

Between Comfort and Challenge: Entrepreneurial Attitudes and Behaviors of Students from Poland and Ukraine on the Example of Students of Economics and Management from Rzeszów and Lviv

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Abstract

Running your own business involves a certain amount of effort. Young people studying economics and management are taught to do so. However, only some of them take this step. Working in-house is associated with risk and challenge. What makes them take them and step out of their comfort zone? Are there certain determining factors in this respect? The objective of the article is to identify the characteristics of entrepreneurial attitudes and behaviors of students in Poland and Ukraine, as well as to analyze the potential differences in this field. The article consists of a literature review and an analysis of the own research, conducted among students from Poland and Ukraine ($N = 293$). The study concerns, among other things, the positive and negative aspects of young people setting up and running their own business and their motivations. To verify the potential differences between surveyed groups the statistical analysis was used. The authors used descriptive statistics and the chi-square test of independence ($\alpha = 0.05$, $p < \alpha$). The conducted research allowed for the verification of five hypotheses and showed the existence of statistically significant differences between young people in the countries analyzed in terms of: starting their own business, self-assessment of their entrepreneurial abilities, and taking a job while studying. Profit is not the most significant factor which could affect the decision to start a business. Similarly, conducting business by the nearest family is not an important factor for starting their own business by students.

Keywords: entrepreneurship; young people; Poland; Ukraine; statistical analysis

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Introduction

The world's population grows while traditional, stable labor markets continue shrinking (Malyadri and Sumana 2012, 377). Although the economic development of Central- and East-European countries has resulted in a higher living standard, it still differs from that of West-European countries. It is evidenced, for example, by GDP per capita (in dollars), which is 34.2 for Poland and 13.1 for Ukraine (data before the war), and the percentage of GDP growth, which is 4% for Poland and –35% for Ukraine.¹ In both developing and developed countries, it is accompanied by a high youth unemployment rate (Bignotti and le Roux 2018, 44; Čočkalo et al. 2020, 151; Rehák et al. 2017, 837). This problem has been exacerbated by the war. The difficult situation of young people in the labor market is also due to the fact that those who do work are most often in casual employment with inferior conditions (Jakubczak 2015, 1777).² One solution to this situation could be promoting the career of an entrepreneur among young people, giving them an opportunity to use their potential (Dzemyda and Raudeliūnienė 2014, 250; Zhartay, Khussainova, and Yessengeldin 2020, 1204), which is important not only for them but also for the entire economy. Indeed, the future levels of economic development will depend on this age group (Palimaka and Rodzinka 2018, 93).

The analysis of entrepreneurial attitudes among students presented in this article is based on the results of our research conducted before the outbreak of war in Ukraine. Bearing in mind the current political and economic situation of this country and the geographical proximity of the areas covered by the study (Podkarpackie Voivodship and Lviv Oblast), it seems necessary to study in detail the specifics of the various groups that may actively influence socio-economic development in the future, especially in Ukraine. With regard to the group of young people from Poland, these results, when confronted with the spontaneous actions undertaken by them for the benefit of the Ukrainian refugee community, can contribute to their better understanding of their own potential and influence their future decisions.

The aim of this study is to identify the characteristics of students' entrepreneurial attitudes and behaviors in Poland and Ukraine and to analyze potential differences in this respect using the results of our research. The article will attempt to answer the following research questions:

- To what extent are the students interested in a future entrepreneurial career?
- What are the reasons for such decisions?
- Are there any significant differences in this respect between students from Poland and Ukraine?

The abovementioned questions determine the layout of the article, the first part of which will be a review of the literature on entrepreneurial motives and behavior among young people. The next part will present the methodology of the analysis conducted for the purposes of this study. The main part of the article will be a presentation of what motivates and constrains young people in their decisions to run their businesses, which will be juxtaposed with available results from other studies. After the discussion part, several conclusions will be drawn.

The research conducted so far has considered various aspects related to entrepreneurial attitudes among students, whether in Poland or Ukraine (Chudzicka-Czupala et al. 2016; Dimitrov et al. 2019; Dimitrov and Dimitrova 2020; Kramarz, Dębski, and Luty 2019; Shulgina, Zhaldak, and Okreglicka 2017; Wasilczuk and Karyy 2022). In contrast, the research conducted by the authors of this article concerns a number of issues, including not only the motives for or barriers to running a business but also the work situation and time management, the assessment of the usefulness of entrepreneurship education, views on running a business, the family context, the evaluation of the respondents' entrepreneurial qualities, and their awareness of work-life balance.

1. Data published by The World Bank, <https://databank.worldbank.org/source/world-development-indicators> (accessed 2023-03-13).

2. See also: "Generation Entrepreneur? The State of Global Youth Entrepreneurship. Understanding the Entrepreneurial Attitudes, Aspirations and Activities of Young People" by Jacqui Kew, Mike Herrington, Yana Litovsky, Helen Gale. Global Entrepreneurship Monitor, Youth Business International, available at <https://www.youthbusiness.org/wp-content/uploads/2013/09/GenerationEntrepreneur.pdf>, page 10.

