

Youth Entrepreneurship Development in Bosnia-Herzegovina

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Razvoj omladinskog poduzetništva u Bosni i Hercegovini

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Abstract: *Bosnia-Herzegovina and other countries worldwide are increasingly recognizing the importance and role of youth entrepreneurship in solving youth unemployment problem. Regardless of the young people entrepreneurial potential, which is reflected in their education, dynamism and innovativeness, youth entrepreneurship faces specific barriers. It prevents and hinders the contribution that young people can make to country economic and social development through entrepreneurial activity. This paper researches youth entrepreneurship development in Bosnia-Herzegovina in the period 2008-2012 and its current state. The research is based on data gathered within Global Entrepreneurship Monitor (GEM), the world's largest academic research project in the field of entrepreneurship, which has been implemented in Bosnia-Herzegovina since 2008. The results of the empirical research show there has not been significant improvement in the past few years, when it comes to youth involvement in entrepreneurship in Bosnia-Herzegovina.*

Key words: youth entrepreneurship, youth, unemployment

Sažetak: *U Bosni i Hercegovini i drugim zemljama širom svijeta se sve više prepoznaje značaj i uloga omladinskog poduzetništva pri rješavanju problema nezaposlenosti mladih. Bez obzira na poduzetnički potencijal mladih, koji se ogleda u njihovoj obrazovanosti, dinamičnosti i inovativnosti, pred omladinsko poduzetništvo se postavljaju specifične barijere, što onemogućava i otežava doprinos koji mladi mogu dati ekonomskom i društvenom razvoju zemlje kroz poduzetničku aktivnost. U ovom radu se istražuje razvoj omladinskog poduzetništva u Bosni i Hercegovini za period 2008.-2012. i njegovo trenutno stanje. Istraživanje se bazira na podacima prikupljenim provedbom Globalnog monitora poduzetništva (Global Entrepreneurship Monitor), najvećeg svjetskog akademskog istraživačkog projekta u oblasti poduzetništva, koji se u Bosni i Hercegovini provodi od 2008. godine. Rezultati empirijskog istraživanja pokazuju da nije došlo do značajnog napretka u proteklim godinama, kada je u pitanju uključenost mladih u poduzetništvo u Bosni i Hercegovini.*

Ključne riječi: omladinsko poduzetništvo, mladi, nezaposlenost

JEL Classification: J21, M13, M21

I. Introduction

One of the modern problems present in many countries of the world is the general unemployment, where special attention is increasingly being given to the problem of youth unemployment. ILO (2013) estimates global youth unemployment at 73.4 million in 2013, which represents an increase of 3.5 million compared to 2007. According to Eurostat 2012 data, namely, the EU labor force survey, 57.5 million young people aged between 15 and 24 years live in 28 countries of European Union. Around 33 million of them are economically inactive and are not accounted as labor force, while 24.4 million represent the labor force. There are 5.6 million unemployed young people in total labor force, which is 23%. At the end of 2012, the youth unemployment rate was 2.6 times higher than the total population unemployment rate. Also, over the years, youth unemployment rates have been generally higher than total population unemployment rates. Within the OECD area (2013) youth (15-24) unemployment rate in total youth labor force was approximately 16% between 2008 and 2012, but only 12% in 2007. Therefore, there has been an increase of youth unemployment.

The issue of youth unemployment is considerably present in Bosnia and Herzegovina, and it is getting more complex year by year. According to the Labor Force Survey B&H (2012, 2010), 63.1% of total youth population was unemployed, while in previous years that percentage was slightly lower and in 2008 it was 47.5%.

As in other countries experiencing similar problems, increased attention is being given to stimulation and development of youth entrepreneurship as a potential solution. „Developing countries, as well as developed countries, are investing considerable resources in youth employment programs. Youth entrepreneurship is increasingly seen as part of a solution to address the youth employment challenge“. (EMN, 2012, p.4) „Young people are mostly absorbed into the general adult population, ignoring their specific needs and particular entrepreneurial potential, as well as their critical contribution to economic and social progress“. (Schoof, 2006, p.5) „Having

I. Uvod

Jedan od savremenih problema koji je prisutan u brojnim zemljama svijeta jeste općenita nezaposlenost, te se posebna pažnja sve više posvećuje problemu nezaposlenosti mladih. ILO (2013) procjenjuje globalnu nezaposlenost mladih na 73,4 miliona u 2013. godini, što predstavlja povećanje za 3,5 miliona u odnosu na 2007. godinu. Prema podacima Eurostata za 2012. godinu u okviru EU istraživanja radne snage, u 28 zemalja Europske unije živi 57,5 miliona mladih osoba, u životnoj dobi između 15 i 24 godine. Od toga je 33 miliona mladih ekonomski neaktivno i ne nalazi se u radnoj snazi, a 24,4 miliona čini radnu snagu. U ukupnoj radnoj snazi je 5,6 miliona mladih nezaposlenih ljudi, odnosno 23%. Stopa nezaposlenosti mladih je na kraju 2012. godine bila 2,6 puta veća u odnosu na ukupnu nezaposlenost populacije, te su stope nezaposlenosti mladih generalno veće od ukupnih stopa nezaposlenosti, tokom godina. Stopa nezaposlenosti mladih (15-24) u ukupnoj radnoj snazi mladih, na području OECD-a (2013) se od 2008. do 2012. godine kretala oko 16%, dok je 2007. godine iznosila 12%. Dakle, došlo je do povećanja nezaposlenosti mladih.

