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DECLINING TREND IN THE WILLINGNESS OF YOUNG PEOPLE TO GO INTO BUSINESS

The general research problem here involves the fall in the numbers of full-time entrepreneurs in Czech Republic which has been ongoing since 2011 and has not yet stopped. The article focuses on the willingness of the young generation to go into business. The purpose of the study is to compare the attitudes of the young generation to doing business in 2013 and 2017 which means the research has been repeated. The attitudes of potential start-up entrepreneurs significantly reflect the quality of business environment and social climate in the country. The goal was to monitor the main motivations and the barriers to starting business after the passage of four years. The research has repeatedly demonstrated that, apart from having a good idea, the dominant motivation for starting own business is expectation of higher earnings. However, the results of the undertaken analysis also point to the fact that, even though the long-term negative perception of the entrepreneurial environment has not worsened in any way, the numbers of those who do not trust themselves or their own ideas has increased rapidly. Fear of stress and responsibility associated with being in business has also increased. Availability of information on doing business was also investigated. Finally, the author grounds that the current trend when young people prefer being employed to managing own business themselves for a number of reasons is indicative of a potential entrepreneurial crisis in Czech Republic. To date, there has been practically no useful overview of the specific attitudes of young people in doing business in Czech environment and of how this has developed over time. This study used the sample of 606 students, some of whom were considering going into business after graduating, while others had ruled this out entirely. The study also worked with the results of the similar research undertaken four years ago on the sample of 776 respondents so that to compare the development of the attitudes of the young generation to start own business. The study findings can be used to formulate entrepreneurship strategies to improve the business environment as well as the educational system, which would be more helpful in understanding how business is done and in strengthening the impact on natural creativity of young people, as this is an extremely important way of increasing added value in economy as a whole.

Keywords: entrepreneurship, young business, barriers to starting business, motivation to start a business, Czech Republic.

Introduction. The role of the entrepreneur and especially that of self-employed individuals changes over time in every economy. Ideally, this involves an evolutionary process in the social perception of this group. This evolution was however interrupted for a number of decades in the countries behind the Iron Curtain, including Czech Republic. And despite the fact that this country has been having market economy for the last quarter century, including free entrepreneurship, the social climate continues to reflect the elements of negative perception of entrepreneurial activities to a certain extent. There can be no doubt that the socialist history has contributed to such an attitude, but the same did the somewhat uncoordinated period of business development during the post-revolutionary 1990s. As Breckova and Havlicek (2015) stated, the market was starving in the 1990s and it accepted practically anything, so doing business was relatively easy and had quick results, even despite the lack of a solid legal framework. Entrepreneurship was synonymous with economic success and high expectations of financial surpluses. However, the role of SME (small and medium-sized enterprises) segment and particularly that of microenterprises began to change with market saturation and rapid increase in competition from abroad (particularly after Czech Republic's accession to the EU in 2004), lower availability of financial resources and the introduction of a

more solid legal framework. While small and mid-sized enterprises have begun to search for their place at the market often by means of clear profiling and specialisations with the use of the advantages provided by their size (such as quick decision-making processes and flexible changes in profiling etc.) in comparison with large, multinational players, the role of micro-enterprises and entrepreneurship has become more focused on sustainability of regions and their serviceability.

Statistical figures indicate an above-average number of the self-employed in Czech Republic (in comparison with the EU) (the number of entrepreneurs is about 220 out of 1,000 people according to the official national statistics), however, these figures are misleading. There are currently 981,355 registered self-employed individuals in Czech Republic, of which only 577,818 were full-time self-employed, while the remaining 403,537 are those who have a trade licence for occasional additional earnings (Breckova & Havlicek, 2015).

The fundamental research problem does not, however, concern the overall number of self-employed individuals, but the constant fall in the number of fulltime self-employed entrepreneurs which has been ongoing since 2011 and has not been able to be halted. As the Report on SME Development (MIT, 2017) states, "The fall in the numbers of self-employed individuals engaged in business fulltime caused a significant change in the overall number of self-employed businesspeople in 2011–2014. At the end of 2011, the Czech Social Security Administration recorded almost 650 thousand such people, but there were only 586 thousand by the end of 2014. Their numbers, therefore, fell by around 10% in 2011–2014". The statistical figures up to 2016 indicate an even further drop (to the aforementioned 577,818).

