

**The economic awareness
of the young generation
of Visegrad countries**

A comparative analysis

Prace Naukowe



Uniwersytetu Śląskiego
w Katowicach
nr 3735

50 lat
Uniwersytetu
Śląskiego
w Katowicach

The economic awareness of the young generation of Visegrad countries

A comparative analysis

Edited by **URSZULA SWADŹBA**

Recenzenci

FELICJAN BYŁOK, DANUTA WALCZAK-DURAJ

Contents

Introduction (<i>Urszula Swadźba</i>)	7
Chapter 1	
URSZULA SWADŹBA	
Theoretical and methodological basis of the research	13
Chapter 2	
URSZULA SWADŹBA, MONIKA ŹAK	
Demographic and social structure of the examined group of students from the V4 countries	27
Chapter 3	
NICOLE HORAKOVA, MARKETA JALUVKOVA	
System of values and economics in life	42
Chapter 4	
URSZULA SWADŹBA	
Between professional work and student duties – values of work and its features in students' awareness	74
Chapter 5	
RAFAŁ CEKIERA	
Declared and realized student mobility on the contemporary labor market	102
Chapter 6	
ANNA DUNAY, CSABA BALLINT ILLES, SERGEY VINOGRADOV	
Entrepreneurship, attitudes to poverty and wealth	120

Chapter 7

MONIKA STRBOVA, VIERA ZOZULAKOVA, URSZULA SWADŹBA

To save or to spend? Students' attitude towards money	137
---	-----

Chapter 8

MONIKA ŹAK

Consumption in students' life	156
Conclusion (<i>Urszula Swadźba</i>)	175
Bibliography	181
Notes about contributors	195
Summary	199
Zusammenfassung	201

Introduction

The fundamental questions on the interdependence of the economy and the economic awareness and the relationship between these two are not always easy. In general, they are formulated as if the two were separate systems that interact with each other. Some researchers treat each system as an independent variable and, depending on the views, explain economic phenomena by referencing both separately. Karl Marx regarded the economy as a factor influencing social awareness, whereas Max Weber regarded social awareness as an element influencing the economy. Who was right? It would be safest to say that there is an impact on both sides and that both human awareness affects the economy and the economy affects social awareness.

The latter is part of a wider economic culture. The relationship between awareness and the economy is more often pointed out by sociologists than economists. This is primarily due to the fact that sociologists are the scholars more often involved in awareness and culture, i.e. the soft data. Economists in turn are trained in the use of quantitative data, which is not likely to awaken sensitivity to cultural data. The interests of both academic groups in terms of research concerning culture, including the awareness of economic societies, are revived when economic growth starts to accelerate in some countries or regions and the explanation for it is hard to conceive by turning to the known models. Only then does research on other factors, including cultural ones, begin to play an essential role.

This issue was thus raised on the occasion of noting the economic success of countries of Southeast Asia, especially Japan, Thailand, and more recently China. Also, the rapid development of some regions of India (e.g. Bangalore) indicates a large share of cultural factors at work contributing to this success, including economic awareness. And finally, this problem is present in the analysis of the economic development of post-communist countries, whose development is irregular. These countries include the Visegrad countries – Poland, the Czech Republic, Slovakia and Hungary. Future economic development of each country and its prosperity depends on the economic awareness of

the members of its society. The Visegrad Group countries are struggling with the long term effects of their communist past, but on the other hand, through their membership in the European Union they are under constant influence of the free market economy and democracy. These circumstances affect the consciousness of the young generation that will build the future economy of these countries.

Why did we choose the younger generation? The students who are currently in their twenties were born already after the fundamental political, social and cultural changes. This category of young people in the Visegrad Group countries have no experience of living in the period of real socialism, their life experience has been built within the realities of the free market economy. It is a generation of youth who has a chance to be fully integrated into the economic, social and cultural heritage of the Western world, and the first one whose rights are a reality of capitalism with all the opportunities and threats that this system creates. It is them who have the biggest opportunities to start their own businesses and to achieve success, but who will have the experience of the precariat more often than the other social groups.

