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## Increase in patriotic entrepreneurship in Ukraine and Poland as a result of Russian invasion in 2022

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**Abstract.** The aim of the paper is to examine the significance of the war in Ukraine for patriotic entrepreneurship in both Poland and Ukraine. The methods are semi-structured interviews with entrepreneurs and an online survey conducted among participants coming from both countries, who were introduced to the main elements that make up the concept of patriotic entrepreneurship. Both quantitative and qualitative research indicated that there is no significant impact of the Russian-Ukrainian war on inclinations related to patriotic entrepreneurship among Polish entrepreneurs, while there is such an impact among Ukrainian entrepreneurs. While patriotic entrepreneurship can be one of the important motivations for managerial and employee actions, the noticeable impact of war on it was only in the country where hostilities are taking

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place. The research limitation was the lack of representativeness of the sample. The research should be repeated after the war. It would also be useful to continue the research on the representative study.

**Keywords:** patriotism, patriotic entrepreneurship, impact of war

**JEL Classification:** M2, O2

## 1. INTRODUCTION

Patriotism manifests itself in love and loyalty to one's country. A patriot identifies with his or her country, defends its interests and cares for its well-being, including in the economic sphere (Kleinig et al., 2015; Chua & Sim, 2017; Primoratz, 2020). However, patriotism has been criticised by liberal and global movements on the grounds that people who see their own country as special may be biased against others (Nathanson 2009). Proponents of patriotic ideas, however, point to different shades of patriotism. Thus, one may encounter conservative or liberal patriotism, cosmopolitan patriotism, moderate patriotism, critical patriotism, or constitutive patriotism (Thurairaj et al. 2018; Horvat 2020; Breda 2020; Soutphommasane 2020; Nathanson 2020; Merry 2020).

Patriots are always ready to make sacrifices for their country (Capretti et al. 2018), and this becomes particularly important in times of war, which requires citizens to be ready to sacrifice assets, time, not to mention their own lives (Pratt 2004). During war, patriots are expected to identify the circumstances that led to the conflict, set the political and economic outlook and take action to ensure the basic needs of the population (Gibbs 2020).

Love for one's country is conveyed in various ways, one of which is entrepreneurship (Gustafsson 2014). There are several basic ways in which patriotic entrepreneurship is expressed, which we associate with entrepreneurship itself, nationalism and economic patriotism, and consumer ethnocentrism (Sulkowski et al. 2022).

However, market economics is still dominated by liberalism, which does not change the fact that there are views that the world, as a result of the Covid-19 pandemic and the war in Ukraine, is at a turning point, which will be followed by a process of deglobalisation and a re-division of the world into rival blocs of states (Bordoff & Sullivan, 2022; Zhuoyan 2022; Papava, 2022; Han & Root, 2022). This should contribute to the rise of patriotism, and hence patriotic economics and patriotic entrepreneurship. At the same time, the geopolitical situation in the Central and Eastern European region has changed drastically as a result of Russia's invasion of Ukraine. Hence, in this article we address the issue of changing perceptions of patriotic entrepreneurship during the period of hostilities. The aim of the article is to examine the significance of the war in Ukraine in terms of patriotic entrepreneurship in both Poland and Ukraine. To investigate whether there the importance of patriotic entrepreneurship has indeed increased, two research questions have been posed and will be verified through qualitative research:

- RQ1. How does Russian Invasion of Ukraine in 2022 impact patriotic entrepreneurship in Poland?
- RQ2. How does Russian Invasion of Ukraine in 2022 impact patriotic entrepreneurship in Ukraine?

In order to find answers to the above research questions, three research hypotheses will be verified through quantitative research:

- The Russian invasion resulted in a noticeable increase in inclinations towards patriotic entrepreneurship in Poland.
- The Russian invasion resulted in a noticeable increase in inclinations towards patriotic entrepreneurship in Ukraine.
- Growth in inclinations towards patriotic entrepreneurship is higher in Ukraine than in Poland

The realisation of the stated aim in this article is made possible through the research programme, which consisted of two parts. In a qualitative part, in-depth individual interviews were conducted with owners of Polish and Ukrainian companies. In the quantitative part, a questionnaire survey was conducted for a group of Polish and Ukrainian students, most of them working and familiar with the issues. The research programme was divided into two stages, the first taking place before the conflict in Ukraine and the second during the conflict.

## **2. LITERATURE REVIEW**

Entrepreneurship is considered one of the key conditions for economic development. We can define it as the perception of business opportunities and the readiness to profit from them, the search for all the necessary factors that enable production and economic activity, and the development of the strategies needed to optimise these opportunities. We can also understand entrepreneurship as a certain process of actions directed, under given conditions, towards the use of innovative ideas to generate benefits in the market, or towards the development of a new enterprise or venture. Entrepreneurship is not only about the individual's actions, but it also encompasses the potentials inherent in the culture of a society that can stimulate or limit it (Eckhardt & Shane, 2003; Chmielecki & Sułkowski 2017). The issue of patriotic entrepreneurship should be considered in a broader perspective, encompassing both patriotic economics and economic patriotism.

The issue of entrepreneurship from the perspective of patriotism is important because, even in times of increasing economic interdependence and global integration, national categories still seem to play a central role in economic exchange. In management and entrepreneurship research, nationality is treated as an objective criterion to classify companies and explain their behaviour and strategies. This is the case even in situations when the capital, managers, production and services, labour and markets are widely dispersed in international space. Politicians protect 'national' technologies. National governments protect 'national' companies (even if they are in fact multinational) from too much global competition or takeovers by foreign market players, because they have real relevance to the national economy (Gehlen et al., 2020). In this context, it is worth pointing to trends in American conservative populism or Chinese developmental populism (Helleiner, 2021).

