

ENTREPRENEURSHIP OF RURAL RESIDENTS IN POLAND

Monika Mularska-Kucharek, Justyna Wiktorowicz

University of Lodz

Abstract. The transformations that occur in rural areas are intended to increase the diversity of the countryside by extending the previously performed functions, both economic and social. This increases the importance of entrepreneurship among rural residents to cope with quite difficult facts, which had an undeniable impact on the quality of life. The aim of the study is to evaluate the entrepreneurship of the rural residents in comparison with living in cities. We have taken into account as the entrepreneurial attitudes as entrepreneurial actions. The important area of the analysis was the assessment of the relationship between these two aspects of entrepreneurship. The conducted studies have shown, that the entrepreneurial potential of the rural population in Poland is relatively high. In these terms, from the point of view of both the entrepreneurial attitudes and actions, residents of the rural areas are not falling behind the residents of cities. At the same time, entrepreneurial activities undertaken by them, remain in relation to their entrepreneurial attitude.

Key words: entrepreneurial attitudes, entrepreneurial actions, rural areas, Poland, synthetic indicator

INTRODUCTION

Entrepreneurship, as a multidimensional construct, is defined in the publications on this topic, in various aspects. This concept is closely connected with the term entrepreneur and can then be treated as an economic category. However, entrepreneurship is also a specific attitude towards the world and other people, which is expressed in the creative and active desire to improve the existing state of things, readiness to take on new or expand existing operations in order to improve working conditions and the quality of life [Wiatrak 2003, Marks-Bielska et al. 2014]. Entrepreneurship expresses the willingness and the ability to take up and creatively solve new problems, the ability to exploit arising

Corresponding author: Justyna Wiktorowicz, University of Lodz, Faculty of Economics and Sociology, Polskiej Organizacji Wojskowej 3/5, 90-255 Łódź, Poland, e-mail: justynawiktorowicz@uni.lodz.pl

© Copyright by Warsaw University of Life Sciences Press, Warsaw 2015

opportunities and the flexibility to adapt to the variable operating conditions. In the colloquial meaning, entrepreneurship spells ingenuity, effort, resourcefulness [Griffin 2002]. It's "taking something ahead", that is, the implementation of new and challenging tasks, or, entrepreneurship is a property of the individual expressed in the ability and willingness to initiate and undertake new activities. These are the activities that go beyond the clichés and limitations.

Entrepreneurship is, first and foremost, an attitude towards life. Commonly identified with the slogan "take matters into your own hands", this attitude is characterized by taking the initiative, dynamism, creativity, and is widely regarded as the key to the economic development. The entrepreneurial attitude expresses itself best in conducting economical activities. According to many sociologists, an entrepreneur becomes a key player in the creation of the global economy, because he forms the basis of a healthy national economy. Entrepreneurship is a driving force of the market economy and an effective mechanism for efficient allocation of resources [Nawojczyk 2009]. Initiative, the ability to persuade others, moderate rather than high risk-taking, flexibility, creativity, independence/autonomy, the ability to solve problems, need for achievement, imagination, high conviction that one can control their own destiny, leadership, ability to work hard are listed among the features, that shape entrepreneurial attitudes [Gibb 1993].

According to W. Dobrołowicz [1995], features that both facilitate and hinder entrepreneurial activity exist. As part of the individual elements, constitutive for entrepreneurship, he mentions more than thirty features that facilitate entrepreneurial activities, and among them the desire for ownership and autonomy, hopes to achieve success and power, the ability to overcome anxiety, depression and various dangers, resolution and consistency, making decisions that bear risk, high threshold of stress and frustration, ingenuity and creativity, extroversion, confidence, optimism and activity, high energy and sustainability.

As noted by W. Pomykała [1995], the characteristic traits of entrepreneurial people can manifest themselves in everybody, but the degree to which they show is different. Some people are more creative, have a greater tendency to be independent, are able and willing to take risks, and solve difficult problems. It is, to a large extent, dependent on individual characteristics, as well as the function in a particular social environment. Whether a person objectifies their disposition, or becomes entrepreneurial, where, in what social, political, economic areas they fulfil their orders, depends surely on many social factors. On the type of the civilization and degree of its development, on political and economic infrastructure, on the country's level of development, on the starting point – the allocation of an individual in the social structure etc. [Jerschina 1998]. Favourable conditions can cause people to acquire certain attitudes, in this case entrepreneurial attitudes.