Accordingly, the aim of this publication is to diagnose the state of the economic consciousness of the young generation of the Visegrad Group countries and to answer the question: what is the stage of development of the economic awareness of the young generation of the Visegrad Group countries? In what areas of economic awareness (entrepreneurship, work, consumption) are the young from certain countries more active? What are the country-specific similarities and differences in particular areas of economic consciousness of the young generation from V4 countries?

The answers given in this book will stem from an analysis of the sociological research conducted among university students from Poland's four partner countries – the Czech Republic, Slovakia and Hungary. The research was carried out thanks to the financial support of the Visegrad Standard Grant: **“The economic awareness of the young generation of Visegrad countries”** no. 21420008. Its participants were four partner universities: the University of Silesia in Katowice, Palacky University in Olomouc, Constantine the Philosopher University in Nitra, and Szent Istvan University in Godollo¹. The research was also additionally

¹ The following universities were the grant beneficiaries: the University of Silesia in Katowice as project leader, and grant partners: Palacky University in Olomouc, Constantine the Philosopher University in Nitra, Szent Istvan University in Godollo. The participants of the grant-financed project were the following employees of these universities: University of Silesia in Katowice – Prof. dr hab. Urszula Swadźba (coordinator), dr Monika Źak, dr Rafał Cekiera (staff members), Palacky University in Olomouc – PhDr Jaroslav Sotola Ph.D. PhDr Mario Rodriguez Ph.D. (staff members), Constantine the Philosopher University in Nitra – PhDr Monika Strbova Ph.D. PhDr Viera Zozulakova Ph.D. (staff members), Szent Istvan University in Godollo – Prof. dr. Csaba Ballint Illes C.Sc., Dr habil. Anna Dunay Ph.D. (staff members).

conducted by the employees of the Department of Sociology of Ostrava University². The following book was written by grant partners from three of the mentioned universities and the employees of the Department of Sociology of Ostrava University. It consists of the chapters as follows.

Chapter 1, written by Urszula Swadźba, discusses the theoretical premises of the research. The definitions and understanding of economic awareness, especially the economic awareness of young people, is presented therein. The theoretical model of economic awareness is graphically illustrated as are its 6 elements: economic knowledge, value system and economic aspirations, work and entrepreneurship, value of money and saving, attitudes towards poverty and wealth, consumption. These elements are discussed in detail while the author makes references to both theory and empirical research. The research hypotheses and their verification methods were formulated, consequently the next point presents the methodological bases of the research, in other words the premise of conducting common empirical research, the method of constructing the questionnaire and the choice of the research sample, conducting research and the method of its statistical analysis.

Chapter 2 written by Urszula Swadźba and Monika Žak is a demographic and social characteristic of the structure of the interviewed students' group. The following characteristics, separately for each national group of respondents, were presented: gender and age of the students, degree, mode and field of study, as well as their place of residence. All of these characteristics allowed making comparisons between students from different countries. In addition to that, the information about students' families was obtained: family status, education of parents, household material conditions.

In the next chapters, in accordance with the assumed theoretical model of the research, the authors discuss: the value system and economic knowledge of the students, the value of work and its features, internal and international career-driven mobility, value of money and savings, attitudes towards wealth, poverty and consumption. Each chapter contains a short summary. The authors make cross-sectional analyses. Each of the authors, presenting their own part of the research, analyzes the responses of the students from each V4 country.

Chapter 3 written by Nicole Horáková and Markéta Jalůvková is an analysis of the system of values of the interviewed students from V4 countries. The basic analysis is preceded by a short characteristic of the changes in the value system. Consecutively, the students' values, set against the general system of values, were discussed. The system of the values of the young people was juxtaposed with the results from other European researches on the subject. The next part of the article is about the attitudes towards taking on challenges in life. These were

² Research carried out by: PhDr Nicole Horakova Ph.D., PhDr Petra Sobanova Ph.D., PhDr Marketa Jaluvkova Ph.D.

divided into three different strategies: liberal, bold and passive. The third part of this chapter concerns the role of economics in life.

