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received: 08.10.2019
acceptance: 22.11.2019
published: 15.12.2019
JEL codes: R11

Annals PAAAE • 2019 • Vol. XXI • No. (4)

DOI: 10.5604/01.3001.0013.5922

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INCLINATIONS FOR ENTREPRENEURIAL ATTITUDES FROM A REGIONAL PERSPECTIVE

Key words: inclination, attitude, entrepreneurship, voivodships

ABSTRACT. The main objective of the research was to identify the level of entrepreneurship in Polish voivodships, understood as being active in creating new entities of the national economy. Moreover, the author ran her own study aimed at finding out the respondents' inclinations for entrepreneurial attitudes. To achieve the assumed goals, the author used mass statistics figures entered into the system of full reporting – REGON and the diagnostic survey method by carrying out a questionnaire. The questionnaire was done in 2017 and 1,189 young people (up to 30 years old) took part in it. Studies show that the phenomenon of entrepreneurship is diverse in different regions. In general, one can claim that this index increased in 10 voivodships and remained the same in one. In Mazovia, in the investigated period, the highest growth of the ratio of newly set up businesses was noted – by 34%. Studies prove that, at least as far as declarations are concerned, most respondents (57%) intend to set up their own business.

INTRODUCTION

Entrepreneurship is a socioeconomic category which constitutes a significant element in any political conditions (regional, national or global). It is also essential at each stage of civilization and economic development of a society [Bieńkowska-Gołas 2018].

Nowadays, entrepreneurship is understood as a very wide term covering economic, technological, psychological and cultural aspects and carries new attitudes, behaviours and values. It is because entrepreneurship refers to various forms of activity where human initiative, creativity and ability to take risks are necessary. It not only refers to an economic organization but also other participants of social life, households, public or non-governmental organizations [Huczek 2016].

Source literature does not provide a precise definition of entrepreneurship because it is articulated from different perspectives; however, it is most often an economic term. Richard Cantillon and Jean-Baptiste Say are perceived as the precursors of the scientific approach to entrepreneurship.

Yet, it was Jean-Baptiste Say who started using the term entrepreneurship and created the typology of entrepreneurs. He was of the opinion that the essence of entrepreneurship manifests itself in the behaviour of an entrepreneur who transfers economic resources from

areas of low capacity to areas of higher capacity, thus increasing production and making it possible to gain more profit [Piecuch 2010]. On the other hand, Joseph Schumpeter thought that an entrepreneur's job is, first of all, to "reform or revolutionize production processes by means of taking untested technological opportunities resulting in manufacturing new or existing goods but in a new way, unseen thus far [Schumpeter 1960, p. 104].

Entrepreneurship can be discussed in four dimensions: as a characteristic, as a function, as a process and as a field of study [Krajewski 2013]. In the first dimension, entrepreneurship concerns people's attitudes towards taking entrepreneurial activities, i.a. creating new ideas, actively shaping the reality that surrounds them, undertaking new challenges, new business paths or concentrating on intrinsic and acquired characteristics of a manager. The second dimension, in which entrepreneurship is discussed as a function, is manifested in stimulating social and economic development based on seeing and later taking advantage of opportunities coming from the market and institutional environment. The third dimension refers to a process which consists of identifying innovative solutions and seeking the most favourable ways of running a business, which should translate into the higher quality of offered products and services and a higher effectiveness of using resources involved. The last dimension concerns both teaching in the process of education and the unassisted activity of gaining work experience.

Eulalia Skawińska indicates that "entrepreneurship plays an essential role in the efficient allocation of existing resources and in creating new and better ones. It consists of human activity undertaken to seek innovation and detect new relations in the existing economic and social system" [Skawińska 2009, p. 48].

