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THE MAIN COMPONENTS OF THE EXTERNAL ENVIRONMENT THAT HAVE
BEEN TAKEN INTO CONSIDERATION IN DEVELOPING THE MODEL OF
POLAND 2050

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The basis of the reform of Polish society was based on the postulates of strategic management. Among the basic postulates of strategic thought, which were taken into consideration when developing a strategic model of Poland in 2050, should pay special attention to the major components the external environment, namely: politics, economy, social, environment, technology and education, globalization and cultural differences.

Poland, as a medium-sized country with limited economic, human, cultural and intellectual potential, will be considerably affected by exogenous factors. In long term, they can both promote and impede the Poland's development [1].

In developing the strategic model of Poland in 2050 it was taken into consideration of Poland place among 40 countries (table 1).

Table 1

The standing of selected countries in ranking of 40 states in terms of 5 sub-indices and the overall National Intellectual Capital (NIC) index [1]

State	Position among the 40 states ranked					
	1 Human Capital	2 Market Capital	3 Process Capital	4 Renewal Capital	5 Financial Capital	Intellectual Capital
USA	6	17	8	4	2	5
Japan	13	37	19	5	16	14
Germany	20	23	16	6	14	15
France	15	35	20	10	17	20
Switzerland	8	12	6	1	4	3
Sweden	2	10	4	2	13	2
Finland	4	5	1	3	18	1
Denmark	1	4	2	7	9	3
China	39	25	33	27	38	36
Sth. Korea	22	34	26	19	24	21
Turkey	38	27	32	36	33	34
Brazil	37	33	38	35	35	37
Czech Rep.	29	22	28	24	26	27
Hungary	19	19	27	26	27	23
Poland	26	39	35	30	28	33

Strategic analysis of the development model of Poland in 2050 was mainly aimed at revealing the dangers of the external environment. At that as a basis was put several paradigms prevailing at the beginning of the 1990s:

the neoliberal concept of economic development as the best, most effective method of economic activity;

the persistence of domination by countries from the Euro-Atlantic civilization;

the relationship of capitalism as a form of market economy with one political system – parliamentary democracy [1].

Among the political dangers in the development of a strategic model of Poland in 2050 have drawn attention to major transformations. These changes were spawned by the rapid opening of national economies to the world, by the movement of capital and people, but above all by information and new ideas. As the same time, as a result of polarization of society, there is a serious increase in populist and radical

(extremist) groupings and parties, both on left and right.

Among the economic dangers in the development of a strategic model of Poland in 2050 have drawn attention to major changes, such as a result of globalization and the advanced deregulation of markets. The most important of these processes, which have been attributed to major dangers, are as follows:

- The virtual economy has developed and has been persistently hived off from the real economy – in other words, the dominance of speculative financial markets (the virtual economy) over the real economy is increasing. The functioning of the virtual economy in the long or even medium term has a negative impact on real economic processes.

- Since the beginning of the 1980s, the classical relationship between growth rate and the rate of profit has been severed: much profit does not get converted into accumulation of production, but instead goes into consumption, speculation, and virtual economy.

- Transnational corporations, whose resources (revenue) greatly exceed the revenues of a large number of countries, play a dominant role in the global economy. They are not interested in a country's local cultural system, only in gaining competitive advantages in the global market. There is a progressive oligopolization of the world economy.

- The global economy is in a state of growing imbalance, whose effects manifest themselves in numerous financial crises at the regional, national, and even global levels. Financial crises, which are largely a consequence of the real economy, and even on its temporary or more permanent collapse.

- The effect of globalization processes, the emergence of vast companies, has been (observed for almost a century) to progressively create a new social stratum with decisive influence over economic decisions. The stratum of managers, responsible for making the main economic decisions, today manage capital they do not own. In this sense, the link between ownership of capital and its allocation, or more widely the process of decision-making, has been broken.

Environmental and resources dangers are the next risk will substantially

increase worldwide until around 2050. Population numbers will grow much more in Africa and South America [1], perhaps even by rates several times higher, and the resulting anthropogenic pressure on the global environment may prove disastrous, with indirect effects reaching as far as Poland.

Social dangers were determined by such symptoms as:

- the rapidly growing income differential between countries, and especially within individual countries;
- the unemployment rate, which is increasingly becoming a permanent structural feature. This is largely the result of continuous shifts in the structure of production (due to megatrend of automation and robotization of industrial production, which leads to an increased efficiency resulting from technological progress, both endogenous and imitative) and, as a consequence, of the systematic reduction of employment in industry, only partly compensated for by increase in the share of services in GDP. However, employment in the service sector has proved less stable than previous employment in industry, resulting in the emergence of new problems;
- the social structure in undergoing new stratification; on an increasingly wider scale groups are emerging that are living at minimum subsistence, excluded from economic, social, and often political life;
- the increase in the global population (mentioned above), which will also cause further social problems. This will result, firstly, in a decreasing share from the countries of the “North”; secondly, in an increase in the average age (certainly in Europe, and probably also in China); thirdly, in an ever increasing urban population (at least in the coming decades – this trend could be reversed later); fourthly, in a growing wave of immigration, mainly to Europe; and fifthly, in an increasing demand for food, housing, education, basic industrial goods, etc.

Of technological and educational dangers, some of the following have or may have particular importance:

- a trap associated with excessive imitativeness in technological, institutional, and organizational innovation;
- excessive commercialization of knowledge, and in particular attempts to

appropriate it by transnational corporations;

- the dissemination of pseudo-knowledge, incorrect information, and, in particular, extremist views online;

- the risk related to the expansion of higher education, which is inevitable in a knowledge-based economy, but also leads to the simultaneous reduction in teaching quality. This can (and partially does) lead to unemployment or unstable employment for educated people. In the longer term, especially in economic crisis conditions, this could cause social protests, rebellions, etc.;

- various risks (more future than current) associated with the oncoming biotechnical revolution (implants in the human body) and biotechnologies;

- worldwide growth in a variety of risk associated with the damaging of the environment and shortages of many raw materials, especially water and energy, even if the environmental situation in Poland has substantially improved owing to deindustrialization.

In developing the strategic model of Poland in 2050 important factor consideration globalization and different cultural systems. The basic problem here is the modernization of the market economy, or, more specifically, capitalism as a form of production-based exchange of goods and services of market. Globalization, with all its resulting consequences, led firstly to the limitation of the sovereignty of individual states; secondly, to the decline of effective governance in the global economy; thirdly, to the emergence of different development trajectories in certain countries of the former South, in the broad meaning of the term; and fourthly, to friction between these various cultural systems on the world stage.

Thus, the analysis of environmental factors in the development of a strategic model of Poland in 2050 may be useful for Ukraine.

Literature

1. "Poland 2050" : Report. – W-wa : PAN WDN, 2011. – 116 p.