



DETERMINANTS OF RURAL ENTREPRENEURSHIP IN VIEW OF LITERATURE

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Abstract

The purpose of this article is, having provided an outline what entrepreneurship is by definition, to draw attention to the factors that are conducive to the development of the phenomenon, as well as to show the barriers that hinder entrepreneurial attitudes among young people in rural areas. It is possible that this particular category of village inhabitants might play a big role in the multifunctional development of the countryside. However, there is scarce data on young entrepreneurs, and not much information on the possibilities and measures for the development of entrepreneurial qualities and attitudes among young people, especially in rural areas. The analysis of accessible sources allowed only to construe certain statements that still need to be verified in research regarding the potential for entrepreneurial young people from the countryside.

I. Introduction

The development of entrepreneurship, especially in rural areas can play a significant role in overcoming the un-welcome phenomena that occur there, as well as foster the reduction of the growing distance between the countryside and the more urbanized areas. It may contribute to the development of non-agricultural functions of the countryside and creation of new business opportunities through the use of local resources. High hopes are put in the young people inhabiting the rural areas, who are an important potential for development.

Entrepreneurship and involvement of the young generation will to a large extent determine the future of the countryside. The features of character associated with an entrepreneurial individual include: resourcefulness, imagination, courage, openness, flexibility, good organizational skills, knowledge regarding business management etc. The issue of entrepreneurship is subject to research for the representatives of many scientific disciplines, politicians and practitioners. What they are aiming to describe are the conditioning and

determinants related to entrepreneurship, but also all types of barriers that might hinder the process. How is the notion of entrepreneurship understood? What factors influence the development of entrepreneurship among young inhabitants of rural areas? What are the obstacles that appear on their way? This article attempts to provide an outline on these issues.

1. The literature view of the entrepreneurship concept

The concept of entrepreneurship is an interdisciplinary notion. It is a broad and multi-faceted term, with diversified content, and hence it is difficult to take a unanimous and consistent position towards the concept. Some definitions are extensive, while others succinct. They are an object of interest to many representatives of many scientific disciplines, e.g. sociologists, psychologists, economists, educators, lawyers or managers. Sociology examines the influence of the social environment, social groups and leaders on the process of shaping entrepreneurial behavior of individuals. The researchers are also interested in the society-related benefits that stem from entrepreneurship, that are gained by the individual the local communities, or the entire society at large. According to Kaczor-Pańkow (1993) entrepreneurship does not only depend on the objective factors (such as, for instance, the capital that is held) but also on many characteristics defining the social atmosphere around entrepreneurship. For the psychologists, the notion in question is a set of individual features. What is interesting to them in research terms are the personality and behavioral mechanisms. In economy, entrepreneurship is the impetus for economic development, with its innovative solutions, introducing new products and new production methods. Andragogy in turn promotes lifelong learning in order to develop skills and knowledge; it investigates teaching methods and techniques (Sikorska-Wolak, Krzyżanowska 2010: 40).

Apart from the above, also the notion of **attitude**¹ is significant when we talk about entrepreneurship. The consensus is that attitude is a permanent evaluation regarding people, objects and ideas (Aronson 1997: 313). It includes the following three components: the cognitive ones - knowledge, opinions, views of the individual; the emotional (affective) ones - positive and negative feelings, tastes, prejudices that are felt towards the object of the attitude, based either on individual experience or other; the behavioral ones - defined as a response, the behavior

¹ In the Polish sociological mainstream, the notion of "attitude" was mainly dealt with by Stanislaw Ossowski and Stefan Nowak, in the English one – by Milton Rokeach.

of individuals towards a given object, leading to activity, action (Turowski 2001: 44-55). Positive emotions, convictions and opinions are of particular importance to the development of entrepreneurial attitudes.

The concept of "entrepreneurship" was introduced by the French economist R. Cantillon. For him, an entrepreneur is a person who takes risks related to business activities. For the mentioned theorist, the market played a particularly significant function in the process of prices regulation. The main characteristics of an entrepreneur are: risk-taking and the uncertainty related to setting up business (Duraj, Papiernik-Wojdera 2010: 11). However, the researchers with real impact on the concept-shaping when it comes to "entrepreneurship" were the three major names in the world of economics: F Knight, J. Schumpeter, I. Kirzner (zob. Gawel 2007: 15, Schumpeter 1995: 163, Sikorska-Wolak, Krzyżanowska 2010: 41).