The thing which can be considered to be especially alarming is the substantially reduced willingness of the young generation to go into business and be in business for themselves. They prefer classic employment. This is a fundamental area which has only been partially dealt with in academic terms. For this reason, research, which was repeated in 2013 and 2017, has been dedicated to this area in the Czech environment and its results have been set out in this article.

The goal is to present the results of the research which map out the current status of the willingness of the young generation to go into business in the overall context of the Czech entrepreneurial environment, including the social climate. The research has mapped out in detail the motivation and the perceived barriers to starting up a business because they provide the basis for the fundamental implications for the various entrepreneurial associations which provide targeted business assistance. These conclusions are of great importance for policy-makers, who are majority stakeholders with regard to the state of the legislation, the education system and the entrepreneurial environment as a whole.

The information presented in this article is especially new due to the fact that there has not yet been a practically applicable overview of the specific attitudes of young people to entrepreneurship in the Czech environment with regard to what motivates them and on the contrary what specific fears or barriers they associate with starting up a business in the Czech Republic. Thanks to the repeated research with a four-year timeline, it is also possible to monitor the development of these factors over time, which has not yet been mapped out in the Czech Republic and currently displays certain understandable limitations. In the research, the author has also focussed, amongst other things, on how informed young people are with regard to going into business, what role educational institutions play in their willingness to go into business and what awareness there is of the possible support for entrepreneurship. Given the increasing preference for employment over entrepreneurship, the author has also investigated the perceived advantages of employment and also discusses in the article the connection with the students' current life priorities. Even though this area only constitutes a small part of the article, it still provides interesting findings.

The literature review. The theme of entrepreneurship has generally been the subject of an investigation by a wide range of authors of scientific articles. However, the majority of them concern investigations into multinationals or SME (small and medium-sized enterprises). A much smaller section is devoted to small-scale business (entrepreneurship) (for example, Majumdar & Varadarajan, 2013, Bakar

et al., 2015). "Young entrepreneurship" is a relatively marginal consideration in the literature in this context (for example, Hamburg, 2014, Břecková & Havlíček, 2015; Çera et al., 2018). GERA (the Global Entrepreneurship Research Association) regularly carries out very good research into this area and its Global Report 2016/17 has also been discussed in this article.

Entrepreneurship is often associated with economic development, whereby economic development suggests activities that facilitate the improvement of the country and society's standard of living (Bakar et al., 2015, p. 88). Despite this, it cannot be said that the social climate in the Czech Republic indicates any prestige for entrepreneurship: "The image of entrepreneurs remains very bad and less than half our population considers successful entrepreneurs to have a high status." (the Report on SME Development, 2014, p. 59). In its latest report (2016/17), GERA (2017) investigated societal values concerning entrepreneurship. Entrepreneurs are highly visible in North America, with three-quarters of adults believing that there is a high level of positive media attention for entrepreneurship. A similar proportion believes that entrepreneurs have a high status in society. By contrast, Europe has the lowest belief in entrepreneurship as a good career (58%) and the lowest media publicity for this activity (55%)" (GERA, 2017).

The motivation to go into business very often involves an idea, a good business plan, which is very important for the economy of every country. In 2013, Majumdar & Varadarajan (p. 279) stated that "entrepreneurship and innovative business behaviour have also been associated with creativity and creative novelty is often translated into idea development in the business context (Ward, 2004, as cited in Majumdar & Varadarajan, 2013, p. 279), new product innovations (Amabile, 1996, as cited in Majumdar & Varadarajan, 2013, p. 279) and adapting or improving existing innovations (Majumdar & Varadarajan, 2013, p. 279)". Young people very often play an important role in these areas, as they can be seen to be those who are not yet subject to very many works and procedural stereotypes, without which it would understandably be difficult to run practically any business. Jeraj & Marič (2013) and Krpálek, & Krpálková Krelová (2016) support this claim, when they say that entrepreneurs have their own lifestyle and look at everyday things in a different way to non-entrepreneurs.

