

Entrepreneurship development among the youth (based on Poland and Kazakhstan)

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Abstract

Young people are the most active part of society, which quickly reacts to any changes in life and effectively perceives their useful aspects. Thus, it is confirmed that young people have much greater potential and ability to engage in entrepreneurial activities than other age groups. The main aim of this paper is to identify the motives and indicate barriers among young people in entrepreneurial activities on the example of Poland and Kazakhstan and is to prepare recommendations based on the own researches. The quantitative researches encompassed 100 respondents (50 from Poland and 50 from Kazakhstan). The main driving forces for entrepreneurship for young people are financial independence; prestige; flexible working hours; presence of an interesting business idea; the desire to change the social environment; for having entrepreneurial experience. It was figured out, that the main barriers for young people are factors like: lack of start-up capital, lack of knowledge / experience in doing business; low initiative, inertness of entrepreneurs in terms of manifestations of aspirations, desires, ideas for improving business, the desire for self-learning; administrative barriers; not targeting the education system in the country; personal barriers: mentality, fear. The widespread entrepreneurial sectors among young people, according to the survey, are: trade; agriculture; real estate rental; restaurant business and catering; training and health. In addition, the survey revealed that most young people are not aware of government support for entrepreneurial activities.

Keywords

entrepreneurship development, entrepreneur, external and internal barriers

Introduction

In the process of society and production development, people began to engage in entrepreneurial activity in various organizational and economic relations. The history of entrepreneurship has begun in the Middle Ages. At that time, merchants, co-workers began to be recognized as newly-formed entrepreneurs. In addition, the history of entrepreneurship development is closely linked with the history of exchange relations, public relations and general market relations. Entrepreneurship is the most powerful economic force known to human beings. The phenomenon of an entrepreneurial revolution, which has captured our imagination for the past 30 years, has become a new science that covers a wide range of business thinking and planning. In those decades, people risked their way into business innovation such as Sam Walton from Wal-Mart, FedEx-Fred Smith, Microsoft-Bill Gates, Southwest Airlines -Herb Kelleher, Google-Larry Page and Sergey Brin to economic development. The second decade of the 21st century is coming to an end, and humanity faces radical changes nowadays and sometimes with much more complex issues, including the need to switch to green technologies, social entrepreneurship, instability, healthcare, and technology. The idea of creative ideas as a commercial enterprise is a major force in today's global economy. Successful entrepreneurship is not dependent on luck and money. This is a creative process that requires risky and careful planning.

The main aim of this paper is to identify the motives and indicate barriers among young people in entrepreneurial activities on the example of Poland and Kazakhstan (factors affecting the creation of entrepreneurship, entrepreneurial sectors, the main motives that motivate young people to create their own profit) and is to prepare recommendations based on the own researches. Main motive was possibility to compare young people from Poland and Kazathstan opinion's. The researches encompassed 100 respondents (50 from Poland and 50 from Kazakhstan). Research sample is not representative but could give information about research problem – shows differences in Poland and Kazathstan opinions. The data was interpreted with the use of tables and descriptive statistics.

1. Literature review

Recognition of entrepreneurs began in France in the 18th century. Economist R. Cantillon linked the "risky" approach in the economy to an entrepreneur. At that time, the industrial revolution in England was rising, and entrepreneurs turned out to be risky and resource changing [Cunningham, Lischeron, 1991, pp. 45-61].

Management experts, economists, psychologists and sociologists explain the idea of entrepreneurship in the following way [Sangeeta, 2016, pp. 2-3]:

- Management guru, P. Drucker, defines the concept of entrepreneurship as a function of the adoption and use of resources. While resources are emphasized to solve problems, these resources are distributed according to opportunities in an entrepreneurial role. This means that entrepreneurship is a response and a search for change using them as an opportunity.
- A. Smith, as a father of political economy intends entrepreneurship as a production activity. As stated by A. Smith, entrepreneurship is primarily created for commercial purposes, including, in turn, the supply of capital and business management by intervening between labor and the consumer. For the purpose of recognizing the potential demand for goods and services, entrepreneurship involves extraordinary foresight, and makes changes by transforming both demand and supply. This definition of entrepreneurship requires the highest level of art and personal skills.
- According to the Austrian economist, K. Menger, economic change does not appear from circumstances, but from awareness, understanding and response to these circumstances. Thus, by transforming resources into valuable goods and services, entrepreneurship introduces change, contributing to industrial growth. The classical theory of production according to K. Menger is a transformation of resources that do not have direct use in order to meet human needs, into products of high value to meet human needs. Carrying out this transformation, entrepreneurship creates the means for its implementation. The same transformation contributes to adding value to the original resources, which represents a profit. Summarizing interpretations of entrepreneurship above, there are quite reasonable prerequisites to formulate a fundamental understanding of the essential qualities of entrepreneurship. This understanding should apparently take into account, first of all, the cross-cutting patterns of production and the functional and proactive role of a person in his development.

The last decades of the 20th century were rich in global phenomena, the active influence of which on social progress has already become apparent and is awaiting its full development in a qualitatively new movement of the civilization of the future. Among them, is the massive entry of youth into the labor market and their active reversal to independent entrepreneurship. The development trends of modern entrepreneurship are characterized by the active inclusion of young people. The results directly depend on the presence of youth entrepreneurial potential in the society and the level of its use economic growth, dynamics and scale of invest-

ments, innovations [Moskvin, Kursheva, 2006, pp. 46–49; Kobylińska, Rollnik-Sadowska, Samul 2017, p. 157]. The presence of people in the country, who are not only able to recognize new business opportunities, but also and having enough knowledge to implement them. Young generation of entrepreneurs have a high level of education, they are graduated from educational institutions, are educated based on professional programs of the new generation. Young people are more prepared for change, get used to new conditions easier and faster, which is certainly very important for modern business [Malikov et al., 2014, p.172; Kobylińska 2017, p. 239].

