

MAGDALENA DALECKA  
PAWEŁ SZUDRA

**The market situation  
of the enterprises in  
Zielona Góra in the light  
of the selected indicators  
of economic security**

**1. Introduction**

The globalization of the world economy involves to a greater extent new driving forces, which condition both national and international security. With attributing a bigger meaning to different areas of security, the internationalized economy emphasizes a particular role of an economic factor, thus leading to indicating an essential participation of business enterprises. However from the stability of a state economic situation or its lack's point of view, the role of business enterprises seems to be unquestionable.

The aim of the elaboration is the evaluation of the market situation of business enterprises operating in the city of Zielona Góra during the time of the economic crisis in 2008-2010. Moreover, the article presents the comparative analysis of the market situation of the analyzed enterprises in relation to the economic condition of the country in the set time.

**2. Economic security and its determinants**

The significance of the economic aspect of security becomes the result of the collapse

Magdalena Dalecka, Ph.D.  
University of Zielona Góra  
Faculty of Economics  
and Management

Paweł Szudra, Ph.D.  
University of Zielona Góra  
Faculty of Economics  
and Management

of the two-pole world, and the development towards the globalization of states on the one hand, and the intensity of regionalization processes on the other, creating economic relations between states. Furthermore, the economization of the term security is also connected with regarding the economic area as a sphere of competition between particular subjects of international relations (Książkowski 2009, p. 93). Therefore, the definition of economic security refers to both states and economic systems, within which there are entities of a state and private nature.

In the subject literature there are a big number of definitions, which are influenced by the differences of opinions of their creators. Among the most extreme ones it is possible to include the representatives of classic economics, according to whom economic security is not associated with threats as management is based on cooperation (Stachowiak, Płaczek 2002, p. 23). However classicists are of the opinion that cooperation becomes the basis of economy and threats could result from the competition of entities on the free market, which in fact does not prove a real nature of economic security.

In order to show the essence of the notion more precisely it is necessary to consider the following dimensions of this kind of security (Stachowiak 1997, pp. 187-188):

- the ability of economic system to the proper use of internal determinants of development and international interdependence in order to guarantee developmental possibilities,
- the resultant of the factors of economic development and barriers limiting it,
- the balance of development needs and the possibilities of realizing them,
- the condition of economy and economic relations enabling to oppose negative external factors,
- a general state of economic dependences, which determines the level of internal economic interference, military ability and stability of state social-political system,
- the awareness and ability to forecast potential economic threats,
- the level of a state tendency to transfer into the area of economy economic dependences or political actions directed at weakening state security.

The presented definition by Z. Stachowiak shows that in order to obtain a desired level of economic security it is necessary to integrate the following elements (Stachowiak, Płaczek 2002, p. 24):

- the level of managing the state in order to provide a desired level of individuals' welfare,
- economic development in order to survive and develop the state,

- the system of information flow between all areas of a particular entity functioning and its environment,
- the system of detecting, eliminating or reducing unfavourable results of threats of both an internal and external nature.

The next significant issue, which influences the perception of economic security is the point of view for this notion. The other interpretation is accepted by a political scientist, who regards an economic factor as a tool for establishing contacts with the environment surrounded a particular subject, and also having an impact on the position of the subject in the international relations, from the economist. But it does not mean however that the perception of the market in the analyzed aspect by the political scientist can not take place. K. Księżopolski defines economic security as a state conditioned by two groups of factors: politics of states and widely defined market, stating that the actions of the countries become under the influence of interactions, including threats, which result from the actions of other states as well as the market (Księżopolski 2009, p. 94).

Before however the threats for economic security are presented it is necessary to analyze its determinants. The internal nature of economic determinants concerns the manner, in which the state economy is associated with the economy of the surrounded environment, as well as the internal environment of the country, i.e. a widely defined economic zone (Stachowiak, Płaczek 2002, p. 27). The internal aspect of economic determinants on the other hand includes human capital or working resources. The essential role of the factors which condition economic security is played by those of a political nature, for regard of the fact that the possibilities of guaranteeing by the state economic conditions necessary for surviving, providing welfare and the development of the society and the state itself (Włoch 2009, s. 95), is to a great extent conditioned by the political system the state has. Though the policy of state security and its determinants in the social-economic area of the state is an external symptom of this group of factors, and the political system, affiliation to the organization as well as the character of relations between states and blocs of states determine the factors of an internal nature.

