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The impact of foreign direct investment (FDI) on job creation in rural areas in Poland

Abstract: The purpose of this article is to present the influence of Foreign Direct Investment (FDI) on labor market in rural areas in Poland. Based on subject literature and statistical data, the author examines enterprises with at least 10% of foreign ownership in the context of their impact on the quantitative sphere of labor market, i.e. creating jobs. The article presents theoretical aspects of FDI effects on the host country's economy and characteristics of enterprises with foreign capital in Polish rural areas, including their size, investment expenditures and revenue and type of activity based on classification of business activities. In analyzed research period 2014–2017, the number of entities with foreign capital in rural areas decreased by 17%, from 4.4 to 3.7 thousand. Despite the decline in the number of enterprises, the number of employees increased by 23.2%, from 225 to 277 thousand. This research shows that in last of the analyzed year foreign companies were employing 1,938 million people, what accounted for 15% of private sector workers in Poland. About 14% of them were employed in companies localized in rural areas. The vast majority of jobs in companies with foreign capital in rural areas were created by entities involved in manufacturing activities. In these firms, about 149 thousand people were employed, accounting for 56% of workers employed in companies with foreign capital in rural areas in Poland.

Key words: Foreign direct investment, rural areas, labor market

JEL Codes: E24, F21, F23, R23

Introduction

International enterprises and their foreign direct investments (FDI) are an important factor in the functioning of the modern global economy and play a significant role in global trade as well as in international flows of production. The intensification

of globalization processes since the 1980s, has been to a large extent, caused by the increase in capital flows, in particular by direct investments.

Foreign Direct Investment is an important element supporting a host country's economic development and one of the spheres of FDI impact is the labor market. The 2018 World Investment Report indicates that the number of workplaces created all around the world owing to FDI accounted in 2017 to 73.2 million and increased by 171% [*World Investment Report... 2018*] since 1990.

The entities with foreign capital, carrying business in Poland, have an important impact on the labor market. About 15% of people employed in private sector in Poland works in entities belonged wholly or partially to foreign owners [*Yearbook of Labour Statistics 2017*]. In 2017, foreign companies were employing 1,938 million people and these number increased by 13% since 2014.

Furthermore, FDI plays a significant role in creating jobs in rural areas. In year 2017 enterprises with foreign were employing 277 thousand people, what accounted for 16% of all jobs in foreign companies in Poland. Within four years, the number of jobs created in rural areas by entities with foreign capital increased by 23%, a higher proportion than growth in the general number of workplaces in foreign companies.

According to the author's previous research on the impact of FDI on the labor market in Poland, entities with foreign capital can create new jobs and, at the same time, contribute to reducing employment in local enterprises [Marchewka 2017]. In order to deepen the knowledge on this subject, the author carried out an analysis of the impact of FDI on the labor market in rural areas.

The main aim of this article is to describe the influence of FDI on the labor market in rural areas in Poland. The work depicts enterprises with foreign capital in the context of the impact on the quantitative sphere of the labor market, i.e. creating jobs. Moreover, the work presents theoretical aspects of FDI's effects on the host country's economy and characteristics of enterprises with foreign capital in Polish rural areas, including their size, investment expenditures and revenue and type of activity based on classification of business activities in Poland (PKD 2007). This work defines enterprises with foreign capital as entities in which foreign investors hold at least 10% of shares. The names enterprises, entities and firms with foreign capital are terms that are used interchangeably here. Rural areas are considered territories outside the administrative boundaries of the cities, consisting of rural communes and rural parts of urban-rural communes.

Based on subject literature and statistical data, the article depicts descriptive analysis on enterprises with at least 10% of foreign ownership in the context of their impact on the quantitative sphere of the labor market, i.e. creating jobs. The research period, in which employment in foreign enterprises was analyzed, covers the years 2014–2017. The work was prepared on the basis of critical analysis of the literature on the subject, publications and data collected by Statistics Poland, the state institution dealing with public statistics.

