

# Youth Entrepreneurship Research Analysis

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## ABSTRACT

Youth entrepreneurship is the attitude, skills and knowledge of a young person to identify the opportunity to create added value (both social and economic) and the actions to take advantage of this opportunity. This article analyzes the concept of entrepreneurship, the advantages and disadvantages of youth entrepreneurship, conducts a study of youth entrepreneurship, and presents conclusions.

**KEYWORDS:** *entrepreneurship, youth entrepreneurship, entrepreneurship tools*

**How to cite this paper:** Margarita Išoraite "Youth Entrepreneurship Research Analysis" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-4 | Issue-6, October 2020, pp.1189-1195, URL: [www.ijtsrd.com/papers/ijtsrd33591.pdf](http://www.ijtsrd.com/papers/ijtsrd33591.pdf)



IJTSRD33591

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## INTRODUCTION

Entrepreneurship development is a prerequisite for 2020 Europe for smart, sustainable and inclusive growth strategies to meet their goals. At the same time, it is a tool that can help respond to economic challenges, create new jobs and combat social and financial challenges exclusion. The effects of the global financial and economic crisis require greater attention entrepreneurship and self-employment in shaping the country's economic and social policy. This applies to young people, who have higher unemployment rates than adults, and often do so they face greater difficulties in entering the labor market when starting their work.

### Entrepreneurship definition

Entrepreneurship is a attribute that describes the ability of a person and society to create and develop business and innovation. The Department of Youth Affairs (2019) describes entrepreneurship as the pursuit of new ideas, the implementation of projects, ability to successfully organize and manage life and business. It is about thinking and acting. Entrepreneurship is essential for every member of society if he or she wants to work and earn a living.

Today, entrepreneurship is increasingly linked to the progress of society and the well-being of its members. It is

agreed that Europe's ability to compete successfully and stimulate economic growth is highly dependent on its level of entrepreneurship. Therefore, the scientific debate is increasingly focusing on entrepreneurship education as one of the most important tools for promoting smart, sustainable and inclusive growth across Europe (Barynienė, Pauaitė, Cibulskaitė, 2014). Ceinoriūtė, Paliulienė (2012) point out that the promotion of entrepreneurship is the interpretation, popularization of business processes and dissemination of business knowledge in the society, encouraging people to create private business. Entrepreneurship is understood first as an idea, secondly as a financial resource to cover costs and thirdly as a risk-free innovation, because the entrepreneur himself does not make money,

Entrepreneurship development is a prerequisite for 2020 to achieve the objectives of the European strategy for smart, sustainable and inclusive growth. At the same time, it is also a means of responding to economic challenges, creating new jobs and combating social and financial exclusion. This is particularly true of young people with higher unemployment rates than adults. In addition, young people often face greater difficulties in starting their working life. [14]