Although the significance of a military dimension of security seems to in the background in the contemporary world, these aspects of the determinants of economic security can not be avoided. For regard of the fact that the military needs of a state are realized with the assumptions of the security policy, which puts on the national economy such a necessity, their character becomes the derivative of both economic and political factors (Stachowiak, Płaczek 2002, p. 28).

A considerable meaning in the area of other groups of determinants is attributed by natural resources, which are included into geostrategic factors, and which are placed in the foreground in the economic nature of security, being an economic bargaining factor in creating the international relations at the same time.

### 3. Threats for economic security

Undoubtedly a big part of the threats connected with economic security has its roots in the process of globalization. For the reason that security is also a kind of „product” of the process of internationalizing state economies, and surely its meaning increased along with the emergence of interdependences between countries as a result of globalization and a continuous process of deepening them. K. Książopolski notices the threats resulting from the activities of other states towards economic security, as well as these ones being the result of the world economy.

Among the first group of potential threats being the effect of aware or not actions there are economic aggression and economic war (Książopolski 2009, p. 94). Economic aggression is connected with an intentional activity towards other state, in the open form, that is an economic war or the actions whose aim is making the state dependent. It is also necessary to underline that an economic war can be led with the use of a wide range of methods and techniques which can be divided into three groups: economic, administrative-legal and diplomatic ones (Książopolski 2009, pp. 95-98). Among the sources of an economic nature there are these ones, whose aim is to influence the market of goods, financial market, or technical conditions of production in the form of: embargo on the strategic goods, Technologies, investment capital, financial pressure towards weaker currency, changes in the forms of crediting or restrictions in the foreign exchange management. The administrative-legal resources include: ban on scientific cooperation, closing or limiting land roads, ports or airports. The third group however, diplomacy, concerns the actions aiming at destabilization in mutual relations, which can be exemplified with defaming and undermining trust towards business enterprises, governments, states, boycott of goods, economic espionage. On the other hand, according to K. Książopolski, economic security is threatened with the activities, whose origins needs to be found in the functioning of the world economy, such as technological espionage, omitting paying taxes and money laundering.

It can be observed that in both categories of threats towards economic stability

the entities such as business enterprises play a significant role, in particular those ones which are international. Moreover, it is necessary to consider the threats which are the results of defective functioning of economies in the world and the repercussions of which aim at different subjects leading to the economic destabilization, i.e. unequal economic development, financial crises, international debt, the uncertainty of energetic security or threat for food safety (Włoch 2009, p. 106).

#### 4. The rates of economic security in Poland in 2008-2010

In the analyzed period of time, i.e. 2008-2010, the wide spreading economic crisis of the world contributed directly to the threat of economic security. The first symptoms of the crisis appeared in the second half of 2007 in the USA, and then in other countries. The typical attributes of the economic crises are the following ones: a negative rate of the economic development, the growth of the unemployment rate, the reduction of turnouts in the international trade etc. (Swadźba, s. 224).

