

DOING BUSINESS IN UKRAINE



Tetyana Lepeyko
Tetyana Blyznyuk
Simon Kuznets
Kharkiv National University of Economics



Ukraine



Basic information



Area (sq km)	603,700
Population (million)	42.76
Capital	Kyiv
Data code	UA
Urbanization	68%
Currency	Hryvnia (UAH)



Modern history of Ukraine

1991

- Declaration of Independence

1996

- Adaptation of a new constitution

2004

- Orange Revolution



Modern history of Ukraine (cont.)



Jan. 2006

- Energy Crisis#1 (Gas conflict)



Jan. 2009

- Energy Crisis#2



Nov. 2013

- Euromaidan



Modern History of Ukraine (cont.)

March 2014

- Annexation of Crimea

March 21,
2014

- Sign a part of The EU Association Agreement

May 11,
2014

- Referendums in Donesk and Lugansk

May 25,
2014

- Election of president Poroshenko



Modern history of Ukraine (cont.)

June, 2014

- Beginning of the Anti-terrorist Operation (ATO)

September 5, 2014

- Meeting in Minsk

September 16, 2014

- Ratification of EU Association Agreement

Ukraine 2015

REGIONS OF UKRAINE (2015)





Ukrainian emerging market

- highly skilled and well-educated labor force with vast potential
- large domestic market
- well-developed industrial base
- access to a variety of resources
- strategic location connecting Europe and Asian markets



Ukrainian ratings in the leading economy assessments

Rating	Year	Position
Doing Business (World Bank)	2016	83 of 189
Economic Freedom Index (the Heritage Foundation)	2015	162 of 178
Global Competitiveness Report (World Economic Forum)	2015-2016	79 of 140
Global Innovation Rating (Bloomberg Rankings)	2015	64 of 141



Ukrainian mentality

Dualism

Female sex

Ukrainian
mentality

“Hutoryanstvo”

Universalism

Ukraine is the link between East and West

<i>the <u>Western</u> mentality</i>	<i>the <u>Eastern</u> mentality</i>	<i>the <u>Ukrainian</u> mentality</i>
independence, individualism	collectivism	individualism, collectivism
egalitarianism, self- confidence	hierarchy, ritualism	self-confidence, hierarchy
straightforwardness, determination	politeness, deference	politeness
reliability, commitment	dependence, clan	reliability, clan
initiative, ambition, mobility	nepotism, cunning	ambition, nepotism, cunning
accuracy, punctuality	lubricity	lubricity
energy, optimism	fatalism, bribery	optimism, bribery

Ukrainian mentality (dualism)



Female sex



- world-historical mission of Ukrainian nation is
- Mother-guardians of European civilization

“Hutoryanstvo”



- the mentality of farmer
- natural state of the Ukrainian nation
- feature of Ukrainians



Universalism

easily takes several professions
of related occupations



can quickly find innovative
solutions in difficult situations



has the imagery and the desire
to decorate

Ukrainian psychological trump card



Baroque style

Ukrainian fashion designers



The background of the slide features a dark blue world map. On the left side, there is a vertical rectangle divided into two horizontal sections: the top section is light blue and the bottom section is yellow, representing the Ukrainian national flag.

Ukrainian business cultural profile

personal, close face-to-face relationship

home-like work atmosphere

long-term relationships of employee to
company

high loyalty

The background of the slide features a dark blue world map. On the left side, there is a vertical rectangular element divided into two horizontal sections: the top section is light blue and the bottom section is yellow, representing the Ukrainian national flag.

Ukrainian cultural profile: problems

- Relatively big power distance, dominating collectivism and less willing to take risks
- Paternalism
- Deregulation

THANK YOU
for your attention!!!

