

ENTREPRENEURSHIP OF WOMEN IN POLAND AND THE EU - QUANTITATIVE ANALYSIS

Ślusarczyk B., Broniszewska A.*

Abstract: Women's entrepreneurship is an important and interesting phenomenon from both economic and public point of view. It contributes to revive local and regional economic processes. In Poland, similarly as in other European countries, the situation of women on the labour market differs from men's status of employment. Women's entrepreneurship and their current situation on the labour market are being analyzed through the prism of differences which appears while comparing them with men. Differences are about the level of education, professional qualifications, payroll irregularities, also regulations and practices applied during the process of employing women. The purpose of this article is an analysis of women's occupational activity on the base of statistical researches with particular reference to comparative surveys.

Keywords: occupational activity, business activity, women's entrepreneurship, self-employment

Introduction

At present time the knowledge about women's entrepreneurship is insufficient. It is quite common using stereotypes while discussing this issue. In Poland, similarly as in other European countries, women's situation on the labour market differs from men's status of employment. Problems of employing women are a subject of scientists' particular interest. That supports the intensification of statistical researches and surveys and sex is one of features taken into account in the statistics of the labour market. Women's entrepreneurship and their current situation on the labour market are being analyzed through the prism of differences which appears while comparing them with men. Differences are about the level of education, professional qualifications, payroll irregularities, also regulations and practice applied during the process of employing women. Poles are one of the most enterprising women in the European Union and it is a fact worth of notice [6]. The share of women amongst the whole group of people in charge of their own activity amounts to about 35%. The European Parliament emphasized the significance of women in the entrepreneurship, passing in year 2011 the resolution [8], in which member states were called to implement action, which would facilitate women to establish and run their own businesses in 2011.

* Prof. Beata Ślusarczyk, Aneta Broniszewska MsC., Czestochowa University of Technology, Faculty of Management

✉corresponding author: jagoda@zim.pcz.pl; aneta.broniszewska@op.pl

Overall description of women's occupational activity in Poland

Changes, which took place in Poland after commencing the process of an economic transformation in year 1989, brought new challenges along. An unemployment increasing from the year for the year became peculiarly essential. Before the turning point in year 1989, women in Poland were professionally more active and their position on the labour market was more stable than after the transformation period. However, the fact that men have more often held a managerial position did not change and women's earnings taking the same stances were lower than men's. From the beginning of the transformation period the high unemployment rate is one of main economic and social problems of Poland [10]. In 1990s of the 20th century the average value of the unemployment rate developed on the level of 13%, however at the beginning of the 21st century it reached the indicator level of 20% (2002). Problems of the labour market and the mounting unemployment affected women particularly. D. Szkodny - Ciołek singled out crucial elements in the period before year 1989, projecting onto the current situation of women on the labour market [11]:

- traditional divide of work on account of sex, in which women are responsible for the majority of homework and are caring about the family, giving professional obligations a back seat;
- labour market segmentation on account of sex - women are working in less profitable sectors, where promotion prospects are lower;
- phenomenon of the "glass ceiling" (from Eng. glassceiling), manifesting itself with lower number of women on managerial positions;
- long-term perceiving some regulations in the employment legislation and the social insurance as women's privileges (a holiday for the care of the ill child can be an example);
- provisions pension sending women for the retirement earlier than men what has financial and psychological adverse effects for them;
- perceiving women as less efficient employees peculiarly in the situation in which they are mothers.

Moreover, the current employment status of women in Poland is also affected by the liquidation of many places of employment, the mounting unemployment and applied methods of selection of employees, which discriminates them.

Occupational activity of women in Poland and in the European Union

The problem of the equality of opportunities of women and men is an essential issue material for member states of the European Union. One of the main objectives of the Community is to conduct operations to prevent all forms of discrimination.

The discrimination against women on the labour market is possible to define, but it is much more complex to show this phenomenon at the quantitative form. It is possible to talk about the discrimination, if women whose education,

knowledge, experience and the work output is on the same level as in the case of men, come across problems at employing, receive lower remuneration and their career develops at the much slower pace [14]. Every member state is obliged to function based on law provisions which prevents the gender bias. They result from the Treaty establishing the European Community and number of directives [17] which refer to areas of the economic, social and professional economic, i.a.:

- Directive No. 117 from February 10, 1975 implementing the principle of applying the equal pay for the equal work,
- Directive No. 207 from February 9, 1976, amended by the Directive of 2002/73/EC from September 23, 2002 putting into practice the principle of equal treatment for men and women in the access to employment, training, professional promotion and working conditions,
- Directives of 92/85/EEC from October 19, 1992 and 96/34/EC from June 3, 1996 governing the join of the domesticity with the career by women.

