair of Department of Regional Policy and Food Economy
Faculty of Biology and Agriculture, University of Rzeszow
Marcin Halicki, PhD in Economics
Department of Regional Policy and Food Economy
Faculty of Biology and Agriculture, University of Rzeszow*

Ukraine is the state bordered by Poland and has a large number of population, amounting approximately to 45,2 million in 2011 [12] (in Poland it amounts to about 38,3 million [12]). Thus, having a large market, the country contributes to a very attractive business from the perspective of cooperation with Poland.

Ukraine is situated in the eastern part of the European continent, on the coast of the Black and Azov Seas. It is bordered by Poland, Slovakia, Hungary, Romania, Moldova, the Russian Federation and Belarus. The majority of the country is located on the East European Plain. Ukraine is the second largest (after Russia) European country [5] – it covers an area of 603,5 thousand km². The capital of the presented country is Kiev, numbering officially 2,8 million people [5].

The most important natural resources of Ukraine are worth mentioning too. They include iron ore (occurring mostly in eastern Ukraine in the area of Crooked Horn), coal (mainly located in the Donetsk Basin in the south-eastern part of the country), manganese ore (one of the largest

resources in the world, located in the south-central part of Ukraine, in the region of Nikopol), as well as natural gas and crude oil.

In times of crisis prevailing all over the world, which also seems to reach out Poland (reflecting, for example, in high unemployment rate of 12.3% [3] in July 2012), the diversification of revenue sounds particularly important. Export activities set an example of diversification, which allows to autonomise derived revenues of sale from the present economic situation in Poland. In addition, exports of Polish businesses have the advantage of increasing competitiveness and employment growth, which is not without significance in the era of the mentioned economic crisis.

For the introduction, it could be added that Ukraine has been a parliamentary republic since 24 August 1991 (the date of non-subordination notice). When it comes to the prospect of administration, the territory of Ukraine was divided into 24 circuits, two separate cities: Kiev (the capital of the ladies-financial corporations), Sevastopol and the Autonomous Republic of Crimea. Ukraine is headed by the president who has a relatively broad powers. He is elected by direct universal suffrage for a five-year term.

The presented business conditions of the country consist of many factors that make it more or less attractive to entrepreneurs who want to export the products there. Therefore, to assess the attractiveness of Ukrainian export business for Polish companies; political, lawful, economic, social and demographic conditions were taken into account.

1. Political and lawful conditions

Political and lawful conditions play a very important role for companies as the business in a foreign country can meet high political instability, corruption or other factors that may discourage companies to export their goods.

At this point it is worth analyzing the ranking of *The Economist Political Instability Index*, including political instability index [7], and presenting a threat of social protests to the political order and government. Ukraine in the presented ranking (of 165 countries) ranks at 16th position with the risk factor of 7.6. This means that it is a politically unstable country, moreover, it is characterized by economic instability, illustrated by the risk index value of 9.0.

Additional relevant information in the context of doing business in Ukraine, results from the analysis of economic freedom ranking (*Index of Economic Freedom*). Now, the analyzed state was placed at 163rd position out of 179 countries, and its index of economic freedom in 2012 amounted to 46,1 points [11] (out of 100). It is therefore concluded that Ukraine is characterized by low levels of economic freedom and relatively high level of political risk, and from this perspective therefore, it is a country where economic activity is perceived risky.

It is difficult not to agree that entrepreneurs who want to export their products to Ukraine, would probably be interested in relations of the analyzed country with abroad.

In 2008, Ukraine became a member of the World Trade Organization [8] (WTO). For this reason, it adopted a number of commitments, which include primarily the liberalized access to its market. In addition, Ukraine has also committed to reduce tariff fixed-vector for both agricultural and industrial commodities, not to establish minimum prices for imported products, not to discriminate charges for rail transport, the opening of the services market in virtually all sectors and sub-sectors, to ensure freedom of transiting duty free goods (including energy), a gradual reduction over a period of 5-10 years of export duties on scrap metal and colored black, hides and skins, live cattle and oil seeds. Some of these commitments (e.g. adaptation of the existing Ukrainian technical regulations to WTO) are still in the process of implementation.

Presenting the political and lawful conditions in Ukraine, one must also present the way of regulating the country's relations with the European Union. Well, the primary piece of legislation governing the bilateral relations is the «Agreement on Partnership and Cooperation», which was signed on 14 June 1994 and entered into force on 1 March 1998. On 29 April 2004, Ukraine signed an additional protocol extending the provisions of the agreement on the new countries acceding the EU, including Poland [9].