Youth entrepreneurship, and entrepreneurship as such, is one of the current areas of support, both at the regional and at the federal level. The main contradiction of entrepreneurship as such: on the one hand, representatives of small and medium-sized businesses in the civilized world represent the basis of the middle class, the basis of the stability of society, and on the other, in our society conditions and opportunities for the development of youth entrepreneurship are limited.

As it is shown in the table 1, youth entrepreneurship varies by a psychological criteria. Researchers from New Zealand K. Lewis and S. Massey identified the following four groups of potential young entrepreneurs, depending on the level of willingness and intent to do business (Table 1).

Tab. 1. Groups of potential young entrepreneurs depending on the level of readiness and intentions to engage in business activities

Groups of potential young entrepreneurs	The level of readiness and intentions to engage in business activities
Group A (high level of readiness / low level of intent)	This is an employee or a student who has certain qualifications and business experience. Most likely, needs information and tips on how to get started own business
Group B (high level of readiness / high level of intent)	A young man who is preparing to be employed or is already working. Probably has relatives and friends who are engaged in entrepreneurial activities, has some knowledge in the field of entrepreneurship
Group C (low preparedness / low intent)	This is an employee or a student. He has no business experience in business and does not have sufficient knowledge in the field of entrepreneurship
Group D (low preparedness / high intent)	A young man who is interested both in employment and in the basis of his business. Probably has relatives and friends who are engaged in entrepreneurial activities, had experience in entrepreneurship.

Source: Own work based on (Lewis, Massey, 2003, p.41).

For a better understanding of the personality traits of young entrepreneurs, it is useful to consider not only psychological criteria, but also stages of youth entrepreneurship according to the age changes. For example researchers consider the following stages of youth entrepreneurship [Bodnar, Dolgikh, 2015, p. 139; Francisco et al., 2016, p.46; Moczyłowska, Szydło 2016, p. 210]:

- The initial stage. Young people aged 15-19 years preparing for business activities. Young people are experiencing transition a period when they need to make a choice between home, study and work. It is assumed that this period may include several stages.
- Stage of growth. Promising entrepreneurs aged 20-25 years. These are young people who have gained some experience and business skills, have earned initial capital to start their own business.
- The heyday. Novice entrepreneurs aged 26–29 years. Such entrepreneurs already have significant business experience, which is their advantage over start-up entrepreneurs and allows them to open a very viable business. The main task, facing these young people is to transform their businesses into commercially viable and competitive small enterprises.

2. Methodology of the research and research sample

Taking the above into consideration the further part of this paper presents the results of partial research carried out in the framework of a diploma thesis “Entrepreneurship development among the youth (based on Poland and Kazakhstan)”. Quantitative studies, carried out in 2019 on the basis of deliberate choice, covered 100 respondents (50 participants from each country). PAPI and CAPI techniques were used. For the implementation of the research, the questionnaire was used. The English version of the questionnaire was translated into the language of the country of study. The survey participants were men and women aged from 18 to 30 years old. The indicator of the number of males exceeded the number of females (in both countries, Figure 1).

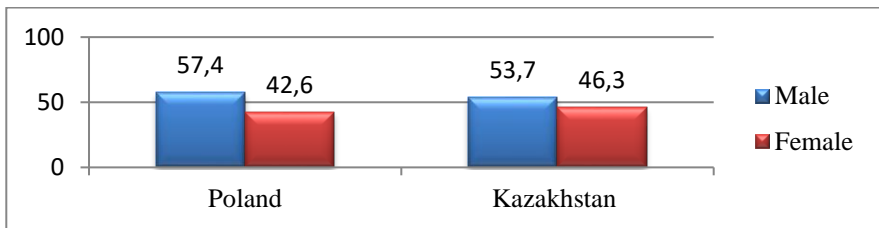


Fig. 1. Gender indicators of youth in Poland and Kazakhstan (in %)

Source: own elaboration based on survey.

The proportion of participants aged 18-21 in the total number of respondents aged 18 to 30 years old is 24.1% in Kazakhstan, 7.4% in Poland. Among the category of 22-25 age, the proportion of participants at this age reaches 59.3% in Poland, 50% in Kazakhstan. In the age category of 26-30 years old, 33.3% are young people from Poland, 25.9% from Kazakhstan (Figure 2).

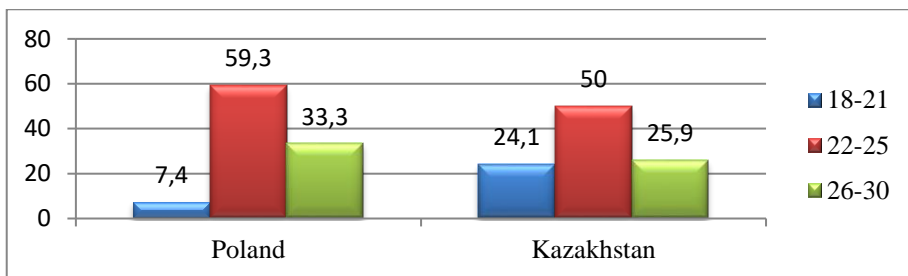


Fig. 2. Age indicators of youth in Poland and Kazakhstan (in %)

Source: own elaboration based on survey.

The survey revealed the status of the respondent. The number of respondents in Poland who is currently a student has exceeded the number of Kazakhstan students (74.1% and 64.8%). Respondents who are not students accounted a minority – in Poland 25.9%, in Kazakhstan 35.2% (Figure 3).

