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## **Own presentation of works and scientific achievements**

### **Introduction**

In the presentation I review my works and scientific achievements from the years 1987–2013, i.e. from the period after attaining the doctoral degree in economic sciences. Firstly, I will present the information regarding the attained diplomas and the place of work with the report of my works' quotations, then, I will review my scientific achievements. They include selected publications comprising a monothematic set of texts devoted to the phenomenon of women's entrepreneurship, as well as scientific and research works regarding the issues related to elaboration of the tool for monitoring of equal treatment of women and men in the place of work (Gender Index) as original project achievement.

### **1. Information concerning the attained diplomas and employment**

I have been carrying out scientific activity since 1977, when after attaining the Master of Economy degree at the Collegium of Economic Analysis (the Faculty of Finances and Statistics) in the Warsaw School of Economics I was employed in the Institute of Social Economy of this university as a scientific-research worker. In the years 1977–1986 my interests focused on issues connected with functioning and needs of families bringing up children at the pre-school age. The effect of my hitherto interests and studies was my doctoral dissertation "Needs of families at first stages of development versus social policy", written under the tutelage of Professor Ph.D. Hab. Adam Kurzynowski. I attained the doctoral degree of economic sciences at the Collegium of Socio-Economics of the Warsaw School of



Economics in September 1986 and began work as Assistant Professor (adjunct) in the Institute of Social Economy.

After attaining the Ph.D. degree, in the years 1987–1994, I carried out the research work concerning living conditions of families and the impact of paid work of women on these conditions. I have been carrying out the studies of female entrepreneurship since 1994, as the current Dean of the Collegium of World Economy of the Warsaw School of Economics, Professor Ph.D. Hab. Eufemia Teichmann initiated a scientific-research programme concerning functioning of women in business and management, which I was invited to participate with. I was the leader of the programme in the years 1994–2004. In 1996 I changed my formal affiliation from the Institute of Social Economy to the Institute of International Marketing (at present the Institute of International Management and Marketing) of the Collegium of World Economy. Since October 2004, I have been employed in the Institute as the Senior Lecturer on the basis of the appointment for unlimited duration.

In 2006–2008, I was employed by the National Chamber of Commerce due to implementation of the nation-wide research-educational project “New qualifications, work and entrepreneurship for women”, financed with the means of the European Social Fund. Its objective was occupational activation of women who wanted to reenter the labour market and education directed at taking up self-employment, financial and advisory aid for those women who decided to launch their own business. Training courses were organized within the project framework for 6.5 thousand Polish women; 1942 among them received grants for conducting economic activity and counseling during a first few months after registering their companies. I was responsible for development of the training programme and providing the teaching staff, and I was also the leader of the survey which covered a representative sample of adult Polish women; the survey objective was recognition of entrepreneurial attitudes among women.

In cooperation with the United Nations Development Program (UNDP) I worked out the grant application for the project Gender Index, which won financing within the Community Initiative EQUAL and was carried out in the years 2004–2008. I was the research leader on behalf of the Warsaw School of Economics, which was one of the seven partners of the project.

In 2011–2012, I cooperated with the Polish Agency for Enterprise Development (PARP) as an expert in the project “Entrepreneurship of women in Poland”. I reviewed research tools,

methodology and the range of surveys undertaken within the project framework, as well as the final report before its publication.

In the period 2010–2012, I cooperated with the Government Plenipotentiary for Equal Treatment in developing the concept and implementation of the surveys assessing the situation in respect to diversity policy in the central administration. I was the Project Manager of the surveys carried out in 16 ministers and the Chancellery of the Prime Minister. The Warsaw School of Economics was, alongside the Jagiellonian University, the partner in this project which was titled: “Equal treatment as a standard of good governance”.

I participated in the survey “Analysis on the chances of human capital development in forestry” (in 2012–2013), carried out by the Department of Forestry of the Warsaw University of Life Sciences. The Gender Index method was applied in the project to create the ranking of the General Directorate of State Forests.

I presented the results of my studies of numerous national and international conferences (*i.a.* in Warsaw, Poznań, Wrocław, Cracow, Białystok, Toruń; Budapest, Bratislava, Cincinnati, Geneva, Uppsala, Skopje, Oxford, Stockholm, Prague, Munich). **The complete list of research projects and conferences that I participated in, as well as the list of my publications is included in Annex 4.**

