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LABOUR MIGRATION: CASE STUDY OF POLAND

Yauheniya Sazonenka
Bialystok University of Technology

Introduction. Over the previous century, countries and economies became more open for international cooperation. Nowadays migration processes are a common trend that are caused by different reasons, such as unequal income level and life quality of different regions, differences in opportunities for development, and general globalisation processes. Many researchers investigate the topic of labour migration, because it has a big influence both on the country of destination and the country of origin. Currently, around 232 mln people live outside their country of origin and approximately 150 mln of them are immigrant workers. Labour market flexibility, simplification of procedures for employment of foreigners, together with the population aging and shortages of particular professions stimulate the processes of labour force migration. The flows of the labour can be noticed among the employees of different groups of professions: from the low-skilled workers to the scientists and top-managers. Generally, for the region of destination people select the one that is of a higher level of development in comparison with the region of origin. Being a part of the global economy, Poland faces the issue of migration as well, both internal and external. One of the principal values of immigrants is contribution to building the innovation economy. The principle aim of the current paper is to analyse the dynamics of the inflow of the international labour force depending on their occupation. The paper is based on the hypothesis that the immigration flow of the higher qualified labour force is growing faster than the flow of the lower qualified labour force. Literature overview covers the nature of migration of the highly-

qualified labour force. The research method includes critical analysis of the literature as well as desk-research analysis of statistical data, provided by the Ministry of Family, Labour and Social Policy.

Literature review. According to the human capital theory, migration can be positioned as an investment to improve probable real income streams in future and further employment opportunities. The main expected effect of migration for an individual is an opportunity to realize higher returns to own human capital over a person's lifetime. According to Demko, G. J-Ross, et al, migration creates an essential network for the diffusion of information and ideas and highlights the trends in social and economic change, and it can be regarded as a way of human adjustment to the social, economic, environmental, and other types of issues.

Governments of developed economies have faced challenges because the longevity of residents of their countries has increased. As a result of the growth of population number over the usual retirement age takes place, and it leads to a growing demand for pensions and health services that must be supported by the dropping share of the population working age. In this case immigration can be a solution to maintain the needed level of economic production and thus produce enough financial resources.

It is common sense that the probability of being given a working place in the receiving country depends on its current market demands of the resources of an individual. Among the most frequent barriers that can create difficulties for integrating in the labour market could be named: devaluation of human capital (specifically cultural knowledge, languages), thresholds of the market (e.g. high wages for simple jobs, discrimination), and lack of network. On the other hand, one of the factors that can predetermine success of a job-seeker is competences. This term originated from the Latin language and it means "capable of doing". Under competency can be understood a temporally stable, narrowly defined, and trainable latent ability to complete an organizationally valued prospective job task successfully. It is contingent upon both specific cognitive ability facets and identifiable, specific, and distinct educational knowledge domains. International Labour Organization defines four skill levels that depend on the complexity and range of tasks that are needed to be performed in an occupation. They are measured depending on the nature of the work performed, the level of the formal education required, and the amount of informal on-the-job training / previous experience required to perform successfully. Skill level 1 regularly refers to the performance of simple and routine physical and manual tasks. Skill level 2 often refers to the occupations that involve operating machines and mechanisms. Skill level 3 involves the performance of complex technical and practical tasks that require knowledge in a specialised field. Skill level 4 describes the occupations related to the complex problem-solving, decision-making and creativity. From level 1 to the level 4 the complexity of the jobs and demands toward employees are growing.

Research methods. The main aim of the thesis paper is to provide the analysis of the dynamics of the inflow of the international labour force depending on their occupation. For the purpose of the current paper the statistical data was analysed, provided by the Ministry of Family, Labour and Social Policy of Poland for the years

2015-2017 for the immigrant workers who has applied for a work in Poland on the basis of work declarations. This group was selected, because it is the most numerical one and it has the strongest impact on the general labour market situation in the country. For instance, 1 824 464 work declarations and 235 626 work permits were issued in Poland in 2017. The paper is based on the hypothesis that the immigration flow of the higher qualified labour force is growing faster than the flow of the lower qualified labour force.