Because the entrepreneurship can refer to specific characteristics of individuals, that enable the taking and implementation of difficult tasks, achieving success, dealing with the present-day changes, it becomes a very useful and, at the same time, desired trait. It may have an impact on many areas of social life. Undoubtedly, the entrepreneurial attitude is needed in the economic area, since it allows to meet the economic transformations and brings tangible benefits in terms of an improving economic situation. It is, therefore, understandable that nowadays, even more so than in the past, the importance of the entrepreneurship in economic development is emphasized. The modern economy requires

efficient and motivated people who can clearly recognize their role in the labour market, as well as in other areas of social life. Even though, the changes taking place affect a lot of social groups, the residents of rural areas, who struggle with the consequences of present-day transformations, deserve, without a doubt, special attention.

Transformations taking place in rural areas rely, mainly, on departing from the existing way of rural development, which was strongly associated with the development of agriculture that provided employment and upkeep for the majority of the rural population, for the benefit of the development of rural areas. The undertaken actions aim to increase the diversity of the countryside by extending the previously performed functions, both economic and social [Sikorska-Wolak and Krzyżanowska 2010]. This has obvious implications. Population previously associated with agriculture is forced to take action to diversify their sources of income. In the context of these challenges, entrepreneurship is not so much needed, as desired. It allows creative problem solving and flexible movement in the contemporary changing reality, because it allows the individual to actively participate in the socio-economic life. The special perks of having an entrepreneurial orientation undoubtedly reveal themselves in the economic areas, which is especially important among the rural population. According to the assumption, that the entrepreneurs are more likely to succeed professionally and are much better at running their own business, promoting the idea of entrepreneurship in rural areas may lead to proper development of these areas. Entrepreneurship is the foundation for social transformation and a basic factor that actuates growth and structural transformation. Therefore, diagnosing the entrepreneurial potential seems to be incredibly necessary. Even more so, as the entrepreneurship has proven well in conditions of extreme uncertainty, which was, as in the case of Poland, the first stage of the transformation. All those who have taken an active stance to shape their own destiny, were able to cope with quite difficult facts, which had an undeniable impact on the quality of life.

The aim of the study, is to evaluate the entrepreneurship of the rural residents in comparison with living in cities. We have taken into account as the entrepreneurial attitudes as entrepreneurial actions. The important area of the analysis was the assessment of the relationship between these two aspects of entrepreneurship. The analysis refers to Poland.

This paper attempts to verify the following hypotheses:

- 1) rural residents are less entrepreneurial than city inhabitants;
- 2) rural residents with higher entrepreneurial attitudes are more inclined to entrepreneurial activities.

MATERIAL AND METHODS

The empirical basis for the analysis is the author's nationwide survey which was conducted under the University of Lodz grant for young scientists entitled: *The entrepreneurship among Poles – social and spatial aspects*. The questions about entrepreneurship were included in the omnibus survey (carried out by the Public Opinion Research Center – Ośrodek Badania Opinii Publicznej, TNS OBOP), with using the computer-assisted questionnaire interview (CAPI), on a representative sample of adult Polish citizens (n = 1,061). Structure of the sample has been aligned with the structure of the population

through the use of weights [also taking into account the following criteria: gender, age, place of residence (the city/village and province) and level of education].

The study included a few examples of activities, which are entrepreneurial in nature. The J. Jerschina's [2000] scale was used as a tool to evaluate the entrepreneurial attitudes. The scale consists of the following sub-indicators¹:

- V1. I would rather be self-employed than be someone else's employee.
- V2. I like tasks, that are slightly risky, but bring positive benefits.
- V3. I often think about the future and plan various projects.
- V4. I have enough strength and skill to meet the challenges that I set for myself.
- V5. I like difficult problems and feel joy when I am able to overcome them.
- V6. The life for our children will be better than it was for us.

On its basis, an entrepreneurial attitudes index (IPP) was created, which concisely measures this multidimensional phenomenon². This index ranges from 6 to 30 points, where the higher the number, the stronger the entrepreneurial attitude.