1 Literature review and hypotheses

Youth entrepreneurship reduces the adverse effects of unemployment, poverty, or social exclusion by creating sustainable jobs in attractive sectors of the economy. Young people's involvement in self-employment has a positive effect on economic development and improves the quality of life, benefiting the entire economy (Feijo-Cuenca, Navajas-Romero, and Casillo-Canalejos 2020, 363; Olaniran and Mncube 2018, 10). Giving young people an opportunity to set up their own companies is a key development strategy aimed at integrating them into the labor market and using their potential (Pilkova, Mikuš, and Káčer 2019, 735). Entrepreneurship is also an attractive alternative career path for young people (Palimaka and Rodzinka 2018, 93).

Young entrepreneurs are most likely to employ young people,³ wanting to harness their potential and creativity.⁴ Young people are active in innovative sectors with high growth potential, creating innovative business models (Rehák et al. 2017, 841), although they often lack funding, are not reliable borrowers (Lewis 2017, 383), and are not emotionally attached to their workplace (Doga-Mîrzac 2017, 50). Research shows that young men have a greater sense of self-efficacy and are more likely to decide to start their own business, whereas women show a greater need for achievement and expect support from their relatives (Bignotti and le Roux 2020, 1194; Wasilczuk and Karyy 2022, 2022).

Even though young people are interested in setting up their own businesses, these are often only declarations—self-employment rates among young people are low.⁵ This might be caused by a lack of information, failure-related fear, and other obstacles (Jakubczak 2015).

In the current political situation, entrepreneurship is an opportunity for young people, especially from Ukraine, to make a living and develop their potential. Only a few studies address the issue of their entrepreneurial attitudes and behaviors (Geldhof et al. 2014). As a result, this issue is not adequately recognized in the literature, and it merits investigation and various types of analysis (Gupta and Gupta 2017, 35). In particular, there is a lack of available sources reporting on the entrepreneurship of young people from Ukraine compared to other countries, considering differences due to the economic situation, education system, or other factors (Ciloci 2020). The available research results indicate that Ukrainian students are more likely to declare a desire to set up their own business than Polish students, although they rate the usefulness of the knowledge acquired at university in this respect lower (Kramarz, Dębski, and Luty 2019; Małecka and Revtiuk 2019; Shulgina, Zhaldak, and Okręglicka 2017). Thus, the differences referred to in all the hypotheses apply to groups of students from Poland and Ukraine. The study assumes that future young students from Poland and Ukraine differ in entrepreneurial initiatives, perception of their entrepreneurial qualities, motives, etc. Hence, two hypotheses were adopted:

**H₁: THERE IS A DIFFERENCE
IN THE STUDENTS' WILLINGNESS TO START THEIR OWN BUSINESS.**

**H₂: THERE IS A DIFFERENCE
IN THE STUDENTS' UNDERTAKING ENTREPRENEURIAL BEHAVIORS.**

According to the literature, there is a gap between young people's intentions to start their businesses and their actual doing so (De Jorge-Moreno, Laborda Castillo, and Sanz Triguero 2012, 418). Young people believe they are entrepreneurial, and after completing their education, they are enthusiastic and have specific visions for their careers. However, reality verifies their self-image. Many of them, although they initially declared a desire to be an entrepreneur, resign from it in favor

3. See: "Generation Entrepreneur? The State of Global Youth Entrepreneurship...", op. cit., page 9.

4. See: "2020/2021 Global Report" by Niels Bosma, Stephen Hill, Aileen Ionescu-Somers, Donna Kelley, Maribel Guerrero, Thomas Schott, Global Entrepreneurship Monitor. Global Entrepreneurship Research Association, London, 2021, available at <https://www.gemconsortium.org/report/gem-20202021-global-report>, page 55.

5. See: "Youth entrepreneurship" by Francis Green. A background paper for the OECD Centre for Entrepreneurship, SMEs and Local Development, OECD, 2013, available at https://www.oecd.org/cfe/leed/youth_bp_finalt.pdf, page 1.

of a full-time job (Piecuch, Szczygieł, and Lozinsky 2019, 210). In a study on groups of Polish and foreign students (the majority were Ukrainians), the percentage of those declaring a desire to start a business was higher among immigrants (Kramarz, Dębski, and Luty 2019, 31). The main factor responsible for this is the way people approach the barriers and difficulties related to starting and running a business (Kramarz, Dębski, and Luty 2019, 32; Małecka and Revtiuk 2019, 421) despite claiming to have entrepreneurial qualities. Hence the following hypothesis:

H₃: THERE ARE DIFFERENCES BETWEEN THE ASSESSMENT OF ENTREPRENEURIAL FEATURES (DECLARATION) AND THE ACTUAL BEHAVIORS THAT MAY INDICATE HAVING THEM.

