

UNIVERSITY OF SZCZECIN
FACULTY OF ECONOMICS
AND MANAGEMENT



Innovative Women Entrepreneurs

Sandra Misiak
sandra.misiak@op.pl



Basic information

- **Aim** - to identify and assess determinants and results of the process of woman's self - employment in Poland
- **The main hypothesis** - Self-employment, which is an alternative form of employment, can positively affect the improvement of the economic situation and the quality of life of women.
- **Qualitative research** - case study method - 39 cases
- **Quantitative research** - anonymous questionnaire survey (follow-up studies)
- **Period in which the study took place** - 2012 - 2014
- **Project was financed by NCN**



Topics

- Economic and non-economic factors
- Entrepreneurship
- Financing activities
- Starting the business
- The company today
- Women as a manager
- Human Resources Management
- Time management and women's roles in life
- Economic and non-economic effects
- Future vision of the business



Participation by age

- under 24: 6%;
- 24 - 29: 17%
- 30 - 34: 23%
- 35 - 39: 26%;
- 40 - 44: 12%;
- 45 - 49: 4%;
- 50 - 54: 7%;
- 55 - 59: 1%;
- 60 - 64: 3%;
- over 65: 1%.



Characteristic of surveyed women

- 80% - Tertiary
- 20% - General secondary, post- secondary and vocational secondary

- 65% - Respondents with children
- 35% - Respondents without children

- 65% - Respondents without employees
- 35% - Respondents with employees

- 40% - Local scope of business
- 17% - Regional scope of business
- 30% - Nationwide scope of business
- 13% - International scope of business



Development plans - results of a quantitative research (Potential for innovation of surveyed women)

- The intentions of development changes among surveyed self-employed women in Poland:
 - Implementation of a new products and/or services (74%)
 - Purchase of new equipment, machinery and technology (65%)
 - Entry into new markets and/or an increase in employment (64%)



Development through the implementation of new products and/or services		Yes	No
Reason for establishing own business	Intention	34	50
	Necessity	8	44
	Intention along with necessity	58	6
Entrepreneurial attitude	Yes	89	75
	No	3	6
	Do not know	8	19
Entrepreneurial traditions	Yes	63	50
	No	37	50



Development through the implementation of new products and/or services		Yes	No
Work experience before self-employment	Paid employment	85	94
	No experience	15	6
Children	Yes	61	69
	No	39	31
Applying for a grant for establishment and/or business development	Yes	63	50
	No	37	50



Characteristics:

- Regardless of the way that the development was planned self-employed women singled out the same characteristics:
 - More often they were driven by the desire while making a decision about self-employment.
 - They describe themselves as more entrepreneurial.
 - More often they were applying for grants for establishing and/or developing their business.



