

# Perception of patriotic entrepreneurship in Poland and Ukraine

Łukasz Sułkowski, Grzegorz Ignatowski, Bartłomiej Stopczyński, Joanna Sułkowska

## ABSTRACT

**Objective:** The article aims to investigate how patriotic entrepreneurship is understood by Polish and Ukrainian entrepreneurs.

**Research Design & Methods:** Qualitative research was carried out as part of the research conducted on the opportunities presented by the development of patriotic entrepreneurship. As part of the qualitative research, in-depth individual inter-views were conducted with ten entrepreneurs doing business in Poland and Ukraine.

**Findings:** The results showed that the concept of patriotic entrepreneurship was positively evaluated by the entrepreneurs and should be expressed in greater entrepreneurial independence. In their answers, the entrepreneurs paid attention to the need to 'humanise' entrepreneurship. They also showed understanding and strong support for consumer ethnocentrism, which is one of the dimensions of patriotic entrepreneurship. Patriotic entrepreneurship is also determined by preferences as to where a business is conducted. Respondents also indicated that the best place to do business was their own country of origin, empowering their own business, which increases independence from international consortia.

**Implications & Recommendations:** Patriotic entrepreneurship can be one of the important motivations for consumer, managerial, and employee actions.

**Contribution & Value Added:** The study was exploratory in nature. Due to the very scarce literature in the field of patriotic entrepreneurship, it will serve as a basis for future research in the mentioned area. By systematising the knowledge in this area, it will be possible to better prepare future research projects in this area.

**Article type:** research article

**Keywords:** patriotism; nationalism; patriotic entrepreneurship; economic entrepreneurship; consumer ethnocentrism

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## INTRODUCTION

Reading publications devoted to the issue of patriotism shows that although it is important in political science, there are few texts on the significance of patriotism in broadly understood entrepreneurship and economic activity. Patriotism is sensitive in a particular way to the community, it shows exceptional concern for cultural goods and values, and manifests respect for the homeland. Its priorities include being sensitive to the communal and social aspects of doing business. The commitment to cultural goods brings about the concern for the ethical aspect of economic activity, on the side of both the entrepreneur and the employee (Sułkowski *et al.*, 2017). At the same time, in publications devoted to the issue of patriotism related to economic activity, patriotism is most often understood as the love and special attachment of an individual to their homeland. The publications emphasize a sense of personal identification with one's own country and concern for its welfare, promotion, and readiness to sacrifice (Morse & Shive, 2011). Meanwhile, we must note that the criticism of patriotism understood in this way

began in the nineteenth century and the concept itself, taking into account the attachment to universal norms, the understanding of entrepreneurship, and the current principles of economic life, was verified. Bearing in mind the original concept of patriotism, it is difficult to connect the ontological and epistemological orders. The concept understood in a modified way allows to reconcile these orders. In fact, given the signalled concept of patriotism, which focuses on love and loyalty to one's own country, it is difficult to reconcile it with such phenomena as striving to reduce economic barriers and borders and a universal understanding of social justice (Macedo, 2011). It should be assumed, however, that they can be included in the discourse on entrepreneurship despite emerging nationalisms, also in the spheres of economy and progressing globalization (Greenfeld, 2011; Kregel, 2019; Melegh, 2006; Smits & Bowden, 2015; Suryadinata, 2000). On the one hand, international trade agreements concluded by countries, signed contracts, and constantly emerging new economic communities must significantly limit local economic initiatives aimed at promoting a given community and group. On the other hand, voices are being heard that in economic activity greater emphasis should be placed on state independence, especially when it concerns sectors of the economy ensuring the sovereignty of a given country. As a consequence, all this allows us to look at the discussion on the importance of patriotism, also in the economic sphere, with optimism. At the same time, the understanding of patriotic entrepreneurship depends largely on how we understand and define the concepts of patriotism and entrepreneurship.

The term 'patriotism' is used more frequently when we express ourselves in a positive way, and nationalism when we use the word in a negative sense. There is also a suggestion that patriots are much more reasonable, accountable for their actions, and respect the commitments made by patriots in other countries. Nationalists, on the other hand, seem to be extreme, ruthless, and uncritical in their commitments, ready to demand the superiority of their country over others and to be belligerent in their behaviour (Poole, 2008). Patriotism is associated not only with nationalism but also with ethnocentrism (Hammond & Axelrod 2006). In this case, patriotism may manifest itself in glorifying one's own ethnic group, with stereotypical devaluation of other ethnic groups (Hewstone *et al.*, 2002). In such a case, patriotism is threatened by the influence of nationalism and even racism (Ray & Furnham, 1984). However, many researchers point out that patriotism is a kind of 'maintaining a balance' between caring for the good of the community one is a part of, and cooperation with representatives of other cultural, ethnic, and national groups (Mummendey *et al.*, 2001). It should also be mentioned in the discourse on entrepreneurship. It is, after all, one of the key social ideas, rooted in the birth of nation states. Today, the strength of the impact of patriotic values on the development of entrepreneurship significantly differs depending on the country, ethnic group, social group and their status (Dowley & Silver, 2000). For example, in the nineteenth century, Poland was one of the examples of a nation without a state in which the ideas of patriotism and its values were the foundation of national identity. The sense of patriotism influenced the development of local entrepreneurship.

Considering the emerging nationalistic tendencies, the article will draw attention to the need to place and develop the concept of patriotic entrepreneurship in entrepreneurial science. In doing so, the issue of patriotic entrepreneurship will be considered from the perspective of the entrepreneur and the consumer. Therefore, the aim of the article is to investigate how patriotic entrepreneurship is understood by Polish and Ukrainian entrepreneurs. To this end, five research questions were formulated in the research, which were verified in qualitative research. It seemed fully justified to include both Polish and Ukrainian entrepreneurs in the research. Both have only recently begun to participate in the process of building an economy based on market rules. Polish entrepreneurs have a full opportunity to participate in the international structures of the European Union, while the Ukrainians are inspired by it. Before starting the research, both Polish and Ukrainian entrepreneurs were previously acquainted with the issues addressed in the present text.

Paper is composed in five parts. First one is introduction with the aim of article, than literature review focused on problems economic patriotism but also consumer ethnocentrism and patriotic entrepreneurship. Then there are descriptions of research methodology, results and discussion. The results of qualitative research showed the perception of patriotic entrepreneurship by the entrepreneurs. The last part are conclusion emphasizing the meaning of patriotic entrepreneurship. The research limitation and article contribution were also presented in the last section of the article.

## LITERATURE REVIEW

The origins of economic patriotism should be sought in mercantilism (Reznikova *et al.*, 2018; Hel-leiner, 2002), which was a system of economic nationalism. It was associated with the growth of national self-consciousness and patriotism. It stood for national power as a necessity for defence and offence, as something to which the economic interests of the people must be subordinated and which they must be made to subserve, and which in turn must be used to safeguard and advance those interests as distinct from, and even opposed to, those of other peoples (Horrocks, 1925). The mercantilist system was found to have basic elements of economic nationalism (Aggarwal, 2016), although mercantilism and economic nationalism should not be equated. While mercantilism directs economic development in a direction that benefits the state elite, economic nationalism uses the state to promote national interests (Levi-Faur, 1997).

Actual patriotism and patriotic entrepreneurship are not diametrically opposing concepts in a global perspective (Rawwas & Rajendran, 1996). The term 'patriotism' does not appear in European languages until the second half of the eighteenth century (Barnhart, 1995). According to the wide-spread understanding of patriotism, a patriot is a person who loyally loves their country, demonstrates their loyalty, and is ready to defend it (Crowther, 1998). Patriots identify themselves with their own country and its fellow citizens and may also prefer its prosperity to other countries. Patriotism understood in this way has a certain emotional character, so it is open to changes and has potential. This emotional character is emphasized if we take into account that patriots and communities that make up states are tied to specific geographic places, and the individual and community are intergenerational and deeply believe in survival and their own well-being. A patriot may but does not have to perceive only the positive features of their own country and nation and express hostile sentiments towards others (Callan, 2006; Hand, 2011).