Entrepreneurship is considered to be passed on from generation to generation, and the positive example of one's relatives encourages one's activity in this respect (De Jorge-Moreno, Laborda Castillo, and Sanz Triguero 2012, 419; Lewis 2017, 381; Palimaka and Rodzinka 2018, 94). That is also confirmed by studies among students from both countries (Kramarz, Dębski, and Luty 2019, 31). On the other hand, some studies indicate that the example of parents does not necessarily influence the higher entrepreneurial intentions of their children, resulting in problems with business succession in the future (Haag, Helin, and Melin 2006). Accordingly, the following hypothesis was formulated:

H₄: HAVING GOOD ENTREPRENEURIAL MODELS IN THE IMMEDIATE ENVIRONMENT HAS A POSITIVE EFFECT ON THE WILLINGNESS TO START ONE'S OWN BUSINESS.

Young people setting up their own companies are guided by a number of motives (Schoof 2006, 11) of an internal and external nature (entrepreneurship as an opportunity and as a life necessity).⁶ For young people, the crucial motive for thinking about their own business is often profit, necessity (escape from unemployment), the possibility of becoming independent, and creating workplaces (Bignotti and le Roux 2020, 19; Ivasciuc and Ispas 2023, 1956; Palimaka and Rodzinka 2018, 100; Piecuch, Szczygieł, and Lozinsky 2019, 210). A study on Ukrainian refugees indicates that the main motive that made them start their businesses in Poland was the need to generate income to support themselves and their families in Poland.⁷ Other researches show that it is independence, rather than income, that plays a major role. This applies to both Polish and Ukrainian students in general (Smallbone and Welter 2001; Staniewski and Awruk 2015; Tyszka et al. 2011). Hence the hypothesis:

H₅: PROFIT IS THE MAIN MOTIVE FOR THINKING ABOUT ONE'S OWN COMPANY.

The above hypotheses were verified on the basis of the authors' findings.

2 Research methodology

The original quantitative research on the entrepreneurship of students on which this study is based was carried out between 2019 and 2020, using a questionnaire completed by a selected group of 293 students (160 from Poland—55% and 133 from Ukraine—45%) before the outbreak of war in Ukraine. The main scope of the research concerned the analysis of entrepreneurial behaviors among students of economics and management. Its main goal was to identify the similarities and differences in the approach to entrepreneurship of young people living in Poland and Ukraine. It was decided to use a diagnostic survey method because of the desire to obtain comprehensive information on the phenomenon under study. Since most research on the topic in question is carried out by means of questionnaires, this type of tool was also chosen in this case. The survey was conducted among students at two border universities in the Podkarpackie Voivodship and the Lviv region: Rzeszów University of Technology and Lviv National University, which provide education in the fields of management and economics. The questionnaire was distributed by lecturers at the universities, its completion was voluntary, and the response rate was around 20%–25%. Due to the

6. See: "Youth entrepreneurship" by Francis Green. Op. cit., page 24.

7. Data published at statista website, <https://www.statista.com/statistics/1359428/poland-motives-that-led-ukrainians-to-found-their-own-business/> (accessed 2023-07-29).

form of the questionnaire (paper survey) and the researchers' control of its completeness, all the 293 questionnaires were qualified for further analysis.

The STATISTICA 13.3 software was used for the analysis. The chi-squared test of independence was used ($\alpha = 0.05$, $p < \alpha$) to verify the hypotheses due to the measuring scales in the questionnaire (nominal and ordinal scales). The following terms for statistical significance were adopted: $p < 0.05$ —existing, $p < 0.01$ —high, and $p < 0.001$ —very high.

The questionnaire contained 27 questions about the phenomenon under study and 6 metric questions. Of the content questions, 4 were open, 9 were semi-open, and the remaining 14 were closed. Mainly nominal and ordinal scales and a Likert scale were used. This resulted in 46 main variables and 7 variables characterizing the socio-demographic nature of the respondents: country, age, sex, place of residence, material situation, family situation, and number of years as an orphan (if applicable).

In both nationalities, the majority of the respondents were women—they constituted 71% and 53%, respectively. Most of the respondents from Poland (61%) were rural residents, and those from Ukraine came mainly from large cities (50%). Both groups were very similar in terms of their financial and family situations (table 1).

Table 1. Characteristics of the examined group ($N = 293$)

Variable	Poland	Ukraine
Age	(21.7±2.7) ^a	(21.2±4.9) ^a
Sex		
Women	113 (71.0%)	70 (53.0%)
Men	47 (29.0%)	63 (47.0%)
Place of residence		
Village.	98 (61.0%)	22 (16.8%)
City		
Up to 20k residents	12 (7.5%)	14 (10.6%)
20k to 50k residents	6 (4.0%)	20 (15.0%)
50k to 100k residents	15 (9.5%)	10 (7.6%)
Over 100k residents	29 (18.0%)	65 (50.0%)
Material situation		
Dependent on my parents	53 (33.1%)	42 (31.8%)
I support myself	40 (25.0%)	36 (27.3%)
I am partially dependent on myself and on my parents	67 (41.9%)	54 (40.9%)

^aMean and standard deviation.