In Poland the equality between women and men is guaranteed by the law and the problem of both equalities is included in the Polish constitution [4] and in the Labour Code [12].

At present tendencies on the labour market and in mentality of women cause the change of the course of the activity. In the 1970s of the 20th century women's occupational activity was like the shape of the letter M (so-called bimodal curve or M-shaped) [13]. Women entered the labour market along with achieving the working age, and their occupational activity grew up to the moment, in which they made up its mind for starting a family. Devoting oneself to motherly and family duties influenced the fall in their occupational activity. Next, the resurgence of this activity took place in the moment, when children did not already require the permanent care and women entered the labour market again, often trying to find the new job. The last phase of women's occupational activity came along with approaching the retirement age and with passing on the retirement what was combined with a fall in activity. At present, in most industrialized countries the course of women's occupational activity in their life cycle is in the shape of the letter U turned upside down [10]. The drastic fall in the occupational activity is gradually disappearing along with achieving the age, in which many women decide to start a family and for the motherhood in order to come back to the labour market after that break. It can be caused by the growing number of women which are consciously giving the motherhood up for the own career or are putting having an offspring off. And so women's professional care has constant character - even when women decide to start a family and to give birth, they are trying to link professional obligations with family responsibilities. In many European countries, including Poland, women's occupational activity along with age assumes the form of the U-shaped curve.

How large section of society remains professionally active has the significant effect on the economic situation of the country or the region. The

following graph shows graphical interpretation of the activity rate in Poland and countries of the European Union in years 2000 - 2012.

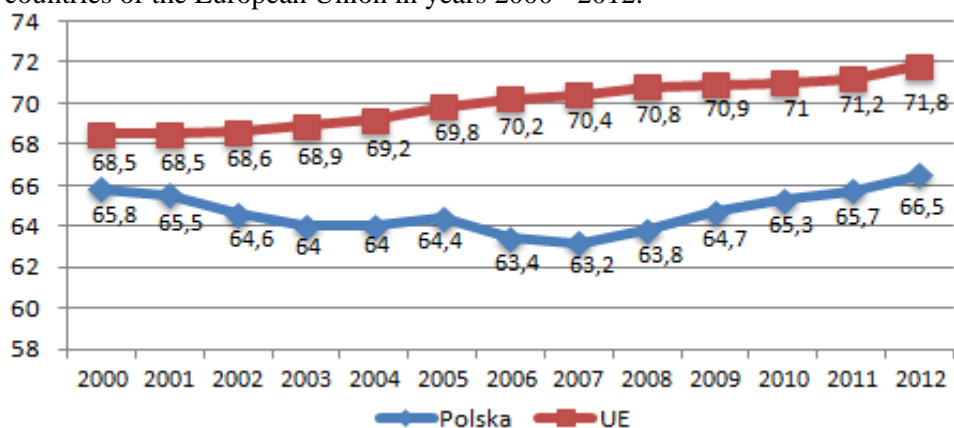


Figure 1. The activity rate in Poland and in the European Union in years 2000 – 2012 [%] (people between 15 and 64 years old)

Source: own study based on Eurostat data [16]

The activity rate is being measured only for people in an economically productive age. It points, what percentage of the population constitutes people professionally active. From data of the Eurostat results, that percentage of people professionally active in European countries in years 2000 - 2012 systematically, at least very slowly, grew - at the beginning of the analyzed period it amounted 68.5%, and then in 2012 reached the level of 71,8 %. Amongst EU countries Sweden, where 80,3 % of people in age bracket 15 - 64 worked or sought the work, can boast about the highest indicator of the occupational activity. By contrast, Croatia had the lowest rate - in 2012 there were less than 61 % people professionally active. Unfortunately, in Poland the activity rate is quite a lot lower than the average for the European Union. In the course of last few years this distance starts to reduce, however it is still significant.

In Poland, similarly as in other European countries, the situation of women on the labour market differs from the employment status of men. From the report of the Central Statistical Office "Women and men on the labour market" published in year 2012, based on the Examination of Population Economic Activity (BAEL), as well as from unemployed registers and according to the survey on the structure of the remuneration by professions results, that in years 2007 – 2011 a steady increase of the activity rate of women was possible to observe. Table 1 contains data concerning the activity rate of the population of Poland according to sex in the course of years 2003 - 2012.

