



AKADEMIA
LEONA KOŹMIŃSKIEGO

CENTRAL AND EASTERN EUROPE'S BEST BUSINESS SCHOOL

Sustainability of Technologies for companies
and customers.

The risk and costs of the market.

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Business School
Rankings 2011

COMPANIES POLITICS AND PROBLEMS:

- ONLINE IT SOLUTIONS
- MOBILE SOLUTIONS
- INTRANET IT PROGRAMME

- FOR: MANUFACTURE, LOGISTICS, SELLS, MARKETING

- DEVELOPMENT STAND ON IT COMPETITIONS AND MODERNIZATIONS, INNOWATIONS
- CAPITAL FOR INWESTMENTS IN IT
- RISK AND COST OF CHANGES
- CONSUMERS COSTS

AIMS OF PRESENTATIONS

- COMPETITION ON IT MARKET
- CAPITAL AND NON-CAPITAL BENEFITS AND COSTS OF IT
- CHANGES ON INDUSTRIAL, CONSUMERS, MARKETING AND PRODUCT MARKET BY IT SOLUTIONS

- RESEARCH PROBLEM/QUESTION
- STABILIZATION ON IT MARKET IS ONE OF THE MOST IMPORTANT FOR COMPANIES DECISIONS

DATA

- INVESTMENT IN POLAND
- CAPITAL AND NON-CAPITAL EFFECTS
- REPORT:
- NBP: FOREIGN INVESTMENT
- PAiIZ: INVESTMENTS IN POLAND

INVESTMENT PROJECTS - PAiIZ

- 2014 – 3,3 MLD EURO
- 2013 –
- 26,3 MLN EURO FOR OUTSOURCING AND IT CENTRE
- 312 MLN EURO FOR VEHICLE SECTORS
- 89,2 MLN EURO FOR RESEARCH SECTORS
- OTHER: MACHINES, ELECTRONIC, FMCG AND AIR FLY
- FUTURE: DEVELOPMENT IN VEHICLE AND AIR MACHINES, IT CENTRE AND BACKUP FOR BUSINESS
- THE MOST IMPORTANT INVESTORS: USA (952 MLN EURO), GERMANY (543 MLN EURO), CHINA (308 MLN EURO), JAPAN (105 MLN EURO), GREAT BRITAIN, FRANCE, BELGIUM, FINLAND

INVESTMENT – MAIN COMPANIES

- NEW PRODUCTS, NEW TECHNOLOGIES, NEW MATERIALS, NEW BUSINESS CENTRE
- IBM
- SAMSUNG
- GENERAL MOTORS
- AMAZONS
- SOMFY
- DELL
- SHARP

MAIN TENDENCY ON THE MARKET

- TV ONLINE, IT PROGRAMME FOR TV LCD, IT PROGRAMME, IT SERVICE, IT EQUIPMENT
- NEW IDEAS OF PRESENTATIONS, VISUALISATION
- NEW MARKET FOR MARKETING AND ADS
- NEW INNOVATIVE MATERIALS FOR ELECTRONIC MARKET (FOR LONG USE)
- IT FOR MANUFACTURING
- INTERNATIONAL ONLINE SELLS
- ECO MARKET