3 Results

Young people planning to start a business in the future should have entrepreneurial qualities. It is manifested, among others, in their activity during studies, in getting involved in the activities of various types of organizations, and in earning their livelihood (or extra money) while still studying. If they have such an opportunity, they should also help someone else, such as their parents or family members, to run their business. The experience gained in this way may turn out to be a source of knowledge for the future and may facilitate overcoming problems and barriers that arise while running a company. The study analyzed a few factors that may influence young people's entrepreneurial behavior, and it tested if they differed between respondents from Poland and Ukraine, using the Pearson chi-squared test of independence (table 2 on next page).

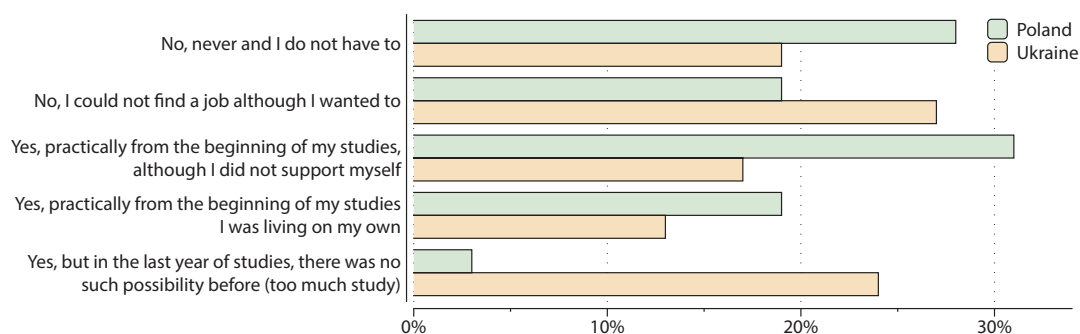
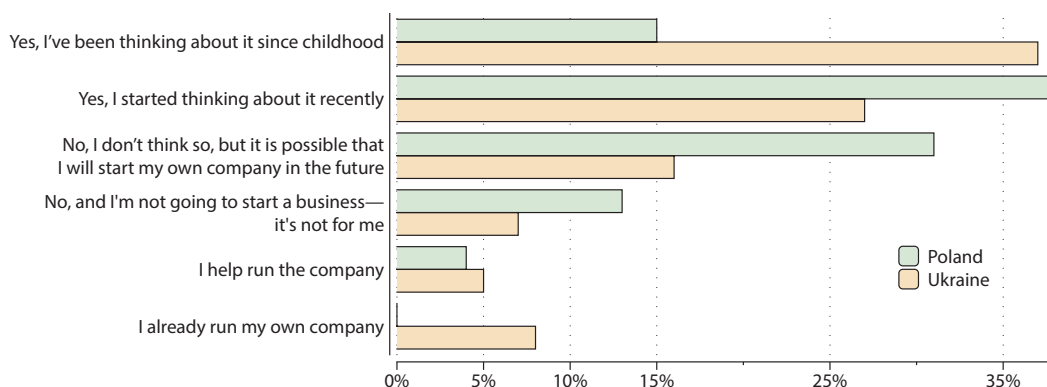
The conducted research shows that the differences regarding the studied countries occurred in the case of work during studies ($p < 0.0001$), thoughts of starting one's own business ($p < 0.0001$), employment preferences ($p = 0.0079$), the assessment of one's entrepreneurial qualities ($p = 0.0003$), and the suitability of the knowledge acquired during studies for running a company ($p = 0.03019$).

Table 2. Country and entrepreneurial behavior of young people (chi-squared test)

Factor	<i>p</i> -value
Working while studying	< 0.0001
Thinking about starting one's own business	< 0.0001
Helping someone else run the business	0.2436
Employment preferences	0.0079
Involvement in organizations during studies	0.5404
Having entrepreneurial qualities	0.0003
Usefulness of the knowledge acquired during studies	0.0301
Preparation for running a business acquired during studies	0.0914
Running a business in the immediate family	0.5340
Running a business in a family makes it easier	0.7298

In the group of Polish respondents, 31% of students had been working practically since the beginning of their studies, although they did not support themselves, and 28% never had to work during their studies. In the Ukrainian group, young people most often did not work during their studies. Although they wanted to do so, unfortunately, they could not find a job (27%), and 24% worked only in the last year because they had not had such an opportunity before (figure 1).