Definition of FDI and their importance for the labor market in the host country

Foreign Direct Investment (FDI) is a category of cross-border investment (carried out by the direct investor) in order to establish a lasting interest in an enterprise (the direct investment enterprise) located in another country than the investor's home country. Generally, the direct investor's motivation is to create a strategic long-term relationship with the direct investment enterprise to ensure an important degree of influence by the direct investor in the management of the direct investment firm [*OECD Benchmark... 2008*, p. 17].

Foreign Direct Investment can be described as an internationalization strategy in which firm establishes a physical presence abroad through the acquisition of productive assets such as land, plant, equipment, capital, and technology. It is a strategy of entering foreign markets that gives investors partial or full ownership of a productive enterprise typically dedicated to manufacturing, marketing, or management activities [Cavusgli et al. 2017, p. 36]. According to the OECD definition, a FDI enterprise is a business entity in which an investor resident in another economy owns (directly or indirectly) 10% or more of its voting power if it is incorporated or the equivalent for an unincorporated enterprise [*OECD Benchmark... 2008*, p. 234].

The subject literature distinguishes two forms of FDI [Neuhaus 2006, p. 43]: greenfield investments and mergers and acquisitions (M&A). The first one concerns the implementation of an economic venture from its initial moments, while the second one occurs when two independent enterprises are merged into new one or when one company purchases the property of the other one to control it.

Foreign Direct Investment can also be divided into horizontal and vertical aspects [Feenstra 2017, p. 23–24]. Horizontal FDI usually takes place between industrial countries, when a firm from one country owns a firm in another country. Through horizontal investments, international enterprises can produce the same goods or service in multiple plants in different regions, where each plant or branch serves the local market using the local production. The reasons for undertaking horizontal investments include: 1) avoiding or minimizing taxes, 2) avoiding or lowering transportation costs, 3) improving access to foreign markets, 4) sharing technical expertise and avoiding possible duplication of products.

Vertical FDI refers to a situation when the firms geographically fragment their production into stages. It is called vertical because the production stages are conducted one after another in different countries. This type of FDI is based on the idea that different parts of the production process have various input requirements. The principal reasons why firms shift their production abroad through vertical FDI are due to the presence of lower wages than in their home country.

Among spheres affected by FDI in the host country are [Rymarczyk 2012, p. 206–223]: foreign trade and balance of payments, economic growth¹, research and

¹The impact of FDI on economic growth in Poland was presented in Sawitri [2011, p. 53].

development of technologies, natural environment, socio-cultural aspects as well as the political or labor market.

The effects of FDI impact on the labor market in the host country occurs on three levels [Witkowska 2001, p. 88]: quantitative, qualitative, localization. Due to its complexity, the impact of FDI on the labor market in a host country is described in this work only in quantitative sphere.

An emergence of enterprises with foreign capital may cause changes in the number of people employed in various sectors of the host country economy. In principle, the quantitative effects of FDI impact on the employment in the host country can be both positive and negative. Positive ones are related to:

1. Direct increase in employment resulting from the creation of new production capacities and the start-up of production by enterprises with foreign capital;
2. Retaining employment in failing local enterprises as a result of their takeover by foreign enterprises;
3. Job creation as a result of cooperation links with local entities;
4. Stimulation of employment resulting from complementary investments and increasing the production of local business entities due to cooperation links with local companies.
5. In turn, the negative ones are related to:
6. Reducing the number of employees as a result of disinvestment and liquidation of production capacities in the resources of enterprises from abroad;
7. Reduction of employment resulting from “undercutting” of rival domestic or foreign enterprises forced to cease their operations on a given market;
8. Decrease in the activity of local enterprises and the related reduction in employment due to the choice of import as the main source of supply for foreign enterprises instead of deliveries from the local market;
9. Substitution of local production with production as a result of FDI [Witkowska 2001, p. 96, Zorska 2007, p. 287–288].

Characteristics of entities with foreign capital in rural areas

Rural areas cover 93% of Poland’s territory and are inhabited by almost 40% of country’s population. About 1,8 million people work in enterprises² located in rural areas, accounting for nearly 20% of the national labor force [GUS 2017, p. 62].