#### **Résumé of the information regarding diplomas and employment**

- 1977: completing the studies at the WSE and obtaining Master of Economy degree
- 1977–1978: intern in the Institute of Social Economy WSE
- 1978–1986: Assistant in the Institute of Social Economy WSE
- 1986: attaining the doctoral degree of economic sciences
- 1987–1996: Assistant Professor (adjunct) in the Institute of Social Economy WSE
- 1996–2004: Assistant Professor (adjunct) in the Institute of International Marketing WSE
- 2004 – present: Senior Lecturer on the basis of appointment for unlimited duration in the Institute International management and Marketing WSE
- 2006–2008: National Chamber of Commerce – employment on the basis of work contract for the duration of the project “New qualifications, work and entrepreneurship for women”



- 2011–2012: Polish Agency for Enterprise Development (PAED) – employment on the basis of work-agreement as an expert and reviewer of the project “Entrepreneurship of women in Poland”

## 2. Index of citations of my works

	All	Since 2009
Citations overall	188	100
h-index	7	5
i10-index	6	2

Source: <http://scholar.google.pl/citations?user=ZtjmpFsAAAAJ&hl=pl>

## 3. Statistics of my works in the period after attaining the doctoral degree of economic sciences

Type of works	Number
<b>Published works overall</b>	<b>67</b>
of which in foreign languages	(62 authorship) 22 (19 authorship)
Monographs	5
of which in foreign languages	(4 authorship) 1 (co-authorship)
Chapters in books	28
of which in foreign languages	(26 authorship) 8 (7 authorship)
Articles	32
of which in foreign languages	(31 authorship) 13 (12 authorship)
Textbooks	2
	(1 authorship)
Own publications abroad	8 (7 authorship)
Expertise and publications popularizing science	23 (20 authorship)



#### 4. Research interests and scientific achievements

A significant part of my studies carried out after attaining doctoral degree concerns the situation of women in the labour market, their economic activity and occupational activation. My research interests have been evolving in the period after attaining the doctoral degree of economic sciences, although their common current is the analysis on the changes in the role of women in society at the background of economic transformations.

During my work in the Institute of Social Economy I concentrated on the issues regarding the needs of families at the first stages of their development, threats related to large number of children and poverty, perception of the roles in family in respect to economic activity of women, therefore following the research mainstream of the Institute. The exemplary publications presenting these issues are:

- Lisowska E. (1998), Potrzeby rodzin w fazie prokreacyjnej [The needs of families in the procreative phase], [in:] Rodzina polska – warunki bytu i funkcjonowania w świetle badań Instytutu Gospodarstwa Społecznego w latach 1988-1994 [Polish Family – Conditions of Living and Functioning in the Lights of the Institute of Social Economy Surveys in the Years 1988-1994], ed. W. Rakowski, “Monografie i Opracowania” No. 435, WSE, Warsaw 1998, pp. 62-83

- Lisowska E. (1993), Living conditions of young families in Poland (1991-1992), “Polish Population Review”, No. 3, pp. 154-162

- Lisowska E. (1991), Zagrożenie ubóstwem w rodzinach wychowujących dzieci w wieku do 14 lat [Risk of poverty in the families rearing children aged up to 14 years], “Biuletyn IGS”, No. 1, pp. 113-149.

Following the systemic and economic transition, initiated in Poland in 1989, I undertook studies and research targeted at the assessment of the situation of women in the labour market and their chances for occupational activation in the face of threats (unemployment) and opportunities created by free-market economy. I indicated that setting up own business (self-employment) constitutes one of the forms of economic activation of unemployed women, women threatened with losing a job or having problems with finding work in the formal sector. I addressed this issue, *inter alia*, in the following publications:

- Lisowska E., Nowe formy aktywności zawodowej kobiet. Samozatrudnienie i własna firma [New forms of economic activity of women. Self-employment and own business], [in:] Losy, potrzeby i oczekiwania społeczeństwa polskiego. Przeszłość i teraźniejszość [Fortunes, needs and expectations of the Polish society. Past and present], ed. W. Rakowski, “Monografie i Opracowania” No. 440, WSE, Warsaw 1998, pp. 60-80

- Lisowska E., Szanse kobiet w społeczności lokalnej [Chances of women women in local community], [in:] Współczesne problemy rozwoju lokalnego w Polsce [Contemporary



problems of local development in Poland], ed. A. Lisowski, "Monografie i Opracowania", No. 418, WSE, Warsaw 1997, pp. 100-114.

Following my transfer to the Collegium of World Economy and employment in the Institute of International Management and Marketing, I made the phenomenon of women's entrepreneurship the subject of my studies; particularly in respect to women's motivation for self-employment and barriers they encounter at the stage of making decision concerning setting up own business, as well as the barriers women face in the course of company's development. My research interests evolved towards exposition and description of the phenomenon of women's entrepreneurship in Poland as compared to the countries with long-standing free-market tradition (the USA and the Western European countries) and indication that more complete utilization of female labour resources in economy and enterprise's management is *signum temporis* of the end of the twentieth century and *sine qua non* condition for economic growth.