The potential crisis in entrepreneurship indicates the current trend where young people prefer employment over being in business for a variety of reasons. The dominant reasons include the perceived greater ease of employment over entrepreneurship, but also the low awareness of entrepreneurship and the insufficient incorporation of work experience into schools. In her paper, Hamburg (2014) argues that European SMEs face a large number of pressures. Hamburg (2014) believes that more entrepreneurs, more innovation and more growth are necessary and that this could particularly be realized by supporting young people. She adds that many European countries have the improvement of education for entrepreneurship on their agenda, but only isolated initiatives exist. The vocational and/or higher education in almost all European countries do not offer a realistic understanding of the world of work.

The material and methods. As has been mentioned in the introduction to this article, the Czech Republic reports an above-average number of entrepreneurs per thousand inhabitants in comparison with the EU (the European Union) (approximately 220 according to official national statistics, 2016). The stated figure is, however, somewhat misleading when viewed more closely. The Czech Republic currently (as of the end of 2016, the last available statistical information at the time of writing the article) has records of 981,355 self-employed people, of whom only 577,818 are self-employed fulltime. The remainder is part-time self-employed, i.e. usually people who are employed and have a trade licence only for occasional additional earnings. The number of these "part-time" self-employed businesspeople is even slowly rising.

The key thing is, however, the continuous fall in the numbers of the fulltime self-employed which has been ongoing since 2011 and has not been able to be stopped. At the end of 2011, there were almost 650 thousand such entrepreneurs in the Czech Republic (MIT, 2017), but this number had fallen to just 577,818 in 2016, which represents a drop of more than 11% in a five-year period. Such a drop must be interpreted as an indication that it is not worth going into business in the Czech Republic or that the entrepreneurial

environment in the country is not overly favourable to entrepreneurs.

The research also repeatedly focused on the question of the falling willingness of the younger generation to go into business. It would appear that school leavers give significant preference to classic employment relations, which is an area which has so far only been partially dealt with in academic terms. The question of life values or priorities, which could be associated with the given preference, have also been investigated here.

The presented research was undertaken on a sample of 606 students in the Czech Republic, from which a group of students who did not a priori reject entrepreneurship ($n = 401$) and a group of students who rejected entrepreneurship ($n = 205$) were selected. The data collection took place in July and August 2017 and the main research method was online collection using the "populace.cz" panel supplemented with in-depth interviews. The respondents answered questions contained in the structured questionnaire which took 10 minutes, whereby a structured scenario lasting 30 minutes was used during the subsequent in-depth interviews. The data was collected by the reputable Ipsos agency and the results were verified by the Czech Statistical Office. All the questions and the results of the research (AMSP, 2017), including the graphs, are available from the website of the Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic. AMSP CR (the Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic), www.amspace.cz, is an influential non-profit, non-governmental representative of companies in this segment which regularly maps out the business environment, undertakes analyses and consults on new legislation which impacts on small and medium-sized businesses. The author of this article has been involved in the Board of Directors of the AMSP CR since 2008 and actively participates in its market surveys.

As in the case of the research undertaken four years ago (AMSP, 2013), the investigated areas concerned questions as to why the respondents want/do not want to go into business, what puts them off (barriers) or on the contrary what motivates them, if their answer is positive. Part of the research was also aimed at ascertaining the social perception of the current Czech entrepreneurial environment, i.e. how friendly it is to entrepreneurs who are starting out. Last, but not least, the research focussed on the perceived advantages arising from employment, because that is the direction which most school leavers are heading in these days.

The results and the discussion. The research among young people with regard to their willingness to enter into business after the completion of their education included 776 students or recent graduates (in 2013) and a further 606 respondents (students) in 2017, whereby some of them had already had certain entrepreneurial experiences (either from their own business activities or those of a family member). Despite the fact that certain differences occurred in the stated period of four years (between the repetitions of the research), the fundamental findings remained unchanged. This strengthens the implications for the involved parties for fast and effective measures to be adopted, if small (entrepreneurial) business is to fulfil its fundamental role in the country's economy, i.e. to provide ideas with the potential for high added value, to create a stable segment of the population which is independent of the state or employers, i.e. is capable of supporting itself through its own gainful activities, and as a segment which is critical for the services and social infrastructure in the regions.