The concept of patriotism quoted above was criticized already in the nineteenth century. Critics of patriotism in its traditional sense even say that it is a form of racism or that it has a Janus face (Keller, 2005; White, 2003). Literature says that the first to criticize patriotism was the Russian thinker and writer Leo Tolstoy, who writes that patriotism can be both stupid and immoral (Primoratz, 2000).

The negative potential of patriotism can also be directed inward, which can lead to the differentiation of patriotic people in a given country, good people and bad people. Indeed, as Nussbaum (2008) notes, the idea of patriotism will always give priority to specific communities over others. Therefore, one should strive to ensure that patriotism draws its inspiration from universal ideas, emphasizes universal aspects, such as justice and the necessity to preserve the ethnic diversity. In this case, however, the important question remains whether we can still call it patriotism.

In an attempt to mitigate the potential and negative overtones of patriotism, good patriotism is sometimes distinguished from bad nationalism. The latter is most often understood as an attitude taken by members of a nation when they care about national identity or when they undertake actions aimed at achieving or maintaining self-determination in times of threat. While nationalism uncritically accepts national, state, and political authorities along with a belief in the superiority and dominant status of one's own nation, patriotism is defensive in this context. It is perceived as being attached to a specific place and way of life that someone considers to be the best. However, patriots do not want to impose their values and dominate others. In this approach, patriotism places more emphasis on the place, and nationalism on the nation (Miscevic, 2020; Skitka, 2005).

In fact, patriotism and nationalism are not of the same nature. They differ in the formation of political ideas, the ways of expressing arguments, and ways of referring to a political party, homeland, country, and nation. In other words, both terms have slightly different connotations, as do the languages used by people referring to patriotism and nationalism. One should not ignore the fact that both nationalism and patriotism had their dark moments in human history (Audi, 2009; Markell, 2000). According to some authors, patriotism rejects actions aimed at idealizing the nation and expresses readiness to constructively and critically look at its history. It supports a given political system as long as it remains in line with human values and accepts that the state may be criticized for its actions (Davidov, 2010).

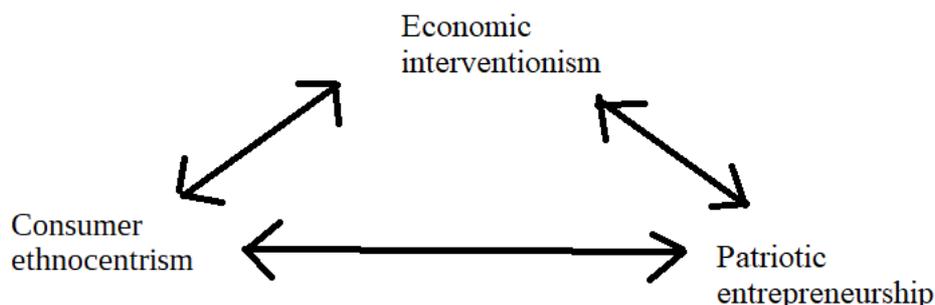
When confronted with emerging nationalisms, it is worth to deepen the meaning and understanding of patriotism. Regardless of how much we emphasize the mildness of patriotism in the context of nationalism, we will always stick to the idea of sacrifice for one's own country. From the perspective of the community, a patriot will always have love for one's own country in mind, which causes other groups to be relegated to the background. Thus, it should never be forgotten that patriotism can serve a bad purpose. However, if we decide that it is justified to speak of patriotism, the question arises of how to implement control tools and safeguards that can counter patriotic bias towards other people (Macedo, 2011).

The well-thought-out idea of patriotism allows to avoid a conflict between citizen's emotional attachment to their country and their rationally grounded moral and political obligations (Markell, 2000). Patriots support a given political system as far as it is consistent with human values. They accept the fact that the state can be criticized and accept that there are negative feelings about the nation (Davidov, 2010). Criticism of narrowly understood patriotism and searching for a place for it in the context of universal values, and emerging nationalisms lead to the distinction of several types of patriotism. In the literature, we encounter constructive and authoritarian patriotism also known as uncritical (Huddy & Khatib, 2007). Patriotism can also be symbolic and blind, right-wing or liberal (Parker, 2010). Bearing in mind the memory of Nazism and the need to protect against potential atrocities, German political scientists coined the concept of 'constitutional patriotism' (Lacroix, 2002).

There are several connotations related to patriotism and economy in the literature on the subject. The first is 'economic patriotism.' The dominant understanding of 'economic patriotism' is steering national economy towards: statism, rejection of neo-liberalism, stronger country orientation, and local entrepreneurship. Although the concept of economic patriotism appeared in the nineteenth century (Clift & Woll, 2012b), its sources of renewed popularity should be sought in the 2008 crisis, which resulted in a very high increase in public expenditure caused by activities related to state intervention, aimed at mitigating the effects of this crisis. This crisis also showed that economic neoliberalism is not a recipe for the efficient functioning of the market (Clift & Woll, 2012a; Szanyi, 2016). This crisis was a catalyst for the rise of economic patriotism in popularity, which became an alternative to neoliberalism. However, the devaluation of neoliberalism and its gradual departure from it had already taken place before the crisis (Härtel, 2006).

When defining economic patriotism, we should start with the fact that economic patriotism suggests a hierarchy of values, in which homeland ranks higher than individual economic interests (Clift & Woll, 2012a). Thus, economic patriotism means making conscious economic decisions taking into account the positive impact of these choices on the national (state) community with which a given entity identifies itself. This is tantamount to economic bias towards certain territorial groups, resulting in a privileged position for these groups (Callaghan & Lagneau-Ymonet, 2010; Szanyi, 2016, Pawlak *et al.*, 2021, Mizik *et al.*, 2020). These decisions are made both by buyers (*e.g.* purchases of domestic goods) and producers (*e.g.* selection of domestic suppliers, co-operators, selection of a local location as a place of business and paying taxes), (Krzemień, 2019) and public authorities. As a result, there is a triad that contributes to the patriotic economy. The first two elements of this triad are the actions of public authorities relying on economic interventionism and customers driven by consumer ethnocentrism. In the case of entrepreneurs, the literature suggests that these are activities related to corporate social responsibility. It seems, however, that reducing the activities of entrepreneurs to activities related to functioning in accordance with the principles of corporate social responsibility is an oversimplification. Firstly, such activities may be global, cosmopolitan (*e.g.* fighting global warming, supporting global foundations). Secondly, a series of business decisions that take into account the principles of patriotic economy do not match the principles of corporate social responsibility (*e.g.* preference for local suppliers). Therefore, here, corporate social responsibility should be replaced with patriotic entrepreneurship.

It should be remembered that patriotic action can appeal to one's nation or some other territorial unit (Clift & Woll, 2012a). In the latter case, it may refer to both an in-country region and a community of nations (*e.g.* the EU).



**Figure 1. The triad that makes up the patriotic economy**

Source: own elaboration.

The concept close to 'economic patriotism' is 'economic nationalism' based on the autarchic, protectionist perception of national economy (Reznikova *et al.*, 2018). Representatives of political economy use the term 'economic nationalism' in the sense of anti-liberal orientation, *i.e.* focused on the closed idea of the national economy (Stahel, 2013). In turn, researchers identifying themselves with the economic nationalism trend tend to treat economic processes separately from the political, social, and cultural aspects of nationalism (Fetzer, 2017). In addition to the traditional pejorative and combined treatment of economic patriotism and economic nationalism, one can find many authors defending the concept of economic patriotism (Clift 2013; Clift & Woll, 2012a; Clift & Woll, 2012b). Especially after the 2008 crisis, the idea of economic patriotism has been re-invented (Clift & Woll, 2012a). The concept of regaining control over national economy by democratic power seems to be growing together with opposition against 'excesses of neoliberalism' (Clift & Woll, 2012b; Rosamond, 2012). After all, economic patriotism pays attention to the choices of consumers, producers, workers, or politicians. The economic policy may be hidden or open. Economic patriotism in its original meaning referred to the momentous French political initiatives aimed at influencing public opinion.