The statistical analysis was performed using basic descriptive statistics and appropriate statistical tests. The calculations were made using IBM SPSS Statistics 22.0.

RESULTS

The study brings positive results, in relation to the entrepreneurship of rural residents. Among all the indicators of the examined dimensions of entrepreneurship, positive reviews outweigh the negative ones. This means that the vast majority of the examined population demonstrated a positive entrepreneurial attitude (Table 1).

It is worth noting, that more than three quarters of the adult population of the countryside believe in their own abilities and skills necessary to meet the challenges which they set for themselves. This conviction is extremely important when undertaking entrepreneurial actions. Self-confidence, appreciating one's skills, determination, are one of the most important features of an entrepreneurial person. "The sense of your own worth closely is connected with predicting your own capabilities. It is extremely essential when taking actions, especially in new, unknown, hard to manage situations because a person always takes into account their own capabilities when commencing any kind of activities" [Chodkiewicz 2011]. Besides that confidence, high self-evaluation play an important role in dealing with stress, which is an inseparable element of entrepreneurial actions. While planning manifold activities for inhabitants of rural areas activating them outside agriculture, it must be taken into account that their faith in themselves, despite being relatively high is substantially – in a statistical sense – lower than that of inhabitants of cities ($p < 0.001$) – Table 1. That signifies the necessity of including a broader psychological packet (consulting and advising) in case of programs supporting business activity outside agriculture in the country. From the point of view of the entrepreneurial attitude it is also essential to convince individuals that they would rather work for themselves than being someone's employees. Close to 65% of country inhabitants agree with

¹Each of the sub-indices was expressed on Likert's five-point scale.

²Due to the use of a ready-scale, its evaluation of Cronbach's alpha coefficient was omitted. However, also in this study, its reliability is satisfactory (Cronbach's alpha = 0.685).

Table 1. The elements of the entrepreneurial attitude of rural residents in relation to city dwellers' (%)

Entrepreneurial attitudes index (IPP)	Type of habitual residence	I agree	I partially agree and disagree	I disagree	Hard to say	p (V)
V1. I would rather be self-employed than be someone else's employee	village (n = 408)	64.6	9.7	19.5	6.2	0.025*
	city (n = 658)	57.8	14.2	22.7	5.4	(0.086)
V2. I like tasks that are slightly risky, but bring positive benefits	village (n = 408)	58.1	16.3	22.2	3.4	0.081
	city (n = 658)	65.1	13.7	18.6	2.7	(0.070)
V3. I often think about the future and plan various projects	village (n = 408)	53.8	17.7	24.5	4.0	0.097
	city (n = 658)	60.8	16.4	20.0	2.8	(0.067)
V4. I have enough strength and skill to meet the challenges that I set for myself	village (n = 408)	69.4	13.9	13.2	3.5	<0.001*
	city (n = 658)	81.0	9.6	7.3	2.3	(0.133)
V5. I like difficult problems and feel joy when I am able to overcome them	village (n = 408)	64.4	15.8	16.7	3.0	0.399
	city (n = 658)	69.3	14.5	14.7	1.5	(0.042)
V6. The life for our children will be better than it was for us	village (n = 408)	37.4	21.8	30.2	10.5	0.781
	city (n = 658)	40.3	21.7	29.2	8.7	(0.023)

p – the probability in the chi-square test (after omitting the answer: “Hard to say”); * – the differences statistically significant ($\alpha = 0.05$); V – the Cramer's V coefficient.

Source: Own calculations.

that opinion against 58% of city inhabitants (those differences are statistically important, $p = 0.025$) – Table 1. Interpreting the acquired results in socio-economic categories, it can be assumed that a large part of country inhabitants thinks positively about conducting their own business activity and working on your own is better perceived than being employed by someone. Such score is quite obvious if we take into account the fact that a significant part of this populace works on their own account on their respective farmland.

Another important element of entrepreneurship is the will to take risks. Close to 60% of country inhabitants (Table 1) claims to like tasks that are somewhat risky but allow for positive effects. Taking into account the fact that willingness to take risks is an inseparable characteristic of an enterprising person, the acquired is quite optimistic. More so because similar results were acquired from city inhabitants ($p = 0.081$). The tendency for taking risk is an immanent feature of enterprising actions. It is connected with the measurable activity, which is undertaken with the hope that a positive result will outweigh the financial and personal [Trembaczowski 2008]. Therefore a positive attitude towards the undertaken actions is an important element of entrepreneurial attitude.