The topic of Chapter 4, written by Urszula Swadźba, is the analysis of one of the elements of economic awareness – work. Theoretical issues of work, professional work and work values are shortly outlined. The author presents different types of work undertaken by the students of the V4 countries during both the academic year and the holidays. Then she analyzes the crucial elements of awareness, such as: work among the other values, statements regarding work and work features. Summing up the research results, the author constructed several types of students based on their responses to the questions about getting work experience and their work evaluation.

In Chapter 5 Rafał Cekiera analyzes the declared and realized mobility of the students on the contemporary labor market. Initially the author discusses the contemporary labor market in V4 countries, particularly highlighting the level of unemployment. Then he moves to an analysis of the students' declarations regarding readiness to go abroad for work. These declarations are juxtaposed with their opinions on migration and the benefits (or a lack thereof) it might bring. In the summary he compares the mobility of the interviewed students from V4 countries.

Chapter 6 written by Hungarian project partners Anna Dunay and Csaba Ballint Illes tackles the problem of the entrepreneurship of the V4 students and their attitude towards wealth and poverty. The problems presented in this section are: the attitude towards wealth and poverty as well as activity and entrepreneurship. The authors analyze the students' declarations on the potential of using their own initiative and the barriers blocking them. These problematic aspects are illustrated by statistical calculations.

The attitude towards money and savings is the main topic of Chapter 7, written by the Slovakian partners – Monika Strbova, Viera Zozulakova – and Urszula Swadźba. It opens with briefly outlining the authors' theoretical analysis of the discussed attitudes towards money and students' preferences in this domain. The authors show the role money plays in the students' value system as well as point to its meaning in their lives. Besides national differences, they also point out the ones resulting from household material conditions declared by the students. In the summary, types of approaches are outlined, based on the declared attitude towards money.

The last chapter – number 8, written by Monika Žak, is an analysis of the consumer attitudes amongst students. The author begins traditionally – with a short theoretical introduction. Consecutively she presents the students' attitude to daily shopping as well as towards the concept of quality brand goods. She analyzes the students' preferences for spending or investing money. In the summary the author sketches several types of students based on their attitude towards consumption.

In the conclusion, Urszula Swadźba makes a synthetic presentation of the state of economic awareness of the young generation of the V4 countries. She describes its individual elements and makes comparisons, highlighting similarities and national traits and the differences they result in. Consequently, she constructs certain types of students by referencing different elements of their economic awareness that allowed distinguishing the differences amongst them.

At the end of the book one finds the bibliography for all chapters as well as the questionnaire of categorized interviews. The authors' academic profiles are also presented.

The subject of our publication on the economic awareness of the young generation lies at the borderline between economics and sociology, therefore it is rarely discussed in an international context in a comparative fashion. We hope that our publication will fill this gap in academic literature as the authors' analyses summon the V4 young people's ways of thinking and navigating the socio-economic reality surrounding them. We also firmly believe that the publication of this book will contribute to the cooperation between scholars from the Visegrad Group member countries.

Urszula Swadźba

Notes about contributors

Rafał Cekiera – Ph.D. in social science, lecturer at the Institute of Sociology, University of Silesia. Laureate of the Marshal of the Senate of the Republic of Poland Award in the competition for the best press material about Polish emigrants. Published his articles in *Tygodnik Powszechny*, *Charaktery*, *Więź*, *Czas Kultury*, *Opcje*, *Studia Migracyjne – Przegląd Polonijny*, *Pogranicza*, *Topos*, *Odra*, *W drodze*, *Ethos*, *Humanizacja Pracy* and *Transformacje* et al. The author of the following books “The pitfalls of emigration lightness – the experience of temporality in the narratives of young Polish post-accession UE emigrants” (*O pułapkach emigracyjnej lekkości. Doświadczenie tymczasowości w narracjach młodych polskich emigrantów poakcesyjnych*, NOMOS, 2014) and “The worries and the hopes. A sociological analysis of the entries to votive’s book in the St. Wendelin chapel in Rudzica” (*Zgryzoty i nadzieje. Socjologiczna analiza wpisów do ksiąg wotywnych w kaplicy św. Wendelina w Rudzicy*, TMR, 2016). He is interested in sociology of migration, religion and culture.