The first element of the triad that creates a patriotic economy is the behaviour of buyers of manufactured products in a given country. Generally speaking, a patriotic attitude makes people more sympathetic to their country's products and thus they support local entrepreneurship. In this context, we are talking about consumer ethnocentrism, which means attachment to products and brands originating in a given country. Despite a kind of cosmopolitanism dominant in the consumer sphere, the issue of consumer ethnocentrism occupies an important place not only in international entrepreneurship, but also in marketing, allowing for a better understanding of consumer attitudes. At the same time, the very concept of ethnocentrism means the belief that one group of society is superior to the other. Ethnocentrism can also be treated as an expression of a person's need to seek their own identity, belong to a group, and contribute to its well-being (Huddleston *et al.*, 2001; Bryła, 2017).

From the market perspective, consumer ethnocentrism manifests itself in the belief of buyers of a given product that buying foreign-made products is inappropriate and immoral and may violate domestic business and employment structures (Auruskeviciene *et al.*, 2012). We can say that 'from the perspective of ethnocentric consumers, purchasing imported products is wrong because, in their minds, it hurts the domestic economy, causes loss of jobs, and is plainly unpatriotic; products from other countries (*i.e.*, outgroups) are objects of contempt to highly ethnocentric consumers' (Shimp & Sharma, 1987). We can therefore see that attitudes characterized by ethnocentrism influence the attitudes of consumers towards domestic and foreign products, the perception of given products and, finally, the buyers' decisions.

Consumer ethnocentrism is a multidimensional phenomenon influenced by cognitive and perceptual dimensions, the level of collectivism (individualism and conservatism), product and country image, and also patriotism and nationalism (Siamagka & Balabanis, 2015).

The conducted empirical research proves that the level of consumer ethnocentrism depends on the demography, socio-psychological characteristics of consumers, and economic and political conditions (Shankarmahesh, 2006). Most empirical studies show a strong coherence of ethnocentrism

with demographic conditions, consumer education and age, and the household budget. Younger and more educated consumers are less prone to ethnocentrism compared to older and less educated buyers of goods (Erdogan & Uzkurt, 2010; Siemieniako *et al.* 2011; Šmaižienė & Vaikienė 2014; Watson & Wright 2000). Less educated consumers with a smaller family budget are more ethnocentric, show a more negative attitude towards purchasing imported products, and are less sympathetic towards products of foreign origin. The influence of consumer ethnocentrism on purchasing domestic products is reduced when consumers consider the products to be of inferior quality or when consumers attach greater importance to the values associated with consumption (when consumption is of more value to them) (Lu Wang & Xiong Chen, 2004).

Where the concept of consumer ethnocentrism is related to 'the country of origin' concept, it positively correlates with patriotic attitudes. Thus, the assessment of products or services is related to specific countries (Andèhn *et al.*, 2016). The product's origin strongly impacts consumers' judgment and thus countries may make use of this fact (Pucci *et al.*, 2017; Serrano-Arcos *et al.*, 2021). Therefore, there is a belief that products from foreign countries have less value. People who are patriotic towards their country prefer products of domestic production and reduce the value of goods from abroad (Rawwas & Rajendran, 1996; Spillan & Harcar, 2013).

Among the many studies linking consumer ethnocentrism to patriotism, international studies, in which patriotism is one of the many variables conditioning ethnocentrism, dominate. Comparative studies showed that consumer ethnocentrism in Turkey was correlated with patriotism, and in the Czech Republic with nationalism (Balabanis *et al.*, 2001). Research conducted in South Korea showed a significant correlation between patriotism and consumer ethnocentrism (Shimp & Sharma, 1987). Research carried out in the mid-1990s indicated a high level of consumer ethnocentrism in Poles associated with the level of patriotism, which increased with the age of product buyers (Awdziej *et al.*, 2016). However, research conducted in Lithuania on the Lithuanians' approach to domestic and foreign food products showed that consumer ethnocentrism was lower than average. The attitude of consumers towards imported products and purchasing imported products was not negative. It did not change the fact that the attitude towards Lithuanian products was also positive. The research also confirmed that the smaller the household budget, the greater the consumer ethnocentrism (Šmaižienė & Vaikienė, 2014). Research conducted in Poland showed that consumers in various regions considered Polish food products to be cheaper and healthier, more eco-friendly, and fresher compared to those produced abroad (Bryła, 2017).

It is also worth noting that the issue of consumer ethnocentrism is related to such issues as product-specific and regional-specific attitudes (Matušínká & Zapletalová, 2021). The first one, the product-specific approach, means that the influence of consumer ethnocentrism on the perception of the product, consumer decisions, and their actions differs depending on the different categories of goods. Consumers are more sensitive to the country of origin of the products that are consumed directly, and consumption of which is more closely related to physical health. For example, let us mention food and drinks (Drozdzenko & Jensen 2009; Šmaižienė & Vaikienė, 2014). As for the second of the above-mentioned elements, *i.e.* the regional-specific approach, it should be noted that it leads to the study of common trends that exist in given countries with economic, historical, and cultural similarities.

We can therefore conclude that consumer ethnocentrism correlates with patriotism. In shaping consumer attitudes in this area, the attitude of individual governments that place great emphasis on the development of patriotic ideas may be of great importance. Thus, it also seems justified to include consumer ethnocentrism in the model of 'patriotic entrepreneurship.' The link between consumer ethnocentrism and patriotism may weaken or be strengthened and thus the importance of consumer ethnocentrism on the attitudes of customers may weaken.

The actions of the public side are another element of the triad. These activities within the patriotic economy are primarily state interventionism, which means various forms of discrimination against the government in favour of local organizations (Callaghan & Lagneau-Ymonet, 2010; Szanyi, 2016). These forms very often take the form of hidden tools that positively discriminate against domestic players, the aim of which is to restore control over open markets (Szanyi, 2016). Such activity can take many forms. According to Clift and Woll (2012a), it is divided into two basic types from

which the types of patriotic economy result: liberal economic patriotism and conservative economic patriotism. Liberal economic patriotism entails selective or strategic liberalization in a way that privileges a particular set of economic actors. It can aim to support the competitiveness of national firms or citizens operating abroad. It is characterized by liberal policies that facilitate the creation of sub-national champions. Conservative economic patriotism refers to the traditional protectionism. Looking to preserve the status quo, it is characterized by activities to protect the local market and local companies from global competitors (Clift & Woll, 2012a). The syndrome of 'conservative economic patriotism' is growing in countries ruled by populist parties such as: Hungary, Poland, Italy, Greece, or Indonesia (Lekakis, 2017; Papp & Varju, 2019; Pham, 2019).

While a conservative approach to interventionism that protects local firms from competition is harmful, liberal interventionism can help improve the competitiveness of local firms. M. E. Porter's model, in which the sources of competitive advantage can be found in the company's environment, is worth mentioning here. In this model, organizations compete on a global scale, and location is an important element influencing their position. In the conditions of global competition, the importance of nations has increased, and the ability to create and absorb knowledge has been becoming the basis of competition. The countries and regions where the organization is located play an important role in this process (Porter, 2001). The most important means of creating a competitive advantage is innovation. Enterprises gain a secure competitive position thanks to the implementation of innovations and continuous improvement. The source of innovation is not only the inside of the organization, but also its environment. The close competitive environment and the cluster are of particular importance. Enterprises compete based on the latest innovations, the number and importance of which depends on the close environment of the organization. The determinant of national competitive advantage is the rhombus of national advantage. It is made up of four components: competing firms in a given area, buyers, factor conditions, and related and supporting sectors. The competition between companies forces their constant development by improving their innovativeness. Moreover, customers expect better and better products, which also motivates companies to improve the offer. Appropriate conditions of production factors should be ensured by the public side and an increase in the attractiveness of the sector. At the same time, the strong development of companies stimulates the development of related and supporting sectors (Furman *et al.*, 2002). In such a case, the public party, through appropriate activities related to liberal interventionism, is able to improve the conditions of production factors and support related and supporting sectors, which will contribute to the increase in the competitiveness of local companies.

The last element of the triad that makes up the patriotic economy is patriotic entrepreneurship. The concept of 'patriotic entrepreneurship' is not popular in the literature. There is one English-language item in the Scopus database containing the phrase 'patriotic entrepreneurship' in the title, abstract, or keywords. Google Scholar lists 14 search results for the phrase 'patriotic entrepreneurship,' of which 12 are in English and two in Polish. Among these 14 titles, the phrase 'patriotic entrepreneurship' appears in the text in 10 of them. Out of them, three discuss patriotic entrepreneurship (May 4, 2022). The term 'entrepreneurial patriotism' (10 items on Google Scholar, May 4, 2022) was mainly used to explain historical type of active and inventive patriotism (England, 1985; Moreno-Luzón, 2007). The term 'patriotic leadership' is much more popular in the literature. However, the term is mainly applied to political and historical leadership.

