



Winnet Centre of Excellence® Session at CEST 2015 'Gender, Entrepreneurship and Innovation in Baltic Sea Region'

VENUE: Lodz/Poland, Faculty of Management University of Lodz

DATE: December, 17, 2015

LANGUAGE: English

WEB-SITE: cest2015.uni.lodz.pl

NAME of WINNET SESSION: Gender, Innovation and Growth in BRS region

The session presents the results of research under the project TP Winnet BSR, financed by the Swedish Institute. Its aim is conducting and promoting policy oriented research on the role of the so called female factor in Entrepreneurship and Innovation in the context of Economic Growth in BRS countries. The project focuses in particular on two sectors: creative industries and tourism in selected BRS countries: Estonia, Latvia, Lithuania, Poland, Sweden. Research results are expected to lead to identification of good practices and policy changes.

The session will last 90 min, 6 x (10 min. presentation+ 5 min. discussion).

Chair: Dr. Ewa Ruminska- Zimny, International Forum of Women in Science and Business at the Warsaw School of Economics

It will be organized in cooperation with WINNET SWEDEN and Swedish Institute in Stockholm

1. **Winnet Centre of Excellence® in the Baltic Sea Region**, Marta Hozer-Kocmiel, University of Szczecin
2. **Results of the Survey on women-led SMEs in tourism and creative industries sectors**, Ewa Lisowska, Warsaw School of Economics
3. **Structure of employment and wages in ICT and tourism sectors in Baltic Sea Region: gender analysis**, Dorota Witkowska, University of Lodz; Krzysztof Kompa, Warsaw University of Life Sciences, Aleksandra Matuszewska-Janica, Warsaw University of Life Sciences
4. **Development of Women-owned SMEs in Poland focused on Group buying tool and Importance of the Internet**, Małgorzata Wiścicka and Sandra Misiak-Kwit, University of Szczecin
5. **WRCs' potential to increase women's participation in SME, Innovation and Economic Growth**, Sandra Misiak-Kwit, University of Szczecin; Britt-Marie S Torstensson, WINNET Sweden
6. **Equality and Sustainable development in BSR and in EU countries – a comparative study**, Ewa Ruminska-Zimny, Marta Hozer-Kocmiel