**Table 1. Youth entrepreneurship definition**

Author	Definition
Čiburienė, J., Guščinskienė, J. (2009)	„Youth entrepreneurship in the broad sense is young human attitudes, skills and knowledge that recognize the potential for added value (both social, both economic) and actions to address this opportunity utilize. In the narrow sense, entrepreneurship is described as creating value added. Certain entrepreneurship properties are innate and part acquired: • innate qualities include intuition, ardor, careerism, desire for honor, self-confidence; • acquired entrepreneurial qualities develop through learning, studying, working in economic activities; it is knowledge and practical experience shaping universal and business skills.“
Barynienė, Pauaitė, Cibulskaitė (2014)	Entrepreneurship education from an early age has an impact for the further development of the individual, develops his or her important personal qualities that determine his or her propensity to entrepreneurship. On the one hand, certain knowledge and skills can be acquired through study or while working. On the other hand, the propensity to do business, the right and positive attitude to doing business, self-employment is formed in earlier periods.
Čapienė, A. Ragauskaitė, A. (2017)	The University, like other higher education institutions, is engaged in entrepreneurship education. Higher education is a harmonious environment where you can get not only knowledge but also all kinds of help when starting a business. From idea generation to starting a business, these are the ones topics are most relevant to entrepreneurship education. It often happens in this process of entrepreneurship education changes in a person's behavior as they acquire more knowledge, experience, skills and cognition and is able to name their competencies.
Pilipavičius, V. (2014)	The concept of entrepreneurship in the works of Lithuanian scientists related to: functional activities and process; evolution of business models; forms of cooperation resolution; factors of production, regional development and the creation and transformation of economic prosperity business environment management tools; human qualities and behaviors and creativity, autonomy and mentoring.
Palčiauskienė, R., Virketytė, R. (2009)	Entrepreneurship can have two meanings - entrepreneurship in the broad and narrow sense. In terms of entrepreneurship in the narrow sense, entrepreneurship is understood as the ability to create economic value added, which is the ability to make money, attract investment and pay engage potential users of the service or product with their activities. Entrepreneurship in the broad sense is innate or acquired by personal qualities a set that allows you to create economic, social and all other values. Entrepreneurship is the ability of a person to dream, to shape the future goals, strategies and routes to reach those goals, ignite oneself and team members to act purposefully and persevere it is a catalyst for the improvement of the quality of life in society and a way of personal development, autonomy and a tool of freedom.
Atkočiūnienė, V., Navasaitienė, S. (2013)	Entrepreneurship encompasses both behaviors and attitudes, the latter of which are formed in youth, and particular attention should be paid to the development of young people's entrepreneurship. When looking at youth entrepreneurship, as an object of social research, it is important to mention that young people themselves are identified as one of the potential sources of entrepreneurship.
Adamonienė, R., Stromskienė, A. (2013).	The factors listed by the researchers that determine entrepreneurship are as follows relevant to shaping youth entrepreneurship. Young people, who have some enthusiasm and ideas but no negative life experience are susceptible to external and internal persuasion that motivate a fast niche activities and markets and can integrate quickly and effectively into socio-economic life.
Utomo, H., Priyanto, Ss., H., Suharti. L., Sasongko, G. (2019)	Traditional theories emphasize entrepreneurship risk-oriented and individual profit-making. However, along with changes and changes in the business environment, the understanding of entrepreneurship has changed. Now it not only emphasizes the pursuit of personal profit but also highlights how entrepreneurial activity can be to contribute socially.
de la Hoz-Rosales, B., Camacho, J., Tamayo, I. (2019).	Innovative entrepreneurship contributes to growth and jobs. This type of entrepreneurship has qualities closest to the concept of an entrepreneur in this study because such entrepreneurs have (i) the necessary the economic and non-economic resources to be turned into innovative products or services; (ii) necessary skills and knowledge to manage your business; (iii) the necessary freedom to restructure resources and deliver them to the market as final goods or finished products. Currently, entrepreneurs can use their own freedom to set up a new firm, as allowed by structural constraints; and (iv) recognition of that action as functioning. In addition, they have (v) representation because setting up a new company is a voluntary act allows entrepreneurs to fulfill their goal of achieving the life they want. The result of this action creates a positive social impact.

Today, young people need entrepreneurial skills everyday and in all walks of life: searching work, start a business and make important decisions. Having an entrepreneurial mindset people with competencies think more productively, change their attitudes towards themselves and their environment, and they are more determined and active and able to apply their knowledge in everyday life. [15]

#### **Entrepreneurship advantages and disadvantages**

Starting your own business as an entrepreneur can be one of the most enjoyable life experiences. It is also important to maintain a certain level of perspective on this process. Although few of their efforts can be successful. Entrepreneurship advantages and disadvantages are presented in 2 table.

