



**The Baltic Sea Region Partnership  
Platform Research Plan, Innovation,  
Gender for Growth, 2014-2016**

# Research plan

for The Baltic Sea  
Region Partnership  
Platform for Gender,  
Innovation and Growth

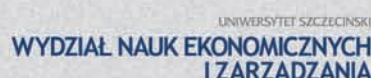
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The research will be coordinated by the Winnet Centre of Excellence – the international network of researchers in the Baltic Sea Region for the purpose of doing and promoting policy oriented research on Gender, Innovation and Growth.

Research will be conducted under  
the Thematic Partnership Winnet Baltic Sea Region project  
(Winnet BSR, 10971/2013, financed by the Swedish Institute SI, 2013 – 2016):



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## WP 1

### Stock taking of existing research on gender and innovation

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#### Aim:

Literature review on gender and innovation in the BSR. Special focus will be put on innovations in ICT and tourism - the examples of gender segregated industries. Policies and exemplary practices will be described.

#### Method:

Critical analysis of published papers, book, reports, master and doctoral theses, and other scientific works. Texts in native languages without English translation will be analyzed by the researchers from the Winnet Centre of Excellence who represent given countries. English summaries of the texts will be prepared.

#### Implementation:

Ewa Ruminska-Zimny IWF, TP Winnet BSR Researchers,  
Marta Hozer-Kocmiel, Sandra Misiak University of Szczecin,  
Karina Tomaszewska West Pomeranian University of Technology

#### Time:

**15 February 2015** – collecting papers

**15 March 2015** – the first version of stock taking paper, 15-20 pages

#### Output:

Published stock taking paper on gender and innovation with special focus on ICT and tourism, suggested title: *Gender and Innovation in the BSR. Literature review with suggestions for further research.*

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## WP 2

### Establishing a network of researchers

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#### Aim:

Establishing a network of researchers with the representatives of all BSR countries

#### Method:

**Step 1:** Collection of forms with information about WCE researchers

**Step 2:** Transfer of knowledge through the creation of database containing WCE researchers' papers and scientific papers on gender, innovation and economic growth created by other authors

#### Implementation:

Sandra Misiak University of Szczecin in cooperation with Lina Andersson Winnet Sweden,  
TP Winnet BSR Researchers

#### Time:

**End of March 1 step**

**End of April 2 step**

#### Output:

Established network of researchers in BSR countries, created database of publications on gender, innovation and economic growth

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## WP 3

### Organization of Knowledge sharing seminars

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Organization of Knowledge sharing seminars for young researchers from the BSR especially from Lithuania, Latvia and Estonia. The aim of the seminar(s) is to clarify how the key issues related to economics of gender should be understood. The first seminar was organized in Szczecin in November 2014. Main topics: Economics of gender, tools and methods e.g. time budget analysis, entrepreneurship and ICT and innovation from gender perspective. The Knowledge sharing seminar could be reorganized in another country provided that funds are available.

#### Aim:

transfer of knowledge on economics of gender, sharing information regarding research results, integration of research networks, creation of the common research network on relation between gender, innovation and growth in the BSR

#### Participants:

young economists/researchers from the BSR, especially from Lithuania, Latvia, Estonia, and Poland

#### Implementation:

Ewa Ruminska-Zimny IWF,  
Marta Hozer-Kocmiel University of Szczecin,  
TP Winnet BSR Researchers

#### Time:

One-day seminar on gender and economic growth from the feminist economics perspective will be organized as back-to-back event with one of the meetings planned for 2015-2016 preferably in LT, LV or EE

#### Output:

Knowledge sharing seminar for young economists/researchers interested in gender.

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## WP 4

### Gender analysis of the SMEs in ICT and tourism in the BSR – quantitative approach.

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#### Aim:

The main aim of the research is to analyze the differences between men and women employment and their wages in the BSR countries in ICT and tourism sectors with the use of statistical methods.

The differences between men and women wages in 2010 involve the recognition of the differences and similarities in gender pay gaps among BSR countries in ICT and tourism sectors. The research analyzes such features of employees as: occupation, age, educational attainment and the employment contract. This part of the analysis is based on the Eurostat Structure of Earnings Survey data.

#### Thesis:

- The participation of women working in the ICT sector has been increasing during the last 10 years.
- Gender wage gap is bigger for the employees in managerial positions than for professionals regardless of the country.