Figure 1. GDP in Poland in current prices in 2008-2010

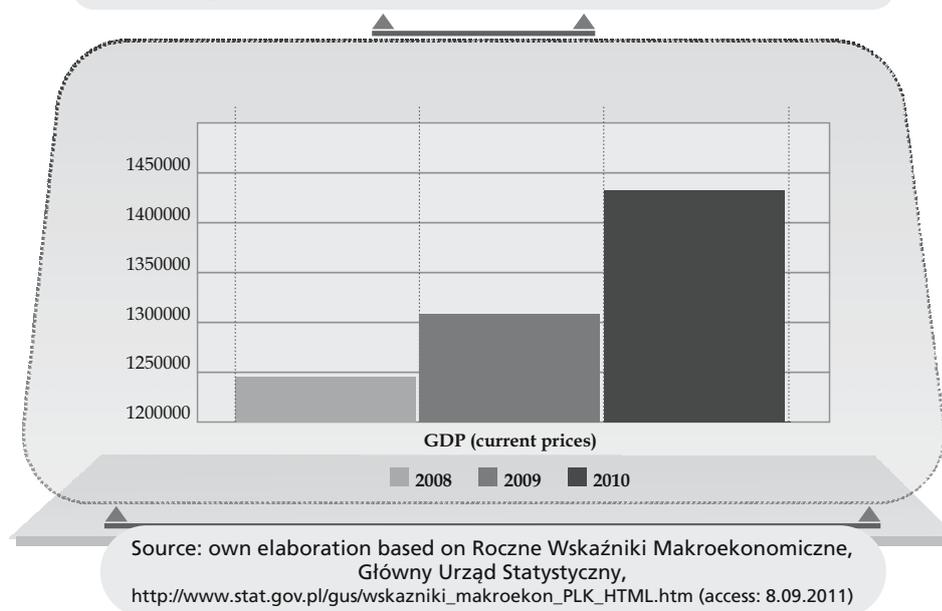
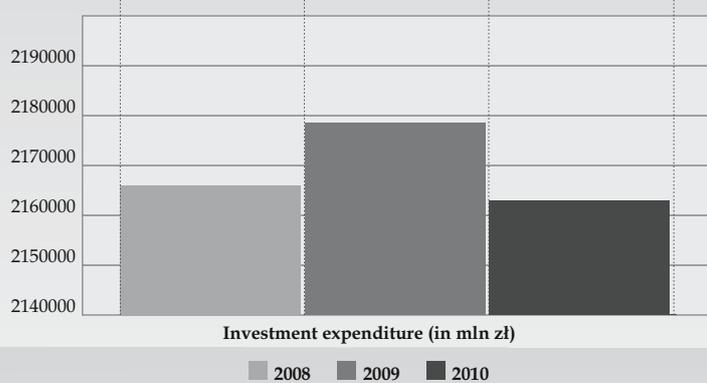
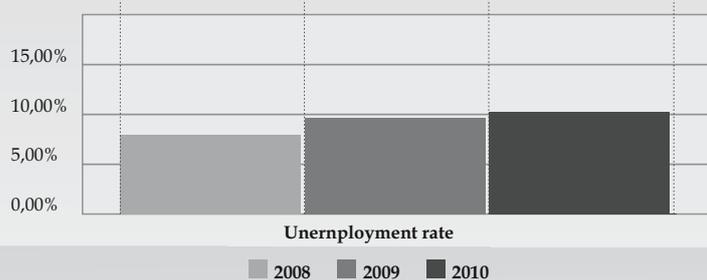


Figure 2. Total investment expenditure in Poland in 2008-2010



Source: own elaboration based on Roczne Wskaźniki Makroekonomiczne, Główny Urząd Statystyczny, [http://www.stat.gov.pl/gus/wskazniki\\_makroekon\\_PLK\\_HTML.htm](http://www.stat.gov.pl/gus/wskazniki_makroekon_PLK_HTML.htm) (access: 8.09.2011)

Figure 3. Unemployment rate in Poland in 2008-2010



Source: own elaboration based on Roczne Wskaźniki Makroekonomiczne, Główny Urząd Statystyczny, [http://www.stat.gov.pl/gus/wskazniki\\_makroekon\\_PLK\\_HTML.htm](http://www.stat.gov.pl/gus/wskazniki_makroekon_PLK_HTML.htm) (access: 8.09.2011)

The analysis of the basic macroeconomic data in 2008-2010 shows that there was the increase of GDP in Poland from 1.275.432 mln zł in 2008 to 1.415.383 mln zł in 2010 (figure 1). Thus per capita GDP increased from 33.462 zł in 2008 to 35.210 zł in 2009 and 37.065 zł in 2010.

In 2009 there was the decrease of export of goods in relation to 2008. The total investment expenditure in current prices in 2009 increased whereas in 2010 they decreased till 215.997 mln zł and were lower than in 2008 (figure 2).