In the Ukrainian group, 37% have been thinking about starting their own business since childhood, and 27% have been thinking about it only recently. As many as 8% are already running their own business. In the Polish group, 38% have recently been thinking about starting their own business and 31% have not yet thought about doing so, although they do not exclude the possibility of starting their own enterprise in the future. As many as 13% of the respondents do not intend to set up their own business; moreover, none of the Polish participants in the survey is currently

**Figure 1.** Nationality and work during studies**Figure 2.** Nationality and thinking about starting own company

running a business (figure 2). It turns out that the Ukrainian students are more determined to run their own companies. They view owning a business as a chance to improve their situation in light of the challenging economic climate of the nation.

In the studied group, differences also occurred in the respondents' assessment of their entrepreneurial skills. Every third respondent from Poland claimed they had such skills (33%). For the Ukrainian students, the figure was 14%. Therefore, Polish students are more confident about their entrepreneurial qualities. However, this does not translate into a greater motivation to start a business.

The students expressed a strong preference for working on their own in the future (figure 3). In Ukraine, working in a corporation is considered better (18%) than working in a small private company (12%). Additionally, many more young people in Ukraine intend to work abroad (13% compared to 5% in Poland).

There was also a difference in the respondents' assessment of the usefulness of the knowledge acquired during their studies for the process of starting and running their businesses. In the group from Poland, over half of the respondents (52%) believe that the knowledge gained during their studies (both theoretical and practical) was helpful. Every fifth pointed to the importance of theoretical knowledge. In the surveyed group from Ukraine, 40% considered the theoretical and practical knowledge to be useful, 24% were not sure, and 4% stated that it would not be of any use to them in their future professional career (figure 4).

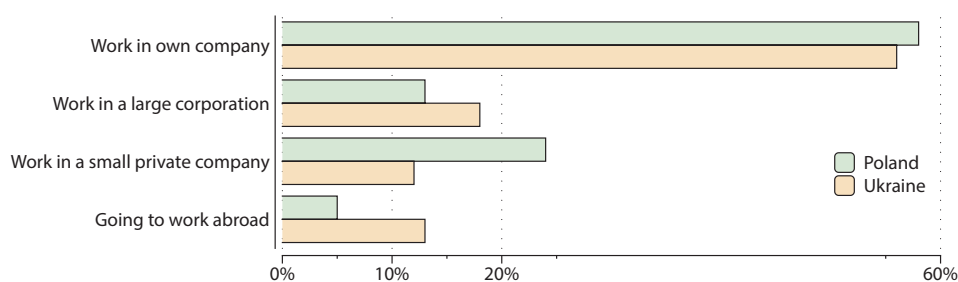


Figure 3. Nationality and professional preferences of respondents

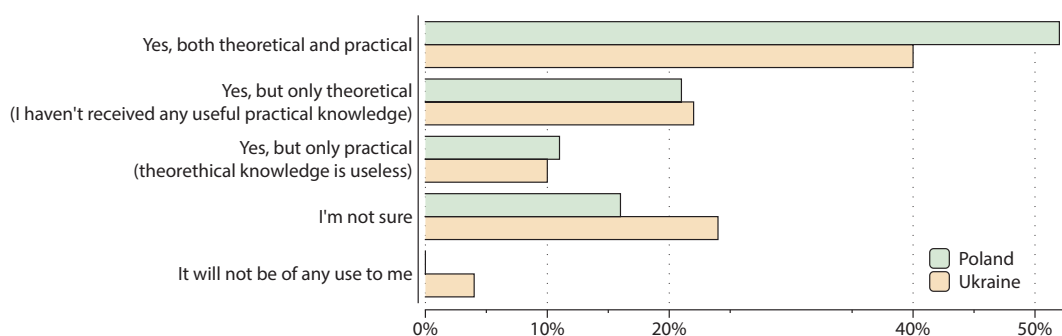


Figure 4. Nationality and the usefulness of knowledge acquired during studies

The respondents were free to choose from six positive aspects of owning their own business (figure 5 on next page). The most popular ones were repeated in both groups, although the percentages were different. Therefore, it was checked whether these differences were statistically significant. The research shows that the most important advantage indicated in both groups was independence (being self-employed). Next came the opportunity for self-fulfillment, and, in the third place, flexible working hours. The Polish students attached the least importance to prestige and social position, whereas the Ukrainian ones to the fact that they could have power over others. It is also interesting that money did not turn out to be the most important factor for the respondents.

The analysis shows that in each case of choosing the advantages, except the money, the differences between the groups are statistically significant (table 3 on next page).