**Table 2. Entrepreneurship advantages and disadvantages [based on [16,17]]**

Advantages	Disadvantages
<p>1. Being an entrepreneur means being your own boss. When you decide to follow an entrepreneur's life, then you give yourself permission to pursue what you are passionate about in life. You are the person who makes every decision.</p> <p>2. Entrepreneurs need to find out who they really are.</p> <p>3. Entrepreneurs need to dictate their schedule (to a certain extent). If you like the idea of spending 40 hours a week and returning home on nights, weekends and holidays, then being an entrepreneur is probably not the best choice. You are going to work 20-40 extra hours each week if your goal is to successfully run your start-up.</p> <p>4. Every day is different when you are working as an entrepreneur.</p> <p>Understanding entrepreneurship means that you will make a different schedule every day. There is no consistent routine in this world. Some experts would even say that if you are going through two similar days in a row, you should re-evaluate your business model. You have to be hungry for every opportunity you choose. If for some reason you are satisfied, then something will take your place. This advantage can ensure your creativity.</p>	<p>1. When you work as a traditional contract worker, there are vacation benefits and vacation qualifying. This is a specific time of year when you can enjoy being paid and not actually at work. You can use your illness time at your own discretion if you are experiencing weather conditions or need a mental health day. It also pays for vacation time, often taken when it comes to getting away. Holidays are paid. When working as an entrepreneur, these options are not always available.</p> <p>2. You, as an entrepreneur, do not get a guaranteed income. One of the biggest advantages employees have over entrepreneurs is the guaranteed salary. While there is a risk of being made redundant or laid off, the income you earn from your work comes from the regular schedule. This means that entrepreneurs work in a lower financial position for themselves and their family. Benefits that an employee receives often include various financial benefits to their family, including health and life insurance.</p> <p>3. When you are an entrepreneur, there is no set working time. When you work in a traditional workplace, you get fixed working hours with a pay guarantee. This is a contract defined between you and the company that offers compensation at a specific level. If you exceed those hours, you may earn additional earnings, benefits or opportunities in the future. Some employees receive "hours on site", which acts as vacation time.</p> <p>If you are an entrepreneur, then you are always working when it comes to the task. There are no holidays, holidays, or sick days unless you put off your work for them - and then he waits for you to return. You don't get paid (unless you have a passive income) unless you work. Iterable CEO Justin Zhu says he works productively between 11am and 5pm and then between 9am and 3pm.</p> <p>4. You are the one who is required to complete all your upgrades. If you are working as an entrepreneur, then chances are you are using technology to make everything happen. This is a great tool to use when everything is up to date. When your firmware needs to be upgraded or the software stops working, stop working until the process completes itself. You may have spent more than 2 hours a day trying to fix your tech issues. Unless you regularly allocate time for it, sometimes it will be difficult to meet deadlines because something is not working.</p>

### Youth entrepreneurship research in Vilnius kolegija/University Applied Science

A survey of youth entrepreneurship was conducted in April-May 2020. The aim of the research is to explore the possibilities of youth entrepreneurship. 20.3% of men and 79.7% of women participated in the study. 88.1% of respondents were 19-25 years old, 5.1% of respondents were 26-30 years old, 1.7% of respondents were 31-35 years old, 5.1% of respondents did not answer the question. 39.0% of respondents study, 57.6% of respondents work and study, 3.4% of respondents did not answer the question. 16.9% of respondents work in the public sector, 45.8% of respondents work in the private sector, 37.3% of respondents did not answer the question. The distribution of respondents by income is presented in Table 3.

**Table 3 Respondents distribution according income (Euro)**

Income	Distribution
Till 100	8.5%
101-200	27.1%
201-300	10.2%
301-400	20.3%
401-500	8.5%
Up 500	13.6%
Did not answer the question	11.9%

Respondents were asked what you think is entrepreneurship. 30.9% of respondents answered that it is the ability to create and manage a business, 19.4% the ability to realize themselves, 18.3% of respondents mentioned that it is a way of thinking about a person and personal social, managerial and personal competencies (see Table 4) .