Anna Dunay – Ph.D. habil. (in business and management), Associate Professor at Szent István University (Hungary), Faculty of Economic and Social Sciences, Institute of Business Studies, Department of Business Economics and Management. She is an author and co-author of 146 peer-reviewed papers in scientific journals, books, and conference proceedings, her works have nearly 200 independent citations. Her current research interests include: management of SMEs, lifecycle of enterprises, entrepreneurship education, Corporate Social Responsibility in different sectors, competitiveness of the agricultural sector.

Nicole Horáková – Ph.D., studied history, Russian language, sociology, pedagogy and German as a foreign language in Mainz and Berlin (FRG). She completed her post-graduate studies at the University of Osnabrück at IMIS (Institute for Migration and Intercultural Studies). After having gained work and travel experience in Germany, Russia, United States and the Czech Republic, she settled down in Ostrava (CZ). Since 2013 she has been Head of the Department of Sociology at the University of Ostrava (CZ). Her research interests comprise migration, new right-wing movements, social networks and the (new) media.

Csaba Bálint Iles – CSc habil. (in economics), Full Professor at the Szent István University (Hungary), Faculty of Economic and Social Sciences. He is Vice Director of Institute of Business Studies, Head of Department of Business Economics and Management, Director of Executive MBA Programme, core member of the Doctoral School of Management and Business Administration at Szent István University, Gödöllő. He is an author and co-author of more than 300 refereed papers in scientific journals, books, and conference proceedings, his works have more than 500 independent citations. He is a member of the editorial boards of various international journals. His current research interests include: management and development of SMEs, corporate competitiveness, Food Safety Management, Corporate Social Responsibility in different sectors, farm management.

Markéta Jalůvková – M.A., studied sociology and andragogy (specialization in Human Resources) at the Palacký University in Olomouc, the Czech Republic. After graduating she started working for Datamar and has been conducting sociological and marketing surveys. She specializes in brands awareness, customer satisfaction and mystery shopping. During her professional career, she has led international surveys (Scandinavia, Germany, Poland, Czech Republic, Slovakia, Spain etc.) and carried out projects for internationally known firms in the fields of energy, retail or pharmacy. She specializes in quantitative methods and analysis.

Monika Štrbová - Ph.D., is Head of the Department of Sociology, Faculty of Arts, at the Constantine the Philosopher University in Nitra (Slovakia), focusing on sociological research and research on the value orientation of minorities in Slovakia and Europe. She participated in the Visegrad Fund projects as a co-founder of the “Tradition and modernity in the life-style of the families of Visegrad Countries” (2001) project and as the coordinator from the Constantine the Philosopher University in Nitra (Slovakia) for the project “The economic awareness of the young generation of Visegrad countries” (2015). As co-director, she also participated in the following projects: “Family and Intergenerational Ties in the Current Family in the Nitra Region” (2013), “Presentations of Anomie in the Current Slovak Family (Sociological Analysis of the State in the Slovak Republic)” (2008), “Current family in Slovakia on the example of the family of the selected region” (2004) and “Analysis of problems and possibilities to further increase the attractiveness of studies at Constantine the Philosopher University in Nitra” (2007). She is a member of the Slovak Sociological Society.