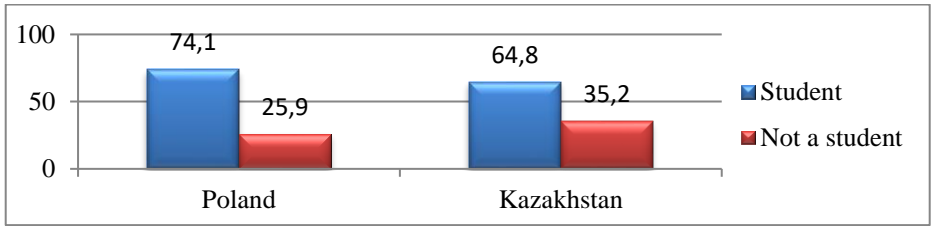


Fig. 3. Current occupation of youth in Poland and Kazakhstan

Source: own elaboration based on survey.

In order to clarify the current status of respondents, as it was found out above, the respondents were divided into categories A, B, C, D (Figure 4):

- A – respondents who were able to implement their business ideas in business, are currently active entrepreneurs;
- B – respondents who are not active entrepreneurs, with positive or negative entrepreneurial experience in the past;
- C – respondents who had plans for entrepreneurial activity, but did not realize it;
- D – respondents who neither in the present nor in the past have plans to engage in business activities.

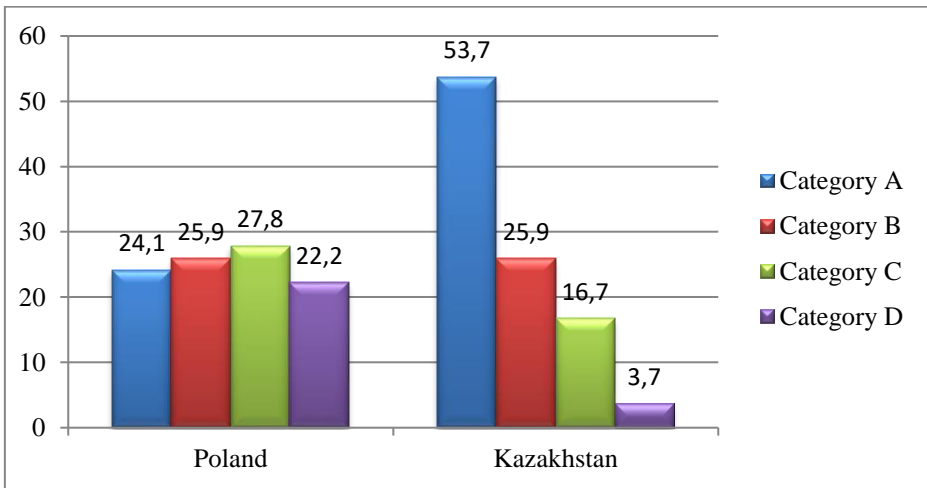


Fig. 4. Categories of respondents based on the current status from Poland and Kazakhstan (in%)

Source: own elaboration based on survey.

Assessing the potential of entrepreneurial activity, 53.7% of respondents to the target audience from Kazakhstan indicated that they are potentially entrepreneurs, while in Poland this reached 24.1%. 25.9% of respondents from both countries are not active entrepreneurs, nevertheless, with experience in the past. Category C, that is, those who had plans for entrepreneurship, but the plans were not realized, include 27.8% of young people from Poland, 16.7% from Kazakhstan. Evaluating the current status of respondents, 22.2% of respondents from Poland noted that they had no plans for entrepreneurship in the past and the present when this indicator reached 3.7% of young people from Kazakhstan. It is remarkable, in the case of Poland, that the level of probability that representatives of the target audience will start entrepreneurial activities is the higher, the more respondents are not available motives for entrepreneurship. In the case of Kazakhstan, more than half of the respondents indicated that they are entrepreneurs in the current moment. Also, this share exceeds the share of those who were entrepreneurs or have no plans for entrepreneurial activity. It is also worth noting that the share of respondents from Poland in the category of entrepreneurs in the past exceeds the rate of respondents belonging to category A. This means that a large proportion of respondents encountered barriers to development during business activities. Therefore, it is very important to analyze the barriers and causes of not undertaking entrepreneurship among youth.

Entrepreneurship shows a fairly stable growth, but at the same time, this growth, both nationwide and at the regional level, can go at insignificant rates. This is due to the existence in the country of high risks for entrepreneurship, numerous administrative barriers, limited financial reserves, the need for attracted resources, personal problems and others [Bagaudinova, 2016, p.1; Szydło 2017, p.89].

3. Analysis and the discussion on the research results

In order to determine the non-occupation of entrepreneurship, during the survey separate series of reasons for category D respondents were compiled. Among the respondents who did not plan to engage in business either in the past or in the present, noted that the main reason is problems with start-up capital, but the existing other series of reasons are shown in the Figure 5.

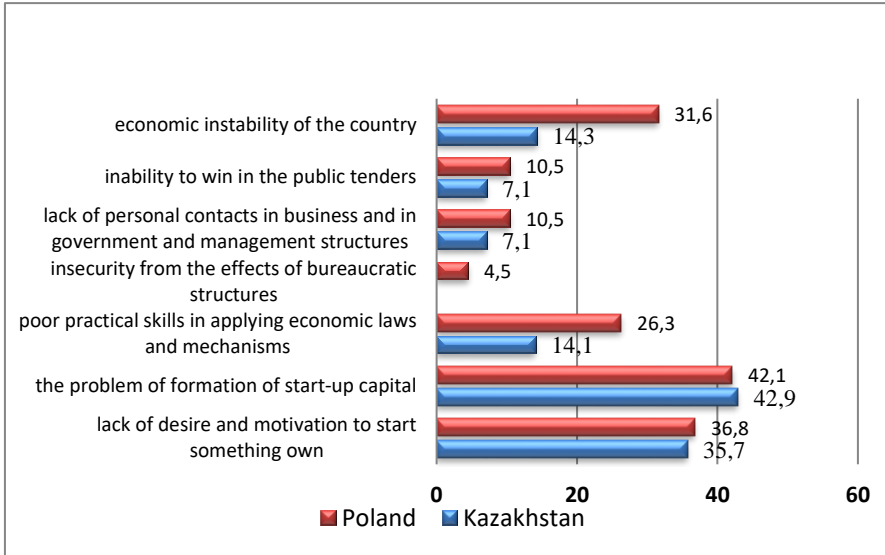


Fig. 5. The reasons for not undertaking entrepreneurship among youth in Poland and Kazakhstan (in %)

Source: own elaboration based on survey.