### Method:

The analysis involves such methods as: descriptive statistical tools, statistical tests, correlation measures, taxonomic measures. The analysis is conducted on the basis of the Eurostat data.

### Implementation:

Dorota Witkowska University of Lodz,  
Krzysztof Kompa Warsaw University of Life Sciences,  
Aleksandra Matuszewska-Janica Warsaw University of Life Sciences

### Time:

End of October 2015

### Output:

Published article regarding SMEs in ICT and tourism from gender perspective

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## WP 5

### The BSR model for Gender Sensitive Entrepreneurship and Innovation in ICT and tourism - a publication

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### Aim:

Summary of all the Research Work accomplished under the TP Winnet BSR project

### Implementation:

Ewa Ruminska-Zimny IWF,  
Ewa Lisowska Warsaw School of Economics,  
TP Winnet BSR Researchers

### Time:

End of June 2016

### Output:

Publication "Gender Sensitive Entrepreneurship and Innovation in ICT and tourism in BRS" in the Special Issue of "Kobieta i Biznes" (Women and Business), an academic journal published jointly by IWF and the Warsaw School of Economics.

## WP 6

# The analysis of Women Resource Centers' potential as actors increasing women's participation in SME, Innovation and Economic Growth

### Aim:

Analysis and diagnosis of the WRC potential in terms of increasing women's participation in SME, Innovation and Economic Growth

### Thesis:

WRC network is a social innovation system with high potential of increasing women participation in SME, Innovation and Economic Growth

### Method:

TOWS\_SWOT, Porter's 5 forces

### Contractors:

Marta Hozer-Kocmiel and Sandra Misiak University of Szczecin,  
TP Winnet BSR Researchers

### Time:

End of October 2015

### Output:

Published article on Women Resource Centers' potential.

The excerpt from the research on the present situation in the Baltic Sea Region by I. Danilda, M. Lindberg, E. Ruminska-Zimny, M. Hozer-Kocmiel:

#### *Women Resource Centres promoting gender equal growth*

*One of the specific measures used throughout Europe to bridge the gender gap in regional growth policies is the establishment of Women Resource Centres, constituting non-profit or public organizations providing support to increase women's opportunities regarding employment, entrepreneurship and innovation. The WRCs mobilise women on local and regional level, organizing networks of mutual support and channelling women's experiences and viewpoints to policy processes of regional growth. The WRC model, originally developed in Sweden during the 1980s and adopted throughout Europe during the 1990s and 2000s, constitutes a tool for achieving gender equality in regional development policy in both rural and urban regions in Sweden (Danilda et al 2009, Horelli 2011, Lindberg 2011a & 2011b). The main target group of WRCs are women wanting to realise their ideas of new businesses, innovations, employment, projects etc. The WRCs provide these women with business counselling, information, training and networks. Thereto, policy makers and civil servants constitute an important target group for the WRC activities, striving to affect the formulation and implementation of policy programs from a gender perspective (Danilda et al 2009, Horelli 2011, Lindberg 2011a & 2011b)*

## Pilot survey on women-led SMEs in ICT and tourism

### Aim:

Analysis of motivations, barriers, financing and national/local support systems for women-led SMEs in tourism and in ICT/innovative sector in BSR countries

### Thesis:

Women-led SMEs create untapped potential for growth and innovation in BSR countries

### Method:

Case studies of women-led SMEs in tourism (15-20 firms) and ICT/innovative sector (15-20 firms) in Poland and selected BSR countries based on a questionnaire and personal interviews; interviews in Poland will be organized through the network of IWF in Warsaw, Gdansk, Olsztyn and through the network of Szczecin University

### Implementation:

Ewa Ruminska-Zimny IWF,  
wa Lisowska Warsaw School of Economics,  
TP Winnet BSR Researchers

### Time:

Preparation of the questionnaire and sending it to the selected BSR countries (April 2015); conducting interviews in Poland and in the selected BSR countries (April- September 2015); analysis of the results and writing a paper (December 2015)

### Output:

- 1) a questionnaire for women-led SMEs in tourism and in ICT/innovative sector in Poland and in the selected BSR countries;
- 2) 15-20 case studies respectively in tourism and in ICT/innovative sector in Poland and in the selected BSR countries;
- 3) writing and publishing the paper "Women-led companies in tourism and ICT: a cross-country comparison of Poland/and BSR countries".

More information on [www.balticsearegion.org](http://www.balticsearegion.org)

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