In 2008-2010 there was a constant growth of the registered unemployed people (figure 3). The rate of unemployment in Poland in 2008 reached 9,5%, in 2009 - 11,6% and in 2010 - 12,3%.

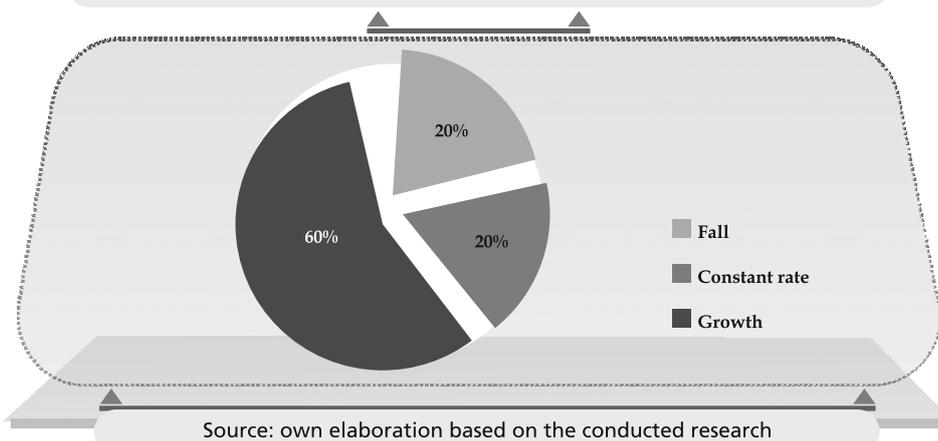
##### **5. The situation of enterprises in the light of the empirical research in the city of Zielona Góra in 2008-2010**

The range of operating of national enterprises as well as the increase of their position became the result of the process of opening economies and the development of the free trade idea, which contributed to their intensified global presence, growing independence towards states and enlarging potentials and means of interaction (Jarczewska-Romaniuk 2004, pp. 37-38). Along with the development of globalization the position of business enterprises was becoming more and more important, which caused, in some parts of the world, a potential threat for the resources being in use of states. The role of the economic factor in the international dimension becomes more and more visible, which can be confirmed by the use of the economic resources by states in order to exert pressure or have impact on making suitable political decisions, e.g. in the form of the access to natural resources.

Economic security has a direct relation with the threats of the development and functioning of all economic entities, i.e. people, enterprises or national economy (Halizak 2006, p. 198). In relation to the first type of entities, i.e. people, its lack can result in the worsening of life standards, and in extreme cases can lead to the threat of their physical existence. For economic entities, such as business enterprises, such a condition can mean losses, and in case of maintaining it longer, can even lead to bankruptcy. However the threat of economic security in case of the national economy, i.e. a state, can be manifested with the lack of functioning independently, the possibility of generating independently the profits and savings for investments; in the extreme form, when the threat comes from the outsider, it can mean the collapse of the economic stability of citizens and enterprises, eventually leading to the threat of the physical existence of the whole country.

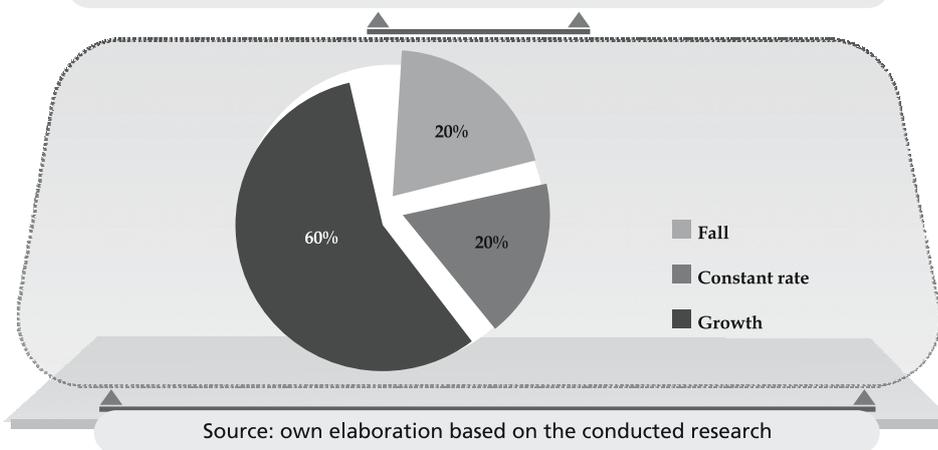
Therefore, the internal and external economic policy of the state possesses a set of economic tools, whose aim is to counteract the mentioned threats for economic security (Halizak 2006, p. 199). These tools are of a positive as well as negative nature (sanctions), and being treated in the very economic categories often become the market and trade motives. They can also be used for political reasons, with omitting the market calculations, and becoming the tool of the