In Polish literature, "entrepreneurship" is understood in **two ways: as a set of qualities** of the person, characterized by an entrepreneurial attitude and **as a process**, a certain way a person takes action. The first aspect, characteristic for the psychological approach, is the attributive one, In turn, the second one that fits more into the economic definitions is known as the functional approach² (Grzegorzewska-Mishka 2010: 17-18). The features most often mentioned as characterizing entrepreneurial people are: the ability to notice and make use of life-chances and readiness for innovative and creative action and problem-solving. Among the entrepreneurial activities dominate those associated with setting up one's own business, introduction of new goods or highest quality services onto the market; improvements to production methods; widening the range of products/services offered (Zielińska 2006: 201).

The attributive approach stemmed from the concept of transgression by J. Koziellecki (cognitive psychology) and the concept of self-realization by Rogers and Maslow (humanistic psychology), which significantly influenced the present perception of "entrepreneurship" (Ratajczak, 2012: 52). The transgression concept speaks of an innovative, creative and independent "stepping beyond self". Transgression means crossing over whatever the individual currently "owns", improving their knowledge and skills by creative and innovative thinking. In the context of entrepreneurship, the individuals undertake such actions that would bring success to them, as they value it enough to take the risk in order to achieve it (Koziellecki 1987: 47-50). In humanistic psychology, entrepreneurship may be understood as a way of self-realization,

²In other studies, this approach is called dynamic.

towards which a person is aiming, using their full potential. Taking up entrepreneurial activity will bring them contentment and satisfaction (Ratajczak 2012: 54).

In literature, the studies frequently mention a number of psychological traits that identify entrepreneurship, success achievement and company management. T. Tyszka understands entrepreneurship of an individual as the property expressed in willingness to take and initiate actions. It can manifest itself in various spheres of human life, as in business, politics, science (Tyszka, 1997: 160). The following table appears to contain a rich list of features and human entrepreneurial attitudes:

Table 1 Summary of characteristics and attitudes of an entrepreneur

CHARACTERISTICS	SKILLS AND ATTITUDES
Having dreams	The ability to deal with failures and finding inspiration there for further action
Setting ambitious goals	The ability to enjoy success
Making plans for the future	Leadership skills, the ability to influence others and motivate them to work as a team
A vision of one's own life	Ingenuity, resourcefulness, sense of initiative
Courage in thinking and acting	Seeking knowledge and finding its sources
Curiosity of the world, the desire to know new things	Practical application for the knowledge gained
Energy, enthusiasm, strength, the ability to quickly regenerate psychical and mental strength	Raising qualifications, self-improvement
Persistence and perseverance in action for a long time	Managing emotions
Faith in one's own abilities	Good communication with other people
Appreciation of one's own skills, self-confidence, resourcefulness, the ability to take up risks and the ability to assess threats that go along with it	Honesty towards oneself and others
Optimism resulting from knowledge and awareness of socio-legal conditioning regarding the local, national and international environment, allowing to find chances even if the conditions are not favorable	Responsibility for oneself and others
Empathy	Solidarity
Organization skills	Caring for family

Source: Makiela 2008: 12.