Urszula Swadźba – Professor dr hab. of sociology, employee of the University of Silesia, Head of the Department of General Sociology. Her research interests comprise sociology of values (especially value of work); sociology of the borderlands, Silesian issues. Recently she focused on economic awareness. She is an author of more than 100 books and articles on this subject. Her most important publications include: *Śląski etos pracy. Studium socjologiczne*. Wydawnictwo Uniwersytetu Śląskiego. Katowice 2001, *Wartości pracy, rodziny, religii – ciągłość i zmiana. Socjologiczne studium społeczności śląskich*. Wydawnictwo Uniwersytetu Śląskiego. Katowice 2012. The latest publications are: *Gmina Wiry w ekonomiczno-socjologicznym zwierciadle*, Wydawnictwo „Śląsk”, Katowice

2016, (co-author: Zbigniew Zagała, Stanisław Swadźba), *Od żony górnik do naukowca. Zmiana systemu wartości i ról społecznych kobiet na terenach przemysłowych Górnego Śląska* (co-author: Monika Żak), Wydawnictwo Uniwersytetu Śląskiego, Katowice 2016, *Praca i konsumpcja w perspektywie tworzenia ładu akcjonormatywnego* (co-authors: Felicjan Byłok, Danuta Walczak-Duraj), Wydawnictwo „Śląsk”, Katowice 2017. She cooperates with foreign universities from the Czech Republic, Slovakia and Hungary.

Sergey A. Vinogradov – Ph.D. (in business and management), Associate Professor at the Szent István University (Hungary), Faculty of Economic and Social Sciences, Institute of Economics, Law and Methodology. Head of the Department of Methodology for Economic Analysis. He is an author and co-author of more than 100 refereed papers in scientific journals, books, and conference proceedings. Current research interests include: social and economic statistics, actual problems of sustainable development in EU countries, evaluation of the differences in the competitiveness and innovation performance, measuring of the labour market success of graduates.

Viera Zozulakova – Ph.D., senior lecturer and a member of the Department of Sociology, Faculty of Arts, Constantine the Philosopher University in Nitra (Slovakia). She graduated from philosophy and English language at the Faculty of Philosophy in Presov, Pavol Jozef Safarik University in Kosice in 1995. She earned her doctorate from theology in 2008. Her professional interests are largely interdisciplinary. She tackles the tasks in globalization, the challenges of sustainable development and sustainable de-growth theory, issues of corporate social responsibility and the changes of society concerning the period of transition. She is an author and co-author of articles and books, a member of national and international project teams, a coordinator of international projects. She is a co-editor of the *Sociology and Society Journal*. She gave lectures at the Universities and Colleges in Antwerp (Belgium), Maribor (Slovenia) Katowice (Poland) and Thessaloniki (Greece). As part of her research she visited France, Spain and Turkey. She speaks English, Russian and German.

Monika Żak – Ph.D., lecturer in the Department of General Sociology at the Institute of Sociology of the University of Silesia. Her research interests are related to the sociology of work and consumption. She is also researching the concept of work-life balance. The author of the monograph: *Family Life of High Risk Occupation Groups. Illustrated with the Case of a Police Officer*, co-author of the monograph: *Od żony górnik do naukowca. Zmiana systemu wartości i ról społecznych kobiet na terenach przemysłowych Górnego Śląska* (co-author: Urszula Swadźba). She published numerous research articles and edited monographs.

Świadomość ekonomiczna młodego pokolenia krajów Grupy Wyszehradzkiej

Analiza porównawcza

Streszczenie

Zainteresowania socjologów i ekonomistów badaniami nad kulturą, w tym nad świadomością ekonomiczną społeczeństw, odzwierciedlają sytuację, gdy rozwój gospodarczy zaczyna przyspieszać w niektórych krajach lub regionach i nie zawsze da się te zjawiska wytłumaczyć tylko znanymi modelami. Wtedy zaczyna się poszukiwanie innych czynników, wśród których czynniki kulturowe odgrywają zasadnicze znaczenie.

Problem ten jest obecny przy analizie rozwoju gospodarczego krajów postkomunistycznych, których rozwój jest nierównomierny. Do nich należą kraje Grupy Wyszehradzkiej: Polska, Republika Czeska, Słowacja i Węgry. Borykają się z przeszłością postkomunistyczną, ale należą jednocześnie do Unii Europejskiej, znajdują się w kręgu oddziaływania gospodarki wolnorynkowej i demokracji. Te okoliczności wpływają na świadomość młodego pokolenia w tych krajach.