The motivation to start up a business. The research has repeatedly shown that the dominant motivation to start up a business includes a good idea (60%), but mainly the expectation of a potential higher income (74%). Experience of entrepreneurship in the family is also important; wherever family members are involved in business, the young people have a greater tendency to enter into their own entrepreneurship (49%) than in the case of respondents where any such family experience is absent (10%). The flexibility of working hours appears to be attractive to undecided individuals (56%) or those not interested in entrepreneurship, while those interested in entrepreneurship do not see this as a benefit (only 12% of those who want to go into business or have had some entrepreneurial experience see it as an

advantage).

Independence from the decision-making of others showed itself to be an important criterion for young people, including in comparison with the previous research, where it only fell negligibly. Unlike the research was undertaken in 2013, however, motivation such as “the opportunity to make full use of my ability and potential” fell substantially (by 16 percentage points) and now (in 2017) was only at 39%. This can be interpreted in a number of ways, for example by the fact that young people also see significant opportunities for self-realisation when working for somebody else (i.e. as an employee). In any case, it would be a good idea to carry out additional research into reasons which have led to the aforementioned result.

An interesting finding within the framework of the motivating factors involves the option of achieving a prestigious standing and of being a role model for others. 35% of the young respondents see entrepreneurship in this way and a similar result was also achieved during the research four years ago (39%). This does not entirely correspond to the generally perceived image of entrepreneurs in the Czech Republic. On the other hand, a somewhat surprising finding may lie in the fact that young people very seldom have their own entrepreneurial role model. 42% of them answered the question “*Do you have an entrepreneurial role model? Can you think of a personality/company/start-up which you would like to take inspiration from?*” by stating that they did not know. Those who knew usually gave classic international names such as Steve Jobs (5%) or Elon Musk (1%), but role models from their close environs (5% of respondents mentioned a family company or a company run by acquaintances) or local role models (2% of respondents saw the current Prime Minister of the Czech Republic as an entrepreneurial role model) were more common.

In the case of individuals who are currently not involved in business, but are not against doing so, 7% of them have a business plan. More than half (52%) do, however, have a certain idea, while the rest (41%) currently have no business plan. However, the research unequivocally shows that an idea and confidence in one’s own abilities are generally crucial for starting up one’s own business. This has also been partially documented in the study by GERA (2017), which states: Potential entrepreneurs see good opportunities for starting a business and believe that they have the necessary skills, knowledge and experience to start a business. However, perceiving a good opportunity and having the skills to pursue it will not necessarily lead to the intent to start a business. Individuals will assess the opportunity, costs and the risks and rewards of starting a business versus other employment preferences and options if these are available. In addition, the environment in which potential, intentional and active entrepreneurs exist needs to be sufficiently enabling and supportive. The entrepreneurial environment in the Czech Republic is not, however, perceived as being overly supportive.

Information about entrepreneurship. Only 12% of the respondents who have a positive attitude towards entrepreneurship (i.e. want to start their own business in the future) have the feeling that information on entrepreneurship is easily available. Most, however, are missing information on how to even start, how to deal with the administration, how to find finance or investors and how to address new customers. Information on how to start in business and how to deal with all the administration is, however, regularly available, albeit that it is true that it is not completely concentrated in one place. In a time of advanced technology, it should be possible for the state to provide information in a more sophisticated manner. Despite this, it is necessary to perceive the fact that entrepreneurship is to a significant extent about the ability to find and gain information. If young people consider the acquisition of information to be a barrier to starting up their own business, they have only a small chance of being successful over the long term in a real company.