In Polish literature dealing with the subject, one can also encounter attempts to define “entrepreneurship” as a set of features. W. Misiński and M. Wierzba, when characterizing an entrepreneur, would recognize such features as: the ability to create a business, implementation of technical progress, introduction of new products, gaining markets with demand for the product. In their opinion, these skills allow a person to check themselves in the role of an entrepreneur. T. Gruszecki considered entrepreneurship as the most valuable asset of modern societies. S. Makarska regards the most valuable skill to be the ability to recognize the relationship between the needs of the people and what they are provided with in response. Entrepreneurship is the ability expressed with filling the market with new products that satisfy the new needs the consumers have, following the demand. For K. Jaremczuk entrepreneurship is a socio-economic power, which is not solely economic in character, but also society-related, personal, cultural. It is a feature possessed by creative, courageous people (Grzegorzewska-Mischka 2010: 41-41). The definition by J. Siekierski states that entrepreneurship is the ability that impacts active individual or group undertakings within a given area. This skill is accompanied by innovativeness and creativity related to the creation of new business ventures. The dual form of entrepreneurship has been brought to attention by A. P. Wiatrak. He saw entrepreneurship as the attitude in the features possessed by individuals that would allow them to creatively and actively influence the reality surrounding them and aiming to improve it. In turn, as a process, entrepreneurship manifests itself as a quest for profit, expressed by taking new actions (Kapusta 2006: 20-22).

The second highlighted approach is the functional one, being a set of economic definitions. Apart from the above-mentioned precursors, also A. Smith, a classic in economics, is recognized in the field.

The modern approach to „entrepreneurship”

In a globalized world, developing entrepreneurial attitudes should be a focus point for modern countries; the issue is also included in the recommendations of the Lisbon Strategy. According to the European Commission, entrepreneurship is “*the ability of an individual to turn*

ideas into action. It includes creativity, innovation and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives. It constitutes a measure of support for all in daily private and social life, making employees aware of the context of their work and the ability to make use of the chances; also, it is a foundation for more specific skills and knowledge needed by entrepreneurs in social or commercial undertakings". (Entrepreneurship Mindsets and the Lisbon Strategy, 2008).

Entrepreneurship is one of the key tools to generate economic and employment growth, achieve social cohesion and combat social exclusion. An entrepreneurial attitude includes basic skills that one may improve in the process of lifelong learning. Here, we encounter a broadly defined notion of entrepreneurship, present in all areas of human life, also in the context of economic, social and personal activeness. Entrepreneurial skills are based on innovation, creativity, initiative and activeness, as well as independence in both professional and private sphere. They are aimed at achieving particular goals. Entrepreneurial attitudes also include knowledge and understanding of social values, business responsibility and entrepreneurial activities (*Entrepreneurship Mindsets and the Lisbon Strategy, 2008*).

2. Factors triggering the development of entrepreneurship

The development of entrepreneurial attitudes is made in a number of specific conditions, and due to many different factors. It is impossible to enlist all of them, as there are indeed very many things that can contribute to the creation of entrepreneurial behavior.

Generally however, one may outline a basic division into two groups of factors. The first one will be related to the individual themselves, namely this group would **include internal, individual factors**, and therefore certain personality-related predispositions to manifest entrepreneurial attitudes. The second group would concern **the external conditioning**, i.e. the education system, the situation on the job market, the local environment features. The combination of both these types of factors creates a specific "social climate" that influences particular behaviors, which we are aiming to characterize.

The first group of factors favorable to entrepreneurship development includes specific competences³ attributed to an entrepreneur. These are: planning skills, organization and management skills, ability to raise capital for development, communication skills and cooperation (networking); having the vision and ability to see opportunities, the ability to solve problems and cope with crisis situations, the willingness to take risks; creativity.

An enterprising person will be more of a risk-taker; they will be more achievement-oriented, dominant. Also, they will, be characterized by high resistance to stress, a high threshold of stress and frustration. As regards innovativeness and creativity, such person would most often become a pioneer in a given field. The factors supporting entrepreneurial activities will be: extraversion, leadership, creative management and trustworthiness, ability to negotiate and mobilize others (Piecuch, 2010: 62).

It is worth noting that the list of personality traits that trigger entrepreneurial activeness stems directly from the definition of psychological assumptions where entrepreneurship is understood as a set of specific characteristics of the entrepreneur.

The second group of factors includes those that are external to the individual, and they relate to:

a/ education:

Education plays a number of important functions that stimulate the public to perform specific activities and tasks, in particular as regards entrepreneurship. Educated people are more involved in the process of starting businesses, seeking new opportunities on the market and gaining competitive advantage. Education should shape and improve entrepreneurial spirit among students, starting already at the stage of elementary school, or even kindergarten. The creation of a proper education system should be the focus of the State, especially that only ca. 4 % of people are born with the entrepreneurial qualities. Education should shape not only entrepreneurial features, but also teach individuals the ways of rational functioning, decision-making, satisfying the one's own needs and those of one's family (Grzegorzewska-Mischka 2010: 63-64).