Respondents from Kazakhstan who, neither in the past nor in the present, planned to engage in business activities, indicated similar reasons.

Evaluating the indicators above, it should be noted that the main reason for not undertaking entrepreneurship among young people from two countries, in Poland is 42.1%, in the case of Kazakhstan 42.9%, are problems with financing start-up capital. Also one of the most common causes is the lack of motivation and lack of the desire to start a new one. In the case of Poland, this factor reached 36.8%, and among Kazakhstani youth, 35.7% of the total number of reasons.

Weak practical skills in the application of economic laws and mechanisms is one of the existing factors among young people in Poland, 26.3%, and in Kazakhstan this represents 14.3% of the total percentage of all factors.

The lowest rates of factors such as lack of personal contacts in business and in government and management structures, inability to win in the public tenders were affected as well. The number of young respondents who were affected by data from Poland was 10.5%, in the case of Kazakhstan respondents this figure reaches 7.1%. Factors, such as insecurity from the effects of bureaucratic structures and economic instability of the country are one of the active factors. While factor as economic instability of the country is 14.3% among young people in Kazakhstan,

in the case of Poland this factor reaches 31.6%. Insecurity from the effects of bureaucratic structures, according to the Polish respondents, is 21.1% among other influential factors. On the one hand, society becomes more complicated, and this leads to greater bureaucratization (for example, globalization has led to the growth of bureaucracy and the emergence of a new type of bureaucracy – supranational bureaucracy). On the other hand, the bureaucracy conflicts with the requirements of the modern innovative society. Where there is less bureaucracy, a more technologically advanced society can be observed [Granovskaya, 2015, p. 61].

In order to identify resources for initial business financing of respondents who are related to category A and B, the sources of start-up capital were as follows:

- using the business support program;
- borrowing money from friends/relatives;
- having own accumulations;
- taking a bank loan;
- finding an investor;
- work is not required finance.

A survey of the youth part of entrepreneurs indicates that 69.2% of respondents from Poland and 36.6% from Kazakhstan who are entrepreneurs in the past and active entrepreneurs in the present, used own financial accumulations as a source of start-up financing when opening businesses (Figure 6).

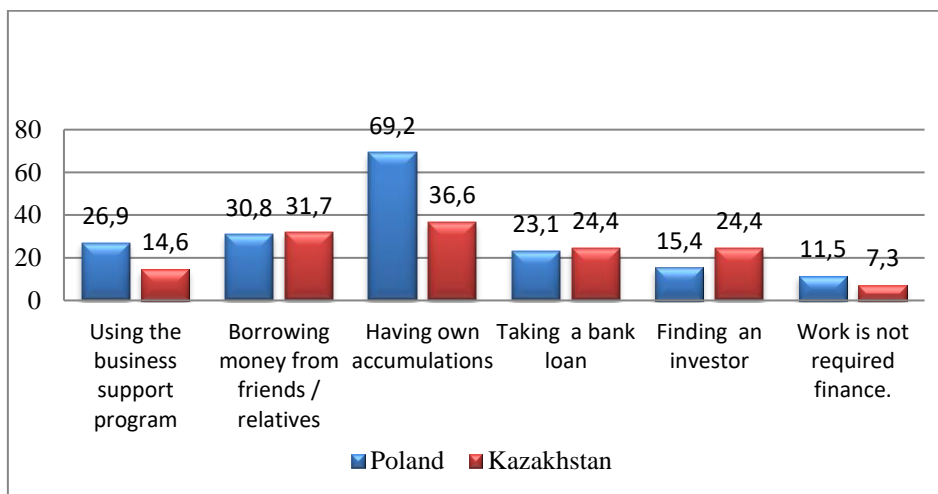


Fig. 6. The sources of start-up capital among youth from Poland and Kazakhstan (in %)

Source: own elaboration based on survey.

The source of financing for entrepreneurship can be borrow money from close people – according to young entrepreneurs from Poland (30.8%) and Kazakhstan (31.7%). Young entrepreneurs from Poland (23.1%) and Kazakhstan (24.4%) used a bank loan as a source of financing. Also, young entrepreneurs took into account state support for the development of entrepreneurship, these were 26.9% of respondents from Poland, 14.6% from Kazakhstan.

As world practice shows, small and medium-sized enterprises are the main objects of investment, since the growth in the value of such companies, and hence the income of the investor, is quite adequate to the risk it takes. After making a positive investment decision, the innovation project team is part of the founders of a small enterprise implementing the project (according to their contribution), is the executive directorate (directly managing the enterprise), and as founders receives dividends when distributing the company's profits [Bochko, 2007, p. 5]. Quality interaction with investing is key to entrepreneur success. This funding source was used by 15.4% of young people from Poland, 24.4% from Kazakhstan.