While discussing the term of entrepreneurship, attention should be paid to its importance at a regional or local level. Local entrepreneurship is an essential factor of social and economic development of a given area (commune, district, voivodship). It is the outcome of "the activity of entities working on a local area that lead to setting up new enterprises on this area, resulting in economic development in this area, and thus increases the living standard of inhabitants, and the activities of local authorities and business support organizations, which stimulate setting up new enterprises and developing a technical and social infrastructure" [Saar 2012, p. 12]. On the other hand, Krzysztof Krajewski and Jan Śliwa point out that local entrepreneurship is "the totality of initiatives and business operations taken in local markets, which are mainly based on using local resources and carried out to meet the needs of the local community" [Krajewski, Śliwa 2004, p. 19].

To sum up the theoretical discussion, it should be claimed that entrepreneurship is an important factor of improving economic competitiveness on a local, national and global level, which contributes to the creation of new jobs, and consequently a decrease in unemployment; and as a result, the well-being of the community of this area increases. The development of entrepreneurship involves creating the new – setting up and running new enterprises, extending existing companies, building new products and services, technologies or markets. Entrepreneurship involves the skill of predicting, having the vision of development, taking chances and, at the same time, being ready to take risks and rationally assess its level [Lichniak 2011].

RESEARCH MATERIAL AND METHODS

The main objective of the research was to identify the level of entrepreneurship in Polish voivodships, which should be understood as being active in creating new entities of the national economy. Moreover, the author ran her own study which was aimed at finding out what the respondents' inclinations for entrepreneurial attitudes are. To achieve the assumed goals, the author used mass statistics figures entered into the system of full reporting – REGON. The entrepreneurship ratio, expressed by the formula: $W_p = \text{number of newly set up enterprises} / \text{population} \times 10,000$, was calculated.

The author also applied the diagnostic survey method by carrying out a questionnaire in 2017. 1,197 young people (up to 30 years old) participated in the research. Yet, after verifying the questionnaires, 1,189 respondents were qualified for further analysis. Respondents were selected randomly, which does not guarantee that the sample is representative.

While studying entrepreneurship, researchers mainly concentrate on the analysis of its state and potential in a quantitative sense, which undoubtedly complies with the traditional understanding of entrepreneurship, where entrepreneurship is, above all, related to setting up new companies [Leszczewska 2012].

RESEARCH OUTCOMES

At present, basic production factors (work, land and capital) should be extended by entrepreneurial attitudes as they considerably contribute to creating and implementing improved or new products and services on the market, stimulating the economy at the same time. The most important elements of an entrepreneurial environment include, i.a. institutional support, an innovative environment and an appropriate social climate. An adequately organized and ordered set of such elements is a considerable factor influencing the activation of development on a local or regional level [Jędrzejewski 2015].

Thanks to the research outcomes, the assumption can be made that the entrepreneurship of a particular area of inhabitants forms the basis of a region's social and economic development. Considering the statistics, diverse levels of socioeconomic activity, including the level of entrepreneurship can be observed [Leszczewska 2012].

In Poland, entrepreneurship started to appear together with the construction of a market economy. It was when entrepreneurship was measured with the number of business initiatives developed, whilst remaining diverse in particular regions. Analyzing entrepreneurship in particular voivodships, taking the number of business entities in relation to the people living on a particular territory into account, one can notice that there are regions more and less favourable for undertaking this kind of activity.

The data included in Figure 1 show that the Mazovian Voivodship has been a leader in the ranking, but only since 2013. The Pomeranian and West Pomeranian Voivodships also took a high position. On the other hand, the Opole Voivodship is in last place. There is a huge disparity between voivodships with the highest intensity of newly registered entities of the national economy and voivodships with the lowest intensity of this ratio. In the Mazovian Voivodship, there are 84% more newly registered enterprises in comparison