In the era of the knowledge society, based on gaining and acquisition of knowledge and information, with focus on shaping entrepreneurial skills and soft skills in general, formal

³ Based on focus interviews conducted with entrepreneurs in rural areas within the project implemented in the Malopolska and Mazovia provinces in 2011 (Report: *Bariery instytucjonalne w rozwoju przedsiębiorczości na obszarach wiejskich*, Forum Inicjatyw Rozwojowych, p 17)

education is usually insufficient, due to technological progress, changing life conditions and qualifications getting progressively obsolete. Therefore, much is being said about the need for lifelong learning. According of the definition adapted by the European Commission, lifelong learning is: "(...) *all forms of learning undertaken throughout life, with a view to improvement, knowledge, skills and competence from personal (individual), civic, social and / or employment-related the perspective*" (Błędowski, Nowakowska 2010: 18). It is stated that Polish society, against the other European countries, is characterized by a high level of education. However, Polish people rarely undertake lifelong-learning endeavors⁴.

The process of shaping a young person is particularly difficult and complex. It is done by means of various sources, and the entire process is influenced by one's core values, ideological content, principles and rules of social and family life. In formal education, the subjects that might shape entrepreneurial attitudes are: the humanities, natural sciences, science-oriented subjects and those related to philosophy and economy. The high-school level curriculum might also include the subject on *fundamentals of entrepreneurship*. It is important to know the abilities and talents of a young person, create opportunities for them to improve in this respect in class. What is especially significant in this regard is continuous training and self-improvement (Zioło 2012: 10-16).

The Research Institute for Private Enterprise and Democracy of the National Chamber of Commerce was enquiring into which personality traits of the university graduates are particularly desired by the employers. These are (in descending order): honesty, high ethical loyalty to the company, taking on new tasks, responsibility, respect for others, knowledge-sharing, time flexibility, openness to the problems of others, mobility, camaraderie and competitive nature (Zioło 2012: 16-17). These are the primary competences that modern education should be focused on shaping.

b/ local environment features:

The local authorities may contribute to the development of their communities by undertaking certain activities that would stimulate the emergence and development of companies (Zuzek 2006: 110). Domanski (1994: 49) mentions inter alia: organization of trainings on how to

⁴ The reason for such state of things is frequently blamed on insufficient means, no desire to improve further, insufficient access to information related to lifelong learning, too little access to the Internet (especially in rural areas) (Błędowski, Nowakowska, 2010: 18-28).

set up a small business, initiating an entrepreneurship club, setting an information point for starting-up business, creation of a business incubator, developing technical infrastructure, actions promoting the municipality.

It follows that knowledge and information are the two main factors responsible for the development of entrepreneurial behavior.

In turn, as regards the local factors, related to the specificity of a particular locality where business-related activities are to be undertaken, we speak of: the demographic potential of the place, the local labor market, the unemployment rate, the capital resources of the population, the market capacity, the technical infrastructure of local importance, the state of the natural environment, the aspirations of the local community, competence and resilience of the local government, the business support institutions, traditions regarding the development of entrepreneurship (Kaminska , 2006: 52).

Entrepreneurship development at the local level depends largely on the interaction of variables such as: the activeness of the local authorities, investment attractiveness of the municipality and entrepreneurial attitudes manifested by the residents of the rural areas. According to K. Krajewski and J. Śliwa (2004), the factors affecting the entrepreneurship on the local level should include additionally: culture- related aspirations, life standards, local business environment institutions, local traditions, legal, administrative, credit and tax arrangements, and the ability to absorb the aid resources.

3. Barriers to entrepreneurship development

The element of the “social climate” related to entrepreneurial activities in rural areas that might significantly hinder or prevent business initiative are the barriers encountered by young entrepreneurs on their way.