Moreover, the concept of 'patriotic entrepreneurship' does not seem to be applied to understand the activities of enterprises. In literature, there exists the historical case of Tata Company using the concept of 'patriotic entrepreneurship;' Tatas have applied patriotic entrepreneurship from the outset. When Tata Steel raised money from domestic investors in 1906, Jamshetji's son Sir Dorabji Tata wrote, 'It was the first time that the raw material of India did not go out and return as finished articles to be sold in the country. Above all, it was purely swadeshi enterprise financed by swadeshi money and managed by swadeshi brains' (Aswathappa, 2021). The phrase 'patriotic entrepreneurship' is just used without any explanation. It seems, however, looking at last strong orientation towards upgrading the patriotic orientation in many economies that 'patriotic entrepreneurship' perspective could be attractive to describe.

The meaning of ‘patriotic entrepreneurship’ is shaped by both positive and pejorative connotations. Sources and links to patriotic entrepreneurship can be found in the concepts of corporate social responsibility, citizenship activity, and ‘economic patriotism’ (Krzywosz-Rynkiewicz *et al.*, 2017). In the literature, one can also find concepts related to patriotic entrepreneurship among such concepts as ‘entrepreneurship engagement’ (Thorgren & Wincent, 2013), ‘social, societal entrepreneurship’ (Estrin *et al.*, 2016; Gawell, 2013; Thompson *et al.*, 2000) and ‘civic entrepreneurship’ (Leadbeater & Goss, 1998; Rowe & Christie, 2008), and ‘inclusive entrepreneurship’ (Gurría, 2013). Associations of patriotic entrepreneurship with ‘economic nationalism’ and with ethnocentrism are negative (Cheah & Phau, 2015; Szanyi, 2017).

The emphasis on the development of entrepreneurship and taking into account patriotism, which guides given countries, may result from strong pressure from public opinion. In turn, this is not dependent on international agreements. Undertaken decisions must take into account the patriotic commitment of individuals. They can influence governments’ decisions to distribute available financial resources to given sectors of economic life. It is about awakening the feeling of solidarity with those employees who feel threatened with losing their job or have a need to improve and achieve a higher social level (Brubaker, 2004).

Therefore, we can propose several possible dimensions of patriotic entrepreneurship, which will be derived from the concept of economic patriotism, entrepreneurship, and consumer ethnocentrism. Patriotism in the sphere of human entrepreneurship, after taking into account the connotations of the concept of ‘patriotism,’ can be considered from at least several perspectives. It is about the quite widely discussed government perspective, which is also a political one, but also about the perspective of an entrepreneur and a customer, a potential buyer of manufactured goods.

Drawing on economic patriotism, taking into account the political perspective, we can say that patriotic entrepreneurship is expressed in the support of specific governments for national economic activity and thus leads to a certain discrimination against other economic entities. It therefore also means economic choices aimed at supporting specific companies or economic sectors due to their territorial status. Political decisions can be covert or overt. Economic patriotism must therefore lead to a certain clash between the political sphere and economic rules (Cliff, 2013).

Bearing in mind the political and governmental perspective, it should be stated that the notion of ‘patriotic entrepreneurship’ can be used as a general euphemism in the application of the wide range of protectionist and industrial policy measures possessed by individual states. In this sense, patriotic entrepreneurship would not be far from economic patriotism. Namely, individual countries have the means to protect their own market against international competition. They put forward various arguments in support of them. At the top of the list is concern for the protection of the local and unique environment, alleged or real concern for jobs in the national economy. However, in some areas of business activity, like tourism, there is a dilemma which direction of development is more suitable – internationalisation or remaining national identity (Devkota *et al.*, 2020). In utilities such as gas, water, and electricity, securing public supplies plays an important role. This is often linked to national security and strategic concerns. In addition, sometimes there is no understandable sense of loss of sovereignty. The above-mentioned factors pose a problem not only for governments whose scope of control over the economy is limited by globalization processes. Governments, however, motivated by protection of local enterprises, strive to create national leaders in a given industry. They can also exert pressure to cooperate with local firms, by limiting access of foreign companies to state public procurement (Wruuck, 2006).

From the same perspective, patriotic entrepreneurship is reflected in granting state aid by individual states. The most frequently used types of such assistance within the European Union include small subsidies, tax breaks, or other fee exemptions. In the case of the payment of receivables to the state, payment deadlines can be postponed or it is possible to apply for splitting the payment into a number of instalments (Commission Regulation (EU) No 1407/2013 of 18 December 2013).

Patriotic entrepreneurship can also be seen as a combination of entrepreneurial activity, *i.e.* focused on looking for opportunities wherever local market imbalance may bring extraordinary profit while being guided by patriotism, that is the love for the motherland manifested in treating the territory as a value that needs to be protected. This is done through activities related to the ideas of

responsible business and ecology (Kaca, 2020; Myšková & Hájek, 2019), eradicating tolerance to corruption and informal activity which are still distributed, especially in emerging economies, and contradict patriotic entrepreneurship and economic development (Mishchuk *et al.*, 2018). This results from taking into account aspects related to community, ethical values of a given community derived from its cultural heritage, and an increased way of showing respect for the territory, *i.e.* for the natural environment (Sułkowski *et al.*, 2017).

Therefore, the issue of patriotic entrepreneurship, as mentioned above, can also be considered from the point of view of environmental protection. For if patriotism is expressed in love for one's own country, and thus also for the land, then from the perspective of an entrepreneur, this patriotism would be expressed in promoting activities that support the production of goods manufactured with full respect for environmental protection. It is particularly about paying attention to those legal regulations and solutions that take into account sustainable economic development postulated in international agreements (Gibbs, 2009; Hall *et al.*, 2010; Pacheco *et al.*, 2010). A patriotic entrepreneur would concentrate their activities on supporting projects focused on renewable energy sources.

Another form of patriotism seen from the entrepreneur's point of view, and also, in a sense, from the perspective of nationalism, would be related to the issue of employment of workers. Namely, it concerns situations, in which the entrepreneur would not be guided in their choices by candidates' competences but the sense of belonging to a given community or by linking it with minorities and a specific country of origin. These groups are always there when the importance and role of patriotism is emphasized. We would then be dealing with a unique form of favouring people in the workplace rarely discussed in the literature. Publications on this topic generally talk about favouritism, nepotism, and cronyism (Arasli & Tumer, 2008; Fetahu & Driton, 2017; Ignatowski *et al.*, 2021; Jones & Stout, 2015; Keles *et al.*, 2011; Sroka & Vveinhardt, 2020).

At the same time, in the case of applying the preferences of local employees, the so-called 'patriotic professionalism' may develop on their side. Its sources should be sought in contemporary China where it is assumed that the choice of a profession by a young person should be related to their skills and competences and suitability for the country. In other words, the overriding factor in making career choices is the suitability of the individual for the national economy (Hoffman, 2006).

A fair approach to patriotic entrepreneurship should also be discussed in the context of political refugees, who should be provided with the necessary livelihoods. Let us remind that being a patriot finds expression in supporting political systems and legal solutions that are consistent with human values. It is therefore about respect for human rights as well as international agreements and obligations. There are also studies on the impact of ethnicity and national origin on employment or, more broadly, economic activity (Alesina & La Ferrara 2005; Staerklé *et al.*, 2010; Rukuni *et al.*, 2022). True patriotism must be promoted in conjunction with the assurance of constitutional rights for minorities and a judiciary that is decisively independent of public prejudice and free to interpret these rights.

This is especially accurate when considering the fact that patriotism is always exposed to the risk of falling into xenophobia, which can concentrate on immigrants or groups of immigrants (Nussbaum, 2008). It is also impossible to ignore the patriotism of emigrants in matters relating to employment. Literature speaks of the patriotism of memories (Boccagni, 2011), cultural patriotism (Fröhlich, 2018), or the patriotism of immigrants in general (Waldinger & Duquette-Rury, 2016). The issue becomes important in the context of mass migrations, including economic migrations.