Celem niniejszej publikacji jest zdiagnozowanie stanu świadomości ekonomicznej młodego pokolenia krajów Grupy Wyszehradzkiej i odpowiedź na pytania: Na jakim etapie kształtowania się świadomości ekonomicznej pozostaje młode pokolenie w krajach Grupy Wyszehradzkiej? W jakich obszarach świadomości ekonomicznej (przedsiębiorczości, pracy, konsumpcji) młode pokolenie poszczególnych krajów wykazuje większą aktywność? Jakie są podobieństwa, a jakie różnice w poszczególnych obszarach świadomości ekonomicznej młodego pokolenia krajów V4?

Odpowiedź ta została udzielona w niniejszej książce na podstawie analizy badań socjologicznych przeprowadzonych wśród studentów wyższych uczelni czterech krajów partnerskich: Polski, Republiki Czeskiej, Słowacji i Węgier. Badania zostały przeprowadzone i wsparte finansowo w ramach Visegrad Standard Grant: „The economic awareness of the young generation of Visegrad countries” nr 21420008. Brały w nich udział partnerzy czterech uczelni: Uniwersytetu Śląskiego w Katowicach, Uniwersytetu Palackiego w Ołomuńcu, Uniwersytetu Konstantyna Filozofa w Nitrze i Szent Istvan University w Gódołló. Dodatkowo badania przeprowadziły pracownice Katedry Socjologii Uniwersytetu Ostrawskiego. Niniejsza książka została napisana przez partnerów grantu z trzech uczelni oraz przez pracownice Katedry Socjologii Uniwersytetu Ostrawskiego.

W monografii najpierw omówione są założenia teoretyczne badań. Przedstawiono definicję i rozumienie świadomości ekonomicznej oraz metodologiczne podstawy badań. Następnie opisana została struktura demograficzno-społeczna grupy badanych studentów. Odrębnie dla respondentów każdego z badanych krajów V4 przedstawiono następujące elementy charakterystyki: płeć i wiek studentów, stopień, charakter i kierunek studiów, miejsce zamieszkania badanych studentów. W następnych rozdziałach, zgodnie z modelem teoretycznym badań, autorzy

przedstawili: system wartości i wiedzę ekonomiczną studentów, wartość pracy i jej cechy, mobilność wewnętrzną i zagraniczną w celu podjęcia pracy, przedsiębiorczość, postrzeganie wartości pieniędzy i oszczędności, postawy wobec bogactwa i biedy oraz zachowania konsumenckie. Każdy z rozdziałów cząstkowych zawiera krótkie podsumowanie. Autorzy dokonują analiz przekrojowych, przedstawiając poszczególne fragmenty badań i analizując odpowiedzi respondentów wszystkich krajów V4. Zakończenie prezentuje w sposób syntetyczny stan świadomości ekonomicznej młodego pokolenia krajów V4. Końcowy podział studentów na grupy uwzględnia różne elementy składowe świadomości ekonomicznej.

Ökonomisches Bewusstsein von der jungen Generation der Visegrád-Gruppe

Eine Vergleichsanalyse unter der Redaktion von Urszula Swadźba

Zusammenfassung

Die Forschungen zur Kultur und zum ökonomischen Bewusstsein der Gesellschaften erwecken Interesse der Soziologen und Wirtschaftswissenschaftler sooft die Wirtschaftsentwicklung in manchen Staaten oder Regionen beschleunigt wird und diese Phänomene lassen sich mittels bisher bekannter Modelle nicht immer erläutern. In dem Fall wird nach anderen Faktoren gesucht, unter denen Kulturfaktoren von besonderer Bedeutung sind.

Das Problem tritt bei der Analyse der wirtschaftlichen Entwicklung von den sich ungleichmäßig entwickelnden postkommunistischen Staaten hervor, zu denen die Visegrád-Staaten: Polen, Tschechien, Slowakei und Ungarn gehören. Diese schlagen sich einerseits mit postkommunistischer Vergangenheit herum und andererseits befinden sich dank der Mitgliedschaft in Europäischer Union im Wirkungsbereich der freien Marktwirtschaft und der Demokratie. Diese Umstände beeinflussen das Bewusstsein der jungen Generation, die in Zukunft die Wirtschaft der Staaten aufbauen wird.