**The results of my studies devoted to the phenomenon of women's entrepreneurship I present as the monothematic cycle (series) of publications in accordance with the Article 16, Point 2 of the Law of 14<sup>th</sup> March 2003 on Academic Degrees and Title.** The series consists of the following publications:

- Lisowska E. (2012), *Przedsiębiorczość kobiet i ich wkład w rozwój gospodarczy* [Women's entrepreneurship and their contribution in economic growth gospodarczy, [in:] *Wiek po Marii Skłodowskiej-Curie. Emancypacja kobiet w Polsce i we Francji* [A century after Maria Skłodowska-Curie. Emancipation of women in Poland and France], ed. K. Nadana-Sokołowska, M. Rudaś-Grodzka, E. Serafin, Wydawnictwo IBL PAN, Warsaw, pp. 87-101

- Lisowska E. (2009), *Kobiety w biznesie – menedżerki i właścicielki firm* [Women in business – female managers and business owners], [in:] *Kobiety-feminizm-demokracja. Wybrane zagadnienia z seminarium IFiS PAN z lat 2001-2009* [Women-feminism-democracy. Selected issues of the Institute of Philosophy and Sociology Polish Academy of Sciences seminary from the years 2001-2009], ed. B. Budrowska, Wydawnictwo IFiS PAN, Warszawa, pp. 133-154

- Lisowska E. (2004), *Business Initiative of Polish Women*, [in:] *Gender and economic opportunities in Poland: has transition left women behind?* Report No. 29205, World Bank, Warsaw, pp. 45-70

- Lisowska E., Bliss R.T., Polutnik L. (2003), *Women Business Owners and Managers in Poland*, [in:] *New Perspectives on Women Entrepreneurs*, J.E. Butler (ed.), Information Age Publishing Inc., Greenwich, pp. 225-242



- Lisowska E. (2003), Women's Entrepreneurship: trends, motivation and barriers, [in:] Women's Entrepreneurship in Eastern Europe and CIS Countries, Series: Entrepreneurship and SMEs, UN/ECE, New York, Geneva, pp. 17-37.

Next I discuss the phenomenon of female entrepreneurship as I present it in my publications mentioned above and the other, issued in previous years.

#### **a) The phenomenon of female entrepreneurship**

In Poland, the phenomenon of women's entrepreneurship has been gaining significance since the beginning of the nineties of the last century. In 1989, the crucial systemic transition took place; Poland entered the road towards democracy and market economy. On the one hand, the period of transformation was related to the threats for women in a form of losing a job and privileges connected with employment, while on the other, it created chances for setting up own businesses. The first to go down were textile industry establishments, where the majority of employees constituted poorly educated female-workers – seamstresses, weavers, dressmakers, then – the foreign trade companies employing mainly highly educated women. The unemployed population was growing dynamically (from about 56 thousand in January 1990 to over 2 million in December 1991); women constituted its majority (51–55%). The changes observed in the labour market in Poland in the first years of transformation were embedded into the phenomenon observed in other countries and defined as “transitional unemployment” [Boeri 1994; OECD 1994]. The most characteristic for this period was low mobility of workers, particularly women, as well as large spatial diversification of employment and unemployment [Kotowska 1997, p. 98]. Leaving unemployment and finding a job as an employee was much more difficult for women, as there were fewer job offers for them. Therefore, some of them decided to become self-employment. Those trends occurred not only in Poland, but also in other countries in transition. A comparative analysis I provided in the publication:

- Lisowska E. (2003), Women's Entrepreneurship: trends, motivation and barriers, [in:] Women's Entrepreneurship in Eastern Europe and CIS Countries, Series: Entrepreneurship and SMEs, UN/ECE, New York, Geneva, pp. 17-37.

I present in it the statistics about women entrepreneurs in transition countries and discuss the results of research conducted in Poland, Bulgaria and Lithuania on the motivation for setting up businesses by women, and the barriers they faced in those countries.

Issues related to the difficult situation of women on the labor market in Poland in the first decade of the 90th I devoted attention in the following texts:



- Lisowska E. (1998), Entrepreneurship as a response to female unemployment and discrimination against women in the workforce, „Women and Business”, No. 3-4, pp. 54-58.

- Lisowska E. (1997), Women's Participation in SME Sector Development: Motivation and Barriers, [in:] Polish Women in the Business World, red. E. Maslyk-Musiał, E. Lisowska, Uniwersytet Marii Curie-Skłodowskiej, Lublin, pp. 109-116.