Rural areas in Poland are an attractive place for foreign investors. In 2017, 3.7 thousand companies were located in these areas, what accounted for 16% of all entities with foreign capital. The number of foreign companies dropped there since 2014 by 17%, from 4.4 thousand entities. During 2014–2017 period, the number of

²Data on workers do not include entities employing up to 9 people and people working on private farms in agriculture.

enterprises with foreign capital in Poland decreased by 12%, from 26 in 2014 to 22.8 thousand entities in 2017 (Table 1).

Table 1

Entities with foreign capital in Poland in 2017

	Total number of enterprises	Changes (%)	Number of enterprises in rural areas	Changes (%)
2014	26 033	100.00	4 416	100.00
2015	25 542	98.11	4 277	96.85
2016	25 596	98.32	4 186	94.79
2017	22 838	87.73	3 675	83.22

Source: Statistics Poland, December 2018.

The analysis of the activity of enterprises with foreign capital in rural areas indicates that investment expenditures³ incurred by foreign investors every year are significant. From 2014 to 2017, enterprises with foreign capital invested in Poland EUR 58.4 billion, or an average EUR 14.6 billion annually. Over one tenth of foreign firms' investment expenditures were realized in rural areas. Investments made by these enterprises in the four-year period amounted to EUR 7.3 billion and accounted for 12.5% of all investment expenditures incurred by foreign firms in Poland (Fig. 1).

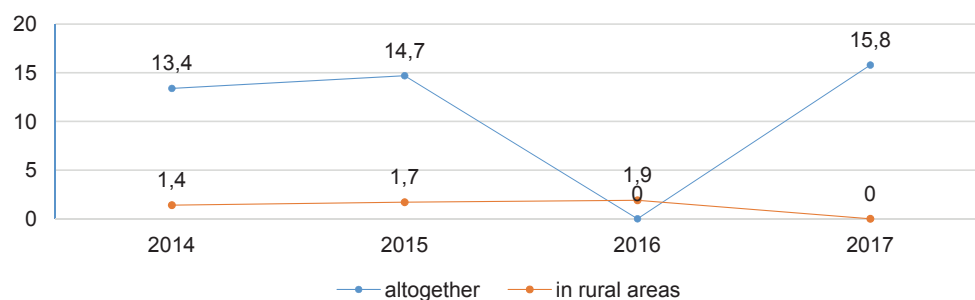


Figure 1

Investment expenditures of enterprises with foreign capital in Poland (in EUR billion)

Source: Statistics Poland, December 2018

Analysis of activity of firms located in rural areas in period 2014–2017 show increase of their revenues by 29%, from EUR 38.5 to 50.8 billion. In 2017, revenues of enterprises with foreign capital amounted to EUR 370,3 billion, including EUR 50,8 billion gained by firms located in rural areas. Revenues of these firms were at

³Investment expenditures are financial or material outlays whose aim is to create new fixed assets or improve (reconstruction, extension, modernization) of existing objects of fixed assets, as well as expenditures on the so-called first equipment.

analyzed period at constant average level of 14% of revenues of all foreign entities' located in Poland⁴.

In 2017, the vast majority of enterprises with foreign capital in rural areas in Poland were micro-entities, employing up to 9 people. They accounted for 57% (2,093) of all foreign companies in rural areas. The second largest group was small enterprises employing from 10 to 49 employees. They accounted for 22,5% (830) of all entities with foreign capital in rural areas. The third largest group consisted of medium-sized enterprises, which employed from 50 to 249 people. About 14% (513) of foreign enterprises located in rural areas belonged to this group. The biggest firms with 250 and more employees formed the smallest group. These enterprises accounted for merely 6% (239) of all entities with foreign capital located in rural areas in Poland (Fig. 2).

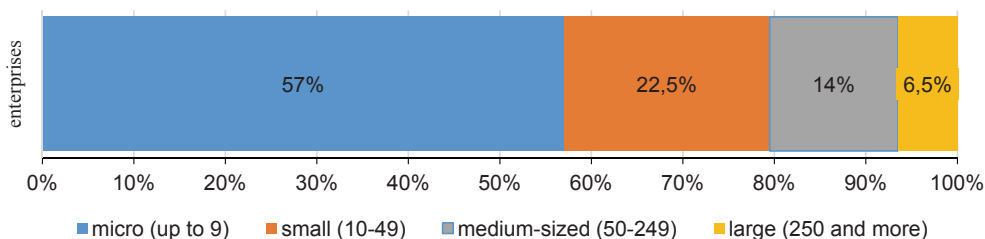


Figure 2

Share of individual groups of enterprises with foreign capital in rural areas in terms of size of employment (2017)

Source: Statistics Poland, December 2018.

