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**INTERNATIONAL ECONOMIC RELATIONS  
AND SUSTAINABLE DEVELOPMENT**

**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ  
ТА СТАЛИЙ РОЗВИТОК**

**MIEDZYNARODOWE STOSUNKI GOSPODARCZE  
I ZRÓWNOWAŻONY ROZWÓJ**

**МЕЖДУНАРОДНЫЕ ЭКОНОМИЧЕСКИЕ ОТНОШЕНИЯ  
И УСТОЙЧИВОЕ РАЗВИТИЕ**

Матеріали

Міжнародної науково-практичної конференції  
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factors that have a direct impact on the demand for packaging or, at least, on the nature of this demand. From these entire factors (usability, requirements for the brand, the need for recycling, development of new packaging materials and information in the medical field), the last factor is considered as one of the major reasons for the growth of the packaging industry by the survey by Pira company. Population aging is considered the least important factor for the growth of the market [1]. Thus, the world market of packaging materials will continue to grow rapidly and is attractive enough to involve new agents, including Ukrainian producers of packaging industry, like LLC «GUALA CLOSURES UKRAINE» and «TECHNOLOGIA» JSC that stably and efficiently operate in Sumy.

1. World Packaging Organization/PIRA International Ltda. Market Statistics and Future Trends in Global Packaging, Edit – Brazil, 2014. – 45 pages.

2. <http://www.persistencemarketresearch.com/>

## **RELATIVE CULTURAL SIMILARITY BETWEEN UKRAINE AND POLAND AS THE BASIS OF MUTUALLY BENEFICIAL RELATIONS\***

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Today the successful development of any country is impossible without political, economic, scientific and cultural cooperation with other countries. The processes of globalization and international integration reinforces this trend.

Ukraine and Poland are the neighbor countries, the proximity of which is not only a geographical location, but also similarities in the historical development of the last century, today's political direction. The cultural affinity of the two nations is particular important as the basis for the establishment of strong, mutually beneficial relationships between entities and citizens of the two states.

Many scientists from over the world have dedicated their works to the various issues of cross-cultural communication, but such studies are still actual as a system of cultural values are changing continuously according to the civilization process and influence each other.

The authors have conducted a comparative analysis of cultures of Poland and Ukraine. For this purpose they have developed the questionnaire based on cultural

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patterns of Dutch Professor Geert Hofstede and American scientist Edward Hall. According to these models the cultural parameters of national groups such as collectivism vs. individualism, feminism vs. masculinity, power distance, uncertainty avoidance and high vs. low-context communication were studied.

The study found that the Ukrainian and Polish have similar cultural values. Both countries have middle level of power distance and slightly elevated level of the desire to avoid uncertainty. Representatives of both nations prefer collectivist principles and moderate feminism and follow middle-context communication style. Despite the overall similarity, some difference in the behavioral culture of the two nations was marked. Thus, in Poland the uneducated persons have revealed the highest level of power distance while the same social stratum in Ukraine have demonstrated the lowest level of this indicator. Young Ukrainian behave in more individualistic way compared to older people, while in Poland, by contrast, the trend from individualism (of the older generation) to collectivism (of young) is developed.

Based on the performed analysis the authors have given the general characteristic of social groups of the two countries classified in terms of age, education and gender.

Thus, the authors have proved the relative identity of the cultural features of the two peoples, which is a reliable resource and guarantee of the mutual understanding and trust in the relations of countries - neighbors.

## **ROZLICZANIE ŚRODKÓW EUROPEJSKICH PRZEZ JEDNOSTKI BUDŻETOWE**

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Środki europejskie to środki finansowe, które są wykorzystywane, aby zrealizować cel, który ma na celu wspieranie i restrukturyzację gospodarek krajów członkowskich Unii Europejskiej. Budżet Unii Europejskiej tworzą dochody, które przede wszystkim pochodzą z tych państw. Budżety roczne są ustalane w granicach, które wyznaczane są przez długoterminowy plan finansowy. Skutkiem tego jest przewidywalność ponoszonych wydatków. Obecny plan finansowy obowiązuje do 2020 r [1].

Produkt krajowy brutto to główne kryterium stanowiące o podziale środków finansowych Unii na poszczególne państwa członkowskie wspólnoty. Zawdrażanie Funduszy Europejskich w Polsce odpowiada Minister Rozwoju [2].

Za obsługę płatności wykonywanych w ramach realizacji programów finansowanych przy udziale środków europejskich odpowiada Minister Finansów [3], a za obsługa bankowa płatności jest prowadzona przez Bank