The rate of increase of companies set up by women in the years 1990-1997 was evidently higher than in case of men. In 1993, the total number of the self-employed outside private agriculture was three times higher than in 1985, while the respective number of women – five times. The analysis on these statistical data is included in the chapter, which was published in the World Bank Report of 2004:

- Lisowska E. (2004), Business Initiative of Polish Women, [in:] Gender and economic opportunities in Poland: has transition left women behind? Report No. 29205, World Bank, Warsaw, pp. 45-70.

There are at least two reasons for which the phenomenon of women's entrepreneurship became the subject of scientific research. Firstly, in traditional and stereotypical perception, entrepreneurship is viewed as a male attribute, therefore it was interesting to find why women decided to set up their own business, whether their motivations had “pull” towards or “push” off business character and what barriers women meet when they want to launch their own company, or when they have already conducting their business activity. Secondly, self-employment is one of the form of economic activation, while the sector of small and medium enterprises participates significantly in creation of new jobs and GNP, therefore it was important to determine the level of attractiveness of this form for unemployed women.

The undertaken surveys had both cognitive and application character. Their objective was obtaining knowledge of this new social phenomenon in the context of social sciences. These surveys also answered the expectations concerning the adequate way of shaping the state socio-economic policy order to reduce barriers to entrepreneurship, including the ones specific for and voiced by women. Some of the surveys concerned exclusively women and were targeted at describing the phenomenon from their perspective, while the objective of other research was comparison between men and women in respect to socio-demographic characteristics, company size, access to capital and forms of new economic enterprises financing and motivation for taking up self-employment, as well as barriers appearing both at the start and when a business have already been conducted.

The first surveys on the phenomenon of women entrepreneurship were conducted in Poland directly after the implementation of the “Balcerowicz Plan” (in the years 1991 –



1993); they concerned 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]. The successive survey had a quantitative character and I carried it out in 1995. It was a **survey comparing self-employed women's and men's motivations for launching their own companies, as well as barriers they encounter in the course of the company development**. 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. I present the results and conclusions of the survey, *inter alia*, in publications:

- Lisowska E. (2001), Bariery przedsiębiorczości kobiet [Barriers to women entrepreneurship], [in:] Przedsiębiorczość kobiet – wyzwania XXI wieku [Women's entrepreneurship – challenges of the twenty first century], ed. B. Kozuch, Wyd. Uniwersytetu Białostockiego, Białystok, pp. 24-31

- Lisowska E. (2001), Przedsiębiorczość kobiet w Polsce na tle krajów Europy Środkowej i Wschodniej [Women's entrepreneurship in Poland on the background of the central and eastern European countries], „Monografie i Opracowania” No. 494, WSE, Warsaw

- Lisowska E. (1996), Women Business Proprietors in Poland, Occasional Paper No. 3, Monash University, Clayton (Australia)

- Lisowska E. (1996), Kobiety przedsiębiorcy – motywacje i bariery [Women entrepreneurs – motivations and barriers], „Polityka Społeczna” No. 8, pp. 12-15.

My survey confirmed the findings from the 1970s, 1980s and the beginning of the nineties in the USA [Buttner and Moore 1997; Hisrich and Brush 1986]: **the main factors motivating** women for setting up their own companies were: aspirations to become independent in decision making and financially, limited career opportunities in the previous jobs and pursuing reconciliation between work and family life. The subject literature classifies motivations for launching own business into the “pull” and “push” categories [Hughes 2003; Orhan 2005]. The incentives to set up own company (pull factors), besides the above-mentioned strive for independence and the chance for higher income, comprise also possession of entrepreneurial characteristics and tendency towards risk taking. The determinants enforcing self-employment (push factors) were: the risk of unemployment, losing a paid job and problems with finding another, lack of opportunities for promotion or professional development in paid work, as well as the necessity to combine work with family responsibilities and fulfilling family obligations (e.g. inheriting a business from a spouse or parents) [Kariv 2013: 103-107]. In Poland, the factors enforcing self-employment more often



concern women than men, whereas the positive determinants of setting up a business more often motivate men.