Information for entrepreneurship is mainly acquired from the family and friends, provided they have such experience. However, the internet also plays a significant role. The finding that students are generally given very few opportunities associated with entrepreneurship at school is also worth mentioning. Most of

the information which schools provide students with is of an overly general (non-specific) nature. Regular information on entrepreneurship should, however, be a regular part of most subjects. This involves information on business competition in the studied field, the business situation in the region and the entrepreneurial options in the given field of study.

Moreover, more than half the students think that they do not have enough contact during their studies with people from work experience (57%). At the same time, however, the respondents stated that they have the option of training their skills in actual work experience which their school arranges for them (53%). This therefore generally involves a long-term problem in our education system which is not able to apply knowledge in practice, while pupils are also lacking tangible examples.

The most sought-after information involves tips on how to acquire sufficient finances to start up a business. However, practical advice on how to establish a company and how to address new customers and shared experience and advice from successful entrepreneurs are also appreciated. Young people are also aware of how important the area of self-presentation, the ability to negotiate correctly with people and communication with customers is for entrepreneurship (including when searching for investors).

The research has shown that it would be of interest to starting entrepreneurs to have all the important information clearly arranged in a single place and to have online access to it. The absence of such a support format for entrepreneurship would appear to be highly poignant over the long term. A similar platform in the form of a check-list for individual craftspeople exists, for example, in Great Britain, where it is possible to find a brief and clear list of all the legislative requirements from the individual authorities with regard to the given professions. If they have been checked, then the self-employed individual's legal obligations towards the state have therefore automatically been met. This is a significantly complicated matter under Czech conditions due to the frequent changes in the legislation and directives, the uncoordinated approach of the individual authorities towards entrepreneurs and the absolute inconsistency of the information. The in-depth interviews (including with those who had had some experience of their own entrepreneurship), which were part of the undertaken research, substantiated this problem with answers such as: *"I expected that the official at the Trade Licensing Authority would be able to give me more advice. She was unable to tell me, if I had to go to any other offices or whether I had already done everything"*. Despite this, some business associations (for example, the Association of SME and Entrepreneurs, www.amspace.cz) are endeavouring to stand in for the state in this area and to provide this service (a check-list) for some professions despite the aforementioned complications. However, this currently involves an initiative in its initial phases.

Barriers to starting up a business. The realised research provided the by no means surprising finding that starting up a business is complicated by bureaucracy and insufficient finances. According to the annual tax payment study conducted by PricewaterhouseCoopers (PwC, 2015), the Czech Republic is ranked 119th for simplicity of paying taxes (out of 189 researched countries). The survey indicated that a medium-sized Czech company spends an average of 413 hours processing the agenda and preparing documents which are only related to tax collection, i.e. not taking into consideration any other legislative requirements and communication with the authorities. The stated number of hours admittedly cannot be fully applied to self-employed individuals, who employ other employees for example, but the legislative requirements do impact on small businesses much more heavily than on medium-sized or large companies. They do not have an administrative apparatus and the entrepreneur, therefore, has to keep up with all the legislative changes and to integrate them in his company alone which is not overly easy given the frequency and scope of the changes in the requirements. Breckova and Havlicek (2015) state that "despite Czech governments having declared the priority of reducing the administrative burden, particularly for small enterprises, no such reduction has actually happened. On the contrary, new measures are enshrined in legislation every year, which entrepreneurs must devote attention to, implement and respect. The positive message from the 2017 research is, however, that young people do

not see so many administrative barriers in the market as they did four years ago. Despite that, however, the fact that 19% of them who are worried by bureaucracy is a warning signal.

The research has shown that young people do not perceive the current climate in the Czech Republic as being overly positive for starting up a business. 21% of them see the situation positively, which, surprisingly, is significantly more than in 2013, when the figure was just 10%. Even though the number of people who see a decent chance for entrepreneurship has doubled in the last 4 years, there are still 60% who do not see the conditions as being positive (research answers were: "The current climate is somewhat unfavourable to business start-ups: 48%, It is decidedly unfavourable: 12%"). This is apparently a consequence of the long-lasting awareness and discussion of entrepreneurship in the sense of sanctions, frequent changes and growing bureaucracy.