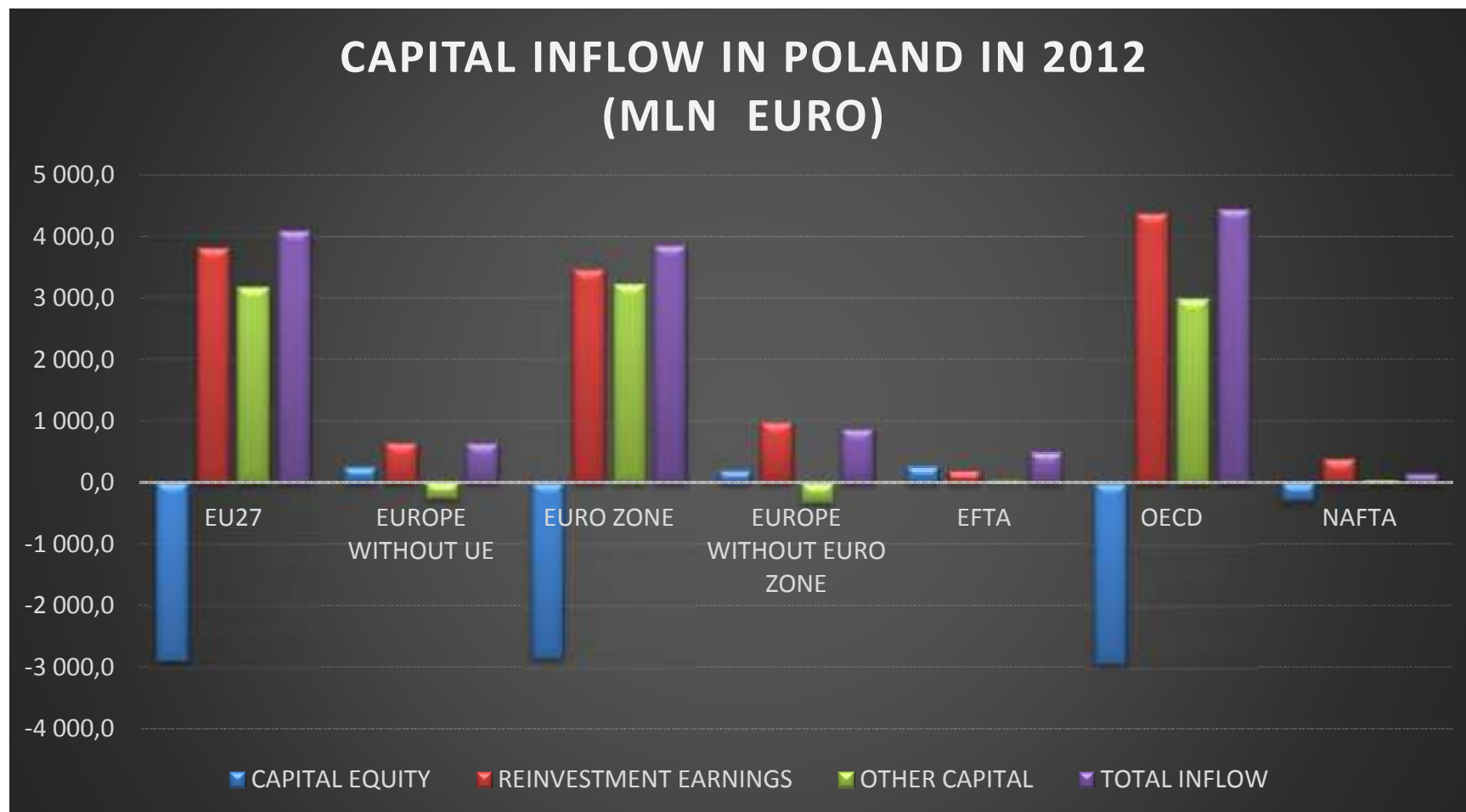
CONSEQUENCES FOR THE COMPANIES

- INTERNATIONAL CORPORATIONS CREATE THE CONSUMERS AND COMPANIES MARKET
- NEEDS OF IT, TECHNOLOGY SOLUTIONS FOR MSP
- CREATING WEBS, COOPERATIONS, PARTNERSHIP FOR DEVELOPMENT AND INNOWATIONS
- SUSTANABILITY ON IT, TECHNOLOGIES MARKET
- EFFECT OF SCALE
- HIGHER AND STRONGER COMPETITIONS
- DUALIZATION OF THE MARKET – MSP AND INTERNATIONAL CORPORATION
- HIGH LEVEL OF NEW, INNOVATIVE TECHNOLOGIES, IT, PRODUCTS, MATERIALS
- STRONG NEEDS FOR CHANGES, INWESTMENTS
- CHANGING LOGISTIC, SALLES, MARKETING AND TECHNOOGIES MARKET
- EMERGING TECHNOLOGIES NEEDS INWESTMENTS IN LONG TERM
- HIGH PRESSURE ON THE MARKET INTO INNVATIVE SOLUTIONS