The authors of *“Institutional Barriers to Entrepreneurship Development In Rural Areas”* (prepared within the framework of projects implemented by the Forum for Development Initiatives (FIR) of the European Fund For Polish Rural Development) see the main reason for the unsatisfactory development of entrepreneurship in the rural areas to be the lack of business-friendly environment and very low effectiveness of the state institutional system for the

development of business activity in rural areas that would meet the expectations of both emerging and already-functioning businesses (Report p. 2)

Other barriers include:

- **the overall situation of agriculture in rural areas** – agriculture can no longer be the only function of the countryside in the national economy. It seems mandatory to take up actions that would foster the process of multifunction sustainable development and create a non-agricultural sphere in these areas. The variety of income sources among the inhabitants of rural areas and their multi-tasking is a standard in the EU, while Poland still needs to work on deepening these phenomena.

- Another significant barrier is the **high unemployment level**, prevailing among the rural population. The number of unemployed rural residents, registered in labor offices in 2009 amounted to 743 000 (43.3 % of all registered). Most unemployed would be persons up to 34 years of age (their participation in the total number of unemployed in the countryside amounted to 63.7 %, and 52% in the urban areas). Within these numbers, the share of unemployment in the agriculture sector itself was as high as 83.1%⁵.

- Despite the fact that the percentage of young people with higher education is growing increasingly in rural areas, the countryside is still viewed as a place that does not correspond to the aspirations young people have. The authors of the report use a phrase “**stigmatization with rural background**” (Report, p. 7) as more and more young people leave their villages in search of better alternatives.

The entrepreneurship rate (measured by the number of business entities per 1000 inhabitants) was in the year 2008 two times lower in rural areas than in the urban ones and would amount to 62.5 (121.5 for the cities) (Report, p. 8). Such extensive discrepancy indicates a high need to stimulate the rural areas towards business-related activities.

Research shows that from a formal perspective, entrepreneurship in rural areas does not differ from the one in the city. However, in practice, the indicator is twice as high in the cities. This stems from the lower development level of the local market, difficulties in reaching the client, the shortage of specialists and sometimes simply communication problems with the location.

⁵ Based on data contained in the Report on the state of the rural areas *Polska wieś*, 2010, edited by I. Nurzyńska, J. Wilkin, FDPA, Warsaw, 2010.

The authors of “Barriers” point to other business development obstacles in rural areas:

- **the legislation:** high level of detail required in procedures, problems with interpretation, high amount of bureaucracy – those are the most common problems faced by individuals who are interested in starting their own business. At this point, the need appears, to supply proper institutional infrastructure; trained officials are needed that know how to help and provide the necessary information and knowledge of how and where one can obtain financial aid, which is often necessary.

- **social and cultural conditioning** – lack of appropriate role and behavioral models among young people from the rural areas. They lack good examples of entrepreneurial behaviors, which is why they fail to see the chances and fear to take risks. At this point, we also encounter the issue of low social trust which often manifests itself in the lack of trust between institutions, residents and authorities at different levels.

- **economic conditions** including access to funding – this problem is partially resolved by the assistance programs offered by the EU, but not in every case. Entrepreneurs from rural areas, especially the young ones, from the very start, face the problem of the lack of credit standing which is discouraging and may become a significant barrier in the further stages of business activity.

- **institutions supporting the development of business-related activeness in rural areas** – they are often insufficient, leaving much to be desired.

- **technical infrastructure** – lack of grounds to invest in, roads with the right bandwidth, access to media leaves the rural areas in a much disadvantaged position compared to more urban areas;

- **policy of company development and support in rural areas** – the business activity support system should be targeted mainly at young people who need to have the opportunity to make profit while staying in the rural area to prevent depopulation (the employment rate of people between 18 – 24 living in rural areas was 40% in 2009 (Report, p. 32);

- **training and education** – as it is commonly known, the currently implemented educational system does not support the creation of entrepreneurial approach in general (both for rural and urban areas). The lack of appropriate educational offer results in shortages in terms of shaping the basic social competences (soft skills) which are the key factor for forming the entrepreneurial

approach. The study⁶ conducted in secondary schools confirms that one third of the students are ready to take business courses if given the chance.

