Master Seminar

Mariusz Maciejczak
www.maciejczak.pl

Objectives of the seminar

The objective of the Master's thesis is to develop the student's ability to carry out and contribute to economic research.

The student should demonstrate, through his/her thesis and orally, an ability to plan, conduct, and present a major investigation in a selected context. The thesis' contribution should rest upon clearly evaluated and motivated standpoints. The student should demonstrate good knowledge of the research within the field of study, and ability reflect upon and position oneself towards alternative approaches within the field.

Seminars develop the student's ability to examine and analyze academic investigations and reports in a critical and scientific manner.

Expected outcomes

1. THE THESIS

2. Upon completing the course, students should be able to:

- Identify a research topic and formulate a research question and hypothesis that furthers the knowledge within a field relevant to the student's master's program.
- Conduct a thorough literature review and present the results of the review in an evaluative manner.
- Conduct a comprehensive study in accordance with the scientific practices pertaining to the methods chosen, including collecting, analysing and presenting the results in accordance with the ontological and epistemological foundations of the theoretical perspectives employed.
- Make a well-argued empirical, theoretical, and/or methodological contribution to the chosen research field.
- From a scientific study and be able to provide implications for practice as well as for future research.
- Defend the research conducted, and evaluate and discuss other's research in a constructive and critical manner.
- Present results of a scientific study to an audience outside of the specific area of expertise.

The Author

The author's independence and responsibility is emphasised in the conducting of thesis work. Thus the supervisor's influence and control is reduced in order to create the necessary conditions for individual autonomy, creativity, and personal responsibility. Students are expected to maintain the highest standards of honesty in their university's work. Cheating, forgery, and plagiarism are serious offenses, and students found guilty of any form of academic dishonesty are subject to disciplinary action.

The Supervisor

Based on the interest of the Author and choosen topic the Scientific Supervisor is selected by the Dean from the Faculty's members with min. Ph.D.

The Supervisor gives both the grade and the descriptive opinion.

The Reviewer

After the final version of the master thesis is submitted to the Dean's Office the Dean is apointing ONE Scientific Supervisor, who is reviewing the thesis according to given criteria. The Reviewer should have m.in. Ass. Prof. /habilitation/ title.

The Reviewer gives both the grade and the descriptive opinion.

Review report

Warszawa, dnia 17-06-2010

Pan dr Mariusz Maciejczak

Proszę Pana Doktora o ocenę załączonej pracy magisterskiej studenta
Magisterskich Studiów Uzupełniających na kierunku: **ekonomia**
Bessarab Andrey Nr albumu: **139713**
Egzamin dyplomowy przewiduje się w dniu **25-06-2010** o godz.**8:30**

OCENA PRACY DYPLOMOWEJ

Temat pracy: The Russian market of logistic services under the world financial crisis.

Nazwisko i imię: **Bessarab Andrey** Nr albumu: **139713**
Seminarium Profesora: prof. dr hab. Bogdan Klepacki
Katedra: Ekonomiki i Organizacji Przedsiębiorstw

1. Czy treść pracy odpowiada tematowi określonemu w tytule?....................
Treść pracy jest zgodna z tematem określonym w tytule.

2. Ocena układu pracy (struktury podziału treści kolejności rozdziałów, kompletności tez itp.)...
Układ pracy, struktura podziału treści, kolejność rozdziałów i kompletność tez są właściwe.

3. Merytoryczna ocena pracy...
W pracy Autor podjął problematykę rozwoju logistyki, w szczególności sektora transportu, w Federacji Rosyjskiej w okresie po światowym kryzysie gospodarczym 2009r.. Praca składa się z części teoretycznej i empirycznej. W części teoretycznej omówienia problematyki rozwoju logistyki, zintegrowanych łańcuchów dostaw i zarządzania nimi. Przedstawiono także analizę gospodarki Federacji Rosyjskiej, ze szczególnym uwzględnieniem szczególnych uwarunkowań rozwoju logistyki. W części empirycznej przedstawiono wyniki analiz nad przyczynami światowego kryzysu finansowego. Analizy przy wykorzystaniu metod prognostycznych zostały także przeprowadzone w odniesieniu do perspektyw rozwoju sektora transportu w Rosji w perspektywie krótkoterminowej. Wyniki badań wskazują na rosnące znaczenie transportu lotniczego i dominujące kolejowego.

4. Inne uwagi...
Praca napisana jest w j. angielskim.

5. Czy i w jakim stopniu praca stanowi nowe ujęcie problemu.....................
Praca nie stanowi nowego ujęcia problemu w odniesieniu do badań międzynarodowych. Stanowi novum w kontekście badań w Polsce. Jest ciekawym studium poszerzającym wiedzę na temat zagadnień logistycznych w Federacji Rosyjskiej.

6. Charakterystyka doboru i wykorzystania źródeł ....
Dobór i wykorzystanie źródeł badawczych nie budzą zastrzeżeń.

7. Ocena formalnej strony pracy (poprawność języka, spis rzeczy, odsyłacze).....
Praca napisana jest zgodnie z zasadami pisania prac magisterskich.

8. Sposób wykorzystania pracy (publikacja, udostępnienie instytucjom, materiał źródłowy)...
Materiał źródłowy. Możliwa publikacja w czasopismach naukowych lub popularno naukowych.

9. Ocena pracy ....
*Praca merytorycznie poprawna. Ogólna ocena **bardzo dobry (5.0)***

Warszawa, dnia ....
(podpis)

The procedure

MASTER'S EXAMINATION CONSISTS of:

1. Defense of master thesis.

2. Response to 3 questions (assessed apart from master thesis).

   a) first – connected with subject of master thesis

   b) second and third – from the list of questions

Final grade on M.Sc. Diploma is the average of overall studies grades, assessment of master thesis and response to the questions at master's exam.

The procedure

MASTER THESIS according to official layout must be printed in:

1. 3 paper copies bound hardback.

2. 2 electronic version:

   a) 1 CD in PDF attached to one paper copy

   b) 1 CD in RTF or Word

The thesis is checked agains plagiarism.

Master thesis written in English, according to University regulations, must be summarized in Polish (ca. 3 pages). Summary is the integral part of master thesis.

