Women’s Engagement in the Development of the Polish Wine Industry and their Business Roles in Wine Enterprises

1. Research context
- Female entrepreneurship in transition economies
- Female entrepreneurship in developing countries
- Poland without any tradition in wine-making – emerging wine market and Global Warming climate opportunity
- Economic barriers for producing wine in Poland

2. Research Gap
- Wine industry as traditionally and historically a male-dominated sector of the economy
- Little known about Polish wine industry
- Only recent interest in female business roles in matured wine countries
- Male dominance in non-traditional industry
- Lifestyle and hybrid entrepreneurship

3. Theoretical background
- Female entrepreneurship to female business roles
- Motives for entrepreneurship in wine industry
- Business vs. lifestyle entrepreneurship
- Formal vs. hybrid entrepreneurship
- Formal vs. informal business roles

4. Methodology and research plan
- Female entrepreneurship in transition economies
- Female entrepreneurship in developing countries (after the collapse of communism regime)
- Research context
- Research Gap
- Wine industry as traditionally and historically male-dominated sector of the economy
- Little known about Polish wine industry
- Only recent interest in female business roles in matured wine countries
- Male dominance in non-traditional industry
- Lifestyle and hybrid entrepreneurship
- Entrepreneurship
- Emerging transition economies
- Women's Engagement in the Development of the Polish Wine Industry
- Emerging wine industry in Poland
- Maturity of wine countries
- Little known about Polish wine industry
- Still under research
- Lifestyle and hybrid entrepreneurship

5. Research questions
- Ownership vs. other business roles
- Motives for entrepreneurship in wine industry
- Business vs. lifestyle entrepreneurship
- Formal vs. hybrid entrepreneurship
- Formal vs. informal business roles

6. Initial Results
- Number of producers registered in ARR
- The growth of Polish vinyards in ha
- Total production of wine in hl
- Forms of legal organizations of Polish wineries
- Types of company
- SOLE PROPRIETORSHIP
- Sp. z o.o. Sp.k. (A form of Limited Liability)
- S.c. (Civil Law Partnership)
- Sp. j. (Unlimited Partnership)

7. Final results
- There are 103 registered wineries in Poland:
- 26% of Sole Proprietorship Wineries in Poland are owned by women.
- 24 of them are 100% owned by women, which accounts for 23.2% of all registered wineries.
- The remaining 73 wineries are run by men, mostly in spousal pair unofficial partnerships.

This type of role contributes to the company’s performance. In Polish wineries work mainly spousal pairs and they are responsible for all operations within the company.

Winemaking, viticulture, marketing and administration roles are combined in one role – winery ownership. At this stage it is not known yet whether there are any other business roles defined by Galbreath (2015).

My study carried out under PhD program is aimed at filling the research gap with regard to development of emerging wine industry in Poland. But more importantly it shall contribute to better understanding of the role of women in the male-dominated wine sector in different cultural and institutional settings.

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