Among the entities with foreign capital located in rural areas, the largest group was formed by enterprises operating in the field of wholesale and retail trade. They accounted for more than one-third of all firms (1,203), reaching 1203 entities in 2017. Second biggest group was created by enterprises involved in manufacturing activities, reaching 29% (1,063) of entities with foreign capital in rural areas. Foreign firms conducting agricultural activities constituted the third biggest group. They accounted for 11% of all enterprises with foreign capital. A vast majority of entities (73%) could be considered as part of one of three major classifications with regard to their type of activity, namely as either wholesale/retail trade, manufacturing or transportation and 'others' (Fig. 3).

⁴Statistics Poland, December 2018.

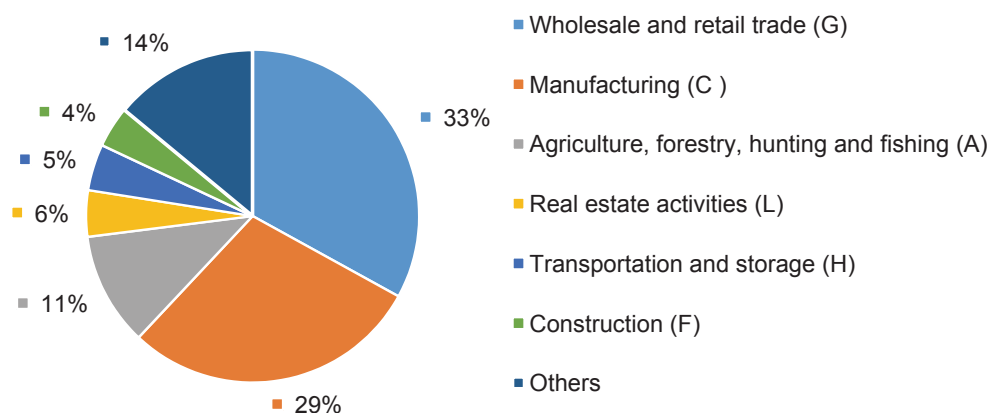


Figure 3

Share of individual groups of enterprises broken down by types of activity based on the classification of business activities in Poland (PKD 2007)

Source: Statistics Poland, data from December 2018.

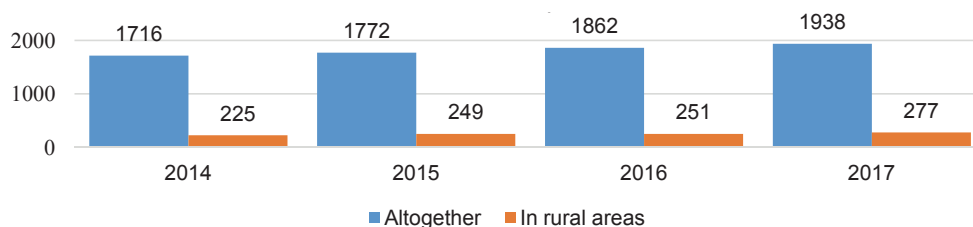
Creating jobs in rural areas by enterprises with foreign capital

The labor market in Polish rural areas is characterized by higher unemployment than in cities, lower residents' economic activity, low employees mobility and a relatively large link between rural inhabitants and family farms. For many years, a significant percentage of rural residents in Poland were people working in agriculture but, more recently, this situation has been gradually changing due to a steady increase of employment in industry and services [*Rural areas...*, 2017, p. 57].

The specificity of the rural labor market is visible in the structure of employment divided into different kinds of economic activity, with the majority of the workforce working within industrial and construction activities. Almost every third employee works in service, and every fifth in entities conducting activity related to trade, transportation and storage, accommodation and catering, information and communication [GUS 2017, p. 25–26].