Raport podobieństwa

Zapisz raport do pliku... | Wydrukuj raport... | Instrukcja interpretacji raportu...

Tytuł:	Micro-multinational companies - peculiarities of their operations and development
Autor:	Maria Bashutkina
Promotor:	Dr Mariusz Maciejczak
Data raportu:	2011-06-01 04:28:13
Współczynnik podobieństwa 1: ?	**17,9%**
Współczynnik podobieństwa 2: ?	**6,1%**
Współczynnik podobieństwa 3: ?	**17,9%**
Współczynnik podobieństwa 4: ?	**6,1%**
Współczynnik podobieństwa 5: ?	**0,0%**
Długość frazy dla współczynnika podobieństwa 2:	25
Liczba słów:	17 781
Liczba znaków:	122 879
Adresy stron pominiętych przy sprawdzaniu:	

The procedure

PLEASE SUBMIT TO DEAN'S OFFICE:

1. Application for admission to master's exam.

2. 5 photos (size 4,5×6,5).

3. Proof of payment of diploma fee – 100 zloty (paid to the student's virtual bank account number at WULS-SGGW).

Diploma will by issued no later than one month after master's exam.

Certificate confirmed graduation from WULS – SGGW will by available within few days after master's exam.

The thesis

The research issue chosen for the thesis work should reflect the identification, definition and justification of a gap in theory, empirical area, or a methodological gap, to be addressed by the thesis.

Thesis types

1. Methodological

2. Empirical

3. Theoretical

4. Mixed

The thesis

The author should make a contribution to the literature in a chosen subject and problem area. The thesis should comprise a thorough literature review that both positions the thesis, and focuses it theoretically, in the creation of a relevant theoretical frame of reference.

An indication of the relevance of the theoretical frame of reference - and of identified theoretical gaps – is that it should show an in-depth knowledge on the subject. This literature review and construction of a relevant theoretical frame of reference should show the student's ability to independently treat and work through the literature.

The thesis

The thesis must also be based upon a critical choice of method, where the student's methodological and theoretical choices should reflect a good awareness of the underlying assumptions related to the discipline's ontological and epistemological points as well as in the particular research issue's underlying assumptions. The methodological discussions must thus be clearly connected to the problem area and provide stringency throughout the thesis.
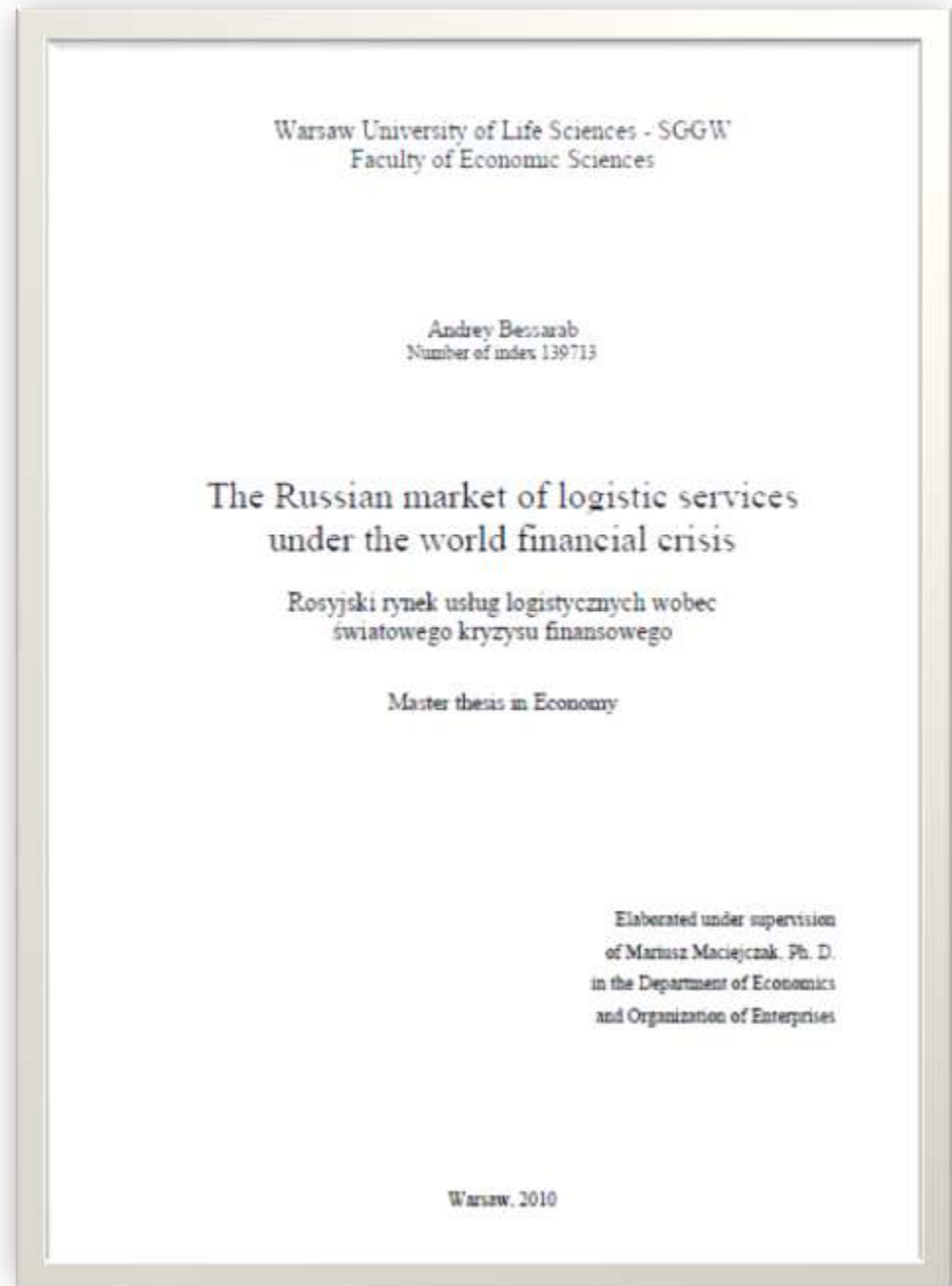
The thesis

The thesis should show also an independent treatment of the empirical data, and a systematic analysis of the theoretical and empirical material – lifting the level of abstraction in the discussion of the analysis and in conclusions.