An important element of patriotic economics is consumer ethnocentrism, which manifests itself in the belief of purchasers of a given product that it is wrong and even immoral to buy products made abroad because it may violate domestic business and employment structures (Auruskeviciene et al., 2012; Pupavac et al., 2020). Thus, we see that attitudes characterised by ethnocentrism influence consumer attitudes towards domestic and foreign products, perceptions of the products in question and, finally, purchasing decisions. Consumer ethnocentrism is a multidimensional phenomenon influenced by cognitive and perceptual dimensions, levels of collectivism-individualism and conservatism, product and country image, but also by patriotism and nationalism (Zeugner et al., 2015; Siamagka & Balabanis, 2015). Consumers' ethnocentrism, however, can have differences in some types of business activity, for instance, tourism, where the decisions are highly affected by various factors and, therefore, national identity is not always the main determinant (Devkota et al., 2020).

Another element of patriotic economics is economic patriotism on a macro level, manifested as a shift in state interventionism. As for the concept itself, we find references to it in a speech by the French Prime Minister Dominique de Villepin. Namely, in 2005, he defined the right of national governments to defend their own interests in integrated markets as 'economic patriotism' (Callaghan & Lagneau-Ymonter 2010, p. 7). Intuitively, economic patriotism means subordinating economic objectives to the protection of the

interests of the homeland. Indeed, however, economic interventionism has never disappeared, even in countries stubbornly supporting market liberalisation.

There are several basic forms of economic patriotism, such as transnational and local economic patriotism. In the literature, we encounter a distinction made between conservative and liberal economic patriotism. The first, conservative, seeks to 'preserve the status quo' and refers to traditional protectionism in the economic field. The second, liberal economic patriotism, involves selective or strategic liberalisation that privileges a specific set of economic actors. It may also aim to promote the competitiveness of domestic firms or citizens operating abroad. It is possible to intersect the two dimensions to get a sense of the possible diversity that may exist in the economy (Clift & Woll, 2012).

Due to the different state of national economies, the way economic crises are dealt with, and the varying approaches and understandings of patriotism, we can also talk about economic patriotism in relation to a specific country (Papp & Marton, 2019; Naczyk, 2014; Pandey, 2021). For example, in Nepal, economic patriotism should seek to increase employment in the state and private sectors (Pandey, 2021). Furthermore, a common European policy on agriculture could be called 'supranational economic patriotism'. Its task would be to seek to protect European agriculture facing the challenge of liberal global forces. Economic patriotism in the area of agriculture should focus on regulating consumption rather than on protecting production and imposing tariff restrictions (Grant, 2013).

In summary, economic patriotism at the macro level means that national governments adopt and pursue such economic policies within the national territory which serve the interests of 'one homeland'. This, moreover, is what is expected of governments with spatially limited political mandates. In national territories, they have responsibility to deliver on their mandates and to an electorate that expects the benefits of economic policies to be realised in the national territory. In general, national governments have no choice but to act in the 'national economic interest'. Moreover, national policy-making is inevitably influenced by the fact that economies remain constructed within state spatial boundaries and operate within socio-economic conditions defined by state constraints (Papp & Varju, 2019). No doubt, these conditions should be transparent and deprived of any obstacles, like illegal activity tolerance shifting the business results and income distribution (Mishchuk et al., 2018). Besides, the national governments have a crucial role in diminishing the degree of vulnerability to hybrid threats, like a hybrid war that Moscow is conducting in some countries. This situation is typical for Bulgaria (Hadzhiev, 2020).

Economic patriotism at the macro level should be linked to the patriotic actions of entrepreneurs at the micro level. These actions concern territory-based economic loyalty, and economic choices are supposed to be based on national interests (Cliff, 2013; Pitoňáková & Zhurauliou, 2015). This is understood as making decisions while taking into account the benefits of the local community, thus choosing, for example, local suppliers. This choice must also take into account rational considerations, so the offer of local suppliers must be competitive. As patriotism also means love for the territory, the activity of a patriotic entrepreneur must take into account taking care of the country's territory, understood both as the protection of the environment and material resources, as well as the activity of the host in accordance with the principles of law and business ethics. This manifests itself in not avoiding taxes, paying employees fairly, respecting labour rights, etc. An important element of taking care of the territory should also be the implementation of an effective corporate social responsibility strategy that emphasises the local community.

The issue of patriotic entrepreneurship itself needs to be considered as activities related to patriotic economics perceived on a micro level, and from the perspective of the entrepreneur himself. This issue is not well described in the available literature. There is only one English-language item in the Scopus database containing the phrase "patriotic entrepreneurship" in the title, abstract, or keywords. The authors of this article defined patriotic entrepreneurship and conducted a comparative study of the perception of this entrepreneurship in Poland and Ukraine (Sulkowski et al., 2022). On Google Scholar there are 14 search

results for the phrase "patriotic entrepreneurship", of which 12 are in English and 2 in Polish. Among these 14 titles, the phrase 'patriotic entrepreneurship' appears in the text in 10 of them. 3 of the above discuss patriotic entrepreneurship (on June 14, 2022), one contains presentation of a research study. Another English-language entry deals with the importance of the English language, including its treatment as a tool for patriotic entrepreneurship (Gao 2022). Patriotic entrepreneurship was also mentioned in an article describing a development exhibition in Shanghai. It was defined here as the actions of local entrepreneurs who, by studying Western science AND technology, developed their businesses contributing to China's economic success (Pozzi, 2021). Gumede in his two texts writes about entrepreneurial patriotism as a way to strengthen African economies (Gumede, 2020a; Gumede, 2020b). The term 'entrepreneurial patriotism' (10 items on Google Scholar, on June 14, 2022) has mainly been used to explain historical types of active and inventive patriotism (England, 1985; Moreno-Luzón, 2007). What is a much more popular term in literature is the term 'patriotic leadership'. However, the term is mainly applied to political and historical leadership.