As it was mentioned before, the importance of the agricultural sector for creating jobs in Polish rural areas has been declining. Other kinds of activities, like industry and services, have been increasing their role in this field, and FDI plays a relevant role in this process. Almost 15% of all jobs in foreign enterprises are created by entities located outside the administrative boundaries of the cities. Their number accounted to 277 thousand in 2017 and increased by 52 thousand since 2014 (Fig. 4).

In analyzed research period the number of entities with foreign capital in rural areas decreased by 17%, from 4.4 to 3.7 thousand. Nevertheless, despite the decline in the number of enterprises, the number of employees increased by 23.2%, from 225 to 277 thousand (Table 2). The increase in employment may have been caused

**Figure 4**

Number of employees in enterprises with foreign capital in Poland (in thousand)

Source: Statistics Poland, December 2018.

Table 2

Employment and number of entities with foreign capital in rural areas (2014–2017)

	Number of entities	Changes (%)	Number of employees	Changes (%)
2014	4416	100.00	225 085	100.00
2015	4277	96.85	248 705	110.49
2016	4186	94.80	251 422	111.70
2017	3675	83.22	277 303	123.20

Source: Statistics Poland, December 2018.

by an increase in investment expenditures of an enterprise operating in rural areas. Along with the increase in employment and investment expenditure, revenues of foreign companies also increased (by 29%).

The most important role in creating jobs in rural areas by firms with foreign capital was held by large enterprises, namely, those with 250 and more employees. In 2017, they were employing 194.5 thousand people, which accounted for 70.1% of all workplaces in foreign entities located in rural areas. Medium-sized firms employed, in the same year, 58.7 thousand workers, what accounted for 21.2% of foreign firms' employees. Small companies had a much smaller role in creating jobs. They were responsible for 19.4 thousand working people, or 7% of all workplaces in foreign companies. Finally, micro-firms employed about 4.6 thousand people, accounting for merely 1.7% employees of entities with foreign capital in rural areas in Poland (Table 3).

The vast majority of jobs in companies with foreign capital in rural areas were created by entities involved in manufacturing activities. 1,063 firms from that group employed nearly 150 thousand people, accounting for 56% of employees working in foreign enterprises in rural areas. Wholesale and retail trade enterprises also played an important role in job creation, with 1,203 companies operating in that field employing more than 56.5 thousand people, or 21.3% of employees working in foreign companies. Transportation and storage companies formed the third biggest group in terms of number of employees in entities with foreign capital, with 163 firms from that group employing almost 35 thousand people, or 12.9% of all foreign firms workers. In companies from listed sections were working more than 90% of foreign firms'

employees, what proves that their impact on creating jobs in rural areas was crucial (Table 4).

Table 3

Employment in entities with foreign capital in rural areas in 2017 (by size of the enterprise)

Enterprise size	Number of entities	% of enterprises	Number of employees	Average employment	% of employees
Micro	2093	57	4605	2	1,7
Small	830	22,5	19 440	23	7
Medium-sized	513	14	58 715	114	21,2
Large	239	6,5	194 543	814	70,1
Total	3675	100	277 303	75	100

Source: Statistics Poland, December 2018.

Table 4

Number of employees in enterprises with foreign capital in rural areas by company activity

Description (section marking)	Number of employees*	%	Number of entities	%
Manufacturing (C)	148 831	56.0	1063	28.9
Wholesale and retail trade (G)	56 569	21.3	1203	32.7
Transportation and storage (H)	34 228	12.9	163	4.4
Information and communication (J)	6178	2.3	46	1.3
Administrative and support service activities (N)	4846	1.8	94	2.6
Others	14 948	5.7	1106	30.1

*The sum in individual lines is not equal to the number given in Table 1. Due to statistical confidentiality, the total number of employees was not presented accurately in selected sections. Based on the obtained data, it was possible to assign 96% foreign companies' employees to individual forms of business activity.

Source: Statistics Poland, December 2018.

The role of enterprises from other sections was definitely smaller. For example information and communication companies formed the fourth biggest group in terms of number of created jobs, but these companies were employing merely about 6 thousand people, or just 1.8% of foreign firms' employees. Fewer than 15,000 employees worked in other⁵ areas, indicating that rural areas in Poland are much less attractive territories for these kinds of activities.