The thesis

There must be systematic evidence of issues – making visible the interrelationships between different parts of the thesis / stages of the research process.

Thesis' layout

According to WULS
common regulation

Warsaw University of Life Sciences - SGGW
Faculty of Economic Sciences

Andrey Bessarab
Number of index 139713

The Russian market of logistic services under the world financial crisis

Rosyjski rynek usług logistycznych wobec
światowego kryzysu finansowego

Master thesis in Economy

Elaborated under supervision
of Mariusz Maciejczak, Ph. D.
in the Department of Economics
and Organization of Enterprises

Warsaw, 2010

Statement of the supervisor

Herby I declare that this master thesis has been elaborated under my supervision and state that it fulfills the conditions to present it in the procedure of awarding of professional title.

Date ....   Signature ....

Statement of the author

Being aware to legal liability herby I declare that this thesis has been elaborated by myself and does not cover illegal contents.

I declare also that this thesis is not a subject of any other procedure of awarding of professional title at other university.

I declare that printed copy of the thesis is one and the same with its digital version attached.

Date ....   Signature ....

Summary

The Russian market of logistic services under the world financial crisis

In this master thesis Russian market of logistics services is described and analyzed. Special attention is paid to the transportation industry. Main research is connected with world financial crisis affection on the developing of market of logistic services and forecasting of its future volumes and structure. Assessment is performed by using different analytical and forecasting methods and based on statistical data of different Russian and foreign institutions, books, articles and reports. The analysis conducted for the transportation showed overall falling in all segments by about 10%, depending on the mode of transport. The structure remained almost the same with not significant changes. As the predictions are concerned, this sector of Russian economy will achieve pre-crisis volumes only in 2012. Mostly by increasing turnover of flagman segment – rail transportation. Positive tendencies can be observed on development of almost all modes of transport.

Key words – logistics, transport, freight turnover, forecasting, Russia

Streszczenie

Rosyjski rynek usług logistycznych wobec światowego kryzysu finansowego

W niniejszej pracy magisterskiej został opisany i zanalizowany rosyjski rynek usług logistycznych. Szczególna uwaga została poświęcona sektorowi transportowemu. Badania przy wykorzystaniu analiz statystycznych na danych pochodzących z masowej statystyki Federacji Rosyjskiej i innych źródeł dotyczyły analizy wpływu światowego kryzysu gospodarczego na rozwój rynku usług logistycznych i miały na celu określenie krótkoterminowych prognoz jego rozwoju, wielkości oraz struktury.

Na całym świecie biznes nie może działać bez usług logistycznych. Znaczenie i możliwości logistyki zależą w dużym stopniu od siły ekonomicznej i stopnia rozwoju danego kraju. Jedną z najważniejszych funkcji usług logistycznych jest transport. Obecnie jest to jeden z największych światowych sektorów, który sięga od taksówek poprzez samoloty, pociągi, statki, barki, rurociągi, na magazynach i usługach logistycznych kończąc.

Poprzez różne rodzaje transportu, dobra mogą docierać do celu różnymi drogami. W każdym przypadku istnieją specyficzne właściwości, przewagi, wady które determinują możliwość konkretnego systemu transportowego i logistycznego.

W literaturze przedmiotu wyróżnia się trzy główne typy procesu transportu: unimodalny, multimodalny i połączony. Naukowcy nie mają jednak ugruntowanego poglądu na temat tych typów, panuje jedna zgoda co do ich znaczącej roli w rozwoju ekonomicznym. W szczególności transport multimodalny może być określany nowym etapem w międzynarodowym transporcie dóbr. Zwiększona niezawodność usług transportowych, zredukowany koszt i czas dostarczenia są osiągane poprzez integracje różnych typów transportu.

Badania przeprowadzone w pracy wykazały tendencje zwiększania roli pośredników w transporcie i logistyce ogólnie w odniesieniu do gospodarki rosyjskiej. Drugim elementem charakterystycznym jest integracja. Jako podstawowe ułatwienie, firmy zasadniczo łączą dużą liczbę operacji i funkcji logistycznych w swoich systemach logistycznych. W takich przedsiębiorstwach pracują zwykle nie tylko specjaliści z zakresu magazynowania czy transportu, ale również inni pracownicy którzy nadzorują rynek usług transportowych, w szczególności cła dla transportu morskiego, kolejowego

Аннотация

Российский рынок логистических услуг под влиянием мирового финансового кризиса

В данной работе описывается и анализируется российский рынок логистических услуг. Особое внимание уделено индустрии транспорта. Главное исследование связано с влиянием мирового финансового кризиса на развитие рынка логистических услуг и прогнозированием его будущих объемов и структуры.

Анализ проведен с использованием различных методов аналитики и прогнозирования и базируется на статистических данных различных российских и зарубежных институтов, книгах, статьях и публичной отчетности.

Исследование рынка транспортировки показало среднее по отрасли падение в размере 10 процентов, различающееся по видам транспорта. Структура рынка сохранилась без существенных изменений.

Что касается прогнозов, транспортный сектор российской экономики достигнет докризисных показателей только к 2012. В большинстве, благодаря своему главному сегменту – железнодорожным перевозкам. Позитивные тенденции наблюдаются в развитии практически всех видов транспорта.