Optimism is another important characteristic of entrepreneurship. In case of the presented research, optimistic attitude which is measured through the assessment of the future of the children of the researched is typical for almost 40% of Poles, analogically for the inhabitants of the country and the city (Table 1). On the basis of the acquired results it

can be deduced that those people have positive expectation for the results of their actions. This has essential meaning for human activity. The power of positive thinking lies in the fact that if an individual believes that their actions will bring desired results than they take effort to realize them even if it costs them a lot of hardships and effort. "Optimism is understood as a constant tendency to perceive the world through the spectrum of the positive sides of the occurring phenomena and optimists are considered to be people tending to have positive expectations for their" [Chodkiewicz 2011]. Optimism perceived in such a way plays an essential part in dealing with difficult and stressful situations which are an inevitable element of enterprising actions. It has to be stressed that it is a spectrum of entrepreneurial attitude least useful when compared to others and in this respect rural areas inhabitants as well as those from the cities are similar.

Perspective thinking and planning your actions play an important part for entrepreneurship. In this case similar to the rest of the spectrums of the enterprising attitude, the rural areas inhabitants (as well as cities) are characterized by a relatively high intensity of this quality. Over half of the researched populace often thinks about their future and plans different endeavours (Table 1).

Thus the results of the conducted research quite clearly indicate that on a lip service level a high potential for undertaking enterprising actions can be observed in the rural areas inhabitants. This conclusion is also confirmed by the analysis conducted with the syntentical IPP indicator – with the maximum at 30 points, the average value of the IPP indicator for inhabitants of rural areas reaches $M = 21.43$ points ($STD = 4.39$) and it is a value only slightly lower than for the people living in the cities ($M = 21.98$, $STD = 4.27$).

The verification of the actual state of events, that is undertaking of exemplary business activities slightly weakens the optimistic evaluation presented up to this point, nevertheless the further discussed indicators are on a relatively good level (Table 2). Those are compared with the data concerning the diagnosis of enterprising actions undertaken by inhabitants of cities as well as the general populace of Poles. The dominating enterprising action of the rural area inhabitants is the ability to resolve difficult situations. The question: "Did you experience a difficult situation over the last four years that you were able to resolve?", was positively answered by 60% of the subjects. In case of the three remaining actions a dominance of "no" answers over the "yes" ones can be observed.

When analysing the activities of an entrepreneurial character it has to be underlined however that seeking work or better quality of employment is on a relatively high level (42.1%). Worth noting is also the fact that over 16% of the research subjects conducted their own business activity in the last 4 years. Those results are especially meaningful in the context of actions aimed at inciting entrepreneurship in rural areas. Conducting of business activity or in other words self-employment is very often equated with entrepreneurship in a popular meaning of the word and treated as an indicator of economic potential. More and more often it is also perceived as one of the "forms of effective counteracting unemployment, raising the level of vocational activity level and also stimulating the economic and social growth of regions" [Szepelska 2013]. Profits of self-employment have an essential meaning in case of rural areas, which because of the undergoing changes struggle mainly with problems of an economic nature. The activity of rural areas inhabitants in the sense of conducting business activity is thus treated as an opportunity to deal

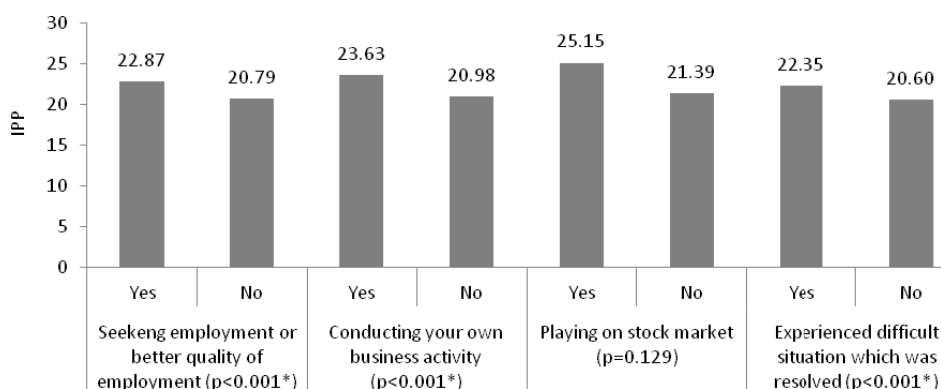
Table 2. Examples of entrepreneurial activities of rural and urban area residents (%)