⁵The other sections include: Agriculture, forestry, hunting and fishing (A), Mining and quarrying (B), Electricity, gas steam and air conditioning supply (D), Water supply; sewerage, waste management and remediation activities (E), Construction (F), Accommodation and food service activities (I), Financial and insurance activities (K), Real estate activities (L), Professional, scientific and technical activities (M), Education (P), Human health and social work activities (Q), Arts, entertainment and recreation (R), Other service activities (S).

The importance of entities with foreign capital within the job creation process in rural areas varies depending on the region in which the companies were located. Foreign entities were employing the most people in the following voivodeships: Wielkopolskie (37%), Mazowieckie (13%), Dolnośląskie (13%), Pomorskie (6,5%), Zachodniopomorskie (6%). These regions comprised 69% (2,526) of the foreign companies found in Polish rural areas and created almost 76% of all jobs in firms with foreign capital in rural territories. On the other hand, the least number of jobs were created in the following regions: Lubuskie (2%), Lubelskie (1%), Podlaskie (0.9%), Świętokrzyskie (0.8%), Warmińsko-mazurskie (0.3%). These voivodeships featured only 10% (372) of firms with foreign capital, which created barely 5% of all jobs in entities with foreign capital across Polish rural territories (Table 5).

In the vast majority of voivodeships, manufacturing companies had the largest share in creating jobs, reflecting the nationwide trend. In 14 out of 16 voivodeships, manufacturing enterprises played a dominant role in that process. The share of jobs created in manufacturing in individual regions ranged from 60 to 80% of all jobs in

Table 5

Number of entities with foreign capital, employees and dominant type of activity in particular voivodeships

Voivodship	Number of entities	Number of entities in rural areas	Number of employees in rural areas	Dominant types of activity* in terms of created workplaces (% of employees)
Dolnośląskie	1 989	425	36 134	C (69), G (10)
Kujawsko-Pomorskie	506	107	6 329	C (83), G (10)
Lubelskie	426	80	2 970	C (73), G (13)
Lubuskie	531	145	5 662	C (77)
Łódzkie	911	122	11 934	C (80), H (11)
Małopolskie	1 771	156	13 000	J (42), C (26), M (14)
Mazowieckie	8 092	799	36 544	G (40), C (33)
Opolskie	402	102	6 582	C (92)
Podkarpackie	511	106	6 196	C (92)
Podlaskie	179	35	2 407	C (64)
Pomorskie	1 127	231	18 101	C (82), G (8)
Śląskie	2 180	184	8 932	C (74), G (11)
Świętokrzyskie	164	36	2 228	C (88)
Warmińsko-Mazurskie	204	76	842	C (75), A (13)
Wielkopolskie	1 991	654	102 794	C (40), G (31), H (25)
Zachodniopomorskie	1 118	417	16 648	C (51), A (7)

*The letters designating the type of activity correspond to the names of the section listed in Table 3.

Source: Statistics Poland, December 2018.

foreign companies located in rural areas. Only in 2 voivodeships, enterprises operating in another field were the majority, namely in Mazowieckie, where wholesale and retail trade activity was the most important, and in Małopolskie, where information and communication activity were the most prevalent. Companies conducting activity in wholesale and retail trade played a significant role in creating jobs also in other regions. In at least half of them, entities dealing with this type of activity formed one of the most important groups in terms of the number of created jobs in rural areas (Table 4).

Conclusions

Foreign Direct Investment (FDI) is a significant element influencing host country economy. Foreign investors play an important role in shaping the labor market, especially by creating jobs owing to new investment projects. The emergence of enterprises with foreign capital may cause changes in the number of people employed in host country. Nevertheless, in principle, the quantitative effects of FDI impact on the employment in the host country can be positive and negative, i.e. direct increase in employment resulting from the creation of new production capacities and the start-up of production by enterprises with foreign capital or reducing the number of employees as a result of disinvestment and liquidation of production capacities.

Enterprises with foreign capital play significant role in creating jobs in Poland. In analyzed research period the number of entities with foreign capital in rural areas decreased by 17%, from 4.4 to 3.7 thousand. Despite the decline in the number of enterprises, the number of employees increased by 23.2%, from 225 to 277 thousand. Along with the increase in employment, foreign companies' revenues and their investment expenditures also increased.