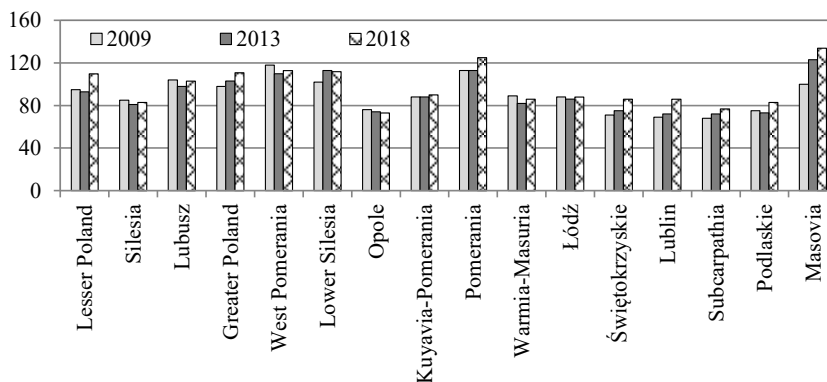


Figure. 1. New economic entities in total per 10 thousand inhabitants based on data for 2009, 2013 and 2018

Source: own work based on Central Statistical Office figures (BDL)

to the Opole Voivodship. One should also point out that voivodships in eastern Poland (Warmia-Masuria, Lublin, Subcarpathia, Podlaskie and Świętokrzyskie) did not take good positions in the ranking. Eastern Poland is known as an area of unfavourable conditions for entrepreneurial development, or even “as the only problematic area in Poland of national importance, where directed development intervention should be carried out with special support on a central level” [Szlachta et al. 2013, p. 9-10].

The question concerning the respondents’ opinion on setting up a business entity was a significant aspect tackled in the research.

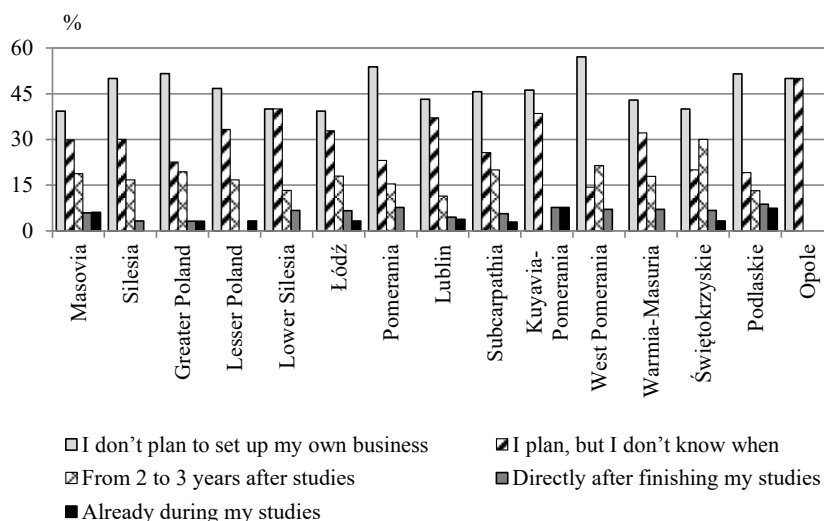


Figure. 2. Plans concerning the date of setting up a business, N = 1,189

Source: own research outcomes

The most respondents, who declared setting up their own business, were located in Mazovia (60.8%), Lower Silesia (60%), Łódź (57.4%), Warmia-Masuria (57.1%) and Opole (50.0%). Those indicating such a possibility least seldom were from West Pomerania (42.9%), Pomerania (46.2%) and Podlaskie (48.5%). As far as the date of setting up a business is concerned, regardless of voivodship, most respondents did not know when it would happen or indicated the timeframe of 2 to 3 years after graduating university. The respondents who plan on starting their own business were additionally asked what industry the entity would deal with, which is presented in Figure 3.