During the survey for respondents who had experience in entrepreneurship and respondents who have an idea, but could not implement them, were identified the following reasons for not engaging in entrepreneurial activities (Figure 7):

- there was not enough experience in the field of entrepreneurship: knowledge, skills;
- undeveloped network of acquaintances;
- lack of support from family;
- instability of the economy in the country;
- excessive intervention and control by government;
- national features (mentality, tradition);
- misunderstanding with a business partner;
- the marital status has changed (married/moving to another city);
- did not put enough effort for the functioning and development of business (lack of motivation);
- other reasons.

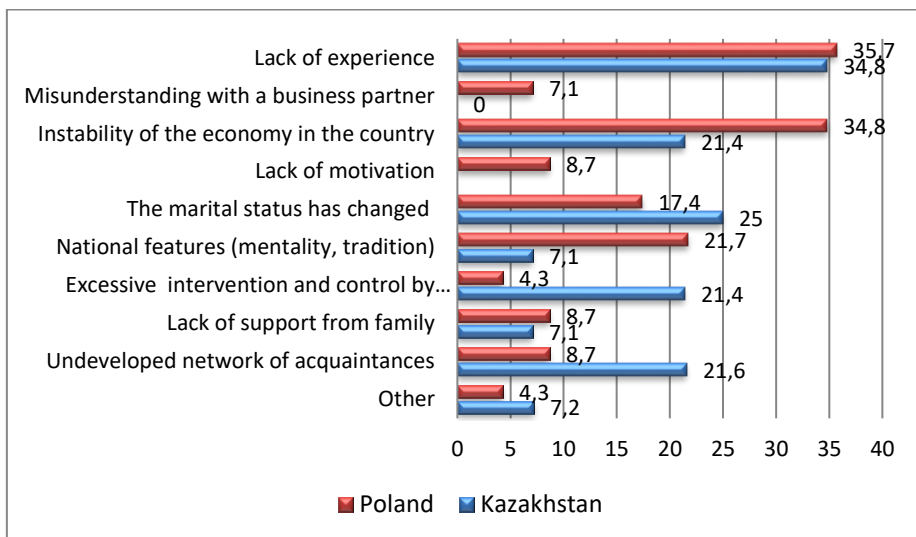


Fig. 7. Reasons for not engaging in entrepreneurial activities of youth from Poland and Kazakhstan (in %)

Source: own elaboration based on survey.

Lack of motivation is one of the most common factors of not engaging in entrepreneurial activities among young people (8.7%). When a person runs own entrepreneurship, it is actually impossible to say when there will be a reward or even how it will be rewarded. To become an entrepreneur, in essence, means risking in the hope of getting a reward, but without even knowing when it will turn out. If this is something a person cannot cope with, then creating your own business is not an ideal choice [Ryan, www.businesspundit.com, 12.05.2019].

Respondents from Poland (17.4%) and Kazakhstan (25%) noted that changes in marital status also directly influenced the development or undertaking of entrepreneurial activities. The reasons for this were marriage, and changes in location of residence. 7.1% of respondents met with misunderstanding with colleagues, which affected the further development of entrepreneurial activity. An interesting fact established during the survey was that 4.3% of respondents from Poland and 21.4% from Kazakhstan from the total sample indicated that one of the main barriers is excessive intervention and control by government. One of the acutely facing entrepreneurs is the problem of close attention of the state in the face of numerous regulatory agencies, including the tax inspectorate, the inspection of trade, product quality and consumer protection, labor inspection etc. The fines imposed by them

sometimes reach impressive and unbearable sizes for an entrepreneur and harm the existence of entrepreneurship itself. [Ryan, www.businesspundit.com, 12.05.2019].

Respondents were also asked about fashionable types of business activities. Respondents from Poland showed as following sectors: a restaurant and catering business (40%) and trade (30%). In case of Kazakhstan's youth widely used areas are advertising/marketing/PR (23.8%) and trade (23.8%) as well (Figure 8). The results of the study indicate that young people are now taking care of the environment, especially ecology, and taking appropriate measures, this sector was chosen by 13.3% of young people from Poland, 7.3% from Kazakhstan. It is also worth noting that at present the media is the most famous and widely used sector of activity among young people, in the case of Poland 10% are engaged in this sector, in Kazakhstan 9.5% of respondents. 13.3% of respondents from Poland, 14.3% of Kazakhstan respondents noted that the training sector is widespread and the demand for this sector is high. This sector can be attributed as a language course in a foreign language, training, seminars, master classes and other educational projects.

Entrepreneurs take great financial risks, work for many hours, trying to stay afloat and build entrepreneurship from the initial stage. This is because, despite the difficulties of experience, people can extract pieces of joy and satisfaction, and in the end it turns into a significant concoction.

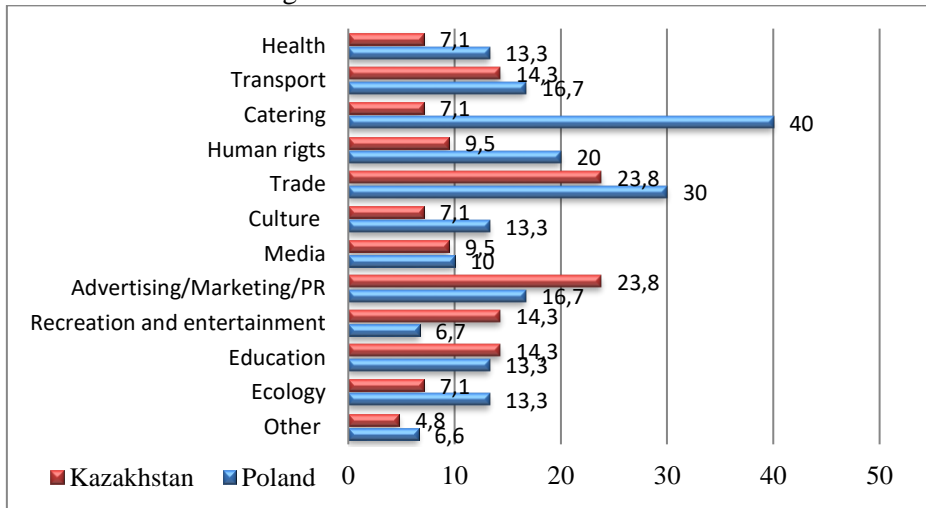


Fig. 8. Areas of entrepreneurship among youth from Poland and Kazakhstan (in %)

Source: own elaboration.