Considering the specificity of the patriotic economy, patriotic entrepreneurship is the ability to select and engage in economic activities the factors of production in a way that ensures the profit of the organisation, while taking particular account of community, the ethical values of the community derived from its cultural heritage, and while showing respect for the territory in which the company operates, which respect should be understood as caring for the environment and acting in accordance with the principles of corporate social responsibility.

When considering the issues of patriotic entrepreneurship, patriotic economics, and consumer ethnocentrism, it is worth noting that these different elements complement and influence each other. The broadest concept is patriotic economics. It encompasses both macro- and microeconomic issues. It includes the other three elements, namely patriotic entrepreneurship, consumer ethnocentrism and state interventionism. These elements therefore form the triad of patriotic economics, creating a system of complementary constituents. Patriotic entrepreneurship must therefore be considered as one of these elements (Sulkowski et al., 2022).

When considering the issue of patriotic entrepreneurship, it is important to take into account the very crucial factor of war. In times of stability, it is unnoticed but when war appears on the geopolitical horizon, it becomes one of the most important influences on economic activity. Certainly, the intensity of warfare is important here. Armed conflicts, from an economic and business perspective, can be divided into two categories. The first is related to conflicts that deplete a country's capital (including buildings, infrastructure, hospitals and other material resources). The second group includes conflicts that mainly target civilians (e.g., through displacement or high loss of life). This type of conflict primarily drains a country's social capital by affecting the quantity and quality of the workforce and the dependency ratio (Bruck et al. 2012). There are also conflicts whose negative effect concerns both the depletion of a country's capital and the depopulation of its civilian community (e.g., Russian-Ukrainian war in 2022).

Long-term conflict has a far more negative impact than short-term conflict, where short-term effects may not have a significant impact on entrepreneurs. Long-term conflict reduces investment in technology and innovation in a long period of time (Singh, 2013).

Full-scale conflict has a devastating impact on business, which does not change the fact that entrepreneurs themselves can survive. However, they have to adapt to the new situation, which does not always have a positive influence on business (Bruck et al., 2012; Collier & Duponchel, 2013; Naude, 2007; Naude, 2008; Naude, 2009). The negative impact of war on business survival particularly affects small and young firms. Older, medium-sized and large companies have the best chance of survival. This is due to the contacts and experience they have and the amount of resources required to survive (Camacho & Rodriguez, 2013).

A characteristic feature of entrepreneurial activity in times of war is the increase in the number of self-employed workers and the increase in business start-ups. This phenomenon is due to the fact that conflict reduces wage employment opportunities, so the population is forced into self-employment. It should be borne in mind, however, that an increase in self-employment does not necessarily turn into productive entrepreneurship because of limited access to opportunities and resources. Another explanation for the aforementioned phenomenon is that conflict creates new earning opportunities (for entrepreneurs operating outside the immediate conflict zone) (Brück et al., 2011; Bruck et al., 2012; Bozzoli et al., 2013). In addition, the stimulated increase in the number of business start-ups may result from the demand for resources necessary to conduct the conflict (Bruck et al. 2012). Consequently, armed confrontations lead to an increase in entrepreneurial activities. Interestingly, the increase in self-employment is also correlated with the intensity of the conflict, and the effects may be long-term ones. For example, in Vietnam, areas that were bombed more intensely during the US intervention had higher levels of self-employment three decades later (Churchill et al., 2021).

A negative effect of military action is the increase in the share of so-called destructive entrepreneurship, which has a negative impact on wealth creation, employment and innovation. This is due to the weakening, as a result of war, of public institutions that are the main source of support for so-called productive entrepreneurship (Desai et al., 2012). The weakness of public institutions may also contribute to the development of destructive entrepreneurship after the war, during the reconstruction period. Then, aid for the reconstruction of the destroyed country instead of economic development can only be transferred to the partisan profits of entrepreneurs (Sanders & Weitzel, 2013). In cases of prolonged conflict and weak state institutions, destructive entrepreneurship contributes to the emergence of entrepreneurs who use violence to pursue their own goals, which play a primary role in the country's economy. Organisations of such entrepreneurs, with the help of armed fighters, can economically control areas of the country in which they operate. They can control the food trade, transport and also the redistribution of public funds and can influence the staffing of public institutions (Tsoutsoumpis, 2021).

At the same time, the conflict situation does not have such negative effects in terms of the overall competence of entrepreneurs. Refugees who are entrepreneurs as a result of the hostilities are forced to relocate. Still, by using their own competences and experiences and having previously established contacts, they will act in an entrepreneurial way, trying to persevere in their own development paths (Kwong et al., 2019).

When considering the impact of war on entrepreneurial activities, the post-conflict period should also be taken into account. A characteristic feature of countries heavily affected by war, resulting in significant destruction of public and industrial infrastructure, is the so-called Phoenix Factor. It is characterised by intensive post-conflict reconstruction of the destroyed country, resulting in high economic growth rates, increased production and innovation in the economy. After the end of the war, completely new opportunities arise to expand the country, based on more advanced technologies than before the war (Bruck et al., 2012; Organski & Kugler, 1977; Organski & Kugler, 1980; Collier, 1999; Koubi, 2005).

War therefore directly affects the various elements of the triad mentioned earlier. War weakens state institutions, but at the same time forces these same institutions to mobilise and increase their control over the market and entrepreneurs. The time after the war is the time of reconstruction, where state intervention intensifies. Attitudes of patriotism and nationalism should increase in local residents, i.e., consumers. Thus, consumer ethnocentrism should increase. At the same time, entrepreneurs are forced to operate in difficult times. They often subordinate themselves to local interests, both public and informal. Sometimes they succumb to illegal groups that use war to enrich themselves. All the factors mentioned should be relevant to the wartime growth of attitudes of economic patriotism, which manifest themselves in actions based

more on local resources. In other words, such attitudes should result in an increase in patriotic entrepreneurship.

