

## **ANALYSIS OF WOMEN'S ENTREPRENEURSHIP AND THEIR ACTIVITY IN THE LOGISTIC AREA**

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**Abstract:** From the economic and social point of view women's entrepreneurship is an important and interesting phenomenon. In the modern world the importance of women's entrepreneurship significantly increases and technological development causes that the number of jobs in those sectors of the economy in which women have traditionally worked reduce from year to year. At the same time the number of women with higher technical education increases, what is associated with search for employment in areas previously considered as male ones. The purpose of this article is the analysis of the horizontal occupational segregation on the Polish labor market with particular emphasis on women's activities.

**Keywords:** logistics activity, entrepreneurship, labor market, women's entrepreneurship

### **1. Introduction**

Problems of women's employment are subject interest for researchers. This fact favors intensification of surveys and questionnaires and sex is one of features included in the statistics of the labor market. Women's entrepreneurship and their current situation on the labor market are analyzed through the prism of differences compared to men. The differences relate to professional qualifications and level of education, income inequality and practices in the employment of women. Nowadays, women's professional work is the integral part of social life. Work is highly respected value mainly for women, who treat their professional activity as a form of professional self-realization.

### **2. Essence of entrepreneurship**

In the economic literature, there are many different definitions of entrepreneurship. It is difficult to provide the single, coherent theory of entrepreneurship, both for economics and other sciences, because it is multi-dimensional category. Mostly, entrepreneurship is linked to economic activity and the entrepreneur. The concept of entrepreneurship has evolved over years. J.B. Say introduced the concept of entrepreneurship to literature. He claimed that an entrepreneur - owner in the skillful way associates different factors of production, moving the economic resources from smaller to bigger platform of efficiency and higher profit [1]. In the years 30. of last century J. A. Schumpeter treated entrepreneurship as one of the most important factors of economic development [2]. Presented concept initiated direction of perception of entrepreneurship, according to which entrepreneurial activities relate to breakthrough innovations, new areas and ideas, rather than existing solutions [3].

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In the broad sense, entrepreneurship is regarded as a personality trait, ability to evince initiative and resourcefulness. While the aim of process of making activities in a wide range is to adapt to the rules and requirements of market economy [4].

Different activities are ways to realize entrepreneurship. They require entrepreneur activity, which is manifested by taking risks and taking responsibility for changes, continuous involvement and observation of changes in the environment. Entrepreneurial activities are expressed as [5]:

- -introduction of innovations, which allow finding new uses of existing resources,
- -bearing risks associated with the uncertainty of achieving goals,
- -tracking changes and adapting to the market situation, what means responding to changes in the environment and using them as the opportunity for social and economic innovation, as well as abilities to move away from existing threats.

In the economic literature entrepreneurship is often recognized as the specific form of work or as the standalone production factor. It determines effectiveness of management through the choice of activity's directions, used manufacturing techniques and their adaptation to set goals and existing environmental conditions [6]. In practice, the concept of entrepreneurship is understood as the form of work or as the fourth factor of production, next to work, land and capital.

### **3. Analysis of horizontal occupational segregation in the labor market in Poland**

In Poland, as in other European countries, women's situation on the labor market differs from men's professional situation. At present time the knowledge about women's entrepreneurship is insufficient and it is quite common using stereotypes while discussing this issue [7]. Women's entrepreneurship and their economic activity are currently being analyzed through the prism of differences that exist in comparison with men. These differences are noticeable in the level of education, qualifications, remuneration, legal regulations or employment practices. Polish accession to the European Union obliged our country to pursue all efforts to prevent all forms of discrimination. Each Member State is required to operate on the basis of laws which aim is to prevent discrimination on ground of sex. They arise from the Treaty establishing the European Community and the number of directives [8], which relate to areas of economic, social and professional life.

Women, regardless of the scale of the examined phenomenon - international, national or provincial - show weaker economic activity than men. CSO report "Women and men on the labor market" published in 2012, indicated a steady increase of women's economic activity rate in the period 2007-2011. Table I. presents data regarding economic activity rate in Poland by sex for years 2003-2012.