## RESEARCH METHODOLOGY

The issue of patriotic entrepreneurship is not widely discussed in scientific works. Nevertheless, we propose some important elements that can set up constitutive factors for such an activity. These include such issues as nationalist patriotism, and economic patriotism. Sources and links with patriotic entrepreneurship can be found in the concepts of corporate social responsibility, citizenship activity, and economic patriotism (Krzywosz-Rynkiewicz *et al.*, 2017). In the literature, one can also find concepts related to patriotic entrepreneurship among such concepts as 'entrepreneurship engagement' (Thorgren & Wincent, 2013), 'social, societal entrepreneurship' (Estrin *et al.*, 2016;

Gawell, 2013; Thompson *et al.*, 2000) ‘civic entrepreneurship’ (Leadbeaster & Goss, 1998; Rowe & Christie, 2008), and ‘inclusive entrepreneurship’ (Gurria, 2013). Associations of patriotic entrepreneurship with ‘economic nationalism’ and with ethnocentrism are negative (Cheah & Phau, 2015; Szanyi, 2017). At the same time, research shows that there is no shortage of works devoted to issues such as patriotism or nationalism. The literature dealing with the issue of entrepreneurship as such in the context of organizational nepotism, corruption, or the importance of modern technologies for promoting entrepreneurship is extensive.

Therefore, the aim of the study was to analyse how patriotic entrepreneurship was understood. As entrepreneurship and patriotism carry positive connotations, further efforts were made to investigate whether and why patriotic entrepreneurship was positively assessed by the respondents. Research showed that patriotism was associated with attachment to products in a given country, so the next step was to determine whether customers prefer products manufactured in a given country. Despite the open market and the possibility of running a business, the place of business is still partly determining consumer choices and managerial decisions. The issue of the extent to which the place of business activity influences the decisions of the company owner. To understand the complex nature of patriotic entrepreneurship, four research questions were formulated in the research:

- RQ1:** How do the respondents understand the concept of patriotic entrepreneurship?
- RQ2:** Are there any differences between Polish and Ukrainian respondents’ understanding of patriotic entrepreneurship?
- RQ3:** How is patriotic entrepreneurship assessed by the respondents?
- RQ4:** What practices are identified as patriotic entrepreneurship by Polish and Ukrainian respondents?
- RQ5:** What are the differences between patriotic entrepreneurship and nationalistic entrepreneurship identified by the Polish and Ukrainian respondents?

In order to answer the above research questions, this study took into account qualitative methods (in-depth interviews). It means that the results from study cannot be generalised for the whole population. Answers to the research question could emphasize the meaning and importance of a newly identified phenomenon, *i.e.* ‘patriotic entrepreneurship.’ The choice of qualitative research method was justified by non-explored and complex nature of object of investigation. Proper methodological awareness and rigours was ensured by research procedure. For future research it could provide the information for building the research tool giving opportunity to make representative studies. Treating the results of study as initial is especially important for the future implications for survey methods to measure the levels of patriotic entrepreneurship that would ensure methodological pluralism and triangulation.

It should be noted that the respondents were familiarized with the complex research issues. They were also shown important components within the scope of patriotic entrepreneurship. As part of the qualitative method, an individual in-depth interview was used. Its main goal was to investigate how patriotic entrepreneurship influenced the behaviour of buyers and entrepreneurs in different countries. Interviews were conducted between January and May 2021 with ten owners managing small and medium-sized enterprises from Poland and Ukraine. The choice of qualitative research at this stage allowed us to get to the specifics of the cases and provided an opportunity to understand the specifics of the enterprises under study (Fendt & Sachs, 2007; Sułkowski, 2009; Toften & Hammervoll, 2013). The individual in-depth interviews were based on a reproducible research scenario, which provided the opportunity to ask respondents additional questions, which made it possible to detail the research problem. Before conducting the research, the scenario was consulted with external experts dealing with the issue of entrepreneurship and sociological and ethical research on patriotism. Three experts came from academia and two from entrepreneurial organizations. They considered the selection of the research sample to be purposive. The interviews were recorded, transcribed, and then qualitatively analysed.

The research involved entrepreneurs of small, medium, and large enterprises who ran their own businesses in different types of sectors, and in localizations with different population sizes. Care was taken to ensure that the selection of Polish and Ukrainian companies was similar in terms of their

activities and the size of the towns in which they were based. The selection of respondents in the qualitative research is presented in the Table 1 (Polish respondents) and Table 2 (Ukrainian respondents). In accordance with the methodology of qualitative research, the sample was purposive; the criterion for selection was being a Polish or Ukrainian entrepreneur and openness to participate in an in-depth individual interview. For text analysis Nvivo14 was used.

**Table 1. Polish respondents participating in the interviews**

Respondent	Sex	Citizenship / Place of birth	Size of the company (number of employ-ees)	Industry sector
P1	Male	Poland	10	Accounting services
P2	Male	Poland	9	Magazine publisher
P3	Female	Poland	14	Legal counselling
P4	Female	Poland	8	Legal counselling
P5	Male	Poland	125	Logistics
P6	Female	Poland	300	Construction industry
P7	Male	Poland	14	Tourism sector
P8	Male	Poland	150	Production of polymers for hospitals
P9	Male	Poland	24	Construction industry
P10	Male	Poland	8	Driving school

Source: own study.

**Table 2. Ukrainian respondents participating in the interviews**

Respondent	Sex	Citizenship / Place of birth	Size of the company (number of employ-ees)	Industry sector
U1	Female	Ukraine	8	Accounting services
U2	Female	Ukraine	11	Book publisher
U3	Male	Ukraine	19	Legal counselling
U4	Female	Ukraine	11	Legal counselling
U5	Male	Ukraine	99	Logistics
U6	Female	Ukraine / Russia	270	Construction industry
U7	Female	Ukraine	17	Tourism sector
U8	Male	Ukraine / Russia	120	Manufacture of packaging for gastronomy
U9	Male	Ukraine / Belarus	19	Construction industry
U10	Male	Ukraine	17	Educational services

Source: own study.

## RESULTS AND DISCUSSION

The qualitative research showed that phenomenon of patriotic entrepreneurship was intuitively recognised by the respondents as connection of 'patriotism' and 'entrepreneurship,' and defined as quite obvious (RQ1). A good example of it were the statements: 'patriotism is expressed in entrepreneurial and creative engagement in different areas of economic activity' (P2), 'patriotism not only can but should be entrepreneurial' (P3), 'I cannot imagine patriotism without an entrepreneurial perspective' (P9), 'my patriotism and my family's patriotism must take into account the enterprises involved in development' (U4), 'patriotism goes hand in hand with the development of local businesses' (U7).

We could identify differences in the understanding of 'patriotic entrepreneurship' by Polish and Ukrainian respondents. For Polish respondents, the understanding was more differentiated than for Ukrainian respondents (RQ2). To a large extent, such a concept depends on the understanding of patriotism as such. Thus, for the owner of an accounting firm, such an attitude was 'obvious, also in economic life.' It was based on activities that 'respect the land and its resources and respond to local market needs, which allows it to be independent from producers from other countries' (P1). Entrepreneurship based on patriotism was not excluded by the second respondent, who stated that it could be patriotic and depended on supporting domestic entrepreneurship and economy. At the same time,

the second respondent noticed that foreigners should also have equal chances to exist on the local market (P2). According to the next two respondents, patriotic entrepreneurship should manifest itself both in the economic sphere and in shaping civic attitudes. Their shape allows to emphasize 'the importance of domestic enterprises for the economy of a given country, thanks to which it is possible to promote the brand of a given country outside its borders' (P3). 'Entrepreneurship can be patriotic, and it will be manifested by supporting the economy by economic means' (P4). The fifth respondent saw entrepreneurship as a tool to counter global competition. He believed that entrepreneurship should always be patriotic. It is expressed when a given economic entity is a contractor and not a subcontractor. Patriotic entrepreneurship finds its expression 'in independence from foreign capital' (P5). According to another respondent, 'it is based on supporting local producers who offer high-quality products who do not have the capital to allow very expensive advertising campaigns.' Regardless of this, patriotic entrepreneurship consists in taking care of the quality of manufactured products or services, so that the inscription that a given product was produced in Poland is always positively associated (P5). Patriotic entrepreneurship was not ruled out by the owner of a tourist company. However, he recognized that 'it is very difficult in the era of global economies and determining the country of origin of a given product becomes more and more difficult. However, it should be patriotic, and this consists in the possibility of a certain control of the business, so that the added value remains in Poland and can be distributed locally (P7). Another respondent indicated that entrepreneurship was patriotic when 'national solutions are used, and science is supported in order to involve native technical thought (P8). The last respondent commented on this topic extensively. Entrepreneurship can be patriotic and should be based on supporting enterprises, national brands with an overwhelming amount of national capital, that is, one that has been produced by the [indigenous] community of a given country. An expression of patriotic entrepreneurship means also placing orders in domestic enterprises, *i.e.* those that are not dependent on foreign capital. After all, patriotic entrepreneurship also means avoiding criticism of local enterprises (P10).