Entrepreneurial activities	Rural area (n = 408)		Urban area (n = 658)		p (V)
	yes	no	yes	no	
Searching for a job or better conditions of employment	30.4	69.6	39.8	60.2	0.002 (0.095)
Conducted own business activity	16.5	83.5	11.8	88.2	0.034 (0.065)
Playing on the stock market	0.8	99.2	5.1	94.9	<0.001 (0.115)
Experienced difficulties, which were solved	47.1	52.9	60.3	39.7	<0.001 (0.129)

Source: Own calculations.

with unemployment as well as enhance the quality of life. That is why displays of this type of entrepreneurship are intensively supported since many years. And even though the results acquired in the presented research do not reach a high level, surely they indicate the changes which the rural areas undergo. They show that rural areas inhabitants are looking for alternative sources of employment. And what's more, the research shows that they undertake such activity significantly more frequently than inhabitants of cities. Lets add that for each of the discussed entrepreneurial actions the differences between the inhabitants of rural areas and of cities are statistically important (Table 2). In case of city inhabitants almost 12% of the populace conducted their own business activities in the last 4 years, that is lower than rural area inhabitants by 4 percentage points. Hence it is a kind of proof for the efficacy of the actions promoting and supporting entrepreneurship in rural areas and it instils optimism. More so even, since in other researched examples of enterprising actions, rural areas inhabitants do not differ from city inhabitants. Resolving difficult financial situations and stock market activity are on a similar level. A slight difference can be noticed when it comes to seeking employment or better quality of employment. Research shows that rural areas inhabitants take such initiatives more often than inhabitants of cities. This is, among other things, a consequence of changes taking place in rural areas. Drifting away from the typical agricultural activity forces the rural community to look for additional or even different source of income but the possibilities of employment are restricted because of the significantly smaller number of offered work places. Undertaking business activity outside of agriculture increases the chance of invigorating development in rural areas. That is why every sign of entrepreneurship deserves attention and recognition. More so because rural area inhabitants still have a lot of work before them to be able to deal with the constant transformations that are taking place. Thus it is important to continue to undertake actions promoting entrepreneurship and encourage self-employment. This conditions the entrepreneurial activity but above all else "enriches the job market through the possibility of working outside the traditional contract of employment. This affects the adaptability scale of the job market perceived as an efficient reaction to the variations on the job market" [Szepelska 2013].

Assessment of relations between enterprising attitude (measured synthetically, with the IPP indicator) and entrepreneurial activities of rural areas inhabitants, confirms their mutual dependence (Fig. 1).



p – probability in t-Student test; * – differences statistically significant ($\alpha = 0.05$).

Fig. 1. Enterprising attitudes (median IPP) and entrepreneurial activities of rural areas inhabitants

Source: Own calculations.

People who conducted business activity in the last 4 years were also characterized by a higher enterprising attitude. Similar conclusions apply to seeking employment or better quality of employment as well as the fact of dealing with a difficult situation they experienced. Significant differences were not observed only in the case of playing on the stock market ($p = 0.129$), still even in this case it can be deduced that such actions were more often taken by people with higher enterprising attitudes.

DISCUSSION

The awareness of the benefits of being enterprising is reflected in taking initiative in shaping entrepreneurial orientation. The goal of the undertaken action is to stimulate and develop the spirit of entrepreneurship. Everything is done in order to do better in life which is accompanied by numerous changes that require initiative and creativity from people. Enterprising people are individuals who are active, they realize their goals without waiting for outside help. They become responsible for their lives and thus make them better. In other words undertaking entrepreneurial actions can condition the quality of a person's life because they allow one to achieve much more both financially and not financially. Study on enterprising potential is thus important. The diagnosis of the level of entrepreneurship should include not only the entrepreneurial attitudes analysis but also explore entrepreneurial behaviours. Empirical inquiries conducted in that spectrum indicate that attitudes are often discordant with the behaviour of an individual. The research of A. Wicker [1969] indicate that it is much more probable that the attitudes are unrelated or weakly related with external behaviour than that attitudes are closely related to behaviour.