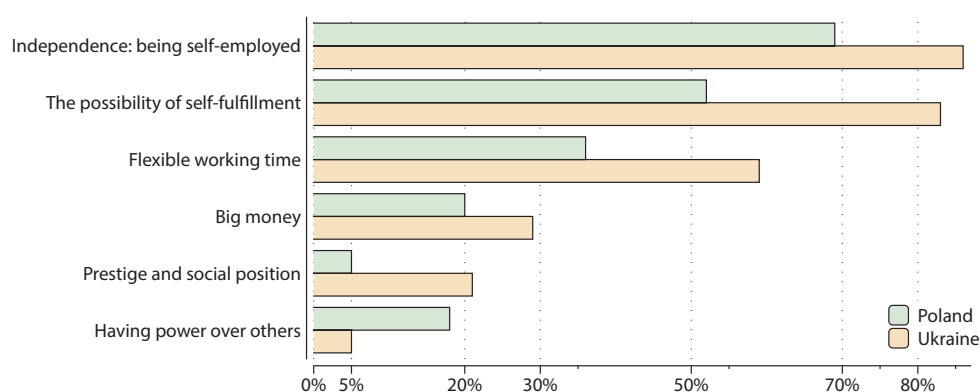


Figure 5. The advantages of running one's own business for Polish and Ukrainian youth

Table 3. The advantages of running one's own business (chi-squared test)

Advantages	<i>p</i> -value
Independence: being self-employed	0.0005
Flexible working time	< 0.0001
Big money	0.0867
Prestige and social position	< 0.0001
The possibility of self-fulfillment	< 0.0001
Having power over others	0.0003

The surveyed students from Ukraine more often indicated independence and the fact that they could work in their own company (86%), the possibility of self-fulfillment (83%), flexible working hours (59%) as well as prestige and social position (21%). On the other hand, the Polish students more often indicated that they could have power over others (18%).

As in the case of the advantages, the respondents were free to choose from the seven suggested negative aspects that might be related to running their own business (figure 6). In the group of Polish respondents, it was great responsibility that was most often indicated as a disadvantage of running one's own business (53%), followed by the high stress related to it (39%). The Ukrainian respondents mentioned high risk (73%), great responsibility (69%), and stress (56%). The disadvantage of not being able to manage people was indicated least often, both by the Poles and the Ukrainians.

For the purpose of the study, it was also checked whether there were any differences in the selection of barriers to starting one's own business in the surveyed groups. It turns out that the

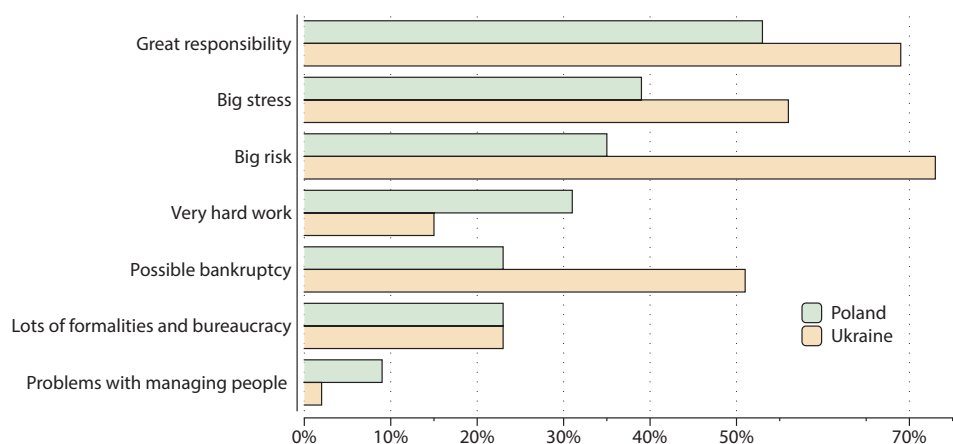


Figure 6. The disadvantages of running one's own business for Polish and Ukrainian youth

youth from Ukraine much more often indicated a high risk of business activity (73%), great responsibility (69%), high stress (56%), and the possibility of bankruptcy (51%). On the other hand, the students from Poland mentioned very hard work (31%) and their poor ability to manage people (9%). The differences in the selection of the barriers turned out to be statistically significant in all the cases, except for a large number of formalities, which were indicated by the same percentage of respondents in each of the groups (23%). The research did not show the statistical significance of this factor for young people's entrepreneurship (table 4).

In the case of entrepreneurial activity, it is essential to analyze the motives that encourage young people to start their businesses. In scientific studies, attention is drawn to the significance of economic and non-material factors (e.g., self-fulfillment, independence, etc.). In the case of the research carried out by the authors, the respondents had the freedom to choose from among 13 suggested motives. In the group of Polish youth, the most common motives were the desire to be independent (66%) and self-fulfillment (54%). For 3% of respondents only, the most important motivation was that they would one day take over the company from their parents. The ranking of the Ukrainian respondents included identical responses although with a different percentage (figure 7).