CONSEQUENCES FOR CONSUMERS

- ONLINE LIVE
- MOBILE LIVE
- NEW STYLES OF MARKETING, PRESENTATIONS
- NEED TO EDUCATE NEW IDEAS AND TECHNOLOGIES
- LONG TERM HABITATIONS
- FEAR OF NEW

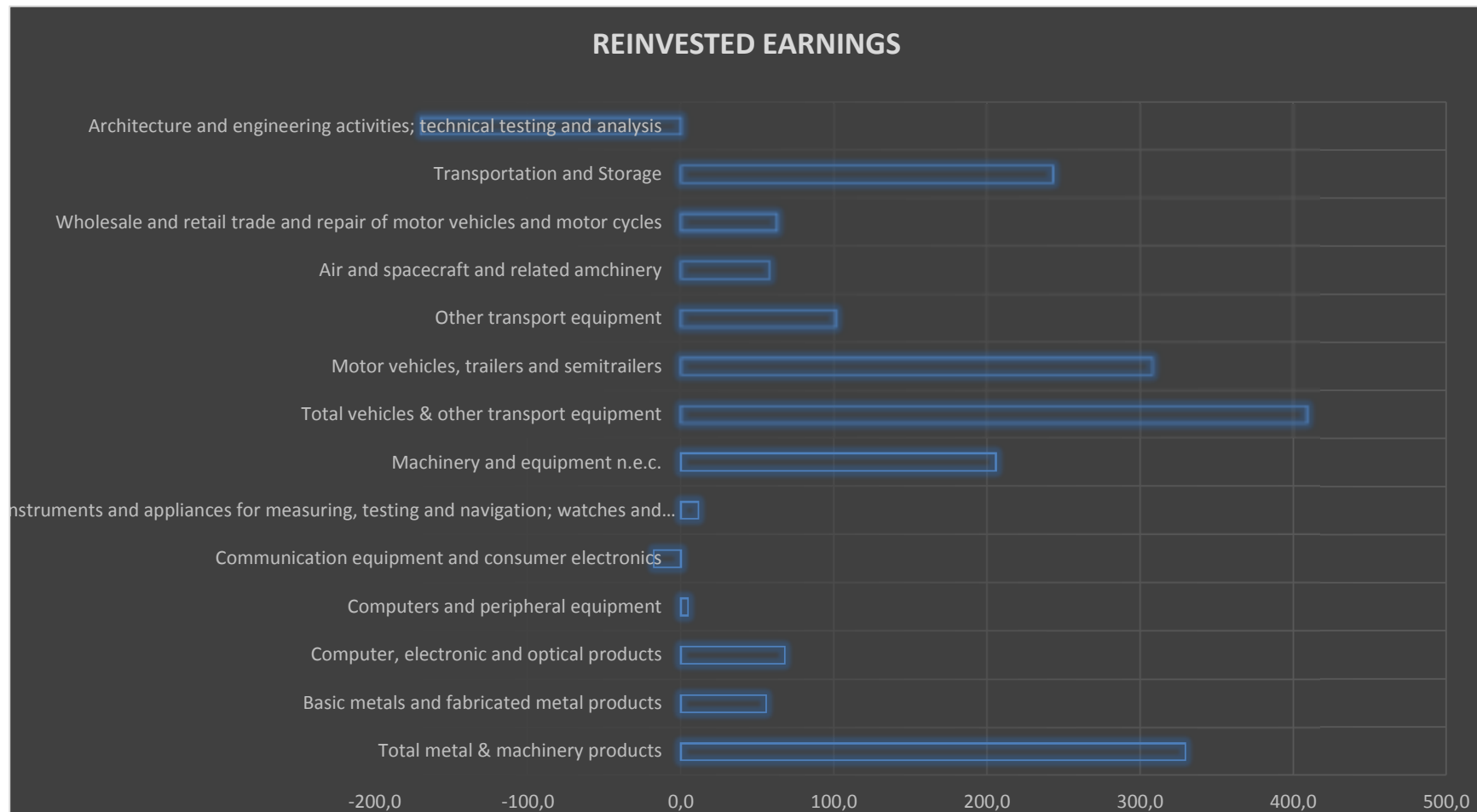
NBP DATA



THE RISK OF THE MARKET

- MAIN INDUCATORS - FINANSE
 - FINANCIAL CHANGES IN ONE YEAR, ONE MONTH
 - PERCENT OF LOST
 - PROFITS/RISK
 - RETURN RATIO
 - VALUE OF RISK – LOST OF INWESTMENT CAN'T BE HIGHER
 - BETA – COMPARISION OF RETURN RATIO FOR THE COMPANY AND MARKET
 - BETA II – COPARISION IN RECESION PERIOD
 - COMPARE OF MAX AND MIN ASSETS – PERCENT OF LOSE

THE COST OF THE MARKET (INFLOWS IN 2012, MLN EURO, NBP)



RISK RATIO

- average
- Dependency of financial dept from government dept
- Decrease of pln rate to euro more than 25%
- Risk of insolvent of banks with high equity on the market
- Political changes with influence to capital market
- Macroeconomic and structural changes

Economist Intelligence Unit	
2012/2013	0-100
Country risk	37
Debt risk	42
Currency risk	35
Bank system risk	33
Political risk	24
Economical risk	44

RISK FACTORS

- SECTORS OF INVESTMENTS
- BANKING COST OF CREDITS
- GOVERNMENT AND UE GUARANTIES
- COMPANY ASSETS
- COMAPANY PROFILE
- COMPANY POLITICS, EFECTIVENESS, OPTIMALIZATION, PLANS AND PERSPECTIVE