**Table 4 What is entrepreneurship?**

Answer options	Quantity	Proportion
Ability to create and manage a business	54	30.9%
Ability to create added value	22	12.6%
Ability to realize yourself	34	19.4%
Individual way of thinking and personal social, managerial and personal competencies	32	18.3%
Ability to make money	30	17.1%
Other	3	1.7%

Respondents were asked to rate the importance of entrepreneurship education measures for youth entrepreneurship. The survey data are presented in Table 5. As can be seen from Table 5, the most important are internships and internships in business enterprises, support for business ideas, and training and consulting when starting a business.

**Table 5 The importance of entrepreneurship education measures for youth entrepreneurship**

	Totally agree	Agree	Neither agree nor disagree	I do not agree	Totally disagree
Entrepreneurship education (secondary school, high school)	15 (26.3%)	32 (56.1%)	8 (14.0%)	2 (3.5%)	0 (0.0%)
Establishing contacts with business representatives	21 (36.8%)	31 (54.4%)	5 (8.8%)	0 (0.0%)	0 (0.0%)
Internships and internships in business enterprises	34 (59.6%)	18 (31.6%)	4 (7.0%)	1 (1.8%)	0 (0.0%)
Training and advice on how to start a business	32 (56.1%)	20 (35.1%)	5 (8.8%)	0 (0.0%)	0 (0.0%)
Support for business ideas	36 (63.2%)	19 (33.3%)	2 (3.5%)	0 (0.0%)	0 (0.0%)

Respondents were asked to describe entrepreneurship. 76.3% of respondents define entrepreneurship as Entrepreneurship is a person's ability to turn ideas into action. It means creativity, innovation and risk-taking, as well as the ability to plan and manage projects to achieve goals, while 15.3% of respondents say that entrepreneurship is a young person's attitude, skills and knowledge that recognize the potential for added value (both social and economic) and actions to seize this opportunity (see Table 6).

**Table 6 Entrepreneurship definition**

Answer options	Quantity	Proportion
It is the pursuit of profit through economic activity and the creation of capital for business owners	2	3.4%
The young person's attitude, skills and knowledge to identify the opportunity to create added value (both social and economic) and the actions to take advantage of this opportunity	9	15.3%
Entrepreneurship is a person's ability to turn ideas into action. It means creativity, innovation and a willingness to take risks, as well as the ability to plan and manage projects to achieve goals	45	76.3%
It is a person's personal and business potential, which guarantees innovative and active activities in an ever-changing environment.	1	1.7%
Did not answer the question	2	3.4%

Respondents were asked what teaching methods would promote entrepreneurship. 43.9% of respondents stated that the case study, 35.1% of respondents said that the seminar, 31.6% of respondents said that discussions in working groups. 19.6% of respondents are less affected by the brainstorming method (see Table 7)

**Table 7 What teaching methods would promote entrepreneurship?**

Answer options	Totally agree	Agree	Neither agree nor disagree	I do not agree	Totally disagree
Presentation	12 (21.1%)	30 (52.6%)	10 (17.5%)	5 (8.8%)	0 (0.0%)
Lecture	13 (22.8%)	20 (35.1%)	18 (31.6%)	6 (10.5%)	0 (0.0%)
Seminar	20 (35.1%)	28 (49.1%)	9 (15.8%)	0 (0.0%)	0 (0.0%)
Method of analysis	15 (26.8%)	26 (46.4%)	12 (21.4%)	3 (5.4%)	0 (0.0%)
Brainstorming method	11 (19.6%)	20 (35.7%)	22 (39.3%)	2 (3.6%)	1 (1.8%)
Group work methods	19 (33.9%)	20 (35.7%)	11 (19.6%)	4 (7.1%)	2 (3.6%)
Discussions in working groups	18 (31.6%)	25 (43.9%)	12 (21.1%)	1 (1.8%)	1 (1.8%)
Interactive discussion	13 (22.8%)	30 (52.6%)	11 (19.3%)	2 (3.5%)	1 (1.8%)
Task solving	18 (31.6%)	19 (33.3%)	16 (28.1%)	4 (7.0%)	0 (0.0%)
Case study	25 (43.9%)	24 (42.1%)	8 (14.0%)	0 (0.0%)	0 (0.0%)



Respondents were asked what qualities a business person has. Fully agrees that in business a person is motivated, responsible, communicative, observing the situation (see Table 8).

