

UKRAINE AND POLAND EVENT INDUSTRY PROFILES: FEATURES OF NATIONAL CULTURES

The rapid development of the event industry is typical of recent years. Event business is a source of billions in revenue. An indicator of its constant development, efficiency, profitability and relevance is the annual growth of costs for event services.

According to Events Industry Outlook – 2026 [1] the global events industry size was valued at 1100 billion USD in 2018 and is expected to grow of 10,3% to reach 2330 billion USD by 2026. The global events industry is segmented based on type, revenue source, organizer, age group, and region.

The goal of the article is to analyze event industry peculiarities in Ukraine and Poland and generalize cultural features for event industry.

The event industry in Ukraine and Poland is also growing and promising. Depending on type, the event industry is divided into music concerts, festivals, sports, exhibitions, conferences, corporate events and seminar, and others. By revenue source, it is classified into ticket sale, sponsorship, and others [1].

Revenue in the Event Tickets segment in Ukraine amounts to 41 million USD in 2019. The market's largest segment is Sport Events with a market volume of 16 million USD in 2019. Revenue in the Event Tickets segment in Poland amounts to 317 million USD in 2019. The market's largest segment is Music Events with a market volume of 175 million USD in 2019 [2].

By type the following events industry segments exist [1]: music concert; festivals; sports; exhibitions and conferences; corporate events and seminar; others. Nowadays, event is one of the marketing and promoting tool. The structure of event industry in Ukraine and Poland vary. So, the event services market in Ukraine has been actively expanding over the past five years. Today, new companies are emerging in the market, the market is booming and changing not only quantitatively but also qualitatively. The services provided have become higher, and fierce competition in the event services market requires more and more creative ideas from the company providing this type of service [3]. According to [3] the most demanded events in Ukraine are (Fig. 1): promotions (67%), conferences (59%) and presentation of goods or services (41%). According Poland Meetings and Events Industry Report 2019 [5] in the structure of events in Poland in 2018 (Fig. 2) the congresses and conferences dominated (12100) along with incentive and corporate events (9100), accounting for 96% of the sample. Trade shows (816) constituted

only 4% of the entire sample analyzed in the 2018 research.



Fig. 1. Demand for event-services in Ukraine, %, 2018

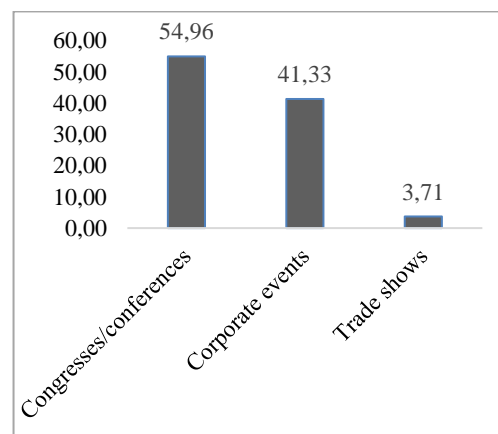


Fig. 2. Events in Poland, %, 2018

It should be noted that according to the works of [5], [6], the national culture affects business, and, accordingly, is reflected in the event industry, as one of the country's industries. In this case, study the features of Poland and Ukraine national cultures is needed for identifying cultural features and their impact on event industry.

The GLOBE's cultural clusters are formed with the following characteristics [5]: power of distance; uncertainty avoidance; humane orientation; institutional collectivism; in-group collectivizing; assertiveness; gender egalitarianism; future orientation; performance orientation.

Poland and Ukraine concern to East Europe cultural cluster. But as in one cultural cluster there are numbers of countries and they still differ in-between in a more subtle way, Ukrainian and Polish cultures are

such a case. If we dig deeper in them, we start to see the differences.

Hofstede's model helps to identify key differences in national cultures. Hofstede model involves six cultural dimensions [6]: power distance; individualism; masculinity; uncertainty avoidance; long term orientation; indulgence.

Analysis of Ukraine and Poland national cultures using GLOBE cultural clusters and Hofstede 6-D models helps to summarize similarities and differences in cultures. According to Hofstede 6D-model, there are significant differences between Poland and Ukraine for the following dimensions: individualism; masculinity; long-term orientation.

Let's consider content of these dimensions and features of the countries.

1. In Individualistic societies, people define themselves in terms of "I" and their unique attributes. People value autonomy and independent thought, and the interests and goals of the individual prevail over group well-being. Personal attitudes and needs are important determinants of behavior. In Collectivistic societies, people define themselves in terms of "we" and their group memberships. Members come together in strong, close-knit groups. Social interdependence and collective harmony are valued. Relative bonds and responsibilities are important determinants of behavior; group goals take precedence over individual goals [7].

Poland, with a score of 60 is an individualist society. This means there is a high preference for a loosely-knit social framework in which individuals are expected to take care of themselves and their immediate families only.

Ukraine with a score of 25 is a collectivistic society. Family and friends are extremely important to get along with everyday life's challenges. Relationships are critical to getting information, dating, or successful negotiations.

2. Masculinity. The fundamental issue here is what motivates people, wanting to be the best (masculine) or liking what you do (feminine). A high score (masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the winner. A low score (feminine) means that the dominant values in society are caring for others and quality of life [7].

This dimension for Poland scores 64 and is thus a masculine society. In masculine countries people "live in order to work" [6], managers are expected to be decisive and assertive, the emphasis is on equity, competition and performance.

Ukraine's relatively low score of 25 are related to the high Power Distance. At second glance one can see, that Ukrainians at workplace as well as when meeting a stranger rather understate their personal achievements, contributions or capacities.

3. Normative societies, which score low on this dimension, for example, prefer to maintain time-honored traditions and norms while viewing societal change with suspicion. Those with a culture, which scores high, on the other hand, take a more pragmatic

approach: they encourage thrift and efforts in modern education as a way to prepare for the future [7].

Poland's low score of 38 in this dimension means that it is more normative. People are normative in their thinking. Members of short-term orientated societies are more focused on the present and past than on the future. They value instant satisfaction. Members spend now rather than save for the future. They live in the moment and are not concerned with past or future anxieties.

Ukraine has 86 points, which means that it is very pragmatic culture. In pragmatic societies, people believe that the truth depends very much on the situation, the context and the time. They demonstrate the ability to easily adapt traditions to changing conditions, a strong propensity to save and invest thrift and perseverance in achieving results.

As a result of national cultures analysis we can generalize the cultural features of Poland and Ukraine. So, the key cultural features for Ukraine are:

likely to prefer group activities, social interactions are longer and more intimate;

pragmatic culture: a strong propensity to save and invest, thriftiness, and perseverance;

hobbies and leisure – things of low priority; focus on people, care, communication.

Cultural differences of Poland are:

likely to engage in activities alone and social interactions are shorter and less intimate;

normative culture;

waste of money is not shameful;

orientation to things, domination, subjectivity.

These cultural features help to distinguish the most effective types of events for Polish - conferences, workshops, seminars, press conferences, product launches and incentives; while for Ukrainians – training, team-building, corporate events, conferences.

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