Table 1. The activity rate of the population of Poland according to sex in years 2003-2011 (%)

Years	In total	
	Women	Men
2003	47,9	62,4
2004	47,9	62,7
2005	48,1	62,9
2006	46,7	62,3
2007	46,7	62,2
2008	47,1	63,1
2009	47,5	63,5
2010	48,2	64,3
2011	48,7	64,7
2012*	48,1	64,3

Source: own study based on „Kobiety i mężczyźni na rynku pracy”, Główny Urząd Statystyczny, Warszawa 2012, access <http://www.stat.gov.pl>, 24.01.2014*, „Aktywność ekonomiczna ludności Polski w latach 2010 – 2012”, Główny Urząd Statystyczny, Warszawa 2014, access <http://www.stat.gov.pl>, 12.02.2014

In 2012 the level of the occupational activity of women in Poland continued on the level of 48.1% and it was by 16.2 percentage points lower than the activity rate of men. In 2011 on 1 000 professionally active men 547 were professionally passive, while on 1000 professionally active women as far as 1 053 were professionally passive. It is a fact that, over 2/3 populations of professionally passive people are women. EU countries, in which in year 2010 the activity rate of women was higher than in Poland, are [9]: Denmark - 59.8%, Finland - 56%, Netherlands - 58.9%, Portugal - 56.3% and Sweden - 59.2%. Indicators of the occupational activity a little bit lower than in Poland are in Greece, Italy and Hungary, where coefficient values are appropriately: 44.1%, 38.2% and 44%.

Conducting business activities as the form of the professional activity of women in Poland

The Polish economy has mechanisms, which support creating the beneficial climate for the business activity. It is possible to distinguish peculiar relief programmes amongst areas of assistance for small and medium-sized enterprises, which purpose it to provide the competitiveness of these companies, as well as non-specific programs, in which the help offered to small and average entities is the instrument of achieving other basic aims, as e.g. employment [2].

Motives for undertaking own activity are different. From one side, a motivator is the identification of the business chance and desire for its exploitation, on the other the compulsion in the form of the lack of a better professional alternative. From examinations published by Global Entrepreneurship Monitor [7] results, that in Poland number of businesses assumed from the desire for the exploitation of chance (4.55%) only slightly exceeds the number of companies

established out of necessity (4.3%). It can denote low developmental potential of Polish companies. For comparison, in Scandinavian countries, such as Norway, Sweden and Denmark, the entrepreneurship from the compulsion constitutes the slight part of the entrepreneurship in general, not exceeding 0.4%.

Establishing an own company by women is often enough simpler than getting a higher managerial position in the other company. The decision on the self-employment is not connected with making conditional on third parties or also formal requirements. The work in the own company provides women more efficient reconciliation of family and professional responsibilities, mainly thanks to the existence of modern forms of the conduct of business. Dotcoms can be an example. From appointed earlier PARP examinations results, that in Poland women are encouraged for conducting own activity i.e. by: [6]

- financial considerations,
- desire for achieving the independence and self-reliances,
- desire for exploiting its abilities and skills,
- perceiving this form of the activity as one of measures of the life success.

From OECD data showing the percentage share of women conducting their own business results, that rate of the entrepreneurship of women in Poland (including the indicator of the self-employment) is one of the highest in Europe, developing from year 2000 on the level about 20% [5]. For comparison in such countries as the Czech Republic or Spain this indicator fits averagely in the interval from 11% to 14%. The greater participation of Polish women amongst the whole self-employed can be a reply to limited possibilities of taking up work due to the fact that employers often prefer male candidates. From their point of view men are more flexible and traditionally not burdened with family responsibilities. On the other side, high share of self-employed women can be an evidence of enterprising features they have as well as about the need of the gainful employment [10], which ties tying itself with the elasticity of the work, the self-realization as well as including own plans and visions into force.

Summary

From presented dissertations appears that women are playing more and more greater role on the labour market as persons managing an own company. In Poland, on the thousand of women in an economically productive age, eighty two is conducting a business activity. From data published by the Central Statistical Office appears, that every third company in Poland was established and is being led by a woman (regards self-employed and employers). Compared with men, women are usually start by establishing the small-sized enterprise and very often continue activity in the area of the microenterprise. For women taking activity on its own account is a sign of their individual predispositions and the entrepreneurship. A fact is meriting attention that managing an own company by women causes many professional obligations, however allows feeling disproportionate satisfaction from the economic self-reliance.