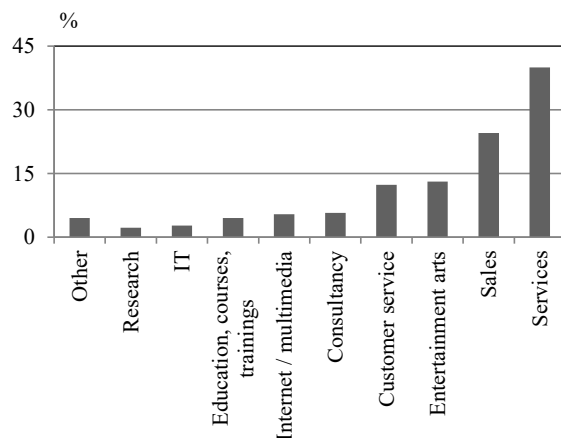


Figure. 3. Industry in which respondents would like to start their own business (a respondent was allowed to indicate more than one answer), N = 679

Source: the author's own research outcomes

The industry of greatest interest for respondents who planned to open their own business (regardless of voivodship) were services. Such a response was indicated by 40.0% of respondents. Businesses related to sales (24.5%), entertainment (13.1%) and customer services (12.2%) followed close behind. In the response "other", which accounted for 4.5%, respondents mentioned: production, transport, gastronomy, construction and agriculture. Respondents were least interested in research and development (2.2%) and IT (2.7%).

CONCLUSIONS

Entrepreneurship in the economy, on a global, national, regional or local level is an important factor of social and economic progress. It is also a sophisticated process of organized activity based on many people's collaboration and the accomplishment of initiatives [Bieńkowska 2012]. The development of entrepreneurship understood as encouraging people to undertake new challenges as well as creating conditions to start them contributes to an increase in economic development, especially in less developed regions. Entrepreneurs from these areas usually concentrate their businesses on market niches,

initiating the creation and development of new production and service fields. To a great extent, they contribute to reducing and even overcoming economic crises. That is why supporting entrepreneurial initiatives seems to be essential, especially in regions which struggle with huge unemployment. Thus, entrepreneurship should become a long-lasting element of each economy [Piecuch 2010].

Studies show that the phenomenon of entrepreneurship is diverse in different regions. The level of the ratio of newly set up businesses, depending on voivodship, fluctuated from 73 in the Opole Voivodship to 134 in the Mazovian Voivodship in 2018. What is important, in Mazovia, in the investigated period, the highest growth of the ratio of newly set up businesses was noted – by 34%. In general, this index increased in 10 voivodships and remained the same in one of them. At this moment, one should refer to the future. Studies prove that, at least as far as declarations are concerned, most respondents intend on setting up their own business (57%). The highest percentage was again noted among the inhabitants of the Mazovian Voivodship, which confirms existing trends. It is also worth pointing out which industries will be most popular in declarations made by respondents. It is clearly visible that production, construction and agriculture will lose popularity in favour of services and sales. Thus, it can be assumed that the young generation plans on starting own businesses soon after studies. That is why state policy will be extremely important and should support and help in these initiatives. Combining those two elements will determine the level of national economic development in the next few years.

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SKŁONNOŚCI DO POSTAW PRZEDSIĘBIORCZYCH W UJĘCIU REGIONALNYM

Słowa kluczowe: skłonność, postawa, przedsiębiorczość, województwa

ABSTRAKT

Celem podjętych badań była identyfikacja poziomu przedsiębiorczości w polskich województwach, którą należy rozumieć jako aktywność w tworzeniu nowych podmiotów gospodarki narodowej. Ponadto przeprowadzono badania, których celem było poznanie skłonności do postaw przedsiębiorczych badanych respondentów. Wykorzystano dane statystyki masowej, które wpisane są do systemu sprawozdawczości pełnej REGON oraz metodę sondażu diagnostycznego z wykorzystaniem techniki ankiety. W ankiecie, którą przeprowadzono w 2017 roku uczestniczyło 1189 młodych osób (do 30. roku życia). Przeprowadzone badania wskazują, że zjawisko przedsiębiorczości jest zróżnicowane w przekroju regionalnym. Można stwierdzić, że wskaźnik ten wzrósł w 10 województwach, a w jednym pozostał na tym samym poziomie. Najwyższy wzrost wskaźnika nowo zakładanych przedsiębiorstw w badanym okresie zaobserwowano w województwie mazowieckim – o 34%. Przeprowadzone badania dowodzą, że większość z respondentów (57%) zamierza podjąć próbę założenia własnej działalności gospodarczej.

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