However, we consider the findings from the research which are of a social dimension to be alarming. The number of people who do not believe in themselves or their ideas has grown (46%), while this was ten percentage points less four years ago. Concerns about stress and a large amount of responsibility associated with entrepreneurship are also increasing (41% of respondents, while it was 35% in 2013). It is possible to speculate that these reasons are behind the increasing preference for employment over going into business for oneself.

The preference for employment over going into business for oneself. The research has provided the finding that the greatest attraction offered by employment is job security and a fixed income. The rapid rise in this tendency is startling: whereas this was attractive to two-thirds of respondents four years ago, the figure in 2017 was 82% of those considering entering employment after school. However, this growth may have been partially influenced by the fact that there are currently insufficient numbers of employees and employers are therefore offering higher wages and a number of other benefits. However, the respondents also see employment after school as a way of easily acquiring experience and contacts (52%).

The numbers of those who admit that being employed is significantly more comfortable than doing business have also increased (an increase from 34% to the current 42%). They especially appreciate the fact that their employer resolves any operational and administrative matters for them. The nascent trend of the reduced desire for success in the younger generation and less willingness to do a lot to achieve it is quite alarming (Breckova and Havlicek, 2015).

Slightly fewer respondents than four years ago (20%) prefer employment relationships due to the prospect of working for a prestigious company, which is established and easily recognisable in the market. This understandably conflicts with the philosophy of start-ups.

The current values of the current young generation, which the researchers also looked into, need not have a direct link with the preference for employment. It is, however, clear that young people are aware of the difficulties associated with going into business in the sense of the time and responsibility, whereby the ascertained values need not necessarily correspond with that, especially at the beginning of doing business. The young generation's five most important life values especially include having a satisfied family (82%), being financially secured (69%) and taking care of their health (67%). These values were further followed by values such as "having an interesting job", "having the feeling that I have achieved something", but also "not being burdened by things which are stressful (43%)". However, the appreciable nominal values also included "having a lot of friends" and "having more certainties in life than risks". However, this not so surprising in the context of some of the social characteristics of generation Y which is no longer willing to sacrifice work and the achievement of job success as, for example, the generation of their parents was.

Conclusion. The research undertaken in 2017 on a sample of 606 students has provided a number of interesting findings. Many of them have accented the urgency as a consequence of a zero or negative shift in the period of 4 years when the research was undertaken for the first time. The respondents in the

research were students who both reject and endorse going into business and to a lesser extent also those who also have a certain small amount of experience of entrepreneurship.

The initial thesis for this article is the long-term and continually falling number of self-employed individuals in the Czech Republic, who see their main livelihood in going into business for themselves. A partial segment and area of research presented in this article is the mapping out of the willingness of the young generation to commence their own business activities. The research into this topic originally took place in 2013 and it has now (in 2017) been repeated in order to enable an investigation into any eventual shifts in the perception of entrepreneurship among the young generation. The primary focus was on the area associated with the motivation to enter into entrepreneurship, the perceived barriers, the availability of information about starting up a business and the perception of the social climate as it relates to entrepreneurial activities. In this context, the research focussed on the growing tendency to prefer employment over going into business for oneself, which points to sociological limitations and opens up room for other research in the wider context of social changes, intergenerational values and economic cycles.

If we accept the idea expressed, for example, by the author Bakar et al. (2015, p. 88), who says “it is possible to state that entrepreneurship has a vital role in the economy, as well as in the growth of the economy. Other social aspects of entrepreneurship could also be found, for example”, it will be necessary to generally strengthen the positive image of entrepreneurial activities in the Czech Republic using specific steps. If the state is supposed to be interested in creative people and as such in strengthening added value (as tools for surviving in contemporary Europe) and in the realisation of ideas which have a chance of succeeding economically, it is vitally important to concentrate on resolving the fundamental findings arising from the completed research which has been presented in this article. Many of the implications are apparent from the four-year repetition of the research with significant urgency. They include:

- Support for entrepreneurship, including changes with a positive impact on the social perception (prestige) of entrepreneurship. Despite the fact that the young generation in the research did not perceive entrepreneurship as being problematic, the general social image of entrepreneurs is at a very low level (MIT, 2015). At the same time, however, the number of those who admit that being employed is significantly more comfortable than doing business is on the rise. They also reject the stress associated with the responsibility in entrepreneurship. It is necessary to motivate them more, show them positive stories and present tangible examples.