### 3. METHODOLOGY

Studies found in the literature confirm that war has an impact on entrepreneurship. It results in increased state interventionism, while public institutions are weakened, especially in a war zone (Desai et al. 2012). Entrepreneurs have to adapt to the war situation (Bruck et al., 2012; Collier & Duponchel, 2013; Naude, 2007; Naude, 2008; Naude, 2009). Self-employment is on the rise, and companies focused on producing the resources needed for military operations are emerging (Bruck et al., 2012). Consequently, an examination of the impact of war on patriotic entrepreneurship was chosen as the aim of the present study. The research focused on Ukraine, a country that was attacked by an aggressor. Poland, which directly borders Ukraine, which has taken in the largest number of Ukrainian refugees and has been supporting, within NATO, the country attacked by force, was also included in the research.

In order to achieve the objectives and verify the research hypotheses - indicated in the introduction - both qualitative and quantitative methods were included, thus a pluralistic methodological approach was used (Creswell, 2009; Yin, 2016). It should be noted that in both qualitative and quantitative research, respondents were familiarised with the complexity of the research question. Within the qualitative method, an individual in-depth interview was used.

Its main objective was to investigate how patriotic entrepreneurship influences purchasing and entrepreneurial behaviour in different countries. Entrepreneurs from both Ukraine and Poland were included in the qualitative research.

Data collection for the qualitative research was based on a semi-structured in-depth interview. Dispositions for the in-depth interviews were designed to provide an initial blueprint for the interview and were not strictly adhered to, allowing the interviewer to explore themes important for the individual respondents in each case. During the interviews, there was an opportunity to ask the respondents additional questions, so that the research question could be made more specific. The interview dispositions, which are relevant to the understanding and development of patriotic entrepreneurship, can be found in Table 1 below:

Table 1

Semi-structured interview questions

1	Do I work with domestic suppliers after the outbreak of the war, and in what ways ?
2	Do I pay attention to product branding and origin after the outbreak of the war, and in what ways ?
3	After the outbreak of the war, do I avoid buying the products and brands of companies known not to have withdrawn from the Russian market or to be associated with it and thus relevant to the aggressor's economy?

*Source:* own research

The qualitative research included managers and owners of small, medium-sized enterprises from both Poland and Ukraine. Care was taken to ensure that the selection of respondents, both Polish and Ukrainian, was similar in terms of the size of the sample. Interviews were conducted between May and June 2022. The selection at this stage of the research made it possible to reach specific cases, which provides an opportunity to understand the specifics of the companies surveyed (Fendt & Sachs 2007; Sulkowski 2009; Toften & Hammervoll, 2013). The selection of respondents was purposive. The research was not guided by the

criterion of 'outliers', and therefore did not select research participants who theoretically 'should not' fit the 'pre-conceptualisation' used (Silverman, 2006).

Twenty in-depth interviews were conducted as part of the qualitative research. The interviews lasted on average about 1.5 hours, with the shortest one lasting just under an hour and the longest lasting over two hours. The selection of respondents in the qualitative research is presented in Table 2 below.

Table 2

Respondents to the survey

Lp.	Gender	Company size/Number of employees	Industry	Lp.	Gender	Company size/Number of employees	Industry
Polish respondents				Ukrainian respondents			
P1	M	45	Trade in food products	U1	W	27	Food and industry trade
P2	W	5	Agriculture	U2	W	9	Agriculture
P3	W	150	Insurance	U3	M	38	Protection of property
P4	M	7	Commercial services	U4	M	9	Recording studio
P5	M	125	Food manufacturer	U5	M	103	Poultry and cattle farming
P6	M	7	Jewellery manufacturer	U6	W	5	Folk handicraft
P7	W	74	Catering industry	U7	W	54	Catering industry
P8	M	25	Construction company	U8	M	120	Production of artificial packaging for building materials
P9	W	7	Hotel and catering industry	U9	M	19	Hospitality services
P10	M	10	Event organiser and lighting manufacturer	U10	M	17	Educational services

Source: own research

In the quantitative part of the research programme, a survey was conducted among Polish and Ukrainian students, the vast majority working and familiar with the issues. The duration of this programme was divided into two phases, the first taking place before the conflict in Ukraine (in April 2021) and the second during the conflict (in April 2022). In both surveys, respondents were asked to indicate their level of acceptance of 18 statements regarding patriotic entrepreneurship, etc. In addition, the 2022 survey included 4 statements concerning on the impact of the war on changing inclinations related to patriotic entrepreneurship.

The initial assessment of the veracity of the research hypotheses on the impact of the Russian invasion of Ukraine on the change in the intensity of inclinations related to patriotic entrepreneurship in Poland and Ukraine consists of an analysis of the responses to the 2022 survey only. The in-depth verification process consists in assessing the significance of changes in the value of a certain measure of the intensity of inclinations related to patriotic entrepreneurship determined on the basis of responses to the 2021 and 2022 survey.

A measure of the intensity of inclinations related to patriotic entrepreneurship was determined based on nine statements that best define the phenomenon under analysis:

1. One should start a business in one's own country.
2. The headquarters of the company founded by me should remain in my country.
3. Most of the profits of a company founded by me should be realised in my country.



4. Working for the good of the country should be an important motivation for me to go into business.
5. An entrepreneur should be a patriot.
6. Entrepreneurship can be patriotic.
7. We should buy from companies that originate in our country.
8. The entrepreneur should treat the citizens of his country in a favourable way.
9. Patriotism is old-fashioned.

