

Youth and Women Entrepreneurship in Contemporary Russia: Tendencies, Challenges and Prospects

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Abstract

In this paper the situation with youth and women entrepreneurship in contemporary Russia is investigated in the global context. Our analysis draws on the relevant statistics, both national and international, which provides a framework for our own original study. Given the restricted nature of the existing materials, our research aims to take a more nuanced and differentiated approach to entrepreneurship in Russia. Through conducting surveys and qualitative interviews, we explore the motivations, values and career/life aspirations of the respondents. Treating these as determining factors for the situation with the national entrepreneurship we analyse its dynamics, prospects and tendencies.

Key words: Russian youth entrepreneurship, Russian women's motivation in business, Russian students' life values and career choices, prospects and tendencies of youth entrepreneurship in Russia