It is the motives of entrepreneurship are the main engine of success [Alton, www.entrepreneur.com, 13.05.2019]. In order to determine the main motives for entrepreneurial activity among young people, there was a survey for respondents of categories A and B, about the driving causes of entrepreneurial activity which are shown in the table below.

Tab. 2. The main motives for doing entrepreneurial activities among youth from Poland and Kazakhstan (in %)

Motives	Poland	Kazakhstan
Financial independence	57.1	69
Having a good business idea	46.4	33.3
The desire to gain business experience	39.3	33.3
Desire / need to change own social status	35.7	19
Prestige	35.7	23.8
Flexible work schedule	46.4	45.2
The desire to change the social environment / problem	25	26.2
Prove own abilities, realize own ambitions	32.1	35.7
Other	-	2.4

Source: own elaboration.

Evaluating the main drivers among young people, the majority of respondents from Poland (57.1%) and Kazakhstan (69%) noted that financial independence is the main one among other reasons. Some entrepreneurs risk on their own because they are tired of the demands of traditional work. High-level positions are exceptional: long hours of work, meeting the requirements of supervisors and customers, and being stuck in the former cycle of duties. The world of entrepreneurship frees person from these restrictions. This is the reason for the mark of 46.4% of respondents from Poland, 45.2% from Kazakhstan. Young entrepreneurs and respondents who were entrepreneurs in the past from Poland (46.4%) and Kazakhstan (33.3%) had motives as a good idea for starting entrepreneurship. This factor is the key to success in the field of entrepreneurship, but it is very important to properly promote the idea. The reason such as desire to change the social environment more common among youth from Poland (35.7%) than from Kazakhstan (19%). In case of youth from Kazakhstan (35.7%) more widespread motive is proving own abilities and realizing ambitions. The desire to change the social environment and solve problem is the one of the driving motivations among young people from Poland (25%) and Kazakhstan (26.2%). It is also worth noting that one of the motives for making money in order to help parents is the cause of entrepreneurial activity among respondents from Kazakhstan (2.4%).

Nowadays, entrepreneurs have access to vast knowledge, diverse sources of support and reduced initial costs. But it is not always so easy. In this case, it is very important to find out and study the barriers to the creation of entrepreneurship and overcome them [Zahorsky, www.thebalancesmb.com, 26.05.2019].

Tab. 3. Types of barriers that entrepreneurs encounter in the development of entrepreneurship (in %)

Types of barriers	Poland	Kazakhstan
A large number of documents required for registration	54.3	34.8
The absence of desires / aspirations to help with parties serving in state bodies	31.4	4.3
Lack of preferential conditions for starting a business (taxation)	34.3	30.4
Difficulties in obtaining a loan from a bank	37.1	26.1
High interest rate	45.7	26.1
Numerous quantity of requirements to receive loan (collateral property, start-up capital)	22.9	17.4
No provision complete information on grant processes	31.4	10.9
Tightness receiving financing	25.7	13
Counterfeit of own idea	22.9	23.9
Difficult economic situation	22.9	23.9
Problem with infrastructure	8.6	8.7
Other	2.9	-

Source: own elaboration based on survey.

By identification Doing Business, registration of entrepreneurship in Poland (82.85%) and Kazakhstan (92.96%) is fairly easy (this fact, during the survey, respondents belonging to categories A and B, noted that a large number of documents during registration is one of the main barriers to improving entrepreneurial activities (54.3% from Poland, 34.8% from Kazakhstan). The barriers such as lack of preferential conditions for starting a business (taxation), high interest rate, numerous quantity of requirements to receive loan prove that these processes difficult and time-consuming in both countries.

Having enough money to start a business is the main reason for starting a business, but sometimes it does not take a lot of money to start a small business, a person can start with little or no money. But it is very important that this sector of entrepreneurship correctly developing income. This reason was attributed to 25.7% of respondents from Poland, 13% from Kazakhstan. 22.9% of respondents from Poland and 23.9% from Kazakhstan confirm that copying a business idea is one of the barriers to starting a business. But there are other explanations of this factor, oddly enough, the idea of a startup should not protect the author. On the contrary,

the author is interested in the fact that as many people as possible know about his idea. The investor should protect the idea of a startup. It is the investor who is directly interested in the fact that no one intercepts the idea in which he invested money [Knabe, www.ubr.ua, 17.05.2019]).

Factors like a problem with infrastructure and economic stability are a barrier to the creation and improvement of entrepreneurship. 22.9% of respondents from Poland and 23.9% from Kazakhstan confirmed this fact. Large enterprises create their own infrastructure – training centers, marketing and legal departments, physical infrastructure (access roads, engineering networks, etc.).

The youth is the most promising category of labor. The younger generation, as a rule, is distinguished by creative thinking, which turns out to be an advantageous characteristic feature for entrepreneurial activity, ensuring competitiveness in business area. Therefore, the development of youth entrepreneurship prospects is a strong link for the prosperity of the country's economy [Merkulov, 2017, p. 43].

An analysis conducted according to the survey showed that the development and attitude to entrepreneurship among young people in Poland and in Kazakhstan are quite similar. During the survey, it turned out that for respondents the main driving force for starting entrepreneurial activities are motives such as financial independence, prestige, flexible working hours.