The answers to the first 8 questions, treated as stimulants, were coded as follows: -2 - totally disagree, -1 - partially disagree, 1 - partially agree, 2 - totally agree. The last question is a destimulant, so answers were assigned values with opposite signs. The measure is the sum of the answers to the 9 questions, divided by the number 18, which limits the possible values to the range [-1;1], where a value of -1 would indicate an extreme lack of acceptance of the phenomenon of patriotic entrepreneurship (total disagreement with statements 1-8 and total agreement with statement 9), while a value of 1 would indicate a very strong intensity of inclinations related to patriotic entrepreneurship (total agreement with statements 1-8 and total disagreement with statement 9).

In 2021, 524 people participated in the quantitative survey (283 people of Polish origin, 238 people of Ukrainian origin, 3 people of other origin), while in 2022 414 people participated (208 people of Polish origin, 205 people of Ukrainian origin and 1 person of other origin). Finally, only the answers given by Poles and Ukrainians were analysed.

In the 2021 and 2022 surveys, the sub-samples distinguished by origin were characterised by the following structure (cf. Table 3):

- The Polish group was clearly dominated by women (over 60% in 2021 and over 70% in 2022); among Ukrainians, women made up less than half of the samples in both surveys;
- In the 2021 survey, almost 40% of Poles were under 25 years of age, one in five respondents was aged 25-30, 17.1% were aged 31-37; 19.4% were aged 38-50, and only 1.8% were over 50 years of age; in the 2022 survey, those under 25 accounted for over 60%, so the share of those aged 25 and over was significantly lower than in the 2021 survey; similar differences can be seen in the structure of the Ukrainians surveyed - in the 2021 survey, those under 25 accounted for just over a third of the respondents, while in 2022 this share was twice as high;
- The group of Poles participating in the 2021 survey was dominated by people living in the countryside, accounting for more than 40% of this subsample, a third lived in cities of up to 100 000 inhabitants, almost one in five in cities of over 300 000 inhabitants; in the 2022 survey, the proportion of people living in the countryside was slightly lower in favour of those living in cities, especially those of up to 100 000; in turn, in the group of Ukrainians, only one in four was a rural resident in the 2021 survey, while in the 2022 survey only one in ten, and half lived in large cities.

The use of comparative methods in the context of assessing the intensity of inclinations related to patriotic entrepreneurship among Poles and Ukrainians in 2021 and 2022 requires an analysis of the results obtained from samples of similar structure. In the case of gender, Renkonen's similarity index (cf. e.g., Wolda, 1981) exceeded the value of 0.9, for place of residence it was slightly lower, being the lowest for age (cf. Table 3). The fact of the low value of the similarity index from the point of view of age - a characteristic that is statistically significantly correlated with the measure of inclinations related to patriotic entrepreneurship in 2021 - could influence the burden of conclusions concerning the change in the intensity of these inclinations in connection with the war. For example, a higher proportion of Poles under the age of 25, where this group is characterised by a relatively low intensity of inclinations related to patriotic entrepreneurship, would affect the average value of the analysed measure. Therefore, the comparative analysis was carried out separately for the sub-sample of those aged under 25 and the others, which eliminated the occurrence of the problem indicated above.

Table 3

## Characteristics of the research samples

Sociodemographic characteristic		Poles		Ukrainians	
		2021	2022	2021	2022
Gender	Men	38.2%	28.4%	54,2%	53,2%
	Women	61.8%	71.6%	45,8%	46,8%
	Similarity score	0.901		0.990	
Age	Under 25 years old	39.9%	61.5%	34,5%	70,2%
	25-30 years old	21.9%	16.8%	39,9%	28,8%
	31-37 years old	17.0%	7.2%	19,7%	0,5%
	38-50 years old	19.4%	12.5%	5,5%	0,5%
	50 years old and more	1.8%	1.9%	0,4%	0,0%
	Similarity score	0.782		0.642	
Size of locality of residence	City of over 300,000	18.4%	19.2%	25,2%	49,3%
	City of 100-300,000.	4.9%	5.3%	20,2%	25,9%
	City up to 100,000	33.6%	39.4%	29,8%	15,6%
	Village	43.1%	36.1%	24,8%	9,3%
	Similarity score	0.929		0.703	

Source: own research

## 4. EMPIRICAL RESULTS

### 4.1. Results of qualitative research

The qualitative research showed that the Russian invasion of Ukraine had a serious impact on the business activities of entrepreneurs in Poland. Namely, several of them expressed the belief that in the face of war they should take firm action to cooperate with domestic suppliers. Thus, the first one stated that after the outbreak of war he would be more likely to cooperate "with Polish suppliers, but Poland is not economically independent and does not produce all the necessary fixed assets" (P1). However, it would be good for Poland to be self-sufficient, as "restrictions in the supply of products coming from abroad, negatively affect the continuity of production" (P10). In a similar vein, another respondent stated that after the outbreak of the war he "strongly favours 'indigenous entrepreneurship, the Polish customer and those who produce local products'". Even more "their promotion is a sign of the times" (P3).

However, the Russian aggression did not affect several other Polish respondents, who nevertheless previously supported domestic suppliers regardless of the crisis situation. Thus, one believes that "the war does not change his preferences. Poles should participate in building our GDP in the first place" (P2). The same is true for another respondent, who stated that he "has worked with Polish suppliers all the time" (P5). For him, supporting domestic suppliers is "effective advertising, as interest in Polish products increases" (P5). The company's policy "from the beginning is mainly to cooperate with Polish suppliers" (P6). Still another one added: "I have always been in favour of Polish products and I still maintain my position, which does not change the fact that I am not thinking about war" (P8). For others, the quality of the product remains the most important. They choose Polish producers "if the quality of the product is sufficient". This is "of great importance, because by doing so, I support the employment of people living in the country" (P4), moreover, "ultimately, I influence budget revenues (P9).