I classified the **barriers to entrepreneurship** voiced by business owners in Poland, which I recognized in 1995, into: cultural, educational, administrative and economic. Their continuing existence is confirmed by the PARP surveys of 2011 [PARP 2011]. Economic barriers consists of high taxes and labour costs, problems with finding new clients, access to capital; administrative barriers constitute complicated formalities and procedures, unclear regulations and rules and frequent changes in law concerning economic activity. Other significant barriers comprise access to knowledge and training, i.e. education within the scope of entrepreneurship, including education at the higher level. In case of women a significant role play cultural barriers. However, women and men in Poland similarly perceive business-related chances for development of entrepreneurship, whereas the perception of personal possibilities and skills is evidently higher in case of men, while the fear of failure – evidently stronger among women. Socio-cultural determinants are also perceived at the stage of conducting business and its development, as female business owners indicate problems concerning reconciliation between work and family responsibilities in respect to the limited access to institutional childcare. Due to this, young women less often decide to start their own economic activities – I write about this in my latest publication *Self-employment and motherhood: the case of Poland* which is a chapter of the book *Women's Entrepreneurship in the 21st Century* planned for publishing in November 2014 (see the list of publications in Annex 4). I discuss in this paper the phenomenon of female entrepreneurship in Poland in the context of combining work and family responsibilities on the basis of research carried out in 2011. The purpose of my analysis is to answer the questions: How do contemporary self-employed women in Poland cope with childcare? What are their expectations for combining economic activity with family responsibilities? And, does having one's own business reduce this potential role conflict?

Accepting self-employment as a form of economic activation is quite strong in the Polish society, which indicate the results of the survey carried out in 2007 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. I present the results of this survey carried out under my direction in the publication:

- Lisowska E. (2009), *Kobiety w biznesie – menedżerki i właścicielki firm* [Women in business – female managers and business owners], [in:] *Kobiety-feminizm-demokracja*.



Wybrane zagadnienia z seminarium IFiS PAN z lat 2001-2009 [Women-feminism-democracy. Selected issues of the Institute of Philosophy and Sociology Polish Academy of Sciences seminary from the years 2001-2009], ed. B. Budrowska, Wydawnictwo IFiS PAN, Warszawa, pp. 133-154.

My comparative analyses lead to conclusion that Poland is among the European leaders in respect to participation of women among entrepreneurs and employers. Poland is among the countries with the highest rates of people showing interests in setting up own business [GEM 2012: 62-63]. The surveys of Hofstede [2005] indicate that higher interests in own economic activity is observed in the countries with higher Power Distance Index, i.e., where human relationships are based on hierarchic order, subordination and observance of particular rules functioning within the organization. In such environment, individuals with entrepreneurial traits are not able to realize their full potential, therefore they decide to start their own company. Poland is among the countries with a high value of the Power Distance Index, which probably may partially explain relatively high, as compared to other European countries, participation of female and male entrepreneurs among the total number of the employed.

The issue of entrepreneurship has interdisciplinary character, which I indicated in the book:

- Lisowska E. (2001), *Przedsiębiorczość kobiet w Polsce na tle krajów Europy Środkowej i Wschodniej* [Women's entrepreneurship in Poland on the background of the central and eastern European countries], „Monografie i Opracowania” No. 494, WSE, Warsaw.

On the ground of economics, entrepreneurship is described as a driving force of economy, as the newly established companies provide jobs for millions of people, they stimulate market competition throughout their striving to produce still newer or better products and services. The French economist J.B. Say is usually credited with coining the term *entrepreneur*, which according to his definition means a person who transforms economic resources out of an area of low productivity into an area of higher productivity and efficiency. However, the precursor of the studies of entrepreneurship is believed to be the Austrian economist J. Schumpeter (1883-1950). He extended the J.B. Say's definition, indicating that the entrepreneur's function is combining production factors, causing their fusion, i.e. setting up new enterprises [Schumpeter 1960: 118]. In the theory of economic development, J. Schumpeter pointed out that entrepreneurs facilitate economic development through implementation of innovations and pursuing profit, while a characteristic feature of the healthy economy is dynamic imbalance caused by innovative entrepreneurs, constant



destruction and rebirth, in other words, collapsing of old and establishment of new companies [Schumpeter 1960: 141–150]. The Schumpeter's ideas were followed by P.F. Drucker (1909–2005), who claimed that an entrepreneur is not only the owner but also the manager employed in the private business or company by the owner, providing that he or she is innovative and carries out new enterprises. This approach leads to conclusion that entrepreneurship means resources which significant elements comprise creativity and innovativeness, accompanied by knowledge of management and practical skills within the scope of the best possible utilization of material and non-material resources. In his works Drucker stressed that entrepreneurship may manifest itself in favourable external circumstances, it may also be developed in the process of socialisation and influenced by adequate education [Drucker 1992].

On the ground of psychology, particularly interesting seems the approach proposed by J. Koziellecki, according to which entrepreneurship means transgression, i.e. overstepping intellectual, material or social boundaries, going beyond what one is and what he/she possesses [Koziellecki 2001: 36]. In the individual's context, this process leads to the individual's development and strengthening the assessment of his/her own value (self-confidence), while in the society context – it stimulates progress and cultural and economic development.