Table 4. The disadvantages of running one's own business (chi-squared test)

Disadvantages of own business	<i>p</i> -value
Very hard work	0.0017
Big risk	< 0.0001
Great responsibility	0.0051
High stress	0.0039
Possible bankruptcy	< 0.0001
Lots of formalities and bureaucracy	0.9908
Problems with managing people	0.0041

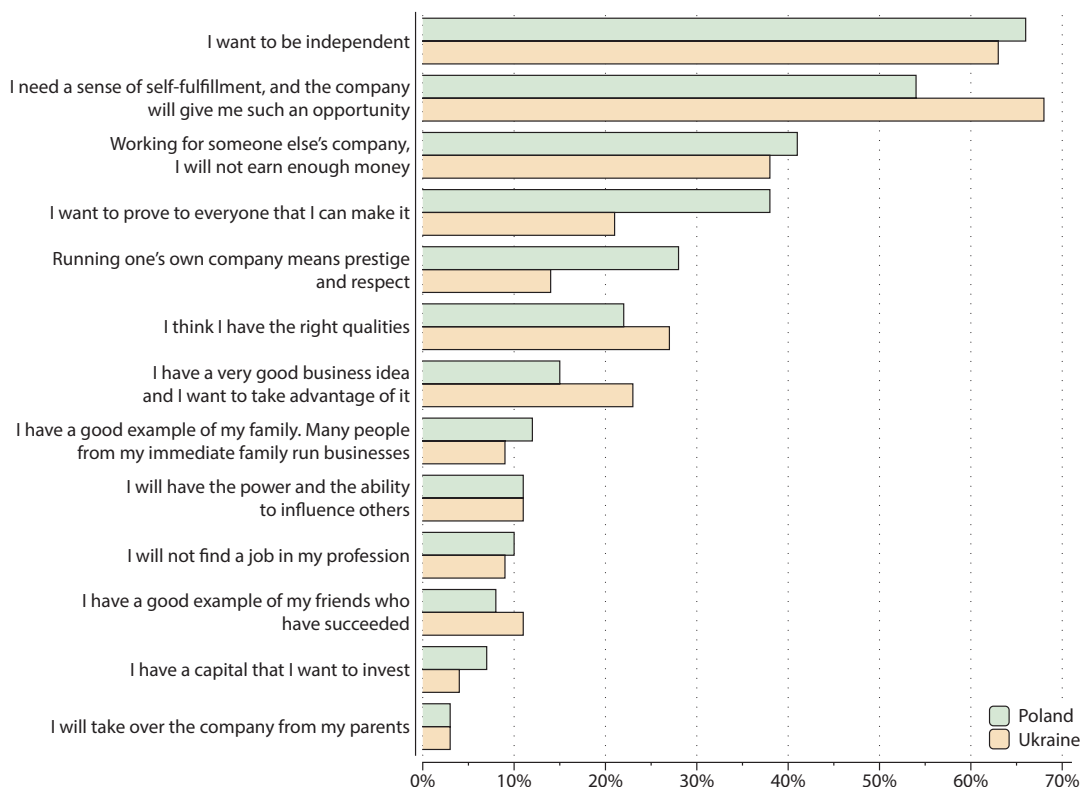


Figure 7. Ranking of motives for starting a business in the group of Polish and Ukrainian youth

By analyzing the data obtained in the research, it was checked whether there was a difference in the indications of the motives for starting a business activity in the studied groups. The differences appeared in three responses only (table 5):

- “I want to prove to everyone that I will succeed.” ($p = 0.0015$)—indicated by 38% in the Polish group and 21% in the Ukrainian group
- “Running one’s own company means prestige and respect.” ($p = 0.0061$)—28% in the Polish group and 14% in the Ukrainian group
- “I need a sense of self-fulfillment, and the company will give me such an opportunity.” ($p = 0.0142$)—54% in the Polish group, and 68% in the Ukrainian group

Table 5. Own business motives (chi-squared test)

Own business motives	<i>p</i> -value
I will not find a job in my profession.	0.7769
Working for someone else’s company, I will not earn enough money.	0.5968
I want to prove to everyone that I can make it.	0.0015
I have a very good business idea and I want to take advantage of it.	0.0967
I have a capital that I want to invest.	0.2425
I want to be independent.	0.6603
Running one’s own company means prestige and respect.	0.0061
I need a sense of self-fulfillment, and the company will give me such an opportunity	0.0142
I will have the power and the ability to influence others.	0.8432
I have a good example of my friends who have succeeded.	0.2656
I have a good example of my family. Many people from my immediate family run businesses.	0.4293
I will take over the company from my parents.	0.9537
I think I have the right qualities.	0.3017

4 Discussion

The research carried out for the study made it possible to verify the adopted hypotheses, which were partially confirmed. There is a statistically significant difference between students from Poland and Ukraine regarding their willingness to start their own businesses ($p < 0.0001$). It is the Ukrainians who think more often (and longer) about starting their businesses than the youth from Poland. Thus, hypothesis **H₁** was confirmed. The literature shows that, with economic development, the percentage of people declaring a desire to start a business decreases, only to increase again later (Wennekers et al. 2005, 303). This may be related to the fear of failure, which decreases if more alternatives to entrepreneurship emerge in the economy (Dutta and Sobel 2021).