**Table 8 What are the characteristics of a business person?**

	Totally agree	Agree	Neither agree nor disagree	I do not agree	Totally disagree
Stubborn	33 (57.9%)	20 (35.1%)	4 (7.0%)	0 (0.0%)	0 (0.0%)
Motivated	45 (78.9%)	11 (19.3%)	1 (1.8%)	0 (0.0%)	0 (0.0%)
Responsible	38 (69.1%)	16 (29.1%)	1 (1.8%)	0 (0.0%)	0 (0.0%)
Tolerant	15 (26.3%)	26 (45.6%)	16 (28.1%)	0 (0.0%)	0 (0.0%)
Creating jobs	22 (38.6%)	25 (43.9%)	10 (17.5%)	0 (0.0%)	0 (0.0%)
Proactive	36 (63.2%)	20 (35.1%)	1 (1.8%)	0 (0.0%)	0 (0.0%)
Energetic	31 (55.4%)	19 (33.9%)	6 (10.7%)	0 (0.0%)	0 (0.0%)
Independent	32 (56.1%)	18 (31.6%)	7 (12.3%)	0 (0.0%)	0 (0.0%)
Communicative	36 (63.2%)	19 (33.3%)	2 (3.5%)	0 (0.0%)	0 (0.0%)
Active	36 (63.2%)	19 (33.3%)	1 (1.8%)	1 (1.8%)	0 (0.0%)
Observing the situation	29 (52.7%)	16 (29.1%)	5 (9.1%)	5 (9.1%)	0 (0.0%)
Creative	35 (61.4%)	18 (31.6%)	3 (5.3%)	1 (1.8%)	0 (0.0%)
Innovative	34 (60.7%)	19 (33.9%)	1 (1.8%)	2 (3.6%)	0 (0.0%)
Having certain skills	28 (49.1%)	22 (38.6%)	6 (10.5%)	1 (1.8%)	0 (0.0%)
Hardworking	35 (62.5%)	18 (32.1%)	3 (5.4%)	0 (0.0%)	0 (0.0%)
Conscious	32 (56.1%)	20 (35.1%)	5 (8.8%)	0 (0.0%)	0 (0.0%)
Implementing ideas in the market	29 (50.9%)	25 (43.9%)	2 (3.5%)	1 (1.8%)	0 (0.0%)
For profit	21 (37.5%)	23 (41.1%)	10 (17.9%)	2 (3.6%)	0 (0.0%)
Able to compete	30 (53.6%)	22 (39.3%)	2 (3.6%)	1 (1.8%)	1 (1.8%)
Able to sell yourself, your ideas	35 (61.4%)	16 (28.1%)	6 (10.5%)	0 (0.0%)	0 (0.0%)
Able to come up with a business and develop it	38 (66.7%)	17 (29.8%)	1 (1.8%)	1 (1.8%)	0 (0.0%)
Nutty	32 (56.1%)	20 (35.1%)	5 (8.8%)	0 (0.0%)	0 (0.0%)
Able to make decisions	39 (69.6%)	16 (28.6%)	1 (1.8%)	0 (0.0%)	0 (0.0%)
Leading	38 (66.7%)	17 (29.8%)	1 (1.8%)	1 (1.8%)	0 (0.0%)
Able to assess risk	40 (70.2%)	11 (19.3%)	6 (10.5%)	0 (0.0%)	0 (0.0%)

Respondents were asked, what are the main problems of youth entrepreneurship? The answers of the respondents were distributed as follows:

