**I want to submit an abstract for:**
Conference Presentation

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**Keywords**
women, wine, entrepreneurship, Polish wine industry, lifestyle entrepreneurship, hybrid entrepreneurship, passion

**Research Question**
What are determinants of women entrepreneurship in Polish wine industry?

**Methods**
Secondary data-analysis. In-depth interviews with Polish women in wine industry. A study with multiple case studies

**Results**
Polish women winemakers are lifestyle entrepreneurs running their wineries by passion and in majority they mix their own business with normal wage work.

**Abstract**
There is no doubt that women have been gaining importance in the world’s wine market. From past researches it has been known that the number of females on managerial roles as well as female winery owners increases from year to year (Galbreath, 2015; Gilbert & Gilbert, 2015; Benedetto & Corinto, 2015). Few would argue about the importance of “women issue” in the international wine business. Nevertheless, academics together with business personalities emphasize the phenomena of women in the wine business, which historically has been male dominated.

Entrepreneurship is defined in terms of new venture creation, business ownership or self-employment. A higher proportion of men than women engage in entrepreneurship in all developed economies (Parker, 2009). The author also underlines the recent trend increase in female entrepreneurship. Poland is definitely the transition economy, however it is yet closer to developed countries. The scarce representation of women in overall business is the result of sociological and cultural factors such as: maternity, marriage, household care, education and effects of post-transition economy.

There is little know about lifestyle entrepreneurship. Cieslik (2014) defines that lifestyle entrepreneurship exists when the main goal of a businessperson is to run an enterprise as a passion or hobby rather than to maximize the financial results. He also underlines that lifestyle entrepreneurs consciously limit the growth of a company, even though possibilities exist. However, most of the people is satisfied of the performance due to achieving the work-life balance. This issue cannot be marginalized as the Global Entrepreneurship Monitor (GEM, 2013) presents that lifestyle entrepreneurs have much higher sense of welfare and satisfaction from professional life.

The typical entrepreneur described by Schumpeter (1955) is growth-oriented, whereas lifestyle entrepreneur is a kind of “phenomena” in the academic literature. Achieving an adequate income is one of its characteristics (Burns, 2001). Leisure and tourism often defined as hospitality industry is classed to lifestyle entrepreneurship. Wine industry sometimes is also characterized as hospitality industry (often done in Poland) as wine tourism combines with wine production. Peters & Frehse & Buhalis summarize number of key characteristics of lifestyle entrepreneurs (the following are the most important to the author):
- Motivated by quality of life rather than growth
- Very limited growth orientation
- Irrational management and non ROI based decision making
- Limited marketing and product development expertise and activities
- Under utilization of information and communication technologies
- Low innovation and unwillingness to cooperate

Polish wine industry has been characterized by the Polish Rural Market Agency (ARR) governed by the Polish State. In 2014 there were 76 registered wineries that can legally produce and sell wine. In 2015, the number increased to 103 and in 2016 to 152. Women owned 13 in 2014 (which accounted for 17% of all registered wineries), in 2015 – 24 (giving 23,3% of all registered wineries) and in 2016 – 32 (21% respectively).

The Polish wine industry is still at the early stage of development. The majority of wineries are run by business people. However, due to the climate change, new opportunities for viticulture arises. Entrepreneurial people take this opportunity in order to turn their passion into well managed business.

Polish women demonstrate highly entrepreneurial attitudes according to the Women Entrepreneurship Report 2011, prepared by the Polish Agency of Entrepreneurship (PARP).

My research has exploratory character. It is going to define whether women in Poland decide to set up wineries as a result of business objective in terms of company-growth or they are typical lifestyle entrepreneurs and make wine out of passion. In-depth, face-to-face interviews with women winery owners are the key method in my study. The sample consists of at least 10 women. The research is in the phase of analysis of conducted interviews. The previous author’s study about women business roles in the Polish wine industry proved that there is also a key women role: “a wife of the male business owner” who plays crucial role in wineries’ daily operations. They inherited the passion to winemaking from their spouses. In particular way, they are also lifestyle entrepreneurs as they follow the vision of their husbands. The research proved that majority of the Polish wineries is run by families, in a specific wife/husband ownership and management partnership.

Introductory analysis presents that in general women winemakers have enormous difficulties in developing their businesses. Interviewees underlined the issue of economical, socio-cultural and political problems that need to be undertaken on the daily basis by women entrepreneurs in the wine industry. The difficulties arise when women are the sole winery owners. Although, most of them demonstrate power and determinacy, they agree that in wine industry – technologically advanced, men-oriented with agricultural traditions – only passion and love to winemaking allows them to run their businesses successfully. Preliminary results from the research indicate another important issue – some women still work for wage (usually at middle or top managerial positions), being full-time employed in order to gather money for their venture as well as for living. This is defined as hybrid entrepreneurship (e.g. Cieslik, 2014) – a very common issue of global entrepreneurship. Polish Statistical Office estimates the number of “hybrid entrepreneurs” for nearly 20% of all people running own businesses in Poland. The following study analyzes how those women combine wage work with venture creation.

Bibliography:
4. GEM Report 2013