Figure 4. The analysis of enterprise profits in 2008-2010



Source: own elaboration based on the conducted research

Figure 5. The analysis of enterprise profits in 2008-2010



Source: own elaboration based on the conducted research

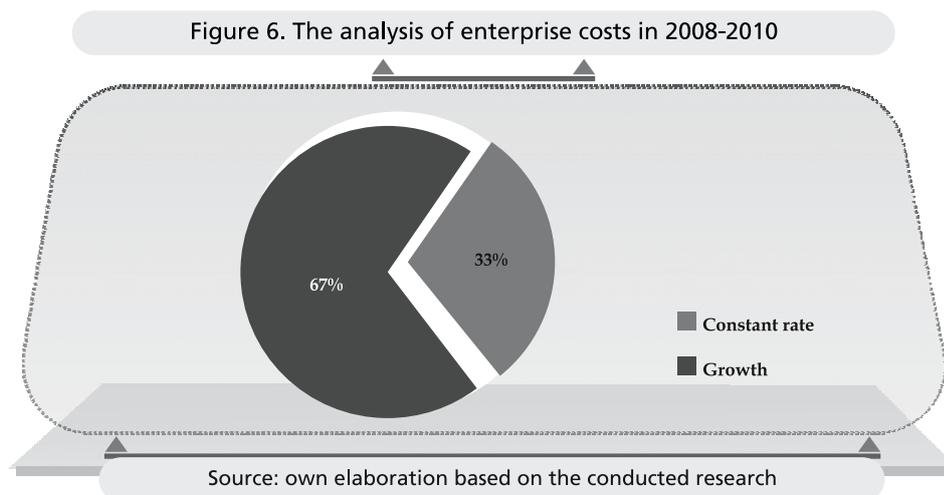
state security policy at the same time, thus losing their economic character.

In order to conduct the analysis of operating the business enterprises in 2008-2010 the empirical research was carried out among 45 commercial, service and commercial-service enterprises in the city of Zielona Góra in the period of October – December 2010. The research concerned, among the others, the market situation of the enterprises as well as the dynamics of enterprise development in 2008-2010. The research tool was the survey questionnaire consisting of 25 questions and a certificate.

The research concerned, among the others, the market situation of business enterprises and the dynamics of the development of enterprises in the period of 2008-2010. The studies were accomplished with the questionnaire of the survey, which consisted of 25 questions and certificate. The research referred to the enterprises registered in the city of Zielona Góra. The sample was conducted in the stratal way in order to provide the representativity of the sample at the level of Zielona Góra city.

