

**FACTORS DETERMINING THE MIGRATION OF PAYMENT
CARDS TO THE EMV STANDARD IN THE EUROPEAN
UNION COUNTRIES**

Summary

The aim of the article is to examine the factors determining the process of implementation of the EMV standard according to SEPA Cards Framework. The research covers payment cards with the microprocessor in the EMV standard and the development of the network of POS terminals. The empirical results are based on the statistical data from the European Union countries. It was proved that significant factor that delays migration to the EMV standard is a large network of POS terminals in a certain country whereas a wide popularization of payment cards is a factor enhancing this process.

Translated by Karolina Przenajkowska