Management sciences analyze entrepreneurship in the context of learning and developing entrepreneurial traits, as possessing such features facilitates the best possible management of an enterprise, institution or people. Possessing entrepreneurial traits is necessary in managing one's own small or medium-size enterprise, but also when someone performs managerial functions at various levels.

Entrepreneurship is connected with the private sector of small and medium enterprises, constituting the definite majority of economic entities active in the market (99%). Among them 34% comprise female-owned businesses. The sector of small and medium enterprises produces 47.3% GNP, in which micro businesses produce 29.4%, small – 7.8%, while medium-sized – 10.1%. About 70% of people who work in business sector are employed by small and medium enterprises (data for 2011 cited after the: [Report PARP 2013: pp. 15-16, 24]). The drawback of the statistics on the enterprise sector is the fact that they do not take into account the business owner's sex, which I indicate in my works:

- Lisowska E. (2012), *Przedsiębiorczość kobiet i ich wkład w rozwój gospodarczy* [Women's entrepreneurship and their contribution in economic growth], [in:] *Wiek po Marii*

Skłodowskiej-Curie. Emancypacja kobiet w Polsce i we Francji [A century after Maria Skłodowska-Curie. Emancipation of women in Poland and France], ed. K. Nadana-Sokołowska, M. Rudaś-Grodzka, E. Serafin, Wydawnictwo IBL PAN, Warsaw, pp. 87-101.

**As my own achievements within the scope of the studies of the phenomenon of women's entrepreneurship** I consider conducting one of the first in Poland surveys (1995) and classification of the barriers to men and women's entrepreneurship, as well as showing up that surveying and describing women's entrepreneurship requires an interdisciplinary approach, which combines economics, management, psychology and sociology. In my publications, I do indicate that whereas determinants of male entrepreneurship are mainly of economic character, in case of women it is both economic and cultural character. Because of functioning stereotypes concerning roles played by women and men in family and society, their paid work and typical female and male occupations, making decision regarding own business activity is more difficult in case of women, as they have to overcome barriers connected with perception of entrepreneurship as a male attribute. Cultural determinants favour men and hinder women when they want to set up their own business. Women more often than men make these decisions out of necessity: they escape unemployment and low chances for finding employment. Own company for women is often a reaction for lack of career opportunities in paid work and barriers limiting women's access to the top executive managerial positions. Setting up own company is easier than achieving the position of the company's president, CEO or reaching the position on a corporate board. Own business also means gaining financial independence and leaving the sphere of pay-gap discrimination against women which is observed in case of paid employment.

As my achievement I also consider the fact that my research and publications facilitated development of the studies of the issues of women's entrepreneurship in Poland; these studies is part of a new trend of economic analysis based on gender, developed in academic centers in the United States and Western Europe for the last few decades under the name: Economics and Gender (Maxwell University) or Program on Gender Analysis in Economics (American University in Washington), Gender Institute in London School of Economics and Umea Centre for Gender Studies (Umea University in Sweden). The OECD reports devote separate attention to women in business [OECD, 2012], or show the data relating to the participation of women in the labor market and the economy as the important economic data [OECD, 2014]. It is related to the fact that women are increasingly involved in the formation of gross domestic product and the creation of new jobs. Self-employment is one of the significant forms of economic activity of women and it contributes to economic growth.



My research interests connected with taking up self-employment by women fall within the wider theme regarding determinants of women's access to the labour market and employment, as well as their professional development and advance. A high level of economic activity of women is desired and advantageous for both the entire economy and enterprises. However, it is guaranteed by implementation and respecting of the equal treatment principle. This principle is one of the pillars of the European Union, and it has been written in the Union legislature since the very beginning of the European Communities (Treaty on European Union, art. 2 and 3). Therefore, in my studies of the issues of determinants of women's economic activity and their situation in the labour market, I have been paying increasingly more attention to the issues of gender equality in the economic and social sphere.

#### **b) Gender Index as original project achievement**

The definition of gender discrimination was first introduced into the international legislature together with the Convention on the Elimination of All Forms of Discrimination against Women (Journal of Laws 1982, No. 10, Item 71), adopted by the General Assembly of the United Nations in 1979 (Resolution No. 34/180) and ratified by Poland in 1980. The convention defines discrimination as "any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field". I address the Convention and EU legislature forbidding gender discrimination to a broader extent in the following works:

- Lisowska E. (2014), *Prawa kobiet w aksjologii ONZ: najważniejsze dokumenty równościowe* [Women's rights in the UN axiology: the most important equality related documents], [in:] *Kobieta i płeć w dyskursie aksjonormatywnym – narracje interdyscyplinarne* [A woman and gender in axiomatic-normative discourse – interdisciplinary narrations], ed. J. Wojnowska-Radzińska, Wydawnictwo Uniwersytetu im. Adama Mickiewicza, Poznań-Kalisz