1. Lack of knowledge, funds for starting a business
2. Insufficient information.
3. Non-learning.
4. Lack of support
5. Lack of information, lack of funds
6. Fear of making mistakes
7. Lack of motivation, lack of certain knowledge, few places to get information.
8. It's scary to start because really starting a business is pretty hard, at least it seems so. And quite expensive, the risk is high
9. Too little opportunity and information
10. Lack of money to implement them; fear of risk of failure; too little motivation
11. Afraid to lose
12. Fear of taking risks in activities that require you to allocate your income
13. Lack of responsibility
14. Fear of disappointment
15. The thoughts of today's young people are focused on the world of technology, therefore young people are not active, do not have initiative. Are closed and aimless.
16. Fear of taking risks
17. There is a need for good participation in the labor market
18. Lack of opportunities to implement your ideas.
19. Constant lack of time, lack of initial capital, doubts about the relevance of the product in the market, lack of knowledge, self-confidence, too many competitors
20. There is too little information on youth entrepreneurship
21. Too little motivation and encouragement from others.
22. Technology hinders creation, thinking differently
23. When it starts and fails, immediately stop that activity
24. Lack of ideas
25. Lack of motivation, fear of failure.
26. Crowded markets
27. Afraid to express their opinion.

28. Lack of motivation, experience and skills
29. no courage, income
30. Too little information on how to start a business, how to develop it, etc., and without information we cannot start our own business; there is also a great lack of inspiring and motivating lectures and conversations by business people.
31. Too much trust maybe
32. There is no support for ideas, high state taxes
33. Not interested
34. Improper analysis of the situation and application of the theory in real life
35. Are afraid to start their own business, do not have the support and experience.
36. Focusing solely on money.
37. It is difficult to gain experience

In the last question of the questionnaire, what are the measures to increase entrepreneurship, the respondents stated that they most support the practice in business enterprises, communication with experienced entrepreneurs, participation in project activities (see Table 9).

**Table 9 What are the tools to help develop entrepreneurship?**

	Totally agree	Agree	Neither agree nor disagree	I do not agree	Totally disagree
Internship in business enterprises	37 (67.3%)	17 (30.9%)	1 (1.8%)	0 (0.0%)	0 (0.0%)
Participation in project activities	30 (54.5%)	18 (32.7%)	5 (9.1%)	2 (3.6%)	0 (0.0%)
Communication with experienced entrepreneurs	35 (63.6%)	15 (27.3%)	5 (9.1%)	0 (0.0%)	0 (0.0%)
Seminars with practical tasks	27 (49.1%)	13 (23.6%)	15 (27.3%)	0 (0.0%)	0 (0.0%)
Theoretical experience of teachers	15 (27.3%)	18 (32.7%)	16 (29.1%)	6 (10.9%)	0 (0.0%)
Teachers' practical experience	21 (38.2%)	25 (45.5%)	8 (14.5%)	1 (1.8%)	0 (0.0%)
Student scientific conferences	15 (27.3%)	21 (38.2%)	16 (29.1%)	3 (5.5%)	0 (0.0%)
Studies under the ERASMUS exchange program	23 (41.8%)	14 (25.5%)	16 (29.1%)	2 (3.6%)	0 (0.0%)

## Conclusions

Youth entrepreneurship is the pursuit of new ideas, the implementation of projects, i. the ability to successfully organize and manage life and business. It is thinking and acting. Entrepreneurship is necessary for every member of society if he or she only wants to work and earn money. Entrepreneurial skills include the ability to creatively solve problems, persuade, negotiate, think strategically, make the necessary connections, and make decisions based on intuition. A person with entrepreneurship seeks and exploits opportunities, takes the initiative to change the situation, takes responsibility, what a person starts and does to the end, taking measured risks, is guided by common sense. An entrepreneur is characterized by the following qualities: the pursuit of results and goals, self-confidence and self-belief, activity, the desire to learn by putting knowledge into practice, determination and perseverance. It is clear that these skills, norms and characteristics can be applied in a variety of circumstances and not necessarily only in business.

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