Die vorliegende Publikation bezweckt, ökonomisches Bewusstsein der jungen Generation der Visegrád-Gruppe (V4) zu diagnostizieren und folgende Fragen zu beantworten: in welchen Bereichen des ökonomischen Bewusstseins (Unternehmergeist, Arbeit, Konsum) junge Leute in den einzelnen Staaten aktiv sind? Welche Ähnlichkeiten und Unterschiede lässt das ökonomische Bewusstsein der jungen Generation der Visegrád-Staaten erkennen? Zu diesem Zwecke wurden unter den Studenten von vier Hochschulen in vier Partnerstaaten: Polen, Tschechien, Slowakei und Ungarn die im Rahmen des Visegrad Standard Grants: „The economic awareness of the young generation of Visegrad countries“ Nr. 21420008 subventionierten soziologischen Forschungen angestellt. An den Forschungen beteiligten sich vier Hochschulen: Schlesische Universität in Katowice, Palacký Universität in Olmütz, Philosoph Konstantin-Universität Nitra und Szent-Istvan-Universität in Góddólló. Zusätzliche Untersuchungen haben die Mitarbeiterinnen des Lehrstuhls für Soziologie der Universität Ostrava durchgeführt.

Zuallererst werden in der Monografie theoretische Voraussetzungen der Forschungen behandelt. Man definiert ökonomisches Bewusstsein und methodologische Grundlage der Forschungen, um dann die demographisch-soziale Struktur der zu befragten Studenten zu charakterisieren. Jeder der Befragten aus den V4-Staaten wurde hinsichtlich des Geschlechts, des Alters, des Studiengangs, der Studienrichtung und des Wohnortes charakterisiert. In weiteren Kapiteln schildern die Verfasser dem theoretischen Modell der Forschungen gemäß: Wertesystem und ökonomische Kenntnisse der Studenten, Wert der Arbeit und deren Eigenschaften, innerstaatliche und ausländische Mobilität der Studenten bei der Arbeitssuche, Unternehmergeist, Wert von Geld und Ersparnissen, Einstellung zum Reichtum und zur Armut, Konsum. Jedes Kapitel ist mit einer kurzen Resümee versehen. Die Verfasser schildern ihren Teil der Forschungen, indem

sie jedes Mal die Antworten von den Befragten aus allen V4-Staaten analysieren. Zum Schluss wird der allgemeine Zustand des ökonomischen Bewusstseins der jungen Generation von der Visegrád-Gruppe bezeichnet und die einzelnen Typen der Studenten in Bezug auf verschiedene Elemente des ökonomischen Bewusstseins unterschieden.

The photograph used on the cover by
NICOLE HORÁKOVÁ, RAFAŁ CEKIERA, PIOTR CZAKON

Copy editing
MICHAŁ PELCZAR

Cover editing
MAGDALENA STARZYK

Proofreading
LIDIA FALKOWSKA-WINDER, KRYSZTOF WOJCIESZUK

Typesetting
ALICJA ZAŁĘCKA

Copyright © 2018 by
Wydawnictwo Uniwersytetu Śląskiego
Wszelkie prawa zastrzeżone

ISSN 0208-6336
ISBN 978-83-226-3384-7
(printed version)
ISBN 978-83-226-3385-4
(electronic version)

Publisher
Wydawnictwo Uniwersytetu Śląskiego
ul. Bankowa 12B, 40-007 Katowice
www.wydawnictwo.us.edu.pl
e-mail: wydawus@us.edu.pl

First impression. Printed sheets: 12,75. Publishing
sheets: 16,0. Offset paper grade III, 90 g

Price 28 zł (+ VAT)

Printing and binding:
Volumina.pl Daniel Krzanowski
ul. Księcia Witolda 7-9, 71-063 Szczecin