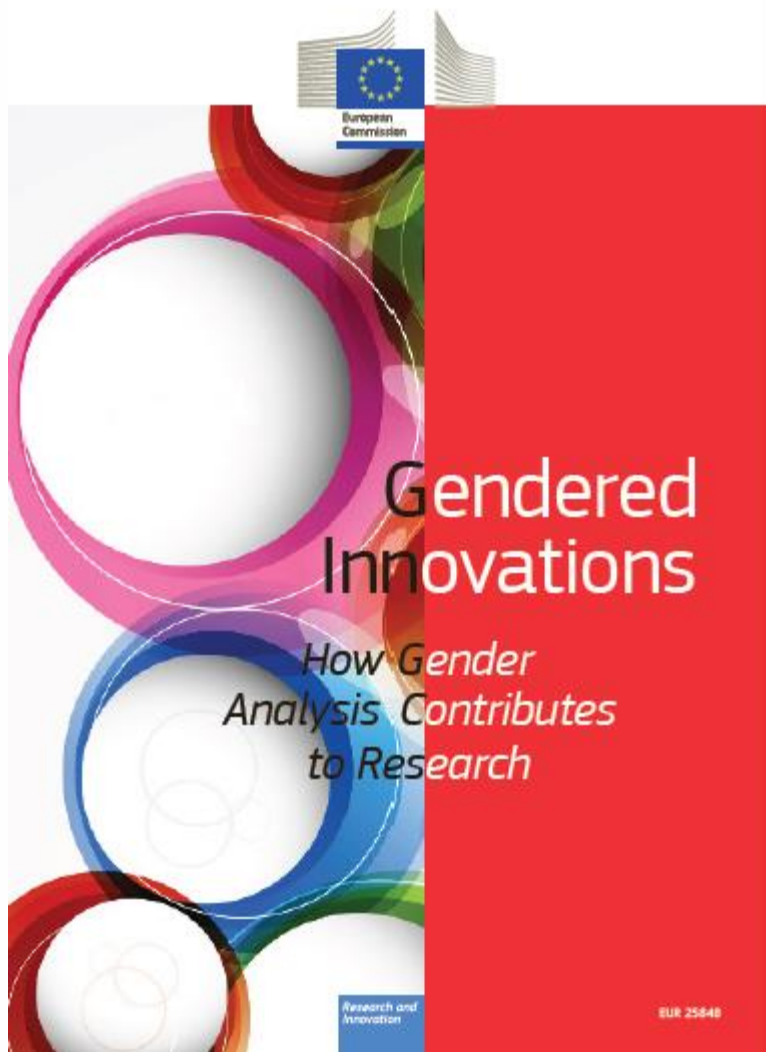
Basic information	Type of innovation	Innovations examples
<p>Sylwia Kitchen Sink manufacturer, May 2010 4 employees</p>	<p>technological and products</p>	<p>Implementing a new types of sinks; extending color varieties of existing models; designing new types of products (bathroom sink, paddlins); purchasing new machinery</p>



Basic information	Type of innovation	Innovations examples
<p>Malwina Dance school March 2004 10 employees</p>	<p>products, organizational, process</p>	<p>Development and implementation of the reporting system; implementing and improving a new way of personnel evaluation; creating an author's programs of dance lessons; introduction of a new services</p>



Results of other studies



Report of the Expert Group “Innovation through Gender”

Chairperson: Londa Schiebinger

Rapporteur: Ineke Klinge

Luxembourg: Publications Office
of the European Union, 2013



Expert Group ‘Innovation Through Gender’

- In 2011 the European Commission established this group to conduct a comprehensive review of this domain and to help develop the gender dimension in EU research.
- The group involved more than sixty experts from across Europe, the United States, and Canada.
- The experts chose to go beyond simply pointing at loopholes and flaws, and instead looked at concrete examples of where appropriate treatment of gender differences enhances research.
- The goal of the group: to provide scientists and engineers with practical methods for gender analysis, and to develop case studies as concrete illustrations of how gender analysis leads to new ideas and excellence in research.



Twenty-One Gendered Innovations Case Studies

- The case studies demonstrate that differences between:
 - needs,
 - behaviours,
 - attitudes

of women compared to men really matter, and accounting for them in research makes it relevant to the whole of society.

- They also show that these differences can vary over time and across different sectors of society and require specific analyses.



Definitions:

- **Innovation** - refers to new ideas, new knowledge, and new technologies and design.
- **Gendered Innovations** - processes that integrate sex and gender analysis into all phases of basic and applied research to assure excellence and quality in outcomes.
- The Gendered Innovations website presents state-of-the-art methods of gender analysis.

(<http://genderedinnovations.stanford.edu/>)



Gendered Innovations:

- Add value to research and engineering by ensuring excellence and quality in outcomes and enhancing sustainability.
- Add value to society by making research more responsive to social needs.
- Add value to business by developing new ideas, patents, and technology.

UNIVERSITY OF SZCZECIN
**FACULTY OF ECONOMICS
AND MANAGEMENT**



Thank you for your attention

Sandra Misiak
sandra.misiak@op.pl