Research Results. Table 1. Number of applications for the work declarations in particular groups of professions and specialties.

Table 1.

Groups of professions and specialties	2015	2016	2017	2017 to 2015, %
Representatives of public authorities, senior officials and managers	1788	950	1309	73,21
Specialists	11280	9071	8222	72,89
Technicians and other mid-level staff	11162	26746	45871	410,96
Office's workers	20004	47838	85213	425,98
Service and sales staff	45010	64529	77861	172,99
Farmers, gardeners, foresters and fishermen	56044	55783	55963	99,86
Industrial workers and craftsmen	135389	247301	345631	255,29
Operators and assemblers of machines and devices	46469	112199	210013	451,94
Workers at simple jobs	455071	749575	994369	218,51
Armed forces	5	135	12	240,00
Total:	784237	1316143	1826481	232,90

Source: own elaboration on the basis of .

According to the Table 1, the number of applications for the work declarations was fluctuating in the most cases during the years 2015-2017. The highest growth was for the group “Operators and assemblers of machines and devices” – 451.94% in 2017 in comparison to 2015, followed by “Office's workers” – 425,98% and “Technicians and other mid-level staff” – 410,96%. The negative trend was for “Farmers, gardeners, foresters and fishermen” – 99.86 % in 2017 in comparison with 2015, “Representatives of public authorities, senior officials and managers” –

73.21%, “Specialists” – 72.89%. during the analysed period, “Workers at simple jobs” contributed to the biggest share of the international employees, and “Representatives of public authorities, senior officials and managers” were the smallest group.

Conclusions. Labour market immigration has been an actual topic for the researchers during the several recent decades; most issues are well described in the literature. Labour migration is discussed as one of the important factors that contribute to the sustainable development of society. Countries aim to create conditions to attract the most favourable groups of immigrants, that can cover their shortages of the labour force.

The hypothesis of the research was verified negatively: the number of applications for the work declarations in 2015-2017 was growing faster for the middle- and lower-qualified groups of professions, while for the higher qualified it has decreased. These outcomes show that support the development of the innovative economy Polish labour market does not grow the number of highly-qualified international employees, working on the basis of work declarations.

The key limitation of the research is that it focuses on the number of applications for work declarations. However, currently immigrants in Poland can work as well on the basis of work permits, without any additional permits if they are the holders of the “Polish card” and some other conditions. The research can serve as a part for further analysis of the structure of groups of professions, where international employees are involved.

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EVOLUTION OF THE TERRITORIAL MARKETING: LITERATURE PERSPECTIVE

Eliza Ostaszewska
Bialystok University of Technology

Introduction. Nowadays cities and regions are involved in the competition for tourists, residents, companies, investment, etc. Territorial marketing is one of the major tools that can be used to develop, implement and sustain an appropriate image. Territorial marketing belongs to those topics, that first has appeared in practice and later on were described in the scientific literature. The main purpose of the article is to show how territorial marketing changed and its essence at the turn of the years. The article uses the method based on the analysis of literature. For the literature analysis those resources were selected, that are well-recognised by scientists. The topic of territorial marketing has a big impact on the development of the economy. This subject, although it is a relatively young trend, is often touched by researchers.

Territorial marketing: theoretical overview

The marketing concept in the economy of territorial units was first used in the United States. For a wider application of the market approach in the activities of local authorities in the US, and then in Western Europe. This phenomenon has been influenced to a large extent by: economic recession and growing competition between urban centers, evolution of ideas marketing (social marketing).

Territorial marketing as an effect of expanding and deepening marketing knowledge and as a popular branch of practical managerial knowledge has been treated in terms of the core of scientific discipline for many years. The process of shaping and autotomizing separate, usually due to entities or objects of exchange processes, spheres of marketing has acquired a special meaning and development as a result of interest in marketing and its tools, impact on partners began to be demonstrated not only by companies and their groups operating on the consumer goods market, but also other entities such as: service enterprises, investment sector