The research showed that Ukrainian respondents understood the concept of patriotic entrepreneurship in a similar way. However, they put more emphasis on state intervention in domestic enterprises and not on individual initiatives. The necessity to invest in local products and their purchase was emphasized. It was easier to talk about the practical side of the phenomenon. According to the entrepreneur operating in accounting services, an expression of patriotic entrepreneurship was the registration and development of your own business in your own country. 'It allows you to support your own industry and cultivate your own local tradition.' According to the next respondent, entrepreneurship patriotism was also expressed by 'employing staff on fair terms' (U1). According to the publisher of the books, patriotism consists in investing the state in native capital. He stated directly that patriotic entrepreneurship should be based on state intervention in order to distribute only Ukrainian products in a given country. It is better to 'sell our apples, potatoes and onions than import the same products from China' (U2). The legal advisor emphasized that since 'patriotism is about love for one's homeland, patriotic entrepreneurship is based on supporting our goods, our customs and even culinary delights, thus supporting native entrepreneurship' (U3). It was no different in the case of another legal advisor who emphasized that patriotism was based on cultivating tradition, despite changes and globalization, patriotic entrepreneurship consisted in 'supporting the local market, the labour market, promoting domestic products outside its borders' (U4). According to the representative of the logistics company, patriotic entrepreneurship 'manifests itself in paying more attention to products, parts, domestic services, and even by building a good brand' (U5). According to the entrepreneur from the construction industry, 'entrepreneurship can be patriotic.' Since many products are imported from abroad, 'patriotic entrepreneurship consists in investing in domestic goods/services.' Such activity 'drives the economy' (U6). For another respondent from the construction industry, patriotic entrepreneurship consists in 'seeking cooperation with native partners, conducting production and services in one's own country, using materials produced in the country' (U7). The respondent from the tourism industry believed that 'patriotic entrepreneurship means choosing offers from local suppliers' (U8). According to the representative of the construction company, patriotic entrepreneurship was nothing more than 'using prod-

ucts manufactured domestically' (U9). According to the respondent from the company providing educational services, 'patriotic entrepreneurship was 'honesty towards the law, that is, not hiring 'illegally,' paying taxes, not hiding income, and not paying 'under the table' and in state institutions (Draskovic *et al.*, 2020; Nguen, & Nguen, 2021), patriotic entrepreneurship consists in constructing a law that does not 'force entrepreneurs to seek unfair forms of employment.' For the respondent, another manifestation of patriotic entrepreneurship was 'the cooperation of national or even local contractors, the use of national materials.' After all, patriotic entrepreneurship also means 'promoting local products' and 'appropriate approach to the environment, waste disposal.' It is also hard to believe that according to the respondent 'patriotic entrepreneurship would be based on pouring sewage into a nearby river or dumping waste in a forest nearby' (U10).

Referring to the third research question (RQ3), which was: How patriotic entrepreneurship is assessed by the respondents, surveyed respondents were generally positive about patriotic entrepreneurship. An example were the following statements: 'It is essential that it is patriotic. Only then is there a chance to build a civil society' (P3). 'Patriotic entrepreneurship is important for building national identity and solidarity' (P10). 'Patriotic entrepreneurship is important, because it gives freedom and drives the domestic economy (U6). 'It is important, because it will make the domestic economy work well, people will have jobs, and money will be spent domestically' (U8).

Nevertheless, some respondents noted the dangers of patriotic entrepreneurship. For example, the owner of a small construction company pointed to a certain danger in this respect. He emphasized that referring to patriotism, 'one can control the economy or even impose certain restrictions on it' (P9). The second Polish respondent (P2) expected 'equal treatment of entrepreneurs in the local market regardless of their country of origin,' 'the criterion for supporting patriotic entrepreneurship should be that we support local economic activities, but on the condition that customers are free to make their own decisions' (P2).

An important research question posed by the study was the identification of patriotic entrepreneurial practices (RQ4): What practices are identified as patriotic entrepreneurship by Polish and Ukrainian respondents? As previously written, patriotic entrepreneurship was understood in many ways. This resulted in the identification of many practices associated with it. The most commonly identified practice associated with patriotic entrepreneurship by Polish respondents was supporting the local market to protect it from foreign businesses. An example were the following statements: 'through patriotic entrepreneurship, it is possible to support local producers who offer good quality products but do not have the capital to enable very expensive promotional campaigns' (P5), 'patriotic entrepreneurship would provide an excellent counterbalance to global entrepreneurship, which has no identity but great capital' (P10). Another practice identified with patriotic entrepreneurship was the selection of local solutions, companies, brands, and products: 'it is based on supporting local producers who offer high-quality products who do not have the capital to allow very expensive advertising campaigns' (P5), 'national solutions are used and should be supported by science in order to involve native technical thought' (P8), 'to sell our apples, potatoes and onions rather than import the same products from China' (U2), 'supporting the local market, the labour market, promoting domestic products outside its borders' (U4), 'therefore patriotic entrepreneurship consists in investing in domestic goods/services' (U6), 'seeking cooperation with native partners, conducting production and services in one's own country, using materials produced in the country' (U7). The owner of an accounting firm identified patriotic activities as activities that 'respect the land and its resources' (P1). Patriotic entrepreneurship was also linked to product quality. According to one respondent (P5), patriotic entrepreneurship consisted in taking care of the quality of manufactured products or services: 'entrepreneurship will be patriotic when we take care of the quality of the products or services produced, so that the inscription that a product was made in Poland is always associated positively.' The product quality was also used as a criterion to distinguish between patriotic and nationalistic entrepreneurship: 'Nationalism is encountered when there is a preference for goods and services because of the country of origin, regardless of other product characteristics such as quality' (P1), 'A person who unconditionally supports only local products regardless of their quality is a nationalist (P2), Nationalists will 'depreciate foreign products and support their own, even when they know they are of lower quality' (P3).

Ukrainian respondents most often identified supporting local businesses as an activity associated with patriotic entrepreneurship. A derivative of such action is buying local products and services: 'The patriotic entrepreneur supports the local market by minimising the purchase of components for his products from foreign companies' (U1), Supporting local products demonstrates 'an attachment to one's own land.' Consequently, 'by supporting locally produced products, the local company, which cannot compete with foreign capital, will be able to employ local workers' (U4), moreover 'everyone can be a patriotic entrepreneur when purchasing local products, e.g. food or construction machinery' (U6). Another identified activity was compliance with the law when conducting business. 'It is not insignificant to create or demand laws that allow local entrepreneurs to develop' (U4). Care for the environment was also indicated as a practice identified as patriotic entrepreneurship. 'It is hard to imagine being a patriotic entrepreneur without having a business that is mindful of the environment' (U9). The manifestation of patriotic activity from the part of the state could be the creation of good laws convenient to business: 'A patriotic entrepreneur can expect from the state a law that is friendly to local business. Which does not change the fact that it is necessary, especially in our country, to respect the international agreements concluded' (U3).

