

Globalization of Threats And The Investment Process on The Example of The Seaside Real Estate Market In Poland*

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* Presented at the 45th IBIMA International Conference, 25-26 June 2025, Cordoba, Spain

Abstract

One of the biggest problems of the modern world is the continuous degradation of the natural environment, including the impact of threats resulting from climate warming and human activity, which originated in different historical periods. Threats have always been an inspiration to address the subject of their impact on the human mental world, the development of human existence in aspects of ordinary everyday life, or resulting from the commercialization of business-related activities.

The main objective of the research undertaken in the study was to show the impact of potential threats, classified as global on the investment process in the area of the Polish coastal strip operating within the Southern Baltic. The research problem in the article was specified in the form of a question: Do the defined threats on a global scale affect investment decision-making in the area of Northern Poland, which is a specific pole of economic growth in terms of the real estate market? The research hypothesis of the study was specified in the form of a statement that: contemporary global threats to the real estate market have a significant impact on the development of awareness of the existence of threats and are inversely proportional to the decision-making about the location of capital in the coastal area.

The study conducted a secondary analysis of literature sources and statistical data, which allowed for the analysis of types of threats in the Baltic Sea area, including the obtained data on the impact of potential threats on the natural environment and the area of human functioning. In the research process, geostatistical analysis tools were used, thanks to which a simulation of flood and erosion changes and their impact on the zone inhabited by people in the coastal area of Poland was developed.

The research results presented in the work provided the basis for the development of conclusions regarding the specificity of the coastal real estate market, including the commonly prevailing theory that the real estate market is the most imperfect of all markets. The generated directionality of terrain changes under the influence of the presented threats is a prognostic for spatial development planning in the area, which is susceptible to storm floods and continuous changes in the coastline resulting not only from climate warming. The paper also shows an inversely proportional tendency to invest, taking into account pollution related to shipping or the functioning of chemical weapons in the zone of human activity, which may affect the safety of people living in the coastal zone in the future..

Keywords: coastal real estate market, sea erosion, chemical weapons.