The results of the enterprising potential of rural areas inhabitants are undoubtedly surprising. This confirms the thesis that entrepreneurial promotion and education affects the social mentality. It would be good if this could translate to an increase in business activi-

ties which from the point of view of the rural areas inhabitants circumstances could result in improvement of their economic situation. In economy based on knowledge “the role of traditional factors of development such as resources, raw materials, land is reduced in favour of human quality, educational preparation and also equipping his personality structure with entrepreneurial attitude” [Zioło and Rachwał 2009].

In accordance with the assumption that an enterprising individual reacts accordingly to changes and uses them as an opportunity to reach his goals [Huczek 2009], rural inhabitants are expected to take actions which will help them deal with the consequences of undergoing changes. The decline in profit of production in small farms causes an increase in the rural inhabitants activity when it comes to seeking alternative sources of profit, including the development of small rural entrepreneurship. “Enterprising initiative – as written in *Report on entrepreneurship* – is the key condition for development, (...) innovation and creation of new work places” [Raport o przedsiębiorczości 2004]. In this context the acquired results concerning the entrepreneurial potential of rural areas inhabitants inspire optimism. A relatively large percentage of the discussed researched group undertakes enterprising actions. This especially applies to people with higher entrepreneurial attitude. The activity in the sphere of conducting business activities deserves special attention. The only thing left is to believe that this will reflect in social life and help to improve the quality of life of rural areas inhabitants. Since the research shows that entrepreneurial attitude positively affects the subjective as well as objective dimension of the quality of life [Mularska-Kucharek 2013]. And thus being entrepreneurial conditions the general satisfaction with life and quality of life. Actions aimed at creating entrepreneurial attitudes in rural areas are thus worth taking. In order to efficiently realize the undertaken actions one must have awareness of the conditions of enterprising actions. Those initiatives depend on socialising, upbringing and also institutions which can shape human entrepreneurship [Jerschina 2000].

FINAL REMARKS

The article assesses the entrepreneurship of rural areas inhabitants. The undertaken research was concerned with the diagnosis of the enterprising potential encompassing the attitudes and selected examples of enterprising actions. Both the first and second aspect of the analysis is especially justified in case of entrepreneurship of local rural communities. The literature of the subject as well as observation of social life quite clearly indicate the gravity of entrepreneurship in the modern world. Surely it is the foundation for social transformations and the basic factor accelerating growth and structural changes. Thus the utilising the entrepreneurial potential of rural areas inhabitants can be a remedy for the socio-economic problems of rural areas. The promotion of entrepreneurship and the preparation for work on your own are showing more often as a solution for the effects of the changes that are taking place. More so because entrepreneurship is something more than a form of self-employment. The broad context of this term is well conveyed in the colloquial understanding of entrepreneurship, described as “taking matters into your own hands”. In the modern world such attitude is not only advisable but necessary. Thus knowledge about enterprising potential can have significant meaning.