- TAKING CARE OF INNOWATIONS, IT, NEW TECHNOLOGIES
- INTEREST RATE
- CREDITS DEMANDS
- ATTRACTIVENESS OF COMPANY, SECTOR, AREA AND COUNTRY
- OPINION ON INWESTMET MARKET
- OPINION ON CONSUMERS MARKET
- OPINION BY PARTNERS AND COMPETITORS
- PROFITS, MARGIN, COSTS, FINANCIAL POLIITICS
- COMPETITION AND COOPEERATIONS

SUSTANABIILITY AND COMPETITIONS

- CLOSED TECHNOLOGICAL PROJECT
- REASONS:
 - LOW QUALITY TECHNOLOGICAL PRACTISE
 - MANY PROJECT DON'T TAKE CARE OF STANDARDS, LICENECE, DON'T DEVELOP
 - TO MUCH CHANGES
 - TO HARD FOR USERS
- SUSTANABILITY STAND ON:
 - INTERNATIONAL CORPORATIONS, COUNTRY COMPANIES,
 - LICENCE, IDEA, POPULARIZATIONS
 - ASSETS, COOPERATIONS, STOCKS
 - MATURITY OF COMPANY AND IDEA

SUSTANABILILITY AND COMPETITIONS

- INTERNATIONAL, NATIONAL COMPANIES, INSTYTUTIONS TAKE CARE OF NEW IDEAS, TECHNOLOGIES
 - NEW STANDARDS
 - RESEARCHE AND DEVELOPMENT OFFICES
 - HARD TO COOPERATE WITH MSP, SOME SECTORS, AREAS, PROJECT
- NEED TO COMPETITION AND DIVIDE MARKET

SUSTANABILITY AND COMPETITIONS

- MAIN TECHNOLOGY COMPANY:
 - UPC, POLISH TELEKOMUNICATIONS
 - SAMSUNG, IBM, MIKROSOFT, DELL, LG, NOKIA, TOSHIBA
 - T-MOBILE, PLUS
- TECHNOLOGY CHANGES:
 - MANUFACTURING
 - ONLINE MARKET
 - INTERNALIZATION FOR POLISH AND INTERNATIONAL COMPANIES