It should be noted that during the survey the following barriers to the development of entrepreneurship for young people were identified, such as:

1. Low initiative, inertness of entrepreneurs in terms of manifestations of aspirations, desires, ideas for improving business, self-study aspiration. Nowadays, many people are not willing to take on tasks when it comes to starting their own business. These same people always try to find some excuse not to do something. It's worth understanding that if a person wants to do business, then he doesn't look at anything, using all the methods. In most cases, the slow development of entrepreneurship is themselves entrepreneurs, looking for excuses, do not engage in self-education. Young people should always understand that happiness is in their own hands, when a person is given some opportunities, and how to use them is their own business.
2. Not the focus of the education system in the country on the cultivation of specialists capable of starting their own business, promotion in the education system aimed at employment. In particular, Kazakhstan pays more attention to theoretical knowledge, which may be the reason for the difficulty in creating a business for a young student.
3. Tax conditions under which a small business pays a smaller percentage of the company's turnover than an average business. However, the increase in

the company's turnover increases the tax burden, which contributes to the fact that entrepreneurs are beginning to look for options to optimize the tax burden, so either to increase the company's turnover, remaining in the classification of small enterprises, or lead to the loss of part of their assets, while remaining a small business.

4. An obstacle to the development of youth entrepreneurship is the lack of start-up capital and collateral for business financing. There may be many good ideas in the country and young people with an interesting idea, but the ideal can develop. The reason for this is the requirement of collateral or the guarantor of the state programs. A young person who has no experience, no one will never become a guarantor and will not provide collateral property.
5. The lack of resources in the web site portals in native language. There are not enough resources in the Kazakh language, such as training courses, literature, and other tools for the development of entrepreneurship in Kazakhstan.
6. Excessive state intervention. Some of the respondents note that when making a large contribution of the state to the development of entrepreneurial activity, in some cases excessive state intervention in the activities of public organizations can be noted, which is manifested in imposing its conditions for the implementation of business /social programs for entrepreneurship development.

According to the authors, an integrated program based on the creation of inter-collegiate business clubs, which helps to unite young energetic entrepreneurs of the “new generation” with knowledge, the new progressive thinking can become a mechanism for creating an innovation ecosystem to the level of a young community. The goal and functions of the club should be aimed at the formation of a new outlook, support for young people, and creation of conditions for the development of their entrepreneurial initiative. This mechanism facilitates interaction between government, business, science and education, and also ensures effective communication between young people and all interested parties.

This network of business clubs should consist mainly of representatives of two interested communities, such as: youth and entrepreneur.

The first group – entrepreneurs aged 18 to 30 years:

- interested in creating entrepreneurship,
- having goals for financial development.

According to the results of the survey, in Poland the share of active and enterprising students does not exceed 28% of the total number, in Kazakhstan - 16.7%. In essence, these are students who plan to develop their own ideas for entrepre-

neurship and are interested in programs for teaching entrepreneurship, management and personal development.

The second group is potential entrepreneurs who are partners of the club.

- focused on finding and attracting young ambitious partners in their own company;
- interested in unique entrepreneurial ideas and project.

The system of building interaction between the youth and the business community is presented in the Figure 9.

As shown in the figure 9, the involved youth in an entrepreneurial position will have the opportunity to receive comprehensive assistance during the project: financial, consulting, informational and organizational.

As part of the educational direction, club members will be informed by the knowledge of successful entrepreneurs, top managers and mentors. It is worth noting that club members will publish knowledge and important information. Also, in order to involve active youth in this area, during practical tasks, active teaching methods should be used: round tables, business games, brainstorming, cases.

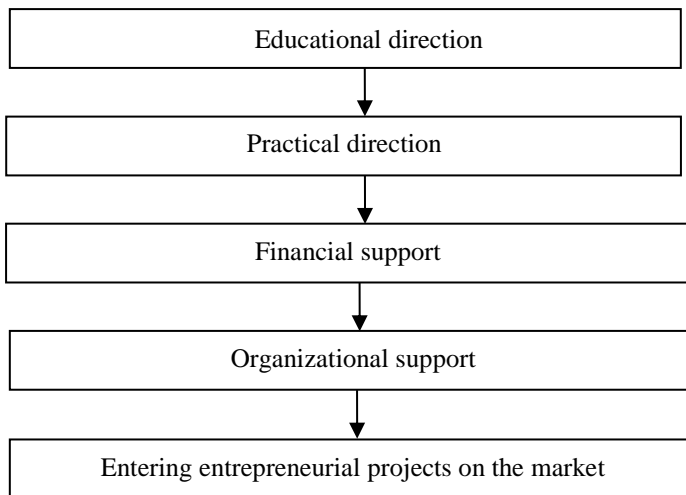


Fig. 9. Youth and entrepreneurial community interaction scheme

Source: own creation.

The purpose of the practical direction is to give participants the opportunity to receive advice from business experts. In addition, participants will be familiarized

with specialized funds and ways of obtaining state support, will also be able to be informed with the system of work of technology parks and business incubators.

In the framework of the formation of cross-functional teams, there should be a familiarization process, which makes it possible to build a team based on common business motives. Also in the framework of the project, a presentation of participants with the main ideas of business projects is organized, which gives the opportunity to form teams in accordance with their interests and preferences for entrepreneurial activities.

Project development and implementation will take place in subsequent phases. During the seminar, club members can ask interested questions, can also exchange ideas and share experiences, and get information to support their own ideas.