The situation of Polish women on the labor market is characterized by specific features, because women are still looking for their place in the business reality. The fact is that more than two thirds of economically inactive people are women. The level of their professional activity in 2012 was 48,1% and was 16,2% lower than men's. In 2011 for every 1000 professionally active men there were 547 professionally passive, while for 1 000 professionally active women, there were 1 053 professionally passive. The problem of low professional activity touches mainly young women, including young mothers and women in

retirement age. Higher professional activity rate are in [11]: Denmark - 59.8%, Finland - 56%, Netherlands - 58.9%, Slovakia - 50.8% and Sweden - 59.2%. Professional activity rates are in Greece, Italy and Hungary are slightly lower than in Poland. They are between 38% to 44%.

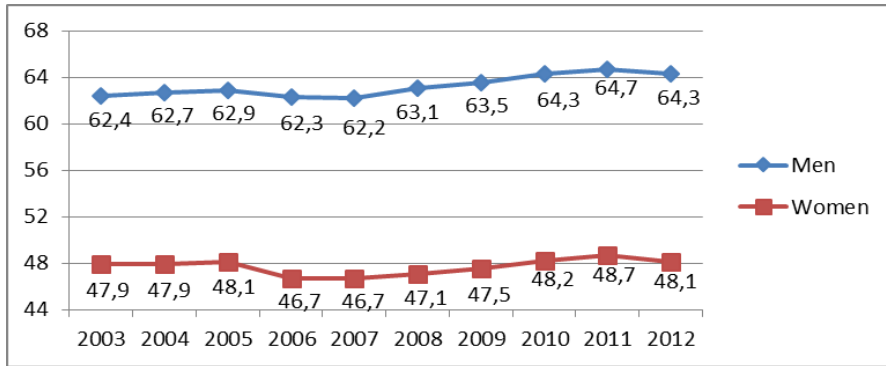


Figure 1. The activity rate of the population of Poland according to sex in years 2003-2012 (%) [9] [10].

Table I.

Employees according to education in the 3rd quarter of 2013 in Poland

Educational level	Total [in thousands]	Men [in thousands]	Women [in thousands]	Women's share in overall number of the employed [in %]
Total	15 738	8 748	6 990	44.4
Higher	4 882	2 118	2 764	56.6
Post-secondary and secondary vocational education	4 299	2 419	1 880	43.7
Comprehensive secondary education	1 394	655	739	53.0
Basic vocational education	4 164	2 903	1 260	30.3
Junior, primary and incomplete primary education	1 000	653	347	34.7

Source: authors' elaboration based on „Aktywność ekonomiczna ludności Polski III kwartał 2013“ GUS, Warsaw 2014 [12]

The important element that affects the changing role of women is their education. Currently more women than men have higher education (Table I.). Women dominate in the group of working people with higher education. Increasing women's education gives them the chance for a better professional position. Although in many countries women constitute nearly half of all employed people, in any country their representation among managers is

not as high as men's. Low women's participation in senior management positions does not result from the fact that women do not have education or skills in performing such functions. It is worth to indicate that women predominate among university students and among students of postgraduate studies. More and more women have master of business administration, which prepare students to management. The educational structure of working men is quite different - they are mostly graduates of vocational schools, then secondary schools, secondary vocational schools and universities.

Although legally guaranteed equality women, in the sphere of employment, face the variety of obstacles and their rights are not always respected. Gender stereotypes have the significant impact on occupational segregation on Polish labor market. The feminization of certain professions and some sectors of the economy can be clearly visible. Table II. summarizes data concerning the share of people employed by gender and selected areas of the Polish Classification of Activities in 2013 (Table II.). The existence of female and masculine dominated industries is clearly reflected in the structure of employment in a given year and in the number of working people in particular sectors of PKD. Women gain employment more rarely in industries, such as construction and mining, where their share constitute less than 20% of employees.

