



<input checked="" type="checkbox"/>	Master's thesis
<input type="checkbox"/>	Licentiate's thesis
<input type="checkbox"/>	Doctor's thesis

Subject	International Business	Date	25.5.2005
Author(s)	Clive Hollingworth	Student number	
		Number of pages	105
Title	Managing foreign direct investment in Poland – Experiences of Finnish multinational companies.		
Supervisor(s)	Ph.D. Esa Stenberg; M.Sc. Elina Pelto		

Abstract

In recent years several Finnish large companies have made foreign direct investments (FDI) in Poland. The country is a relatively new area for Finnish companies' operations as making FDI there has been possible only since Poland has undergone large economic changes that begun in 1989. The purpose of this study was to find out how large Finnish companies have managed their FDI in Poland. This main research question was aimed to be answered through exploring the reasons behind the companies' FDI, how the FDI was implemented as well as the outcome of the FDI. Basing on these sub-questions, a theoretical framework was formed which served as the basis for a synthesis of the same framework. The synthesis is a model that was used for evaluating the case companies and answering the main research question.

The research was conducted as a multiple case study basing mainly on qualitative data. Four large Finnish companies that had made Polish FDI were studied. Interviews with company representatives were carried in Poland during October 2004. All case companies had made a Polish FDI through acquisition and had operated in Poland for several years.

Similarities within the case companies' Polish operations were found and the research results also seemed to support the formed theoretical framework and its synthesis. The reasons for the FDI in Poland were in most cases both the country's market potential as well as the available resources. All companies faced challenges related to operating in Poland and changed the original form of their Polish operations. This was estimated as relating to the lack of experience of the market as well as to the entry being planned on the basis of insufficient knowledge. Despite this, eventually different challenges were overcome and performance of the Polish operations within the case companies was viewed as relatively good. The methods used by the case companies for dealing with the obstacles related to operating in Poland were also found to be similar. Furthermore, a similarity between Polish and Finnish mentalities was noted, this factor possibly in some measure facilitating the overcoming the challenges related to operating in Poland.

Key words	Foreign direct investment, FDI, Finnish companies, Poland.
Further information	