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CULTURAL-HISTORICAL DETERMINANTS OF THE IMAGE OF UKRAINIAN COMPANIES OPERATING ON THE POLISH MARKET

Abstract

The purpose of the paper is to outline cultural and historical determinants of the image of Ukrainian companies operating on the Polish market. The author's thesis is that although both communities are close geographically, they showed mutual distrust based on historical experience and cultural differences.

However, due to the orange revolution and joint preparation of Euro 2012 as well as mutual relationship becoming normalized, mutual liking improved, which translates to a positive investment climate.

Key words Economic Integration, Comparative Studies of Countries, Relation of Economics to Other Disciplines, Public relations