The most popular sectors among women are health care, social assistance, education and financial intermediation, although these are generally less profitable professions. In comparison, over the past 20 years there has been the decline in employment of women in public administration and national defense (from 58,8% in 1993, to 51% in 2013). We can observe a small increase in the number of women employed in education sector (73,1% in 1993). On the one hand women's selection of the profession is natural and understandable. Most women do not have physical predisposition to work on the construction site or to perform other heavy physical work. On the other hand, within many industries there are positions that can be occupied by women and those that do not involve physical effort. Among 926 000 people employed in transport and storage sector only every fifth employee is a woman [12].

Persistence of horizontal division of labor between men and women in the form of concentration of female employment in several fields of economic activity causes the inequality in women's and men's employment. Today, equality is a standard in Europe but still women working on senior positions in sectors dominated by men are rarity. We can talk about discrimination on grounds of sex in the situation, in which educated women who have knowledge, experience and work as effective as men still face problems with employment, receive lower remuneration and their career develops much slower [13].

Women are looking for work in professions so-called "male" not only to prove their strength and capabilities. The reasons are purely economic. In heavy industry, transport or construction differences between men's and women's earnings are much smaller than average difference in wages. High competence of women and their ability to adapt to market requirements are not reflected in earnings in Poland. Despite high qualifications women earn less than men on the same positions.

The labor market is in the process of constant transformation. Many industries are developing intensively and the demand for qualified workers also grows. Changes can be seen in employers' mentality, who more often appreciate women's role and their desire for professional development. Many researchers of the subject believe that women represent different management style than men as managers, which perfect adjust to the reality of

modern enterprises operation [6]. Women in managerial positions more often prefer partnership in professional relationships and have the ability to work in the team. Women more likely focus on developing positive relations with subordinates. They share their knowledge and information. The culture of openness, which they strengthen, support the innovation. Women on managerial positions more often prefer the partnership in professional relations, as well as possess the skill of the team work.

*Table II.  
Employees according to sex and selected divisions of the Polish Classification of Business Activities in the 3rd quarter of 2013 in Poland*

<b>Specification</b>	<b>Total [in thousands]</b>	<b>Men [in thousands]</b>	<b>Women [in thousands]</b>	<b>Women's share in overall number of the employed [%]</b>
Public administration and national defense; compulsory social security	1 056	517	539	51,0
Construction	1 220	1 127	93	7,6
Financial and insurance services	383	128	255	66,6
Professional, scientific and technological activities	511	222	289	56,6
Education	1 208	262	947	78,4
Mining and extraction	268	240	27	10,1
Hotels and food services	316	96	220	69,6
Information and communication services	334	227	107	32,0
Health and social care	952	187	765	80,4
Industrial processing	3 045	2 120	926	30,4
Agriculture, forestry, hunting and fishing	1 918	1 134	784	40,9
Transport and warehousing	926	734	192	20,7

*Source: authors' elaboration based on „Aktywność ekonomiczna ludności Polski III kwartał 2013“ GUS, Warsaw 2014 [12]*

The belief that women prefer a "soft" style of management causes, that they are not as effective leaders in logistics as men. The reason for this line of thinking may be the fact that women are poorly promoting in logistics, starting from the level of education. Figure 2 presents graphical representation of the number of women studying on selected fields of study.