- Reduce the bureaucracy in entrepreneurship. The administrative burden falls on self-employed people to a greater degree than on medium-sized and large enterprises, which have an apparatus to deal with the scope of the administration and the frequent legislative changes. The research showed that those respondents, who have some small entrepreneurial experience, perceive bureaucracy distinctly negatively.

- Centralise the information on entrepreneurship. Even though it can be claimed to a certain extent that a person who is able to penetrate the market and undertake his or her own entrepreneurial activities must be able to find information and work with it, the reality of the Czech entrepreneurial environment is such that there are real fragmentation and incompleteness of information in conjunction with frequent incompetence at the authorities. An example which stands for everybody can be that of a respondent in the in-depth interview from this research, whom, after completing an act required by the given authority for the commencement of entrepreneurial activities, the official was unable to advise as to whether or not the self-employed individual was required to visit any other authorities. For example, the British online checklists for individual craftspeople, which contain a full list of the state's requirements which the self-employed individual has to meet to start doing business and which show the individual that no further authorities or institutions need to be visited, can be a source of inspiration.

- Imbue the education system with information about entrepreneurship, as well as support for an

entrepreneurial spirit within the framework of education from primary school age. This optimally requires a change in the education system in the Czech Republic, which in many aspects has reached the point where it requires reform. This involves support for creativity at the expense of rote learning, the ability to make practical use of acquired knowledge, support for an individual's strengths rather than averaging out, all of which is directly and indirectly associated with the latter approach to the willingness and courage to go into business.

– Reinforce the contact between schools and work experience. This is yet another area which is perceived by all of society as a weak link in the economy. It is only been marginally captured in this research, although it has been apparent from the answers of the respondents. This confirms the urgency of a needed solution.

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Редукційні тенденції у розвитку молодіжного підприємництва

В основу статті покладено гіпотезу, що протягом п'яти років з 2013 р. по 2017 р. готовність молодого покоління

до започаткування власної справи суттєво зменшилася, натомість збільшилася зацікавленість у працевлаштуванні по найму. Основою для перевірки цієї гіпотези стали два соціологічні опитування, проведені за допомогою методу когортного дослідження серед студентів Чеської Республіки. Вибірка становила 606 студентів або нещодавніх випускників у 2011 році та 776 – у 2013 році. Вибірка включала як студентів, які розглядали можливість започаткування власного бізнесу після завершення навчання, так і тих, хто відмовився від майбутнього підприємництва. Основною метою дослідження є встановлення базових детермінант, які сформували довготривалий тренд падіння кількості самозайнятих осіб у Чеській Республіці, що триває з 2011 року і наразі не завершився, відстеження основних мотивів та бар'єрів молоді для розвитку підприємницької активності. Результати дослідження показали, що, окрім гарної ідеї, домінуючою мотивацією для започаткування власного бізнесу є очікування збільшення доходів. Проте результати проведеного аналізу вказують на те, що, хоча довгострокове негативне сприйняття підприємницького середовища не погіршилося, кількість тих, хто не довіряє своїм силам або власним ідеям, значно збільшилася. Посилився і страх перед стресом та відповідальністю, пов'язаними з веденням бізнесу. На основі проведеного дослідження автор стверджує, що існуюча тенденція, коли молоді люди віддають перевагу найманій праці замість самозайнятості з ряду причин, свідчить про потенційну кризу підприємницької діяльності в Чеській Республіці. Результати дослідження можуть бути використані для формування стратегій підприємництва з метою покращення бізнес-середовища, а також системи освіти, що дозволить покращити розуміння того, як ведеться бізнес, а також зміцнити вплив на творчість молоді, оскільки це надзвичайно важливий шлях збільшення доданої вартості в економіці в цілому.

Ключові слова: підприємництво; молодий бізнес; перешкоди для початку бізнесу; мотивація для початку бізнесу, Чехія.