- Lisowska E. (2009), *Kobiety na rynku pracy: dyskryminacja czy równość?* [Women in the labour market: discrimination or equality], [in:] *Kobiety we współczesnej Europie* [Women in contemporary Europe], ed. M. Musiał-Karg, Wydawnictwo Adam Marszałek, Toruń, pp. 8-26

- Lisowska E. (2004), *Równe szanse kobiet na rynku pracy w polityce Unii Europejskiej* [Equal chances of women in the labour market in the European Union policy], [in:] *Procesy internacjonalizacji we współczesnej gospodarce światowej* [Internationalization processes in



contemporary world economy], ed. T. Sporek, University of Economics in Katowice, Katowice, pp. 171-184.

Following the accession of Poland to the European Union, from 1st January 2004, the Labour Code – the chapter “Equal treatment in employment” – included the definition of direct and indirect discrimination, definition of remuneration and the same job or a job of equal value, as well as the definition of sexual harassment treated as manifestation of discrimination against women. Moreover, the three other important provisions were introduced: one imposing the employer with the liability for the evidence in cases of discrimination related complaints (art. 18<sup>3a</sup> par. 4 LC), the second on sanctions for violating the principle of equal treatment (art. 18<sup>3d</sup> LC), the third on protection of employees who make complaint against the employer on the basis of discrimination (art. 18<sup>3e</sup> LC). One of the significant obligations of the employer, laid down in the Labour Code, is informing employees about the principle of equal treatment of women and men in the way chosen by the employer, e.g. the provision in the internal work regulations and its publication in the Intranet or/and organization of the appropriate training for the staff.

Introduction of equal treatment principle into the Labour Code leads to the question whether the employers comply with this principle. This question became a starting point to the surveys design. In cooperation with UNDP, I elaborated the *Gender Index* project, which was granted financing within the framework of EQUAL and was carried out in the years 2004–2008. It was a pioneer project in Poland, which objective was designing the equality indicator to be used for the assessment of the equal treatment of women and men at work policy. The developed method of the Gender Index indicator construction and calculation was applied to the surveys on the situation in enterprises.

**Gender Index, which I present as original project achievement**, is the indicator of women’s and men’s equality at work elaborated under my leadership in the years 2005–2007 by a group of male and female experts from the WSE, Institute of Philosophy and Sociology of the Polish Academy of Sciences, Wrocław University of Economics and the University of Warsaw within the framework of the Community Initiative EQUAL – the programme financing innovative projects in the European Union. The results of surveys conducted in enterprises were presented in the book published under my scientific editorship:

- Gender Index. Monitorowanie równości kobiet i mężczyzn w miejscu pracy (2007) [Gender Index. Monitoring equality of women and men at the workplace (2007)], ed. E. Lisowska, EQUAL, UNDP, Warsaw, pp. 209.



The Gender Index was designed as the objective tool allowing to find answer to the question whether an enterprise/institution/organization carries out equal treatment policy as regards access to employment, training and promotion, whether it meets standards concerning equal pay for equal work, whether it is friendly to female and male employees with children, supports reconciliation between work and family responsibilities, or protects against discrimination.

Within the project framework the expert's team under my leadership worked out methodological assumptions and the algorithm for calculating the Gender Index indicator. Then, the empirical surveys were carried out targeted at gathering the data necessary for calculating the indicator for each enterprise according to the ranging method [Kuroпка, Pisz 2007]. **They were the first in Poland surveys targeted at recognition of the situation in respect to the degree of implementation of the European standards concerning equal treatment of women and men in the process of staff management in the company.** The project objective was also promotion of the companies with the best gender equality policy and presenting the advantages of equal treatment, i.e. increased ability of personnel recruitment, reduction of costs related to staff fluctuation and absenteeism, better relationships inside company, better external company's image, higher creativity and innovativeness of labour resources, to the employers. Then, in turn, more women on the top executive positions translate into better company's profitability, which I write about in the following articles:

- Lisowska E. (2013), Zasada parytetu płci na stanowiskach kierowniczych [Gender balance in management positions], „Ruch Prawniczy, Ekonomiczny i Socjologiczny, No. 4, pp. 147-161

- Lisowska E. (2012), Women on corporate boards: diversity vs. patriarchal order, “Women and Business” No. 1-4, pp. 38-47

- Lisowska E. (2010), Women in stock market companies versus company profitability, “Women and Business”, No. 1-4, pp. 32-41.

The knowledge of female and male experts cooperation within the framework of the project and the studies of literature, were the base for selecting the seven key areas of the company functioning connected with management of human resources:

1. recruitment of employees
2. protection against dismissals
3. access to training
4. access to promotion
5. earnings





6. reconciliation between work and family responsibilities
7. protection against sexual harassment and mobbing.