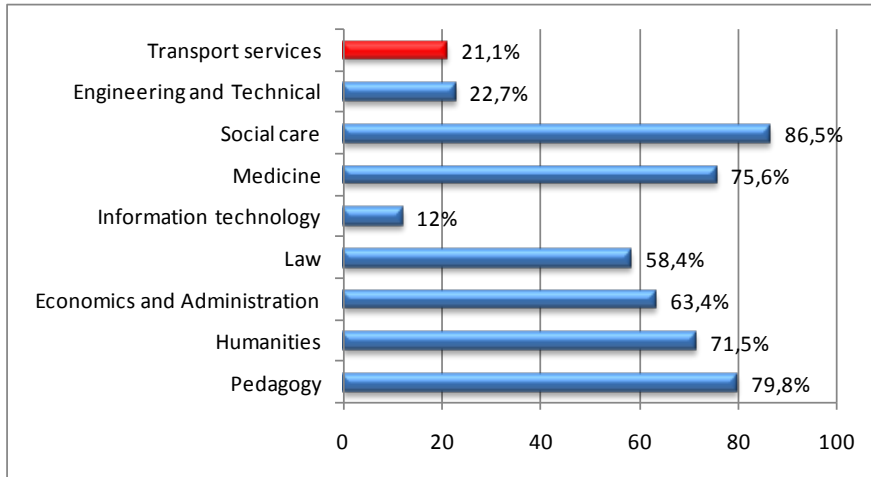


Figure 2. The number of women studying on selected fields of studies on Polish universities at 30<sup>th</sup> of November 2012. [14]

It may be noted, that disparities in employment between women and men in the logistics sector primarily result from social roles attributed to sexes and accepted system of education. In 2012 least women educate in the field of information technology, transport and engineering and technical. Women more often choose studies in humanities, which are considered to be more "feminine", but they do not necessarily provide the good position on the labor market. However from the data presented by the Central Statistical Office arise, that among students studying at technical universities in 2012 36% constituted women. This result indicates a gradual change in women's approach to study in fields of science and engineering, because in 2009 their proportion constituted approximately 30%. Gradual increase of participation of women in the number of students of technical universities can affect breaking stereotypes about dividing professions as "masculine" and "female" and the process of equalization of opportunities for both sexes in the labor market.

In spite of the present conviction, that objectives associated with production and logistic processes are men's domain it is possible to notice, that there are companies which are not afraid to employ women and their number rises year by year. In Table III. data concerning positions assumed by women in selected companies was presented.

It is possible to meet women employed in many companies associated with logistics. Logistics operators are equally willingly employ women on responsible positions. The example of applying best practices on employing women is Raben Group is. If it results from own examinations, conducted by the management of the company, over 150 women works in Polish structures of the group, who are directors, managers or coordinators of valid processes occurring inside the organization. Taking into consideration that this company conducts its activity in so-called "male" of industry, it is one of higher results.

Table III.  
Women holding managerial positions in logistics activity of chosen companies in Poland

Name and Surname	Company	Position	Trade
Stefania Bondos	Grupa Raben	Regional Director Raben Polska	TSL
Lidia Dawid	CEVA Freight Poland	Air Import Manager	transport
Katarzyna Fabiańska	TNT Express	Country Special Services Manager	transport
Aleksandra Kocemba	Grupa Raben	Intermodal Transport Director	TSL
Katarzyna Kowalska	Leroy Merlin Polska	Logistics Director	structural
Marzenna Krefft	Port Lotniczy im. Lecha Wałęsy	Vice President of Management Board	transport
Sabina Krzystalik	Unilever	Vice President of Supply Chain Management	cosmetic
Elena Łukanowa	ADAMPOL SA	President of Management Board	transport
Marta Misiak	VGL Cargo Sp. z o.o.	General Manager	transport
Dorota Raben	Morski Port Gdańsk S.A.	President of Management Board	transport
Katarzyna Śliwińska	Oceanic S.A.	Supply Chain Manager	cosmetic
Renata Wojtyniak	CEVA Logistics	Director-General in Poland and Czech Republic	TSL

Source: authors' own elaboration based on: [www.pracujwlogistyce.pl](http://www.pracujwlogistyce.pl) [15]

#### 4. Conclusion

The working life of women in Poland has deep roots. But only political changes and the economic development after the Second World War resulted in the increase in employment of women, as well as in the fundamental transformation in the professional structure and their qualifications [16, 17]. The presence of women on the labor market and in the public sphere is one of the biggest achievements of the 20th century. Changes in the structure of the labor market affected the employment status of women in Poland. They contributed to increase the rate of their unemployment, but also affected the height of the entrepreneurship of this occupational group. At present, more and more women hold key positions and develop occupationally. Companies are willingly employ women on account of their personality, the management style and the knowledge and competence they own. Thanks to their soft abilities and desire for expanding the knowledge women more and more often hold managerial positions.

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