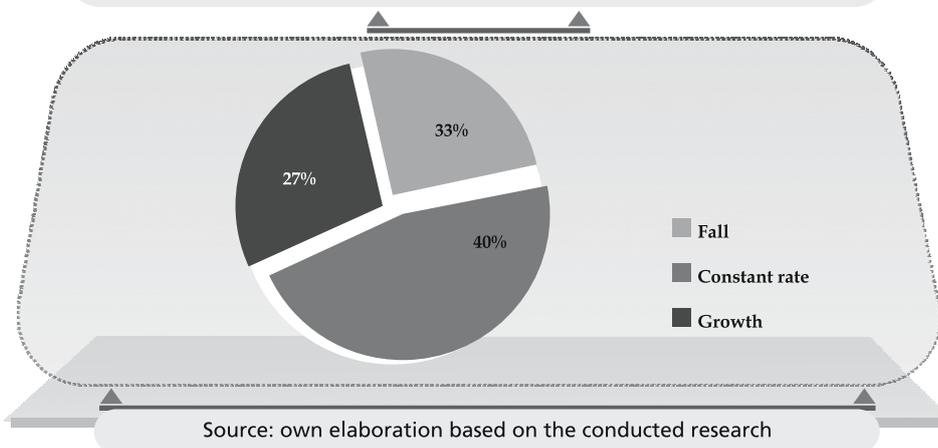
In the majority of examined enterprises (60%) in 2008-2010 there was a growth of profits, and in 20% of the enterprises in study the profits did not change, whereas in 20% there was a fall of profits (figure 4). The examines enterprises also showed that in 60% of them in 2008-2010 there was a growth of incomes (figure 5).

With the growth of profits and incomes at the same time costs in the examined enterprises also increased in 67% of them whereas in 33% of the enterprises in study costs became constant (figure 6).



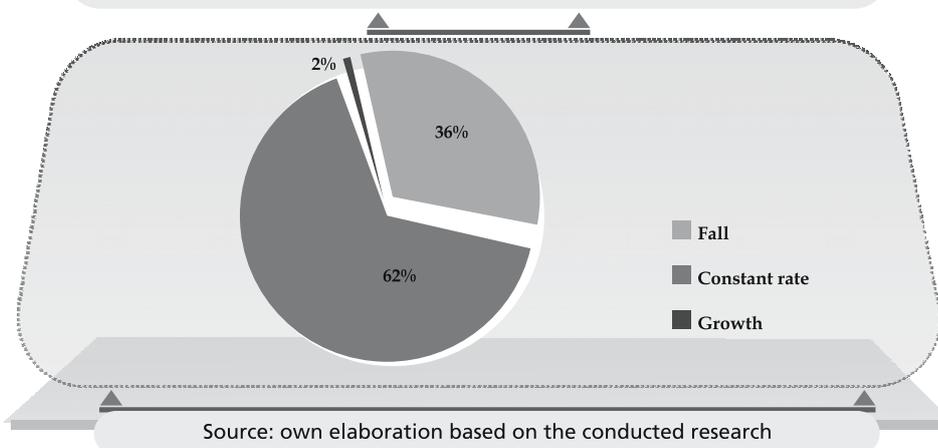
In 2008-2010 among 40% of the examined enterprises the rate of investment expenditure became constant whereas in 33% of them investment expenditure were reduced and in 27% they increased (figure 7).

Figure 7. The analysis of investment expenditure of enterprises in 2008-2010



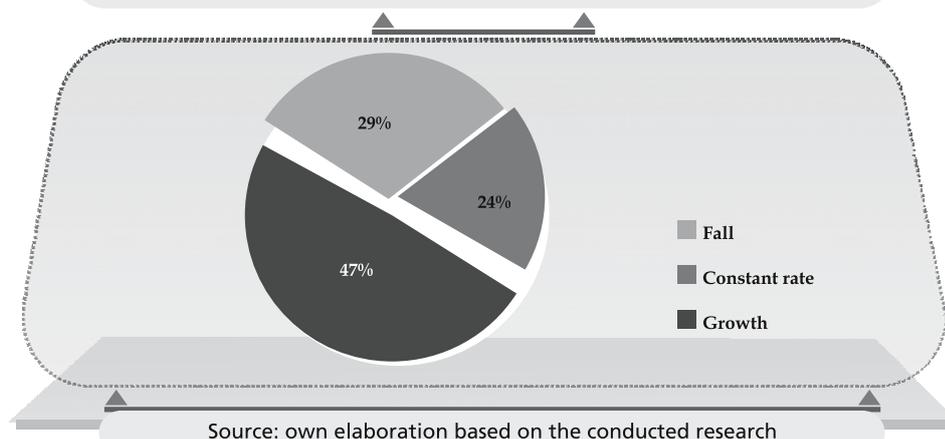
Analyzing the rate of unemployment, in 62% of the examined enterprises it became at constant level, in 36% of the enterprises there was a fall of employment, and also in 2% of them the unemployment rate increased (figure 8).