The contest formula was applied as the method to reach companies. The contest was open to small and medium companies, as well as to large enterprises of the public and private sector employing at least 10 workers of different gender, and active in the Polish market for at least three years. The information was obtained with the use of the three original research tools. Three interview questionnaires were used in the first edition of the surveys (2006): one filled by the human resources department, the second was addressed to two persons from the company's managerial body, the third one – to employees (women and men employed in the company).

The Gender Index indicator proved to be an effective tool for diagnosing equal treatment of women and men at the workplace; it may be used to monitor the situation in an enterprise. Each of the companies participating in the survey received an individual report assessing equality policy, therefore they gained the knowledge regarding factors significant in the process of adjustment the work environment to the universal principle of equal treatment. Albeit the obtained survey results cannot be generalized over all companies operating in Poland, they provide the first in Poland thorough recognition of the situation in companies in respect to equal treatment of women and men.

The original Gender Index method elaborated in this project was used in several other surveys which objective was assessment of the observance of the gender equality principle at workplace. In 2011, Gender Index was applied in the surveys carried out on the request of the Ministry of Regional Development in the institutions involved in implementation of the Human Capital Operational Programme (the report of the surveys has not been published). Another survey, which I participated in, with the use of Gender Index method was conducted in 2012 by the Institute of Forestry Utilization of the Warsaw University of Life Sciences under the leadership of Professor Wiesława Ł. Nowacka with my participation. The objective of the survey titled "Analysis on constraints of opportunities for human capital development in forestry" was comparison of the chances and conditions of female and male development in 17 Regional Directories of State Forests (RDLP). The goal was also formulation of recommendations for human resources policy that RDLP taking into account the principle of equal treatment of women and men at work. The Gender Index Method was also applied in



the surveys carried out in 2011 and 2012 in the central administration in Poland, which were conducted under my leadership. Their results were presented in the book:

- *Polityka różnorodności w administracji centralnej (2012)* [Diversity policy in central administration], ed. E. Lisowska, Warsaw School of Economics, Warsaw, pp. 169.

The analysis carried out in these surveys covered not only equal treatment in respect to gender, but also in respect to age, disability, nationality, religion and sexual orientation, i.e. beside the Gender Index indicator, the Diversity Index indicator was also determined.

The analysis on the results of the surveys on equality and diversity at work leads to the conclusion that implementation of the European equal treatment standard in Polish companies is rather slow and approaches difficulties, which I write about in conclusion of *Gender Index. Monitoring of equality of women and men at work (2007)*, and the main conclusions drawn from the surveys and recommendations included in: *Diversity policy in central administration (2012)*.

For my scientific-research activities I was awarded the **Awards of the WSE Rector** in the years 1989 (team award of the third degree), 1990 (team award of the third degree) and 1991 (individual award of the second degree).

## **5. Further directions of research and scientific work**

Currently, motivations of women and men for launching their own businesses are relatively well recognized similarly to the main barriers appearing both at the stage of making decision concerning setting up one's own economic activity and in the course of one's own business developing. Whereas, there is lack of knowledge on the actual contribution of women into the economic development or the contribution of companies manager by women. The statistics on private enterprises sector (REGON base) do not include the owner's sex, therefore they cannot provide the base for assessment of the participation of companies conducted by women in creation of new jobs and the gross national product, as compared with the male-maintained companies. Also the degree of women's businesses participation in export and the degree of their innovativeness cannot be assessed. The answers to these questions require special surveys and analysis of their results by the company owner's sex. I am planning to undertake such surveys in the year 2015, as an expert, within the framework of the international project for the Baltic countries (Sweden, Latvia, Lithuania, Estonia and



Poland) under the title *Baltic Sea Region Partnership Platform for Gender and Economic Growth*, which partner from the Polish side is the University of Szczecin.

The issue, which I do, is a part of economic research dealing with the changes in the labour market, and in particular the issue of efficient use of labour resources, as well as the problems of combining work and family duties. These research areas are increasingly explored because of the demographic changes taking place in the European countries, and identified as the crucial ones for economic and social development [Hemerijck 2012; Esping-Andersen 2009; Löfström 2009; OECD 2012a]. An important theme of the research are also economic and social inequalities based on gender. I am in the course of preparing the grant application for the research project: "Gender pay gap in the light of human capital theory", which I would like to enter in the contest for one of the projects carried out by the National Science Centre.

At present I am gathering materials and working out the conception of a book devoted to equality and diversity as the factors of socio-economic development, which I am going to publish within the next 3-4 years.

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