

Entrepreneurial Attitudes of Academic Youth - Comparative Analysis

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Abstract

The main purpose of the work was to present the opportunities offered by perception of food product innovations. The research was conducted in the second decade of the 21st century, trying to bring closer the legitimacy of the diffusion of product innovation as a source of competitiveness in food industry. The article presents the characteristics of contemporary entrepreneurial attitude, its manifestations and determinants of its development. The text is based on literature on the subject, observations from socio-economic life and empirical research.

The article analyzes selected economic data from the following countries: Poland, Spain, Russia and China. Particular attention was paid to data on entrepreneurship and economic growth.

The survey was carried out in the period April-November 2019 on a sample of 100 respondents representing the countries mentioned above. Students studying in English were selected as a group predestined to create global start-ups and to take up positions in international corporations. The aim of the study was to identify socio-cultural differences between selected countries that may affect the creation of new businesses and corporate entrepreneurship. The questions concerned such issues as: payroll systems, willingness to move, willingness to open one's own business and propensity to risk.

The results of the pilot study indicate that there are some relationships regarding entrepreneurial attitudes and the attitude to employment conditions that can have a significant impact on the competitiveness of economies. This indicates the legitimacy of conducting further international research on a larger scale, the results of which could be used practically, inter alia, to shape social policy in supporting start-ups.

Research shows that an entrepreneurial attitude can largely depend on socio-cultural factors, but also on the economic situation. Acceptance for introducing market mechanisms to remuneration systems is not common. In addition, the mobility of employees can be a challenge.

Keywords: Entrepreneurship, start-up, corporate entrepreneurship, remuneration systems, employee mobility