There is a strong need of organizing constant training targeted at both towards active and potential entrepreneurs. The goal of such courses is to provide its participants with new proficiency and skills, which will help release creativity and facilitate the implementation of creative ideas. Special training, addressed mainly to young people living in rural areas, should promote entrepreneurial behaviors and provide qualifications and skills adjusted to the demand of the job market. A good example would be the Centers for Young Entrepreneurs Support (*Centra Wspierania Młodych Przedsiębiorców*) where, during the school year, young people might be able to participate in comprehensive business courses. A system of internships would also be a step forward on a way to create business-oriented approach among young people.

What influences the lack of readiness of youth from rural areas to take up business initiatives ? According to the “Młodzi Na Wsi” (Youth in the countryside) report⁷, the factors are the following:

- **narrow job market** – closed, lacking diversity, developing too slow and not giving too many choices for the young people to run their own business;
- **centralization in the micro-scale** – all the important institutions are most often situated in the capital of the region. All the most relevant actions take place in one village. Young people from the localities that are peripheral to the central one oftentimes feel excluded.
- **limited interaction market** – smaller density of the population causes the number of youth interactions to be more scarce. A bigger network of contacts creates broader possibilities and raises the level of individual social capital;
- **the omnipresent politics** – politics on the local scale is very close to the people, it seems oftentimes that that the decisions made by individual particular people in power have greater influence than it is the case in the cities. Young people feel much dependent on the local

⁶ Survey exploring economic awareness among high school students conducted in 2011 by EFRWP.

⁷ The publication entitled „*Młodzież na wsi. Raport z badań*” [“Youths in the countryside. Research Report ”] was established within the framework of the research project " *Młodzież z obszarów wiejskich i miast do 20 tys. Mieszkańców*” [“Youths in rural areas and cities up to 20 thousand. residents ”], conducted by the Laboratory of Social Innovation and Research" Stocznia ", thanks to the financial support of the Polish-American Freedom Foundation

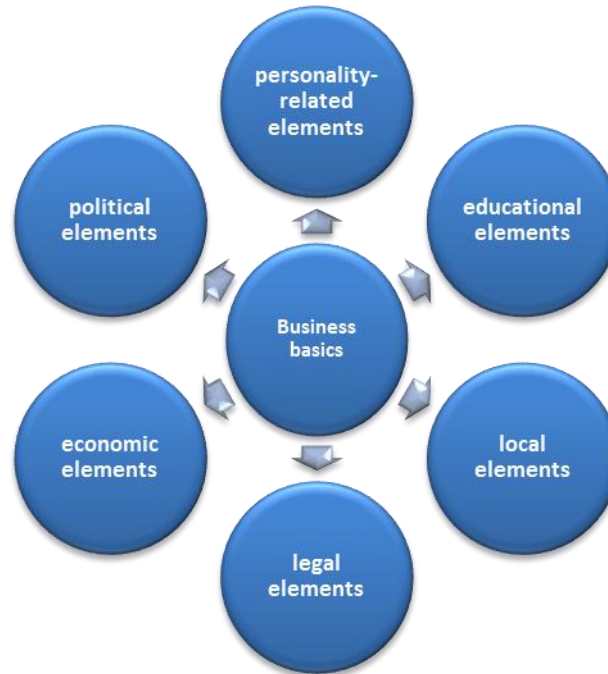
government and authorities, which results in a feeling that they do not have much influence on whatever is happening in their place of residence.

- **hard investments** – most investments in municipalities are the hard type ones, such as new roads, pavements or sewers. This seems understandable in a way, as the results of such actions are instantly visible. However, soft investments to increase the level of knowledge, skills and proficiency in various areas, are equally important to a community. The effects of such undertakings are not visible immediately; still, they should never go unnoticed. Investments in education are always beneficial to the community.