Ключевые слова: логистика, транспорт, товарооборот, прогнозирование, Россия

Table of content

Conceptual elements of the master thesis

1. Introduction
2. Theoretical part
3. Empirical part
4. Conclusions and recomendations
5. Bibligraphy
6. List of tables/graphs
7. Annexes

1. Introduction
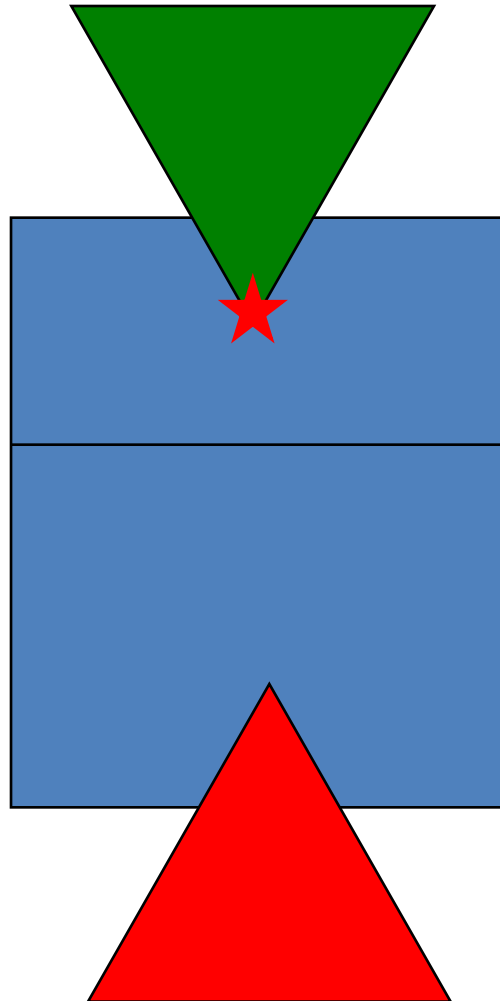
1.1. Problem identification

1. GENRAL STATMENT
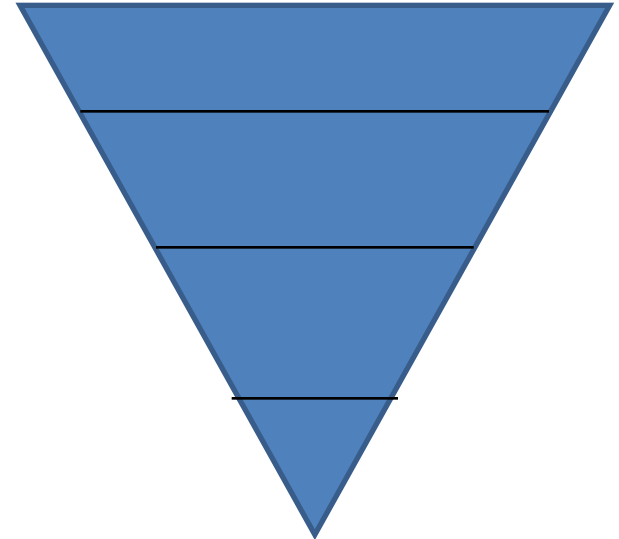   - Proof 1
   - Proof 2
   - Proof 3
2. SPECIFIC AREA STATEMET
   - Proof 1
   - Proof 2
   - Proof 3
3. PROBLEM STATEMET (however, nevertheless, …)
   - Proof 1
   - Proof 2
   - Proof 3

4. SETTINiG UP A RESEARCH QUESTION

1.2. Objectives

Standard that can be reasonably achieved within the expected timeframe and with the available resources.

★

1.3. Hypothesis

Forms of Hypothesis

- **Operational Form – It is stated in the affirmative. It states that there is a difference between two phenomena**
- **Null Form – It is stated in the negative. It states that there is no difference between the two phenomena. It is more commonly used.**

Examples:

Question:

Is there any significant difference between the perceptions of the teachers and those of the students concerning the different aspects in the teaching of science?

Operational hypothesis

There is a significant difference between the perceptions of the teachers and those of the students concerning the different aspects in the teaching of science.

Null hypothesis

There is no significant difference between the perceptions of the teachers and those of the students concerning the different aspects in the teaching of science.

1.4. Data sources

- Primary data
- Secondary data

1.5. Reserch methods

- Collecting of data
- Conducting analysis
- Presenting results

1.6. Scope of the thesis

- Chapter 1st. presents
- Chapter 2nd. describes
- In the Chapter 3 there were analyzed
- Etc.

Requirements for the discipline ECONOMY

Uchwała Centralnej Komisji do Spraw Stopni i Tytułów z dnia 23 września 2003 w sprawie określenia dziedzin nauki i dziedzin sztuki oraz dyscyplin naukowych i artystycznych (Monitor Polski Nr 40, poz. 586) określiła, iż na dziedzinę „**nauki ekonomiczne**" składają się trzy dyscypliny naukowe: „ekonomia", „nauki o zarządzaniu" i „towaroznawstwo". Z kolei Uchwała z dnia 23 kwietnia 2010 zmieniająca uchwałę w sprawie określania dziedzin nauki i dziedzin sztuki oraz dyscyplin naukowych i artystycznych (Monitor Polski z 2010 r. Nr 46, poz. 636) wprowadziła czwartą dyscyplinę naukową w ramach dziedziny „nauki ekonomiczne", którą to dyscypliną są „finanse".

Requirements for the discipline ECONOMY

Ekonomia bada zachowania ludzi oraz zachodzące między nimi interakcje w procesie gospodarowania w warunkach ograniczoności zasobów. W szczególności, do zakresu badań ekonomii należy:

– analiza sektora publicznego;

– analiza wzrostu, rozwoju i wahań koniunkturalnych gospodarki i jej poszczególnych sektorów;

– funkcjonowanie rynków;

– ekonomia przestrzenna;

– ekonomia międzynarodowa;

– teoretyczne podstawy polityki społeczno-ekonomicznej i sektorowej;

– historia myśli ekonomicznej;

– historia gospodarcza.

Ekonomia formułuje hipotezy oraz buduje modele dotyczące zależności między zmiennymi realnymi i pieniężnymi występującymi w procesie gospodarczym oraz poddaje je testom empirycznym. Badania w zakresie ekonomii mają u podstaw fundamentalne kategorie ekonomiczne, takie jak: równowaga ekonomiczna, efektywność ekonomiczna, racjonalność zachowań, optymalność decyzji w aspekcie ogólnoekonomicznym.