The legal basis of bilateral economic relations are [9]:

– Agreement between the Government of the Republic of Poland and the Government of Ukraine on mutual promotion and protection of investments signed in 1993 (Dz. U. z 1993 r. nr 125, poz. 575),

– Convention between the Government of the Republic of Poland and the Government of Ukraine for the avoidance of double taxation and prevention of fiscal evasion with respect to taxes on income signed in 1993 (Dz. U. z 1994 r. nr 63, poz. 269).

– Agreement between the Government of the Republic and the Cabinet of Ministers of Ukraine on economic cooperation, signed in 2005 (Monitor Polski z 31.08.2006 r. nr 59, poz. 628).

Analyzing the political and lawful conditions in Ukraine, they should be considered as «averagely» favorable to start export business, though, the positive feature is the legal basis of bilateral relations with Poland.

2. *Economic conditions*

According to the authors, the economic conditions are the most important in context of products trade on the Ukrainian market. The reason is that such determinants as the size of the economy and economic growth, affect the demand for certain goods. Hence, analyzing the business environment in Ukraine, particular attention should be paid to economic conditionality.

According to the World Bank, in 2010 the volume of Ukraine's GDP was 137,9 billion U.S. dollars, which allowed it to occupy the 53. place in the world [2]. Thus, in terms of population, Ukraine has a relatively small economy, comparing for example, to the size of the Polish GDP, which was amounted according to the same sources, to about 468,6 billion U.S. dollars, allowing Poland to take 20. place in the world.

In addition, it is worth adding that the largest increase in gross value added in 2010, was in the processing industry (14,5%) as well as in the production and distribution of electricity, gas and water (8,1%) [5].

Regarding economic growth in Ukraine in 2009, its value has reached –14,8%, whereas in 2010 already up to 4.2%. However, forecasts assume that in 2011 it will reach 4.5% and in 2012 up to 4,9% [13, p. 203]. That being said, economic growth in Ukraine should be regarded as a very positive factor to be considered for business activities of Polish companies in the analyzed country. Moreover, it is positive news of the International Monetary Fund, that in 2010 the unemployment rate in Ukraine was 8,1%, and in 2012, according to forecasts it should reach 7,2% [13, p. 89].

Analyzing the economic conditions of the country, one should consider an annual report to the Economic Forum titled «*The Global Competitiveness Report 2011-2012*». This report evaluates the most important factors that determine the attractiveness of the country. These include among others, macroeconomic stability, market size, market efficiency goods and effectiveness of the workforce. In the 2011 report, the study included 142 countries in the world.

In the ranking of competitiveness, the Ukrainian economy was rated neutral. This is justified by the fact that the analyzed country was ranked at the 82. place [10, p. 356–357], and the ranking covered 142 countries, as mentioned above. Therefore, competitiveness is mediocre, but from the perspective of the sale of products on the Ukrainian market, such information can be seen in positive terms as Polish companies will not have to bear the high costs needed to compete with domestic companies.

A very important factor influencing the activity of Polish companies on the Ukrainian market, is the exchange rate of PLN/UAH (Złoty to Hryvnia).

Table 1. shows how the Hryvnia exchange rate ranged from May to July 2012, the maximum value equals to 0.4257 PLN/UAH exchange rate reached in June. In the period January – July 2012, there were only slight fluctuations, and it appears that its value has stabilized within 0.41 PLN/UAH, which is why this factor rated positively from the perspective of the activities of Polish companies on the Ukrainian market.

Table 1

The weighted average Ukrainian Hryvnia to Polish Zloty exchange rate calculated for each month of 2012 with the average exchange rate for 2012

The average exchange rate for the year 2012 (period I-VII)	V 2012	VI 2012	VII 2012
0,41	0,4157	0,4257	0,4213

Source: Own calculations based on data from NBP, (http://www.nbp.pl/home.aspx?f=/kursy/kursy_archiwum.html).

Another important factor affecting the attractiveness of country's economy being the place of destination of exports, is payment discipline. According to the Enterprise Europe Network in Ukraine, there are extended problems with payment of liabilities. Namely, in nearly every industry and every region of the country, an increasing number of companies delay payment, and the average length of delays increased from 30-60 to 90 and more days [1]. The greatest impact on a fragile macroeconomic situation of Ukraine had: high decrease of GDP in 2009, also developed underground economy generating about 45% of GDP, a drastic reduction in the reliability of the payment of Ukrainian enterprises (49% in January 2010), a high risk of bankruptcy and difficulties with recovery of debts (13 million PLN in February 2010). As the result of this very difficult situation, Ukraine was forced to seek the support of the International Monetary Fund. According to the KUKE [1] (Korporacji Ubezpieczeń Kredytów Eksportowych), the average payment term in this market is 60 days, the shortest is 7 days, and the longest – 360 days.

