

---

# Surveys

# on women entrepreneurs: the Polish experience

---

EWA LISOWSKA, Ph.D.

Warsaw School of Economics

---

# Reasons for scientific research on women entrepreneurs

- Obtaining knowledge about a new phenomenon
  - Comparison between men and women
  - Recognition the motivations of women to start a business
  - Recognition the barriers
-

---

# The first surveys in Poland

- Conducted directly after the implementation of the “Balcerowicz Plan” (in the years 1991–1993)
  - Self-employed women in large cities, where the number of female business owners was growing at the relatively quickest pace [Gwiazda 1994; Rogut 1994; Ben-Yoseph, Gundry, Masłyk-Musiał 1997]
-

---

# Survey on motivations & barriers 1995

- Comparing self-employed women's and men's motivations for launching their own companies, as well as the barriers.
  - The survey involved 1050 business owners in entire Poland (random sample from the REGON base; stratified sampling; outside agriculture). The questionnaire was answered by 305 people, of which 143 were women.
-

---

# Others

- 2005 – a survey (500 women & 500 men) on barriers, feeling of success and risk
  - 2007 – a survey on the representative sample of adult Polish females – over a half of them declared that it is better to carry out own economic activity than have a paid job
  - 2011 – the surveys among women and men entrepreneurs on barriers (PARP – Polish Agency for Enterprise Development)
-

---

# Methods

- Quantitative
  - Qualitative
  - Representative sample
  - Experiment
-

---

# The pilot study within the WINNET Project - suggestions

- Method – qualitative (interviews with women owners in the tourism and IT); in each country at least 20 interviews
  - Questionnaire – the same for all countries
  - Purpose:
    - Do stereotypes influence women's choice?
    - Do women entrepreneurs see motherhood as one of the most significant barrier to starting up and successfully growing a business?
  - NGOs as a source of obtaining women to the pilot study and carry out the interviews as well as writing the conclusions
-