Requirements for
the discipline ECONOMY

W miarę możliwości potrzebna jest tolerancja dotycząca spełniania wymogów związanych z kwalifikacją do określonej dyscypliny, gdy praca mieści się w dziedzinie nauk ekonomicznych, a równocześnie z racji swej problematyki może być traktowana jako interdyscyplinarna. Jeśli ta zasada nie będzie stosowana, to prace o charakterze interdyscyplinarnym, niekiedy bardzo twórcze i wartościowe, nie będą podejmowane przez przedstawicieli nauk ekonomicznych

2. Theoretical part

A. Analysis of theories

B. Critical literature review

# Comparative analysis of theories of internationalization

Theory/characteristic Scholars	Base theory	Internat. Stages	Size of companies	Physic distance	Market entry Form	Key features
Uppsala model and Innovation-related model [Johanson and Vahlne, 1977, Cavusgil, 1980]	Gradually learning, stepwise development	4-5	Large, Small and Medium,	Short	Export	Before firms move to foreign market they gain experience from the domestic market, than firms start their foreign operations from culturally and/or geographically close countries and only after that move gradually to culturally and geographically more distant countries; firms start their foreign operations by using traditional exports and gradually move to using more intensive and demanding operation modes
Eclectic Paradigm [John Dunning, 1981]	Costs transaction	no	Large	Short Long	Licensing, export, FDI	There are three preconditions for internationalization activities: Ownership advantages, **Local special advantages, Foreign market advantage** In dependence of the categories of advantage there can be chosen the form of the international activity. **Internationalization is considered as** transactions are made within an institution (if the transaction costs on the free market are higher than the internal costs)
INV, Born Globals, and Micro-multinationals [Oviatt & McDougall, 1994; Knight and Cavusgil, 1996; Dimitratos et Ibeh, 2003]	International from inception	No	Micro, Small and Medium	Long	advanced market servicing modes	**Company operates internationally from day 1 by using advanced market servicing models** (licensing agreements, franchising, joint ventures, foreign subsidiaries, etc) **Global market orientation, Widespread usage of ICT Niche market orientation are the main characteristics for this type of businesses**

Literature review

The fact that Internet marketing can be targeted to specific cultural groups is significant because different cultural groups react differently to the same stimulus (Janson & Tsotra, 2004). Furthermore, manifestations of culture, such as values, heroes, rituals and symbols offer insight in the way Internet marketers can organize effective Internet advertising campaigns by making these congruent with consumers' culture and ensuring that appropriate symbols are used (Luna et al., 2002). Symbols are a broad category of objects that are meaningful and unique to a particular group of people or culture (Luna et al., 2002). Especially in cases of different cultures, different symbols can activate different schemas, depending on linguistic backgrounds and cultures.

3. Empirical part

A. Description of research sample

B. Description of method

C. Presentation of conducted analysis
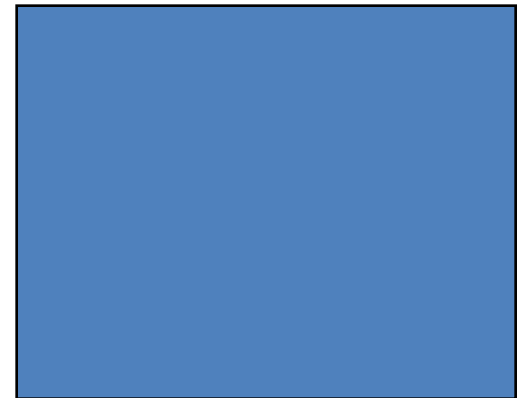
Sample

The demand for organic food was analysed by asking respondents about the frequency of consumption of organic products. Data were collected using an online survey instrument (online questionnaire) among students at the University of Florida (UF) in Gainesville, United States and at Warsaw University of Life Sciences – SGGW (WULS), Poland. The survey was administered in both countries during April and May 2011.

At UF, the questionnaire was sent to three groups using a convenience sampling method. The majority of students (81 per cent) were from the College of Agricultural and Life Sciences. Other colleges included Liberal Arts and Sciences (11 per cent), Business Administration, Engineering, Health and Human Performance, Law, Medicine, Pharmacy and Public Health and Health Professions. Most of the respondents (97 per cent) were pursuing their Bachelor's degree.

At WULS, the questionnaire was sent to students also using a convenience sampling method. The majority of students (95 per cent) were from the Faculty of Economic Sciences. Other faculties included Faculty of Veterinary Medicine, Faculty of Wood Technology, Interfaculty Studies of Regional Planning, Interfaculty Studies of Commodity Science and Faculty of Applied Informatics and Mathematics. Most of the students were pursuing their Master's degree (55 per cent). However 45 per cent of respondents were pursuing their Bachelor's degree.

These data were then used to conduct an ordered probit model to determine the independent variables which influence a respondent's frequency of consumption of organic

Method

The ordered probit model (ordered probability model) is used to determine the independent variables which influence a respondent's frequency of consumption of organic products. The ordered probit model relies on the idea of a continuous metric which underlies the ordinal responses observed in the analysis (Equation 1).

$$Y^* = X'\beta + \varepsilon \qquad (1)$$

Y^* is a continuous variable which is a linear combination of a set of predictors, X. Additionally ε represents a disturbance term that has a normal distribution. β represents the vector of regression coefficients which we want to estimate.

In the model used to analyse consumption of organic food by students, there are unknown threshold parameters Y^* ($i = 0, 1, 2$), with y values specified as:

$Y = 0$ *if consumers do not consume organic food products*
$Y = 1$ *if consumers consume organic products monthly*
$Y = 2$ *if consumers consume organic products weekly*
$Y = 3$ *if consumers consume organic products daily*

Y^* will be estimated with other parameters. In the situation where there is an intercept coefficient in the model, parameter $Y0^*$ is normalised to a value 0 and $k-1$ additional parameters will be estimated with Xs.

The probabilities of observing Y, given X are written as (Equation 2):

$$Prob(Y = n) = \varnothing(\mu_n - \beta X') - \varnothing(\mu_{n-1} - \beta X'), n = 0, 1, 2, \qquad (2)$$

where $\varnothing$ is the normal density function.

The marginal effects of the independent variables on the probabilities are also observed. They vary from the values of the coefficients estimates. The marginal effects are related to the values of all independent variables (Equation 3).

$$\frac{\partial Prob(Y = n)}{\partial X} = [\varnothing(\mu_{n-1} - \beta X') - \varnothing(\mu_n - \beta X')] \times \beta \qquad (3)$$

The ordered probability model is used to compare the frequency of organic consumption between American and Polish students. The dependent variable for the ordered probability model is the frequency of consumption of organic food products. The model uses several socioeconomic, demographic and habit independent variables (Table 1). SPSS and LIMDEP were used to compute the model.