References

- [1]. *Aktywność ekonomiczna ludności Polski w latach 2010 – 2012*”, Główny Urząd Statystyczny, Warszawa 2014, dostęp <http://www.stat.gov.pl>, Access on 12.02.2014
- [2]. Kałuża H., *Wspieranie rozwoju przedsiębiorczości [w:] Przedsiębiorczość. Jak założyć i prowadzić własną firmę?*, Godlewska-Majkowska H. (red.), Szkoła Główna Handlowa w Warszawie, Warszawa 2009.
- [3]. *Kobiety i mężczyźni na rynku pracy*”, Główny Urząd Statystyczny, Warszawa 2012 www.stat.gov.pl, Access on 24.01.2014
- [4]. Konstytucja Rzeczypospolitej Polskiej z dnia 2 kwietnia 1997 r.
- [5]. OECD Factbook 2013, Economic, Environmental and Social Statistics, <http://www.oecd-ilibrary.org>, Access on 14.02.2014
- [6]. Pietrasieński P. "Silicon Valley Acceleration Center-a Case Study of the First Polish Governmental" Bridge Organization". "Przegląd Organizacji 8 (2013), pp. 54-60.
- [7]. *„Przedsiębiorczość kobiet w Polsce”*, Polska Agencja Rozwoju Przedsiębiorczości, Warszawa 2011, www.parp.gov.pl, Access on 08.01.2014
- [8]. Raport z badania Global Entrepreneurship Monitor - Polska 2011, Warszawa 2012 <http://www.parp.gov.pl>, Access on 13.02.2014
- [9]. *„Rezolucja Parlamentu Europejskiego w sprawie przedsiębiorczości kobiet w małych i średnich przedsiębiorstwach z dnia 13 września 2011 roku”*, www.ambas.pl, Access on 27.01.2014
- [10]. *Rocznik statystyki międzynarodowej 2012*, Główny Urząd Statystyczny, Warszawa 2012, <http://www.stat.gov.pl>, Access on 12.02.2014
- [11]. Rollnik – Sadowska E., *Przedsiębiorczość kobiet w Polsce*”, Difin, Warszawa 2010.
- [12]. Szkodny – Ciołek D., *Wpływ restrukturyzacji na decyzje kobiet w życiu zawodowym*, [w:] *Kobiety wobec przemian okresu transformacji*, K. Faliszek, E.M. Petras, K. Wódz (red.), Śląsk, Katowice 1997.
- [13]. Ustawa z dnia 26 czerwca 1974 r. Kodeks pracy.
- [14]. Wirth L., *Breaking through the glass ceiling. Women in management*, International Labour Office, Genewa 2001.
- [15]. Vladutescu, S., *What kind of communication is philosophy*. *Jokull*, 63(9), 301-318/ 2013
- [16]. Vracec J., Bacik R., *Discrimination of Women in the Labour Market of SR and Models of Discrimination*, Polish Journal of Management Studies, vol.5, Częstochowa University of Technology, Częstochowa 2012.
- [17]. <http://www.ambas.pl>, Access on 27.01.2014
- [18]. <http://www.epp.eurostat.ec.europa.eu>, Access on 08.02.2014
- [19]. <http://www.eur-lex.europa.eu>, Access on 06.02.2014
- [20]. <http://www.oecd-ilibrary.org>, Access on 14.02.2014
- [21]. <http://www.parp.gov.pl>, Access on 08.01.2014
- [22]. <http://www.stat.gov.pl>, Access on 24.01.2014

PRZEDSIĘBIORCZOŚĆ KOBIEC W POLSCE I UE – ANALIZA ILOŚCIOWA

Streszczenie: Przedsiębiorczość kobiet jest ważnym i ciekawym zjawiskiem zarówno z gospodarczego jak i publicznego punktu widzenia. Przyczynia się ona do ożywienia lokalnych i regionalnych procesów gospodarczych. W Polsce, podobnie jak w innych krajach europejskich, sytuacja statusu zatrudnienia kobiet na rynku pracy różni się od sytuacji mężczyzn. Przedsiębiorczość kobiet i ich obecna sytuacja na rynku pracy są

analizowane przez pryzmat różnic, które pojawiają się podczas porównywania ich z mężczyznami. Różnice dają się zauważyć w poziomie wykształcenia, kwalifikacjach zawodowych, nieprawidłowościach płacowych, a także w przepisach i praktykach stosowanych w procesie zatrudniania kobiet. Celem niniejszego artykułu jest analiza aktywności zawodowej kobiet na podstawie badań statystycznych, ze szczególnym odniesieniem do badań porównawczych.

Słowa kluczowe: aktywność zawodowa, działalność gospodarcza, przedsiębiorczość kobiet, samozatrudnienie

在波兰和欧盟-量化分析妇女的创业精神

摘要: 妇女的创业精神是一个重要和有趣的现象，从经济和公众的角度。它有助于振兴地方和区域经济的进程。在波兰，同样在其他欧洲国家，妇女在劳动市场上的状况不同于男子的就业状况。通过棱镜差异比较他们与男子同时出现正在分析妇女的创业精神和他们在劳动力市场上的当前情况。差异是关于教育、专业资格、薪金方面的违规行为，还条例和做法在雇用妇女的过程中应用的水平。这篇文章的目的是分析妇女的职业活动，特别是对比较调查统计研究的基础上。

关键字: 职业活动、商业活动、妇女创业、自谋职业