An important topic undertaken in the research was the distinction between patriotism and nationalism. It was manifested in the fifth research question (RQ5), which was: what are the differences between patriotic entrepreneurship and nationalistic entrepreneurship identified by Polish and Ukrainian respondents? In their responses, Polish respondents mentioned nationalism, as a rule, when the choice of a given product was independent of the quality of the product. The patriotic approach assumed that quality mattered. Thus, the owner of the accounting firm believed that nationalism was 'when products and services are preferred based on the country of origin, regardless of other product characteristics, such as quality' (P1). The press publisher was of a similar opinion. He considered a patriot a person who supports his own products but pays attention to the quality of the offered product. A person who 'unconditionally supports only local products, regardless of their quality, is a nationalist' (P2). This issue was presented from a different perspective by the other legal advisor. Namely, he stated that an entrepreneur driven by nationalism would promote such views and attitudes that lead to avoiding the purchase of goods that were not produced or produced in their country' (P4). The second legal advisor directly emphasized that nationalists would 'depreciate foreign products and support their own, even when they know that they are of lower quality' (P3). According to another respondent, we do not have a nationalistic attitude in the context of choosing our own products when the manufactured and offered products are of high quality. It is 'commonly known that products from certain countries are more willingly chosen, even despite the higher price, if they are of high quality.' The respondent noted that supporting own products was even adopted within official actions, a good example of this is 'buy British,' i.e. a campaign, in which 'people were encouraged to buy from their own producers to support local producers' (P5). Another respondent thought similarly. You can only purchase local components 'as long as we have quality products.' If low-quality products were selected, 'we would be dealing with a nationalistic attitude' (P6). Another respondent said the same. Thinking thoughtlessly without taking into account the quality of the product and promoting 'poor-quality products would be an expression of nationalism.' Patriotic decisions 'consists in promoting high-quality products and pointing to the 'country of origin.' This only makes sense 'when dealing with high-quality products' (P7). Moreover, promoting low-quality products due to the fact of origin 'consequently leads to the collapse of the economy' (P8) and 'producer bankruptcy' (P9). Decisions made without rethinking and only on the basis of misunderstood patriotism and thus 'choosing low-quality products and not supporting high-quality products lead to an economic collapse' (P10).

In the case of representatives of Ukrainian companies, the situation was as follows. 'The patriotic entrepreneur supports the local market by minimizing the purchase of foreign components for his products' (U1). The other entrepreneur (U2) drew attention to local services and cooperation, when 'there is assistance in trade in own products and with each other.' In the case of tourist services, it could be seen that tourists 'are offered accommodation or transport on a different basis than friendly neighbors' (U2). For the next respondent, the choice may mean reaching out to 'Ukrainian advisers for assistance on legislation in a foreign country, not for French or German advisers.' The matter is

also expressed by 'supporting own products regardless of their quality and price and giving up goods of foreign origin' (U3). Choosing local products shows that you are 'attached to your own land.' It enables a local company, 'which cannot compete with foreign capital, to employ more workers' (U4). For the logistics company representative, it is important to give preference to own products when making decisions. Not only 'in production, but also in everyday shopping. This makes us help the local culture survive and preserve the long-established traditions.' It does not mean, however, that this rule always applies. In the case of poor quality, 'choosing third-party products increases the need for improvement and higher-quality production.' Giving your own products exceptional features – even if they are not exceptional – 'may be indicative of nationalism' (U5). Anyone can be a patriotic entrepreneur when 'local products such as food or construction machinery are purchased.' Such a situation 'fuels the national economy and allows for greater investments.' It does not mean that 'we have to limit ourselves to our own products when they are of low quality' (U6). Purchasing domestic products can 'bring some pride, as we are not guided by the quality but by the origin of the product, thus contributing to the existence of domestic companies' (U7). Of course, choosing local products 'can be an expression of nationalism, as the choice should be determined by quality, not the country of origin' (U8). Some producers find it difficult to cope with international capital, 'therefore, buying local produce can do little to change much in this regard.' 'Country level subsidies' (U9) are essential. Choosing national products and, 'more precisely, local ones, makes it possible to cultivate one's own tradition.' It is also important that 'when we think about food products, we like our own traditional dishes and tastes. By buying local products, we help our customs to survive'(U10).

Summing up, the qualitative research showed that entrepreneurs, when running their own business, prefer to buy products from companies originating in their country. It was believed that this was the way to support local producers unreservedly. There was also an answer that the decision ultimately depended on the quality of manufactured products. It should also be stated that the research showed that most of the respondents assessed patriotic entrepreneurship in a generally positive way, considered it important, and the majority even postulated it.

Interviews with entrepreneurs confirmed that the concept of patriotic entrepreneurship was understandable to the respondents. Although it was defined in various ways, it was presented as a positive action promoting local entrepreneurship through various activities of entrepreneurs and the government. There were also arguments that this entrepreneurship was to be a counterweight to foreign capital, giving independence to local entities. Thus, we obtained the answer to the first research question (RQ1): How do the respondents understand the concept of patriotic entrepreneurship? Therefore, it seems that the introduction of the concept of patriotic entrepreneurship on a larger scale should result in its understanding and good reception.

The study also answered the second research question (RQ2): Are there any differences between Polish and Ukrainian respondents' understanding of patriotic entrepreneurship? Polish entrepreneurs used pragmatic arguments that the behaviour of buyers related to buying domestic products depends on trust in their own brands, attachment to them, and experience gained in contact with family and other fellow citizens. There were also arguments about a common culture, values, and respect for working together. This was consistent with the research of Lippmann and Aldrich, who argue that individuals are predisposed to perceive the world through the prism of historical conditions (Lippmann & Aldrich, 2016). The Ukrainians were more inclined to more abstract arguments, the most frequent one was attachment to the motherland, although here too, more rational arguments, such as the credibility of local suppliers, were mentioned.

This situation shows that the more pragmatic arguments of Polish entrepreneurs (buyers) according to which buying domestic products depends on the strength of their brands and experiences related to them are stronger arguments than the attractive attachment to the homeland. The customer remains the customer and evaluates the value of the products offered on the market. If the product is of good quality, has a strong brand, its national origin improves the perceived value of the product and increases the chances of purchase. This is confirmed by other studies, in which the level of customer ethnocentrism also increased with the increase in product quality (Bryla, 2017; Maison *et al.*, 2018; Šmaižienė & Vaitkienė, 2014). An example of such perception of products are German products, in the

case of which 'made in Germany' became a sign of their quality and higher value (Haucap *et al.*, 1997). The attachment to the homeland is less pragmatic, which in the process of purchase decisions of Ukrainian customers means that domestic products are chosen less often than in Poland when better foreign goods are indicated as alternatives.

Therefore, supporting domestic entrepreneurship consisting only of interventionism, which is mainly aimed at creating barriers to external competition in order to protect the national one, does not make sense in the long run, because companies protected in such a way lose their competitiveness on global and local markets (local ones are less eagerly attached to brands, if these are inferior). At the same time, supporting companies by creating better conditions for their functioning so that they can be more competitive shows that this may translate into local customer loyalty and strengthening the patriotic economy triad.

The assessment of patriotic entrepreneurship was less clear-cut (RQ3). Although it was positive for most interviewees, for some respondents it would be a counterweight to global companies and an additional advantage in building a competitive advantage. However, there were also voices that the freedom to run a business is a more important value than patriotism. Therefore, for most people, patriotism was not necessarily the most important value.

The study also provided the answer to the fourth research question (RQ4): What practices are identified as patriotic entrepreneurship by Polish and Ukrainian respondents?

Among the activities related to patriotic entrepreneurship identified in the research, there appeared the promotion of local firms and institutions upon their selection owing to decisions made by both end-users and companies. However, it was also entrepreneurial activity in the home country and in keeping with that country's legislature. Part of the respondents raised environmental aspects, pointing out patriotic entrepreneurship as an activity that was not detrimental to the environment. Furthermore, patriotic entrepreneurship was also identified as meeting the standards of product quality. Finally, it was highlighted that patriotic entrepreneurship was not only the domain of the entrepreneurs but also of the public sector. In pursuing a patriotic entrepreneurship policy, the state should create good legislature, enhancing the competitiveness of local firms, and supporting local entrepreneurship through various aid programmes.