In 2017 foreign companies were employing 1,938 thousand people what accounted for 15% of private sector workers. About 277 thousand (14%) of them were employed in companies localized in rural areas. The most important in creating jobs in rural territories by firms with foreign capital were large enterprises with 250 and more employees. Although, these firms formed the smallest group (513), they created 194.5 thousand jobs what accounted for 70.1% of all workplaces in foreign entities. Whereas the biggest group consisted of micro-enterprises (2,093), they were employing under 4.6 thousand workers, which indicates that their role in creating jobs in rural areas is negligible.

The vast majority of jobs in companies with foreign capital in rural areas were created by entities involved in manufacturing activities. In these firms, around 149 thousand people were employed, accounting for 56% of workers employed in companies with foreign capital. Enterprises dealing with wholesale and retail trade as well as transportation and storage also represented increased values of job creation, hiring 56.5 and 34.3 thousand people, respectively.

Companies with foreign capital created the most workplaces in voivodeships: Wielkopolskie (37%), Mazowieckie (13%), Dolnośląskie (13%), Pomorskie (6,5%), Zachodniopomorskie (6%). These regions housed 69% (2,526) of all foreign companies founded in Polish rural areas and employed around 76% of people who worked for foreign companies in rural areas. The least number of jobs within foreign companies were found in the following regions: Lubuskie (2%), Lubelskie (1%), Podlaskie (0.9%), Świętokrzyskie (0.8%), Warmińsko-Mazurskie (0.3%). This totaled only 10% (372) of firms with foreign capital and created under 5% of all jobs in entities with foreign capital in rural territories in Poland. The dominant role in creating jobs in rural areas in the vast majority of regions had companies involved in manufacturing activities.

This article shows that FDI is responsible for significant impacts upon the quantitative sphere of labor market in rural areas in Poland. However, in order to precisely reveal their both positive and negative effects for the labor market, it is necessary to conduct extended research on the impact of FDI on labor market in three additional spheres, namely quantitative, qualitative and localization.

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Wpływ bezpośrednich inwestycji zagranicznych (BIZ) na tworzenie miejsc pracy na obszarach wiejskich w Polsce

Abstrakt: Celem artykułu jest przedstawienie wpływu bezpośrednich inwestycji zagranicznych (BIZ) na rynek pracy na obszarach wiejskich w Polsce. Na podstawie literatury przedmiotu oraz danych statystycznych dokonano analizy oddziaływania przedsiębiorstw, które mają co najmniej 10% udziałów zagranicznych, na sferę ilościową rynku pracy, tj. tworzenie miejsc pracy. W artykule przedstawiono teoretyczne aspekty wpływu BIZ na gospodarkę kraju przyjmującego oraz charakterystykę przedsiębiorstw z kapitałem zagranicznym na obszarach wiejskich, z uwzględnieniem ich wielkości, nakładów inwestycyjnych, przychodów oraz rodzaju działalności na podstawie Polskiej Klasyfikacji Działalności (PKD 2007). W analizowanym okresie badawczym (2014–2017) liczba podmiotów z kapitałem zagranicznym na obszarach wiejskich zmniejszyła się o 17%, z 4,4 tys. do 3,7 tys. Pomimo spadku liczby przedsiębiorstw, liczba pracujących w nich osób wzrosła o 23,2%, z 225 tys. do 277 tys. W ostatnim z analizowanych lat, firmy z kapitałem zagranicznym zatrudniały 1,938 mln osób, co stanowiło 15% pracowników sektora prywatnego w Polsce. Około 14% z nich było zatrudnionych w podmiotach zlokalizowanych na obszarach wiejskich. Zdecydowana większość miejsc pracy została utworzona przez podmioty zaangażowane w działalność produkcyjną. W przedsiębiorstwach prowadzących tego rodzaju działalność zatrudnionych było około 149 tys. osób, co stanowiło 56% pracowników wszystkich firm z kapitałem zagranicznym na obszarach wiejskich w Polsce.

Słowa kluczowe: bezpośrednie inwestycje zagraniczne, obszary wiejskie, rynek pracy

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