In the case of the second hypothesis (**H₂**), the difference between the countries was not confirmed. Although help from family members or friends in running a business is more often declared by students from Ukraine (53.85%) than from Poland (46.15%), this difference is not statistically significant ($p = 0.2436$). The results of other studies have been inconclusive in this regard and have often led to different results (Halkiv and Ziemiański 2022; Kramarz, Dębski, and Luty 2019, 33).

In the case of the third hypotheses (**H₃**), it should be noted that there was a statistically significant difference between the assessment of the respondents’ own entrepreneurial abilities ($p < 0.0001$), which are more often declared by students from Ukraine (85.61%) than those from Poland (67.5%). This is confirmed by other studies (Halkiv and Ziemiański 2022). A statistically significant difference was also identified between taking up employment during studies ($p < 0.0001$), both in situations when the students were forced to do so by life circumstances and when they did not have to do so (50.00% from Poland 50.00% and 30.30% from Ukraine). Hence, it can be

concluded that there is a difference between the declaration of possessing entrepreneurial qualities and the actual undertaking of business activities.

The fourth research hypothesis (**H₄**) was also confirmed. There is no difference between Polish and Ukrainian students concerning running a family business ($p = 0.53403$), but, considering the idea of starting and running a business by people from the students' immediate vicinity, the difference is statistically significant ($p = 0.0378$). Among those whose relatives run a business, 60.60% think about starting their own business, too. The tradition of entrepreneurship in one's immediate family should positively affect the decision to set up a company (Kirkwood 2012, 143; Maleki et al. 2023, 53). However, if a family member owns a business, young people are less likely to decide to start their own business, which may be due to their awareness of the problems and risks involved (Ćoćkalo et al. 2020, 157).

In the case of the last researched hypothesis (**H₅**), it can be concluded that there are no differences in the perception of profit as a motive for starting a business between students from Poland and Ukraine ($p = 0.5968$). Profit was indicated as the third most important reason for launching one's own business. It was pointed out by 41.00% of the Polish respondents and 38.00% of the Ukrainian respondents, respectively. The study of the differences in the willingness to set up one's own business and the promise of profit did not show statistically significant differences ($p = 0.4056$). Among the respondents, those who did not indicate profit and wanted to start their own business accounted for 53.40%, and the percentage of those who wanted to start their own business with profit in mind was 65.20%. However, the difference was not statistically significant. Thus, it can be assumed that profit was not a decisive factor in the decision to set up one's own business. For young entrepreneurs who are starting their professional careers and want to become independent, the profit motive (Gupta and Gupta 2017, 35) as an indicator of success is significant (Olaniran and Mncube 2018, 3). Profit was also a motive to start one's own business in the case of not having any income (Solevik, Iakovleva, and Trifilova 2019, 693). Currently, it is perceived more generally, as an increase in the company's value on the market (Papulová and Papula 2015, 519). Nonetheless, the research conducted for the purpose of the study showed that profit was not the only or most important reason for starting a business, as confirmed by other studies, identifying a good business idea, the opportunity to fill a market gap, or independence as the main motivators (Ivasciuc and Ispas 2023, 19).⁸

Conclusion

The aim of the study was to compare Polish and Ukrainian students' attitudes toward becoming entrepreneurs after completing their education with respect to their motives and behaviors. As a result, a number of both similarities and difference were identified. The study contributes to the development of knowledge about youth entrepreneurship. The comparative analysis of students from Poland and Ukraine performed by the authors is of special importance since there is very little information on this subject in scientific studies. A valuable contribution of this study was to show that there exist statistically significant differences among the student groups surveyed with regard to entrepreneurial attitudes and behaviors. They concern, among other things, the assessment of one's own entrepreneurial potential, the actions taken to develop it, and the evaluation of the knowledge acquired during studies. The literature review showed that although there are studies discussing the differences between Polish and Ukrainian students concerning entrepreneurship, these studies are not comprehensive, as they most often focus only on motives or barriers to students running their own businesses, lacking analysis of additional factors. Researching such factors allows us to juxtapose the results with previous research and to gain a deeper understanding of the context in which the entrepreneurial attitudes and behaviors of students attending economics- and management-related courses develop.

The main limitation of the study is its lack of representation of the results for the whole population of students in both countries, although the results allow for the identification of some

8. See: "Generation Entrepreneur? The State of Global Youth Entrepreneurship." Op. cit., page 31.

significant differences in these cultural and educational backgrounds. This research is a starting point for further analyses, in particular in terms of finding out the reasons for the differences and investigating the evaluation of studies in Poland by Ukrainian students. Recognition of the opinions of those operating in the two educational systems could allow us to grasp the cultural differences. The attitude of Ukrainians in a situation in which they have to defend their country testifies to their great determination and resilience. These qualities, as reality shows, are helpful not only when conducting business.

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