The fifth research question (RQ5): What are the differences between patriotic entrepreneurship and nationalistic entrepreneurship identified by the Polish and Ukrainian respondents? addressed the differences in the perception of patriotic vs. nationalistic entrepreneurship. The results indicated that the main differentiating criterion were motivations in the decision-making process. A decision-maker led by patriotic entrepreneurship – an entrepreneur and customer alike – is driven by rational arguments, *e.g.* product or service quality. Whereas in the case of the nationalistic approach, selection is unconditional, so that what matters is only the domestic origin of the product. Nationalistic entrepreneurship is more emotionally marked than patriotic entrepreneurship and it can also lead to the avoidance of foreign-made products or services.

In conclusion, the relationship between the elements of the patriotic economy triad was noticeable and according to the respondents, the activities related to patriotic entrepreneurship would make sense, cooperation between entrepreneurs would be greater, and the economy would develop if the state supported local entrepreneurship. Naczyk (2014) reached similar conclusions, noting that the initial opening of Poland to foreign investments resulting from the weakness of the economy and companies operating in it was replaced with the development by increasing pressure on politicians to support local entrepreneurship to a greater extent. The dependence of the degree of patriotism on the entrepreneurs themselves was also confirmed in studies conducted by De Clercq *et al.* (2015).

## CONCLUSIONS

Patriotic entrepreneurship is important from the point of view of economic activity. At the same time, it should not be forgotten that in the sphere of entrepreneurship, the concept of patriotism depends on how we understand patriotism. Meanwhile, it should not be forgotten that the concept of patriotism can mean not only sincerity and openness to the welfare of other nations' love for their country.

Patriotism may also give rise to the conviction that loyalty to one's country and concern for its welfare may come at the expense of other nations and communities. Because of this ambivalent concept of patriotism in mind, there are numerous divisions in literature. Therefore, there is the discussion of authoritarian and democratic patriotism (Westheimer, 2006). Huddy and Khatib (2007) set constructive and uncritical (or blind) patriotism against one another. Modern research has also allowed for the development of concepts open to universal values, without the need to depreciate others. Patriotism understood in this way is widely supported (Livi *et al.*, 2014).

As long as state structures exist, there will be the temptation of nationalism and the resulting numerous dangers, also in the area of entrepreneurship. So long, regardless of its potential negative connotations, the idea of patriotism, which can control nationalism, including economic one, will be needed. Therefore, it is worth to conduct further research on this topic. Meanwhile, research showed that the majority of respondents understand and are willing to follow the rules that take patriotism into account. At the same time, the differences in the behaviour of entrepreneurs and buyers in Poland and Ukraine show that the very concept of this entrepreneurship, not supported by a strong economy and an attractive offer of domestic enterprises, will remain only a theoretical concept not implemented in practice.

A necessary condition for the success of patriotic entrepreneurship is the competitive offer of domestic companies. Only good products with a strong brand are able to compete with foreign products. Moreover, only then can the local origin be an argument for the customer to buy a local product, because it will be an added value that could determine the choice of a local product. However, for products to be competitive, a competitive economy is necessary. This is because the stronger the economy, the richer the society, and the more patriotic entrepreneurship. This should drive the local economy and contribute to the development of the local economy, local businesses, and local attitudes related to it.

When analysing patriotic entrepreneurship, it is worth referring to the model proposed by M.E. Porter, in which the sources of competitive advantage should be sought in the company's environment. In this model, organizations compete on a global scale and location is an important element influencing their position. In the conditions of global competition, the importance of nations has increased and the ability to create and absorb knowledge has become the basis of competition. The countries and regions where the organization is located play an important role in this process (Porter, 2001). The most important means of creating a competitive advantage is innovation. Enterprises gain a secure competitive position thanks to the implementation of innovations and continuous improvement. The source of innovation is not only the inside of the organization, but also its surroundings. The close competitive environment and the cluster are of particular importance. Enterprises compete based on the latest innovations, the number and importance of which depends on the close environment of the organization. The determinant of national competitive advantage is the rhombus of national advantage. It is made up of four components: competing firms in a given area, buyers, factor conditions, and related and supporting sectors. As a result of competition between companies, they are forced to constantly develop through improving their innovativeness, customers expect better and better products, which also motivates companies to improve the offer, there is a need for the public side to ensure appropriate conditions of production factors, and thus the attractiveness of the sector increases. At the same time, the strong development of companies stimulates the development of related and supporting sectors (Furman *et al.*, 2002).

In this model, patriotic entrepreneurship may be an additional glue that co-creates the rhombus of national advantage. Organizations which adhere to patriotic entrepreneurship will be related to the country of origin at least to some extent. By conducting at least some of the activities there, they will contribute to the development of a given sector. At the same time, by paying taxes locally, they will be able to finance public sector activities aimed at improving the conditions of the factors of production. Local sourcing and preference for local suppliers should result in the development of related and supporting sectors. Local customers, preferring local products and at the same time demanding better and better offer, will on the one hand finance the sector and, on the other hand, motivate to development.

However, it should be remembered in such a situation that consumer ethnocentrism reduces the involvement of foreign capital in greenfield direct investments (Andrews *et al.*, 2018).

The aim of article was partially met as the research questions were answered. Research should be continued in the future. First of all, it should be verified on the example of other countries if there is a correlation between the increase in the economic level and growth of the intensity of patriotic entrepreneurship. It should also be examined whether the attachment to local brands grows along with the improvement of the competitiveness of their offer. An important research question is the impact of the war in Ukraine on the perception of patriotic entrepreneurship. It is especially legitimate to examine this in Ukraine, which has directly experienced the effects of the war.

A research limitation was the lack of representativeness of the sample due to the chosen qualitative research. Quantitative research on a representative sample should also be conducted to confirm the results of the above qualitative study. The sample consisting of only two nationalities was also a limitation. In the future, it would be worthwhile to conduct research with broader international samples.

The article contributes to the literature by describing a new concept, *i.e.* patriotic entrepreneurship. The study has an important practical implication, because it describes what variables affect the level of entrepreneurship in a country. The most recent example has been the question of the rise of patriotic entrepreneurship and economic nationalism caused by the war in Ukraine

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## Authors

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### Łukasz Sułkowski

Full Professor at the Faculty of Management and Social Communication of the Jagiellonian University, at Clark University, and the Chair of the Management Department at the University of Social Sciences in Łódź, Poland. A member of the Presidium of the Polish Accreditation Committee since 2012. His research interests include organisation and management, especially critical management studies, the epistemology and methodology of social sciences and the humanities, organisational culture and intercultural management, public management, and the management of family businesses.

**Correspondence to:** Prof. dr hab. Łukasz Sułkowski, Institute of Public Affairs, Jagiellonian University, ul. Łojasiewicza 4, 30-348 Kraków, Poland, e-mail: lukasz.sulkowski@uj.edu.pl

**ORCID**  <http://orcid.org/0000-0002-1248-2743>

**Grzegorz Ignatowski**

Professor at the University of Social Sciences in Łódź, Poland. Dean of the University of Social Sciences in Łódź. His research interests include organisation and management, ethics, religion studies, nepotism, and cronyism.

**Correspondence to:** Prof. Grzegorz Ignatowski, University of Social Sciences, 9 Sienkiewicza St., 90-113 Łódź, Poland, e-mail: [gignatowski@san.edu.pl](mailto:gignatowski@san.edu.pl)

**ORCID**  <http://orcid.org/0000-0002-4432-8476>

**Bartłomiej Stopczyński**

Assistant professor at the University of Social Sciences in Łódź, Poland. His research interests include organisation and management, innovation and its use in formulating competitive strategies, nepotism, and cronyism.

**Correspondence to:** Bartłomiej Stopczyński, Ph.D., University of Social Sciences, 9 Sienkiewicza St., 90-113 Łódź, Poland, e-mail: [bstopczynski@san.edu.pl](mailto:bstopczynski@san.edu.pl)

**ORCID**  <http://orcid.org/0000-0001-8941-7424>

**Joanna Sułkowska**

Assistant professor at the University of Social Sciences in Łódź, Poland. An employee of Norbert Barlicki Clinical Hospital in Łódź. His scientific interests include issues of management and medical organizations and entrepreneurship.

**Correspondence to:** Joanna Sułkowska, Ph.D., University of Social Sciences, 9 Sienkiewicza St., 90-113 Łódź, Poland, e-mail: [jsulkowska@san.edu.pl](mailto:jsulkowska@san.edu.pl)

**ORCID**  <http://orcid.org/0000-0002-4949-3622>

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