The model contains variable *country*, which describes the effect of the respondent's country on the frequency of consumption of organic products. Variables with the 'I' symbol represent the interactions related to specific variables between countries. In other words, it means that there are possible differences or similarities in case of specific variables between countries which can be significant to the consumption frequency of organic products.

Results

Personal characteristics and lifestyle

Demographics and other variables related to the person's lifestyle were included in the model. The students were asked several questions related to the opinion about their eating behaviour. Students in both countries said they will eat organic food less frequently if they said that the food they eat can influence their health. However, American students, who indicated they do not want to give up foods they like to eat, even if they are not healthy foods, were 11.9 per cent more likely to consume organic food more frequently. First may mean that they appreciate, for example, the taste of organics so they include these foods in their diet. For Polish students this variable was not statistically significant which may mean that reasons other than taste influence their consumption of organics.

Respondents were also asked about their diet on the day before taking the survey. Students reported which of different types of foods they ate in the previous day. Those who ate less healthy foods the previous day eat organics less frequently. However, those who did eat healthy foods the previous day were more likely to consume organic foods more frequently. This held true for respondents in both countries. Polish respondents who ate more healthy foods on the day before are 7.7 per cent (1.0 per cent in case of U.S. students) more likely to consume organics more frequently.

Table

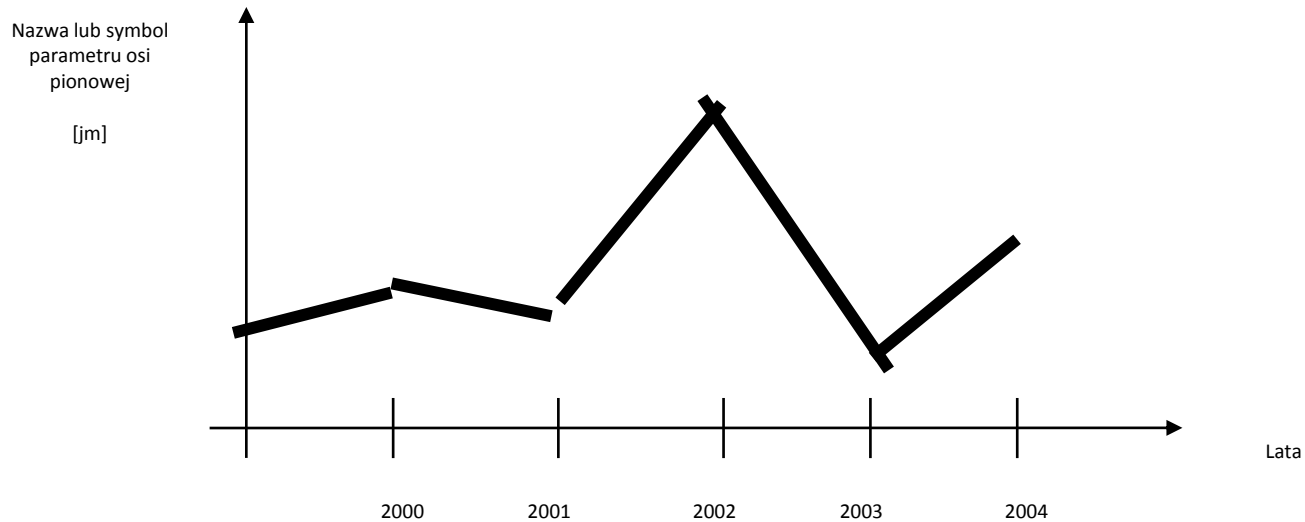Tabele 1. Basic parameters in european countries in the years 2000-2004
TITLE ALWAYS ABOVE

Lp.	Nazwy parametrów oceny	Wartości parametrów oceny [mln zł] w latach			
		2000	2001	2003	2004
1.	Parametr 1 rodzaju	1200	123	234	345
2.	Parametr 2 rodzaju	234	234	67	543
3.	Parametr 3 rodzaju	234	43567	789	876
4.	Parametr 4 rodzaju	12345	234	765	987
4.	Parametr 5 rodzaju	123	56	897	123
6.	Parametr 6 rodzaju	5478	2	234	345

Sources: Own elaboration based on: Kowalski J. (2005): Parametry oceny firm w wybranych krajach europejskich, Wydawnictwo PWN, Warszawa, p.234.
SOURCES ALWAYS BELOW

Graph

Nazwa lub symbol parametru osi pionowej

[jm]

2000   2001   2002   2003   2004

Lata

Tabele 1. Basic parameters in european countries in the years 2000-2004

TITLE ALWAYS BELOW

Sources: Own elaboration based on: Kowalski J. (2005): Parametry oceny firm w wybranych krajach europejskich, Wydawnictwo PWN, Warszawa, p.234.

SOURCES ALWAYS BELOW

4. Conclusions and recomendations

- Discussion with results.

- **Answering research questions.**

- **Confirming hypothesis.**

- Drafting recomendations for practice and future researches.
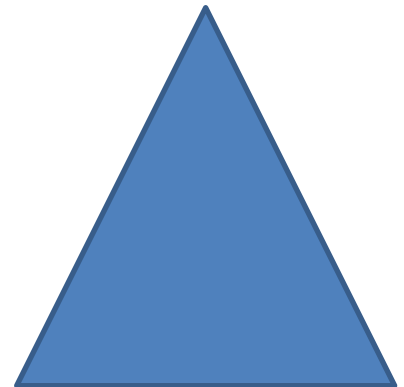
Discussion

Discussion

This paper focuses on the differences in consumers' perceptions of organic products between Poland and the United States in relation to the level of organic market development in terms of sales and availability of organic products. Students from the United States and Poland have different perceptions about organic products. Some of these differences may be explained by the different level of development of the organic market in the two countries.

The organic market in the United States can be characterised by a higher level of development than in Poland. Organic products are common and available in most of the supermarkets. American students did not find the price for organics as a barrier to purchase. They may consider the higher price for organics as paying for some additional attributes of organics in which they believe in. These attributes and qualities may be considered as one of the main reasons for purchasing organics in the United States. This corresponds with previous research which has found that quality characteristics (especially taste) are the main drivers of demand for organics in the United States (Caswell, 2001).