Rural entrepreneurship is a very important factor in economic development. However, running a company in a village is much harder than in the city. This stems from the fact that there are great differences between particular rural areas; they deal with different development-related problems which makes it difficult to apply one single approach. Furthermore, the authorities often ignore the role the small companies play in the development of the region. Also, some of the company owners are not really interested in any development to their company and expanding its scope. Oftentimes, they remain suspended between the local community, which determines their position in the community by choosing services provided by this given particular enterprise and the local authorities that are to a great extent decisive about the issues regarding the company development (Gabińska 2012: 216). Other barriers that hinder the development of small and medium-sized companies are: low efficiency of the power grid, weak means of communication with the world outside the region (bad condition of the county roads, lack of telephone connections), flooding of the fields and housing areas, shortages in the basic infrastructure and unqualified labor power, as well as decreased demand for services and goods (Łaguna 2004: 15).

The figure below summarizes the above discourse on the barriers that hinder the development of youth entrepreneurship in rural areas; it also classifies and clarifies the elements that evoke entrepreneurial attitudes.

Figure 1. Elements conditioning the development of entrepreneurial attitudes



Source: own research

Conclusion

Wanting to summarise all above considerations regarding the conditioning of entrepreneurship among young people from rural areas, one must consider several facts. The characteristic nature of entrepreneurship among young inhabitants of the countryside makes it difficult to unanimously define the concept of “entrepreneurship” as such, as this multi-aspect notion entails highly heterogeneous content. In the literature, the approach to “entrepreneurship” that dominates is the attributive one, as a set of features of character and functional endearing “entrepreneurship” as economic innovativeness based on business start-up process. There is increasingly more public discussion on gaining additional qualifications, shaping skills and seeking for possibilities of starting a business. This indicates that the behavioral approach is the

one in favor (see Pięcek 2006: 221), which analyses behaviours, manners and motives that govern particular actions. Over the past several years, we may observe an ongoing reevaluation of resources accessible to a human – grows the importance of knowledge, creativity, innovativeness and entrepreneurship. Currently, these values are becoming key factors in the development of business both in local environments, regionally, and for the nation-wide economy. Therefore, an important task is to shape entrepreneurial approaches, and in consequence specific actions will be triggered in different aspects of human life; most of all in business. Entrepreneurship is especially needed in rural areas, both in agriculture and other fields, that arise from the tendency of multifunctional development of villages. Entrepreneurs are the most dynamic and active group among the inhabitants of the countryside, and it mostly depends on them whether rural areas will improve or stagnate (Report: Entrepreneurship in rural areas/ *Przedsiębiorczość na obszarach wiejskich*, p. 39).

The study of the issue in the above paper has shown that, when it comes to the entrepreneurship-conducive factors and the barriers that hinder or stop the process, young people from rural areas are in worse position than their peers living in the cities. Despite both groups being characterised by the same sources of motivation such as: personality traits, social background, education, market opportunities, socio-political and institutional conditions as well as different programs. The same improvement-related factors may in fact become barriers when not properly functioning or not developed. Again, due to flaws in the educational system in the countryside areas, shortage of information and overall low level of education of the rural population, as well as higher unemployment in young generation, despite significant potential, young people from rural areas have a more difficult start if they want to prove themselves as entrepreneurs.

In order to overcome the barriers to development of the rural areas, it is postulated that one should: aim to strengthen the bonds between education and business; pay special attention to innovations; implement new and develop the already-existing ones, reconstruct the business environment on multiple levels; improve access to new technologies including IT (Report: *Sytuacja ludzi młodych na rynku pracy na obszarach wiejskich*, p. 12).

The in-depth review of the theoretical concepts regarding entrepreneurship and entrepreneurial attitudes, was to become an introduction to the detailed analysis of the reports depicting the situation of young entrepreneurs in rural areas. The closer look at the available

entrepreneurship-related has revealed that there has never been an in-depth study on entrepreneurship of young people in the countryside. The current information on business related activeness as such is based on the overall condition of the country or related to entrepreneurial attitudes of the Poles in general. What is lacking is the data depicting and characterising the entrepreneurship of young rural residents; is a significant omission and actions need to be taken in order to fill the gap in rural sociology with reliable information on entrepreneurial attitudes of young people living in the countryside.

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