The choice of supplier is determined not only by the quality of the product, but also by the timeliness of delivery. If foreign contractors "deliver on time there is no reason to complain about foreign suppliers" (P7).

Research has shown that entrepreneurs are not only willing to cooperate and collaborate with domestic suppliers and producers, but are also paying increasing attention to the origin of the product and its brand. Those associated with Russian or Belarusian capital are being eliminated. The first respondent noted that he 'consciously does his shopping, which does not change the fact that he prefers exclusively Polish products' (P1). As many of the available and necessary resources are sourced from abroad, 'I pay special attention to their origin'. Obviously, "I prefer Polish products and the use of foreign products is occasional" (P2). "I reach for foreign components only when there is a lack of domestic ones" (P7). "Although the focus on local products is not relevant to my current situation and business, such a goal nevertheless guides my actions" (P3). "When I have to, I consciously reach for local products" (P3). The war has sharpened the outlook on local brands for another interviewee, who added that he 'considers the appreciation of local brands as a 'corporate social responsibility' action' (P4). The war did not change the actions of the next entrepreneur, as he had always based his business on a Polish contractor (P5). However, the war made him "more willing to recognise Polish brands and encourage others to do the same" (P6). Still another respondent, on the other hand, 'avoids buying products from petrol stations that are connected with capital 'linked to Russia' (P8).

Only for the event entrepreneur does the origin of the products "that I use in my business" (P10) not matter, while it does matter for the trader (P9).

Entrepreneurs are obliged to respect the law under which the embargo on products and services linked to Russian capital was imposed. The analysis of the results of our own research shows that entrepreneurs, regardless of the law in force, were divided in their opinions on the use of companies linked to Russian capital and even those that had not withdrawn from doing business in the Russian Federation and the Republic of Belarus. The first interviewee argued that he 'would not want to sponsor Russia in any way' (P1). The same motives guided the eighth entrepreneur, who stated categorically: "I do not buy from companies linked to Russia" (P8), and another: "I eliminate countries such as Russia or Belarus from my economic life" (P9). Negative emotions towards Russian capital accompany the fourth respondent: "my emotional approach to the situation in Ukraine makes me not want to 'support Russia'" (P4). Companies that have not withdrawn from the aggressor's market "by the fact of their presence support the aggressors economically and even image-wise" (P10). For another respondent, 'barcodes' help in identifying companies and 'I definitely avoid any Russian and Belarusian capital' (P5). A jewellery manufacturer would not use petrol stations "suspected of working with Russian capital" (P6).

Completely different motives guided another respondent, who "is guided solely by economics in his choices and is not determined by the armed conflict. However, he believes that 'Russian products do not guarantee high quality' (P2). The situation is similar for another respondent, who believes that "his company's strategy is primarily based on using high-quality products. Russian products are not such" (P3). The next respondent does not use products that are related to the aggressor capital for the reason that he usually does not "have access to them" (P8). Finally, a catering businessman stated that when he needs to make necessary purchases he does not avoid retail chains that have not withdrawn from or are linked to the Russian market, because "he has easy access to them, there is a wide assortment in them, and the price is adequate to the quality. However, when I shop in them, I would certainly not 'buy either Russian or Belarusian goods' (P7).

The research confirmed that Ukrainian entrepreneurs are strongly in favour of patriotic entrepreneurship. When asked whether he was more willing to cooperate with domestic suppliers after the outbreak of war, the first Ukrainian entrepreneur stated that if he had the opportunity, he would "cooperate

exclusively with Ukrainian suppliers" (U1). Besides, in such an activity he sees opportunities for "a positive response to the perception of the brand he is building" (U1). The ninth respondent pointed out that "the situation forces it, so to speak, as there are limited possibilities to obtain supplies from abroad" (U9). The war convinced the eighth entrepreneur that "it is best to base their business on cooperation with domestic suppliers" (U8). For the seventh, "the war did not change much", as "before the war he based his business exclusively on local products". He also cooperated with Polish suppliers, "but it was the same before the war broke out" (U7). The second respondent believes that "his country has suffered a lot and if there is a chance to help the economy, it has to be done" (U2). This does not change the fact that he would "check on the supplier, as mutual trust is needed, especially with the growing lack of it" (U10). Believing that working with local partners helps the economy, their support for such an attitude was shown by respondents 3, 4 and 6 with a definite 'yes', with the third one emphasising that he "tries his best to show support for his country" (U3).

A further respondent was unable to answer the question, as 'their decisions are influenced by interpersonal relationships' (U5).