Authors offers the following recommendations on the needs of youth entrepreneurship in activities / programs to support them:

- Knowledge of entrepreneurship must begin at school and as part of a university study program. This process enables the younger generation to consciously enter the business environment. In order to prepare for the choice of the path of entrepreneurship, educational institutions should create the most realistic conditions for the business environment. As part of education, young people should have access to educational resources and tools for teaching financial literacy.
- It should be widely disseminated in the media about a competent approach to entrepreneurship and effective business management, as well as to give an opportunity to understand that entrepreneurship is the key to the prosperity of the economic environment. It should also be noted that it is necessary to maximally disseminate information about the organization and foundations with various legal forms, commercial and non-commercial, providing assistance to business for beginners, as well as active entrepreneurs.
- In order to improve business efficiency and ensure a healthy level of competition between professionals, a favorable and open environment should be created for the influx of labor to Poland and Kazakhstan.
- Providing microcredit and conditions for concessional loans, as well as grants without compulsory collateral, helps young people to implement and develop their business, as many do not have the ability to provide collateral for a loan.
- The formation and progression of the institution of business angels. This private investor provides an opportunity for the implementation and development of entrepreneurship, by investing in innovative projects during the creation of a company in exchange for renewed investments and interest in capital.

Conclusions

The needs of the socio-economic development of Polish and Kazakhstan society actualize the need for the development of youth entrepreneurship and the involvement of youth in entrepreneurial activities, since these phenomena contribute to solving not only the general problems of the development of small and medium-sized enterprises, but also performs a number of socially significant functions.

Based on the research, motives and barriers to the development of entrepreneurship in the segment of youth entrepreneurship were identified. The main driving forces for entrepreneurship for young people are financial independence; prestige; flexible working hours; presence of an interesting business idea; the desire to change the social environment; for having entrepreneurial experience. It was figured out, that the main barriers for young people are factors like: lack of start-up capital, lack of knowledge / skills / experience in doing business; low initiative, inertness of entrepreneurs in terms of manifestations of aspirations, desires, ideas for improving business, the desire for self-learning; administrative barriers; not targeting the education system in the country; personal barriers: mentality, fear. The widespread entrepreneurial sectors among young people, according to the survey, are: trade; agriculture; real estate rental; restaurant business and catering; training and health. In addition, the survey revealed that most young people are not aware of government support for entrepreneurial activities.

It turned out that in the modern economy of Poland and Kazakhstan, young people play an important role in the development of entrepreneurial activity, which represents the development of the country as a whole. Nowadays, many conditions and support have been created for youth entrepreneurship by the state. But due to the weak distribution of this opportunity, young people are exposed to various external and internal barriers, which affects the creation of their own business.

The analysis conducted to support and develop youth entrepreneurship showed that currently there is no holistic system in the countries contributing to the formation of a stream of youth innovation projects and a single communicative space among active youth. One of such tools can be the network of interuniversity business clubs "Young Entrepreneur". This tool developed the main conceptual provisions for the creation of this network, the structure and mechanisms of network formation, formulated the main results and expected effects.

The introduction of the developed concept of the network of interuniversity business clubs "Young Entrepreneur" will help:

- activate the growth in the quantity of high-quality youth entrepreneurship projects;

- increase the level of intellectual potential in Poland and Kazakhstan;
- raise the number of socially responsible representatives of entrepreneurial activity;
- promote the ideology of entrepreneurship among young people, including by spreading the success of Polish and Kazakhstani entrepreneurship;
- develop external and internal barriers for youth entrepreneurship;
- clearly identify their own motives for the creation and development of entrepreneurship;
- increase the number of jobs through the development of small business among young people.

It should also be noted that an important condition for the development of entrepreneurship is motivation, that is, internal aspirations that induce a person to risk his finances in order to achieve certain goals, both economic - benefits and socio-psychological - satisfying the need for power, success, creativity, rivalry. It is very important to understand the younger generation in order to achieve the goal, each person must take the initiative and leave the comfort zone.

It is worth notice, that although the research sample is not representative, the obtained results may contribute to undertaking further, in-depth research in the area of the undertaken issues.

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Rozwój przedsiębiorczości wśród młodzieży (na podstawie Polski i Kazachstanu)

Młodzi ludzie mają znacznie większy potencjał i zdolność do podejmowania działalności przedsiębiorczej niż inne grupy wiekowe. Przedsiębiorczość młodzieży wymaga szczególnej uwagi ze strony organów rządowych. Celem artykułu jest identyfikacja motywów i wskazanie barier w działaniach przedsiębiorczych wśród młodych ludzi na przykładzie Polski i Kazachstanu oraz przedstawienie rekomendacji służących rozwojowi przedsiębiorczości. Wyniki badań wskazują problemy przedsiębiorczości osób młodych w badanych krajach. Głównymi motorami napędzającymi przedsiębiorczość młodych ludzi są niezależność finansowa; prestiż; elastyczne godziny pracy; obecność interesującego pomysłu na biznes; chęć zmiany środowiska społecznego; za doświadczenie w przedsiębiorczości. Ustalono, że głównymi barierami dla młodych ludzi są takie czynniki jak: brak kapitału na rozpoczęcie działalności, brak wiedzy / umiejętności / doświadczenia w prowadzeniu biznesu; niska inicjatywa, bezwładność przedsiębiorców w zakresie przejawów aspiracji, pragnień, pomysłów na poprawę biznesu, chęć samokształcenia; bariery administracyjne; brak ukierunkowania na system edukacji w kraju; bariery osobiste: mentalność, strach. Według badania szeroko rozpowszechnione sektory przedsiębiorczości wśród młodych ludzi to: handel; rolnictwo; wynajem nieruchomości; działalność gastronomiczna i gastronomiczna; trening i zdrowie. Ponadto badanie wykazało, że większość młodych ludzi nie jest świadoma wsparcia rządu.

Słowa kluczowe

rozwój przedsiębiorczości, przedsiębiorca, bariery zewnętrzne i wewnętrzne przedsiębiorczości