The lack of development of organic market in Poland was observed as respondents rated the availability of organic products as low. Potential consumers of these products have to face higher prices of organics, probably resulting in the lower popularity of these products. However, general knowledge about organic food was high and was similar to the knowledge of American students. In addition to consuming organics more frequently because they see them as new, innovative products, Polish students also increased their con-

Conclussions

The importance of education suggests that the results of our study on students may not necessarily be applicable to the wider population. Probit models are often used for examinations related to consumer perception, also in case of organic products. Dettmann and Dimitri (2007) for example sought to find out which demographic factors influence the purchase of organic vegetables. In this case the probit model was a part of the Heckman model and it examined the household's choice to buy organic vegetables as a function of different demographic factors. They found that race, educational level and household income consistently influenced the odds of purchasing organic vegetables. Briza and Wardb (2009) focused on the responses of Spanish consumers regarding their state of knowledge about organic foods products. They showed that awareness and consumption of organic products is influenced by consumer demographic characteristics, knowledge of enriched foods and price perceptions. Factors impacting on both awareness and consumption were explored using simulation methods and the coefficients from the logit and probit models.

Conclussions

Our findings generally support the results obtained by other authors with regard to both American (Dahm *et al.*, 2009; Ming, 2009) and Polish students (Kowalczyk-Vasilev *et al.*, 2011). They show that, in general, more knowledge can be translated into higher consumption of organic foods and further development of the organics market. Our research, by contrast, found that for the American students more knowledge of organics can be translated into not pro-organic. These results might suggest a loss of confidence in organic foods in well developed markets.

Recomendations

In the context of the different stages of development of the organic market in Poland and the United States, the paper has provided evidence about different attributes that can play an important role in consumers' perception of organic food in these markets. The less the market is developed (such as in Poland), the more important is basic knowledge about the products such as origin or organic label. With a higher level of market development (for example in the United States), consumers already have this basic knowledge about the products and are more focused on their qualities such as taste or variety. These differences should be taken into account by states when developing policies on organic agriculture and healthy eating generally, and during the formulation of marketing strategies by companies interested in the growth of the organic market.

5. Bibliography - in the text

Form of the publication	Shown in the body of the thesis	Described in Bibliography list
Monography, i.e. book	[Sierpińska 2006, s. 17]	Sierpińska M. (2006): Analiza Finansowa. Wydawnictwo PWN, Warszawa
Article from scientific magazine, when the author is known	[Bugaj 2008]	Bugaj Z. (2008): Analiza strategiczna. [w] Nowe Życie Gospodarcze nr 2/2008, str. 14-17
Article from scientific magazine, when the author is not known	[Ocena kondycji …2008]	Ocena kondycji ekonomicznej przedsiębiorstw (2008). Nowe Życie Gospodarcze nr 1/2008, str. 19-22
Article from sInternet, when the author is known	[Maglewski 2008]	Maglewski E. (2008): Czy firmy wygrają z czasem? Strona internetowa www.wp.pl, przeczytano 14.01.2008
Article from sInternet, when the author is not known	[Jak oceniać …2008]	Jak oceniać sytuacje ekonomiczną firm logistycznych? (2008). Strona internetowa www.onet.pl, przeczytano 22.01.2008
Legal act	[Rozporządzenie 1830/2003]	Rozporządzenie (WE) nr 1830/2003 Parlamentu Europejskiego i Rady z dnia 22 września 2003r. dotyczące możliwości śledzenia i etykietowania organizmów zmodyfikowanych genetycznie oraz możliwości śledzenia żywności i produktów paszowych wyprodukowanych z organizmów zmodyfikowanych genetycznie i zmieniające dyrektywę 2001/18/WE, Dziennik Urzędowy L 268, z dnia 18.10.2003, str. 0024 - 0028

Footnotes are used only for explanation of abbreviations, additional informations

5. Quotation styles in the Bibliography list

MDPI and ACS Style

- Finger, R.; El Benni, N.; Kaphengst, T.; Evans, C.; Herbert, S.; Lehmann, B.; Morse, S.; Stupak, N. A Meta Analysis on Farm-Level Costs and Benefits of GM Crops. *Sustainability* **2011**, *3*, 743-762.

AMA Style

- Finger R., El Benni N., Kaphengst T., Evans C., Herbert S., Lehmann B., Morse S., Stupak N. A Meta Analysis on Farm-Level Costs and Benefits of GM Crops. *Sustainability*. 2011; 3(5):743-762.

Chicago/Turabian Style

- Finger, Robert; El Benni, Nadja; Kaphengst, Timo; Evans, Clive; Herbert, Sophie; Lehmann, Bernard; Morse, Stephen; Stupak, Nataliya. 2011. "A Meta Analysis on Farm-Level Costs and Benefits of GM Crops." *Sustainability* 3, no. 5: 743-762.

i.e. Mariusz Maciejczak

- *Maciejczak, Mariusz; Wąs, Adam. 2008. „Anticipated Impacts of GMO Introduction on Production Pattern In Poland". 2008 International Congress EAAE, August 26-29, 2008, Ghent, Belgium.*

Please use this identifier to cite or link to this item: http://purl.umn.edu/44238

Title: Anticipated Impacts of GMO Introduction on Production Pattern In Poland

Authors: Maciejczak, Mariusz
Was, Adam

Keywords: GMO
cropping structure
farm model
Polish agriculture

Issue Date: 2008

Abstract: The paper takes one significant element of the agriculture production – use of genetically modified organisms (GMO) – and considers it in relation to the production pattern in Polish farms. It asks if under the ceteris paribus conditions the use of GMO plants in Polish farms will have influence on the cropping structure. To answer this question only a scientific and theoretical assumption has been applied that GMO cultivation is permitted without restrictions in Poland. The approach combines both the very short experience of the new biotech based system of agricultural production and a modeling, which builds up and aggregates the impacts of individual farm responses under assumed situations.