It is also worth noting that in 2010, the amount of 189,1 billion UAH have been invested in the Ukrainian economy, of which 150.7 billion UAH (79,7%) were capital investments, and in relation to 2009, investments in capital decreased to 0,6% [5]. After presenting economic conditions, it is time to characterize the last type of conditions, namely social and demographic ones. According to the authors, they are relevant to the sale of products on the Ukrainian market too, and therefore subjected to a separate analysis.

3. Social and demographic conditions

Social and demographic conditions are the last presented in this paper. According to the authors, they should also be taken into account when making decisions by Polish companies wanting to export their products to Ukraine.

As mentioned above, Ukraine has a population of approximately 45,2 million (in 2011), Having such large population, it can be seen as a country with a large market outlets. Average life expectancy is 63,8 years for men and 74,9 years for women, which is not very high. Children and adolescents under the age of 24 years constitute 28,4% of the population, while those aged over 65 years old – 15,7%. Almost 69% of the population live in cities.

According to the last census that took place in 2001, the Ukrainian nationality was declared by 77.8% of citizens. The main minorities are Russians – 17,3%, Belarusians – 0,6%, Moldovans – 0,5%, Crimean Tatars – 0,5%, Bulgarian – 0,4%, Hungarians, Romanians and Pole – at 0,3% [5]. Analyzing the social development of Ukraine, it is worth mentioning the value of the indicator HDI (*Human Development Index*), on the degree of Human Development. For the country analyzed the value was 0,73 in 2011, by which Ukraine is placed on the 76. position out of 187. studied countries [4, p. 133]. This means that Ukraine qualifies as a country with an average level of human development.

The complexity of consumer preferences, according to the authors, should also be examined, as it reflects the decision-making process of buyers, in particular the importance of the price factor and quality criteria. Ukrainian preferences of consumers rated with relevance to the ranking of competitiveness of economies (*The Global Competitiveness Report*). It shows that Ukraine has been classified on the 87th position among 142 countries included in the statement, with an average of 3,2 points (on a scale 1-7) [10, p. 357]. This means that Ukrainian citizens in the process of decision-making are greatly guided by the price of products, rather than qualitative features.

In addition to the social and demographic conditions, also customs and business practices may be included to evaluate the reliability of potential partners.

In the ranking of the competitiveness of the economies (The Global Competitiveness Report), from the perspective of ethical corporate behavior, Ukraine has been classified on the 126. place with the sum of 3,1 points (scale 1–7) [10, p. 357]. This means that the Ukrainian contractors in business averagely attune to the expectations of the various partners, and therefore suppliers and business partners.

The above information ends analysis of social and demographic conditions, which together with the analysis of the political, lawful and economic conditions allow to formulate conclusions about business conditions from the perspective of Ukraine's foreign exporters.

Ukraine is the country bordering Poland and Russia, which creates a lot of business opportunities for Polish companies. It is characterized by a large number of residents, low unemployment rate and high economic growth. In plus, one can also include a stable exchange rate of the hryvnia currency munity and many legal agreements regulating bilateral economic relationship with Poland. In addition, the analyzed country is averagely competitive, and thus offers ample opportunities to Polish operators.

However, it should be kept in mind that Ukraine is a relatively wealthy country with a low GDP, also characterized by low levels of economic freedom.

However, the international ranking of countries qualified the state to a medium level of human development, and its citizens to the group of highly guided in the process of decision-making by the price of the products they buy. In view of this, Ukraine can be seen as the country with a huge market, where there is not so much competition as in Poland, Polish entrepreneurs therefore need to consider the sale of their products on its territory. Positive is also a Polish cultural closeness with Ukraine, which can be helpful in business as well.

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ПРОЯВИ ВПЛИВУ ОПОРТУНІСТИЧНОЇ ПОВЕДІНКИ СУБ'ЄКТІВ ЗОВНІШНЬОГО СЕРЕДОВИЩА НА СИСТЕМУ ЕКОНОМІЧНОЇ БЕЗПЕКИ ПІДПРИЄМСТВА

*Такулов З.М., здобувач,
Східноукраїнський національний університет імені Володимира Даля*

Наразі проблема опортуністичної поведінки суб'єктів середовища, в якому функціонує підприємство, висвітлюється в таких наукових працях [1–11]. Проте, аналізуючи наявні