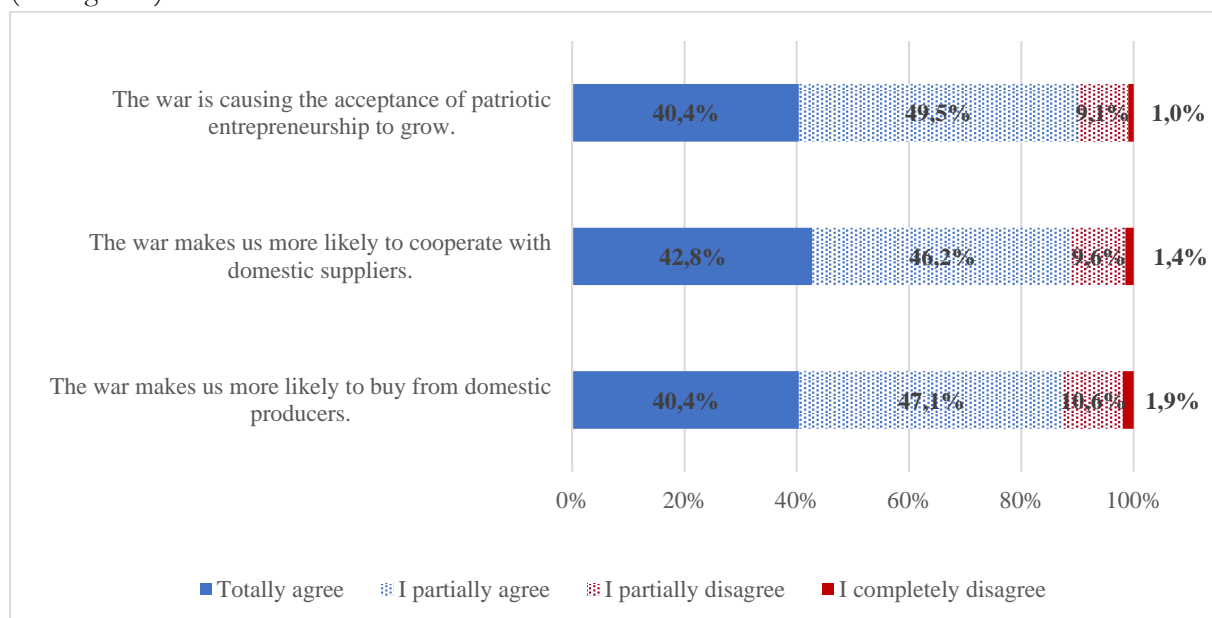
It is interesting that when asked whether attention was more likely to be paid to product branding and origin after the outbreak of war, several respondents indicated that they had never considered this (U4, U5, U6, U7, U10) or thought about it occasionally (U2). This was made very clear by the fourth respondent, who admitted that he had never paid "any attention to it, either before the war or now" (U4). The origin of the products bought was not unknown for the fifth respondent. As he says, he is from Belarus and knows "Russian and Belarusian products very well" (U5). By chance, another respondent pointed out, "I recognise the brands of toothpaste companies" (U2). However, there was no shortage of those who felt that this was extremely important in the current situation. Thus, the first interviewee indicated that he made an effort to recognise brands. Without difficulty, using the Internet, "I recognise Belarusian ones and those that have to do with Russia" If "I had the choice of buying products from China or Ukraine, I would buy the Ukrainian ones, more expensive, but it is about supporting our economy" (U1).

The eighth respondent confessed that "people are getting more and more interested in these issues and getting into knowing the details" (U8). What the reasons for this are, the ninth respondent (U9) was unable to identify. The third, however, confessed that they "recognise product brands much more often". Most often it is office products (U3). He admits that fortunately he does not have to "face the dilemma of which products to choose" (U3), as "I have not noticed Russian products in the shops" (U4).

Further questions addressed the issue of avoiding products and brands of companies that have not withdrawn from or are associated with the Russian market. Before the outbreak of the war, those were not used by several of the respondents (U1 and U4). Whatever the situation, they would always avoid products associated with Russian capital, said several other respondents (U7, U10). E.g., the seventh respondent admitted that even if they had access to them, "they would avoid Russian products, as I know very well what purpose the profits from their sale serve" (U7). The eighth respondent does not consider it appropriate to reach for products associated with Russian capital, as he would "never sponsor the enemy" (U8). Other entrepreneurs realise the seriousness of the situation. Employees of foreign companies "have no influence on the actions of the head office and branches in other countries" (U2). The boycott of such companies, retail and construction chains means that 'only local workers and entrepreneurs lose out' (U3). It is interesting that "they have not withdrawn from our country, although they were destroyed in the bombings" (U5). Moreover, they "are collecting money for Ukrainians in many countries" (U6) and "even willingly give access to documentation on this" (U9).

## 4.2. Results of quantitative studies

The next stage of the research process was quantitative research. In a survey conducted in April 2022, respondents were asked to subjectively assess the impact of the Russian invasion of Ukraine on the intensification of inclinations related to patriotic entrepreneurship among Polish and Ukrainian respondents (see Figure 1).



**Figure 1. The impact of the Russian invasion of Ukraine on the intensity of inclinations related to patriotic entrepreneurship as assessed by the surveyed group of Poles**

Source: own elaboration.

However, the subjective assessment of the impact of the Russian invasion on patriotic behaviour is not confirmed by the answers to the individual survey questions included in the measure of the intensity of inclinations related to patriotic entrepreneurship. Both non-parametric tests<sup>1</sup> of the equality of the median values of the measures in 2021 and 2022 and the concordance of their distributions do not confirm the significance of differences in the intensity of inclinations related to patriotic entrepreneurship in Poland.