REFERENCES

- Chodkiewicz, J. (2011). Zmagając się ze światem. Znaczenie zasobów osobistych. Available at: [www: http://www.psychologia.net.pl/artykul.php?level=136](http://www.psychologia.net.pl/artykul.php?level=136) (accessed: 10.10.2011).
- Dobrołowicz, W. (1995). Psychodydaktyka kreatywności. WSPS, Warszawa.
- Gibb, A.A. (1993). Enterprise culture and education: understanding enterprise education and its links with small business, entrepreneurship and wider educational goals. *International Small Business Journal*, 11 (3), 11–34.
- Griffin, R.W. (2002). Podstawy zarządzania organizacjami. PWN, Warszawa.
- Huczek, M. (2009). Zarządzanie jako czynnik rozwoju przedsiębiorczości. [In:] Z. Ziolo, T. Rachwał (Eds), Rola przedsiębiorczości w kształtowaniu społeczeństwa informacyjnego. Wydawnictwo Nowa Era, Warszawa-Kraków, 88–98.
- Jerschina, J. (1998). Orientacje na przedsiębiorczość w Polsce na tle krajów Europy Środkowej i Wschodniej. Elity i społeczeństwa. *Przegląd Socjologiczny*, 47.
- Jerschina, J. (2000). Postawy przedsiębiorczości w Polsce na tle krajów Europy Środkowej i Wschodniej. Elity i społeczeństwa (kontynuacja). *Przegląd Socjologiczny*, 49.
- Marks-Bielska, R., Babuchowska, K., Lizińska, W. (2014). Agritourism as a form of business activity in rural areas. *Acta Sci. Pol., Oeconomia* 13 (3), 69–79.
- Mularska-Kucharek, M. (2013). Postawa przedsiębiorcza a subiektywna i obiektywna jakość życia. Na przykładzie zbiorowości wielkowiejskiej. *Humanizacja Pracy* 4 (274), 188–202.
- Nawojczyk, M. (2009). Przedsiębiorczość. O trudnościach w aplikacji teorii. Wyd. NOMOS, Kraków.
- Pomykało, W. (1995). Encyklopedia biznesu. Fundacja „Innowacja”, Warszawa.
- Raport o przedsiębiorczości (2004). *Monitor Unii Europejskiej*, 1 (32).
- Sikorska-Wolak, I., Krzyżanowska K. (2010). Przedsiębiorczość w ujęciu teoretycznym i w praktyce. [In:] K. Krzyżanowska (Ed.), *Przedsiębiorczość na obszarach wiejskich. Stan i perspektywy rozwoju*. Wydawnictwo SGGW, Warszawa, 39–57.
- Szepelska, A. (2013). Samozatrudnienie jako forma wspierania rozwoju przedsiębiorczości regionów. *Ekonomia i Prawo*, 1, 69–80.
- Trembaczowski, Ł. (2008). Zaufanie i ryzyko w doświadczeniu przedsiębiorców. Studium socjologiczne. Wydawnictwo Uniwersytetu Śląskiego, Katowice.
- Wiatrak, A.P. (2003). Pojęcie przedsiębiorczości, jej cele i rodzaje. [In:] K. Jaremczuk (Ed.), *Uwarunkowania rozwoju przedsiębiorczości – szanse i zagrożenia*. Wydawnictwo PWSZ, Tarnobrzeg, 26–38.
- Wicker, A. (1969). Attitudes versus actions: the relationship of verbal and overt behavioral responses to attitude objects. *J. Soc. Issues*, 25, 41–78.
- Ziolo, Z., Rachwał, T. (2009). Wprowadzenie. [In:] Z. Ziolo, T. Rachwał (Eds), *Rola przedsiębiorczości w kształtowaniu społeczeństwa informacyjnego*. Wydawnictwo Nowa Era, Warszawa-Kraków, 5–6.

PRZEDSIĘBIORCZOŚĆ MIESZKAŃCÓW WSI W POLSCE

Streszczenie. Przekształcenia zachodzące na obszarach wiejskich zmierzają do zwiększenia różnorodności terenów wiejskich poprzez rozszerzenie dotychczas pełnionych funkcji, zarówno gospodarczych, jak i społecznych. Zwiększa to znaczenie przedsiębiorczości mieszkańców wsi. Jako cel pracy przyjęto ocenę przedsiębiorczości mieszkańców wsi w porównaniu z mieszkającymi w miastach. Uwzględniono przy tym zarówno postawy, jak i działania przedsiębiorcze. Istotny obszar analizy stanowiła ocena relacji między oboma aspektami przedsiębiorczości. Przeprowadzone badania wykazały, że potencjał przed-

siębiorczy mieszkańców wsi w Polsce jest relatywnie duży. Zarówno z punktu widzenia postaw, jak i działań przedsiębiorczych mieszkańcy wsi nie pozostają przy tym w tyle za mieszkańcami miast. Jednocześnie, podejmowane przez nich działania przedsiębiorcze pozostają w związku z ich postawą przedsiębiorczą.

Słowa kluczowe: postawy przedsiębiorcze, działania przedsiębiorcze, obszary wiejskie, Polska, wskaźnik syntetyczny

Accepted for print: 10.08.2015

For citation: Mularska-Kucharek M., Wiktorowicz J. (2015). Entrepreneurship of rural residents in Poland. *Acta Sci. Pol., Oeconomia*, 14 (3), 83–93.