Figure 8. The analysis of unemployment rate in enterprises in 2008-2010



Analyzing the dynamics of the enterprise development in relation to the main competitors in 2008-2010 it is possible to state that 47% of the enterprises described their position in 2010 in relation to the period of 2008-2009 as lower, 29% as higher whereas 24% as comparable (figure 9).

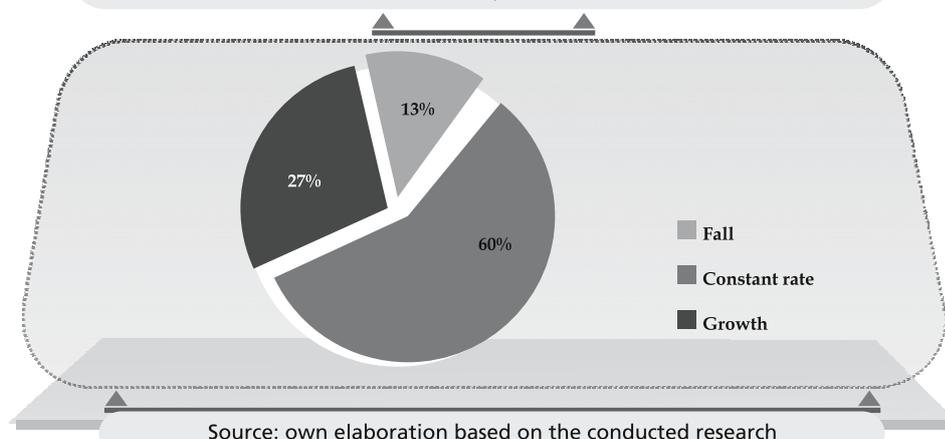
Figure 9. The analysis of development of enterprises in relation to main competitors in 2008-2010



Source: own elaboration based on the conducted research

Conducting the analysis of the dynamics of the enterprise development in relation to the branch they operated in 2008-2010 it is possible to observe that 60% of the enterprises described their position in 2010 in relation to the period of 2008-2009 as comparable, 27% of the enterprises as lower and 13% as higher (figure 10).

Figure 10. The analysis of the dynamics of the enterprise development in relation to branch they operate in 2008-2010



Source: own elaboration based on the conducted research

## 6. Conclusions

The analysis of the macroeconomic rates proved that GDP in Poland was positive in relation to the previous years. The economic crisis did influence the rates connected with the work market. The rate of unemployment in 2008 - 2010 was increasing all the time. The remaining macroeconomic rates showed however the constant economic growth but not as strong as in the years preceding the crisis.

The results of the empirical research proved that the economic crisis contributed to the changes in the employment policy of the enterprises, the growth of operation costs as well as the inhibition of investment expenditure. The majority of enterprises is of the opinion that the years of the economic crisis did not influence substantially the fall of their competitiveness.

After the analysis of the macroeconomic rates in Poland in 2008-2010 and the analysis of the conducted empirical research among the enterprises it is possible to state that the economic crisis in 2008-2010 did not affect the development of enterprises and national economy and did not cause a serious threat for the economic security of the country.

### Summary

#### **The market situation of the enterprises in Zielona Góra in the light of the selected indicators of economic security**

The article presents the evaluation of the market situation of the business enterprises operating in Zielona Góra during the economic crisis in the period of 2008-2010. The identification of macroeconomic rates in Poland in the selected period of time was presented from the economic security's point of view.

### Streszczenie

#### **Sytuacja rynkowa przedsiębiorstw na terenie miasta Zielona Góra w świetle wybranych wskaźników bezpieczeństwa ekonomicznego**

W artykule przedstawiono ocenę sytuacji rynkowej przedsiębiorstw z obszaru Zielonej Góry w czasie kryzysu gospodarczego w latach 2008-2010. Przedstawiono wskaźniki makroekonomiczne w Polsce w wybranym okresie czasu pod kątem bezpieczeństwa ekonomicznego.

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