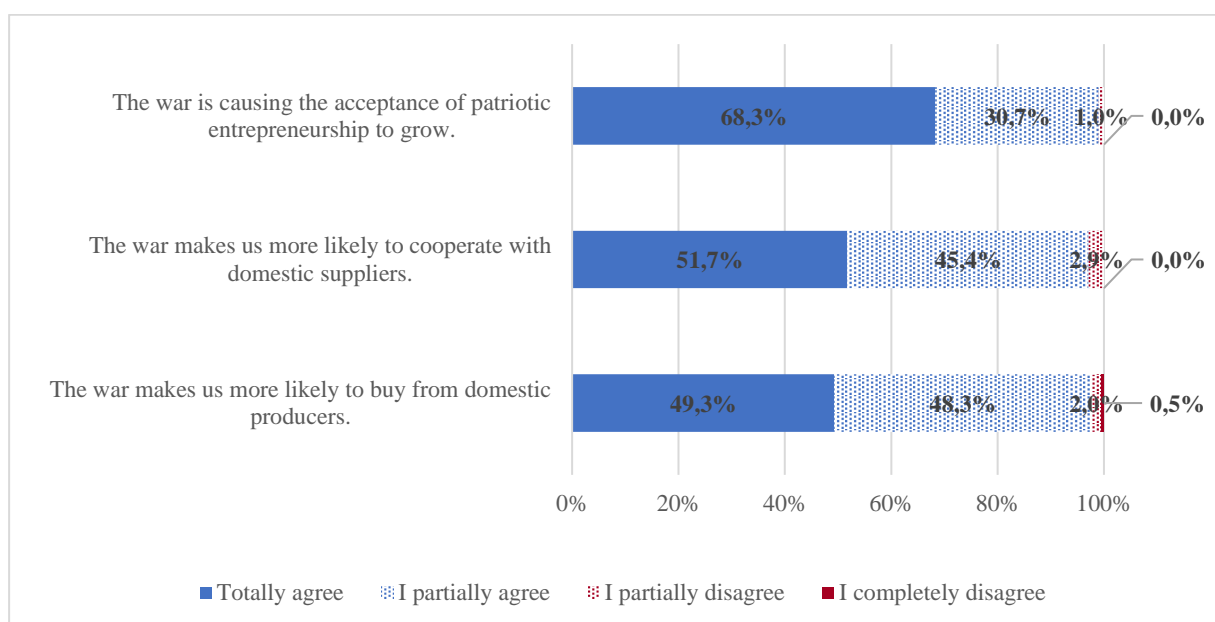
Table 4

Test results for values of measures of intensity of inclinations related to patriotic entrepreneurship in 2021 and 2022

Age	Year	N	A measure of the intensity of inclinations related to patriotic pre-entrepreneurship		Test of equality of medians	U-Mann-Whitney test
			average	median		
Under 25 years	2021	113	0.272	0.278	0.965	0.314
	2022	128	0.205	0.278		
25 years and over	2021	170	0.377	0.389	0.987	0.441
	2022	80	0.326	0.333		

Source: own research

<sup>1</sup> only in the case of the measure for those aged under 25 in 2021 does its distribution differ non-significantly from normal, so non-parametric tests were performed instead of parametric significance tests for the mean values



**Figure 2. The impact of the Russian invasion of Ukraine on the intensity of inclinations related to patriotic entrepreneurship as assessed by the surveyed group of Ukrainians**

*Source:* own elaboration

More than 97% of respondents of Ukrainian origin agree with the above-mentioned statements, also the statistical tests performed for the value of the designated measure confirm that the intensity of attitudes related to patriotic entrepreneurship in Ukraine has significantly increased, both among those under 25 years of age and those 25 years and older.

Table 5

Test results for values of measures of intensity of inclinations related to patriotic entrepreneurship in 2021 and 2022

Age	Year	N	A measure of the intensity of inclinations related to patriotic pre-entrepreneurship		Test of equality of medians	U-Mann-Whitney test
			average	median		
Under 25 years	2021	82	0.248	0.167	<0.001	<0.001
	2022	144	0.633	0.667		
25 years and over	2021	156	0.045	0.000	<0.001	<0.001
	2022	61	0.671	0.722		

*Source:* own elaboration

## 5. CONCLUSION

The qualitative research shows that the armed conflict has had a serious impact on business among both Polish and Ukrainian entrepreneurs and has influenced their thinking and decision-making. Poles prioritise cooperation with Polish entrepreneurs and suppliers, without indicating the circumstances. What has not changed is that punctuality of delivery and product quality are also taken into account. The brand and origin of the product are becoming increasingly important. Polish respondents most often distance themselves from purchasing products from companies associated with Russian capital or those companies that have not withdrawn from the aggressor's market. Here, too, product quality was taken into account. The emphasis on local contractors is also prevalent among Ukrainian entrepreneurs. It is primarily related

to product supply restrictions. What seems to be of lesser importance are products and companies that are sometimes associated with Russian and Belarusian capital. This position can be linked to the lack of local materials and the material support of these companies for war-affected Ukraine.

The results of the quantitative survey clearly indicate that, in the subjective assessment of the respondents, the influence of the Russian invasion of Ukraine on the intensification of inclinations related to patriotic entrepreneurship is observed, particularly strongly accentuated among Ukrainians. However, the measure of the intensity of such inclinations, constructed for the purpose of verifying the research hypotheses set, confirms the existence of such an influence only among respondents of Ukrainian origin. It is worth adding here that in the 2021 survey, the intensity of patriotic attitudes among Poles was significantly higher than among Ukrainians, especially among those aged 25 and over; after Russia's attack on Ukraine, the intensity of these attitudes among Poles did not change significantly, while there was an explosion of such attitudes among Ukrainians.

Thus, hypothesis one (H1) that the Russian invasion resulted in a noticeable increase in inclinations related to patriotic entrepreneurship in Poland was not confirmed. Polish entrepreneurs notice the invasion of Ukraine but it has no significant effect on their decisions. However, hypothesis two (H2) was confirmed stating that the Russian invasion resulted in a noticeable increase in inclinations related to patriotic entrepreneurship in Ukraine. Here, the change in attitudes of Ukrainian entrepreneurs was clear, which at the same time confirms hypothesis three (H3), which reads: the increase in inclinations related to patriotic entrepreneurship is higher in Ukraine than in Poland

The quantitative survey was conducted on a group of several hundred students, so it is difficult to judge such a sample as representative in the context of a study of patriotic entrepreneurship among entrepreneurs. The results should be interpreted with caution, which is an important research limitation of this analysis.

In the future, it would be worthwhile to conduct research with wider international samples (e.g. Syria, Libya, other EU countries). Also, it would be worth doing a survey with representative samples. After the end of the war, the survey would need to be repeated to see how business attitudes would change during the reconstruction of the country. It would also be important to investigate whether patriotic inclinations are transformed into nationalistic inclinations during the war and whether this results in patriotic entrepreneurship transforming into nationalistic.

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