URI: http://purl.umn.edu/44238

Institution/Association: European Association of Agricultural Economists>2008 International Congress, August 26-29, 2008, Ghent, Belgium

Total Pages: 4

Collections: 2008 International Congress, August 26-29, 2008, Ghent, Belgium

Files in This Item:

File	Description	Size	Format	
538b.pdf		33Kb	PDF	View/Open

Bibliography

Aertsens, J., Verbeke, W., Mondelaers, K. and Van Huylenbroeck, G. (2009): Personal determinants of organic food consumption: a review. British Food Journal 111 (10), 1140-1167. http://dx.doi.org/10.1108/00070700910992961

Azurra, A. and Paola, P. (2009): Consumers' behaviours and attitudes toward healthy food products: The case of Organic and Functional foods. Paper presented at the 113th EAAE Seminar: A resilient European food industry and food chain in a challenging world, Chania, Greece.

Balogh, S. (2007): Product development in the European and overseas food industry. Studies in Agricultural Economics 106, 71-88.

Bonti-Ankomah, S. and Yiridoe, E.K. (2006): Organic and conventional food: a literature review of the economics of consumer perceptions and preferences. Truro, Nova Scotia: Organic Agriculture Centre of Canada.

Briza, T. and Wardb, R.W. (2009): Consumer awareness of organic products in Spain: An application of multinominal logit models. Food Policy 34 (3), 295–304. http://dx.doi.org/10.1016/j.foodpol.2008.11.004

Caswell, J. (2001): Food safety and the U.S. consumer. Invited paper presented at the European Association of Agricultural Economists Seminar The food consumer in the early 21st century, Zaragoza, Spain, 19-20 April 2001.

Conner, D. (2004): Consumer Preferences for Organic Standards: Does the Final Rule Reflect Them? Journal of Sustainable Agriculture 23 (3), 126-143. http://dx.doi.org/10.1300/J064v23n03_10

6. List of tables/graphs

List of tables

7. Annexes

- i.e. questionnaire

Master Seminar

The writing and defending of an independent work is the primary requirement.

Students will be required to show in written form advancements in their researches, which will be evaluated.

Students will also be evaluated on their ability to perform a major critical analysis of another Master's thesis.

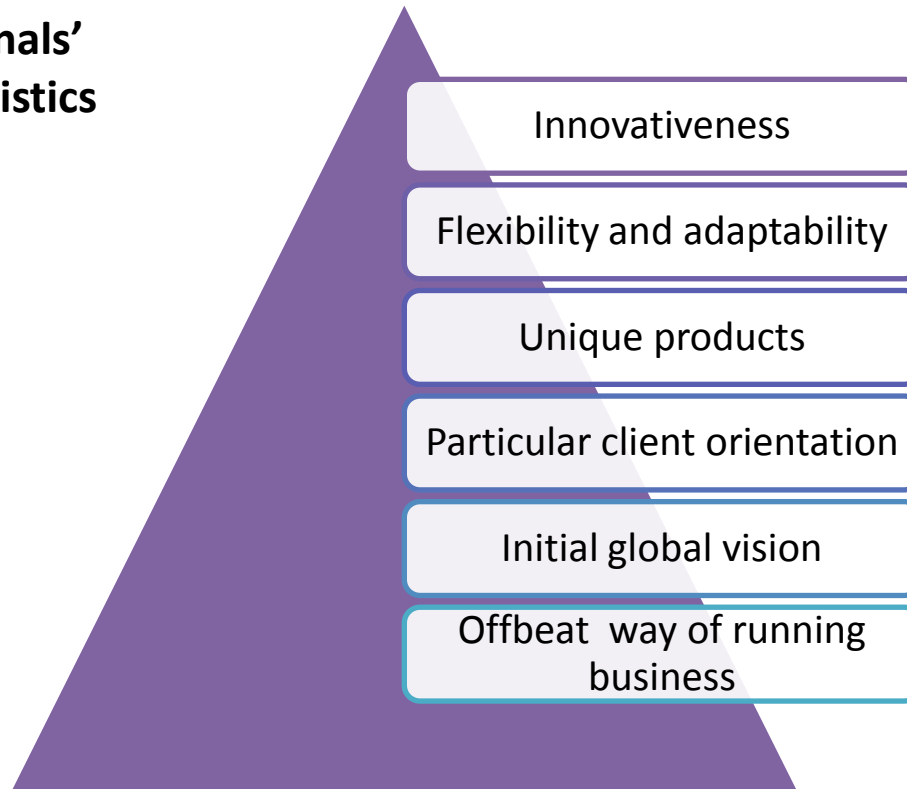The presentation of study results to a wider audience will also be evaluated.

Final exam

- 100 questions

Final presentation

- 10 min
- 15 slides max!
- Syntetic

i.e. Main findings

**micro-multinationals'
success characteristics
(internal factors)**

Innovativeness

Flexibility and adaptability

Unique products

Particular client orientation

Initial global vision

Offbeat way of running
business

These factors gives additional competitive advantages to micro-multinational companies in comparison to their counterparts**.**
Thus, early internationalization has proved to be a successful strategy

DIMIDIUM FACTI, QUI BENE COEPIT, HABET, SAPERE AUDE, INCIPE!
He who begins is half done. Dare to be wise. Make a beginning!
/Horace/
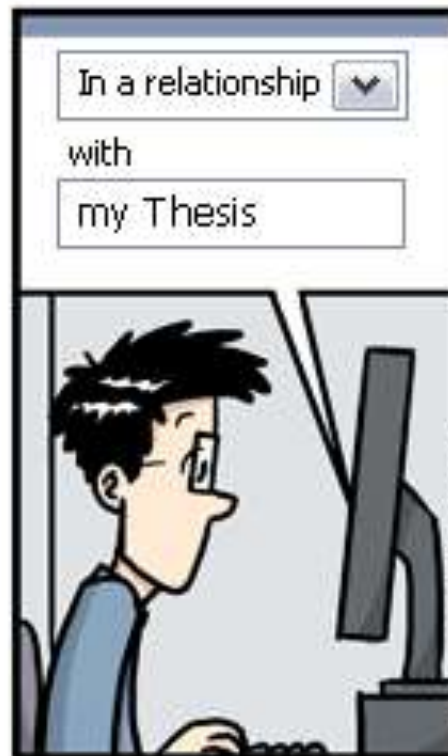
Thank you

let the knowledge iluminates you, good luck!