U Bosni i Hercegovini je znatno izraženo pitanje nezaposlenosti mladih osoba, koje iz godine u godinu postaje složenije. Prema podacima Ankete o radnoj snazi BiH (2012, 2010), u 2012. godini je bilo 63,1% nezaposlenih mladih od ukupne populacije mladih, dok je u prethodnim godinama taj procent bio nešto niži, te je 2008. godine iznosio 47,5%.

Kao i u drugim zemljama, koje se susreću sa sličnim pitanjem, sve više se pažnja poklanja poticanju i razvoju omladinskog poduzetništva, kao potencijalnog rješenja. „Zemlje u razvoju, kao i razvijene zemlje investiraju razumna sredstva u programe zapošljavanja mladih. Omladinsko poduzetništvo se sve više posmatra kao dio rješenja problema nezaposlenosti mladih“. (EMN, 2012, str. 4) „Mladi ljudi su najčešće posmatrani zajedno sa generalnom odraslom populacijom, pri čemu se ignorišu njihove specifične potrebe i poseban

in mind that young people are educated, dynamic and innovative, it is youth entrepreneurship which can act as a factor that reduces negative tendencies primarily the unemployment brought to young people by changed social conditions". (Pavic, 2008, p.92) However, youth entrepreneurship development directly depends on a country's entrepreneurial environment, which can be stimulating or discouraging. Therefore, the problem researched in this paper is the youth entrepreneurship development in Bosnia-Herzegovina over the years and its current state.

The research is based on data collected through Global Entrepreneurship Monitor (GEM), the world's largest academic research project in the field of entrepreneurship. The objective of GEM study is to measure entrepreneurial attitudes, activities and aspirations of people worldwide, as well as to assess entrepreneurial environment of all countries participating in the research. The project was initiated in 1999 through a partnership between London Business School and Babson College, when there were only 10 countries participating. Over the years, the number of participants gradually increased, and it reached 69 in 2012, while the total number of economies in which GEM measured entrepreneurship is 99. GEM uses a unique methodology for researching entrepreneurship state in the world, and collects data from three sources: Adult Population Survey (APS), National Experts Survey (NES) and standardized secondary international databases, such as Doing Business Report, the International Monetary Fund etc. Based on data collected and analyzed, GEM consortium annually publishes a global report on entrepreneurship state. In Bosnia-Herzegovina, GEM project has been implemented since 2008 and its official holder is "Entrepreneurship Development Centre" Tuzla in partnership with the Tuzla University.

The research objective of this paper is to present the development trend of youth entrepreneurship shown through phases of entrepreneurship process in Bosnia-Herzegovina for a period of 2008-2012 and to give assessment of youth entrepreneurship state in the country.

poduzetnički potencijal, kao i njihov ključni doprinos ekonomskom i društvenom napretku". (Schoof, 2006, str. 5) „Imajući u vidu obrazovanost, dinamičnost i inovativnost koji karakteriziraju mlade ljude, upravo poduzetništvo mladih može djelovati kao faktor koji ublažava negativne tendencije, ponajprije nezaposlenost, koje promijenjene društvene okolnosti donose mladima". (Pavić, 2008, str. 92) Međutim, razvijenost omladinskog poduzetništva direktno zavisi od poduzetničkog okruženja jedne zemlje, koje može biti stimulatивно i destimulatивно. Zato je problem koji se istražuje u ovom radu razvoj omladinskog poduzetništva u Bosni i Hercegovini tokom godina i njegovo trenutno stanje.

Istraživanje se bazira na podacima prikupljenim putem Globalnog monitora poduzetništva (Global Entrepreneurship Monitor – GEM), najvećeg svjetskog akademskog istraživačkog projekta u oblasti poduzetništva. Cilj GEM istraživanja je mjeriti poduzetničke stavove, aktivnosti i težnje ljudi širom svijeta, kao i dati ocjenu poduzetničkog okruženja na nivou svake zemlje učesnice istraživanja. Projekat je iniciran 1999. godine putem partnerstva između Londonske poslovne škole i Babson koledža, kada je učestvovalo samo 10 zemalja svijeta. Tokom godina, broj zemalja učesnica se postepeno povećavao, te je u 2012. godini iznosio 69, dok je ukupan broj zemalja u kojima je GEM mjerio poduzetništvo 99. GEM koristi jedinstvenu metodologiju za istraživanje stanja poduzetništva u svijetu, te podatke prikuplja iz tri izvora: ispitivanje populacije odraslih (Adult Population Survey – APS), intervjuisanje nacionalnih eksperata (National Expert Survey – NES) i korištenje standardiziranih međunarodnih baza podataka, poput Doing business izvještaja, podataka Međunarodnog monetarnog fonda i sl. Na temelju prikupljenih i analiziranih podataka, GEM konzorcij svake godine objavljuje izvještaj o stanju poduzetništva u svijetu. GEM projekat se u Bosni i Hercegovini provodi od 2008. godine, te je njegov zvanični nosilac Udruženje „Centar za razvoj poduzetništva“ Tuzla u partnerstvu sa Univerzitetom u Tuzli.

Cilj istraživanja ovog rada jeste predsta-

In order to achieve the research objective, it is necessary to respond to the following **research tasks**:

- to review the literature on youth entrepreneurship;
- to present and analyze youth entrepreneurial attitudes and beliefs in B&H during the period of 2008-2012;
- to present and analyze youth entrepreneurial intentions in B&H during the period of 2008-2012;
- to present and analyze rates of youth involvement in early-stage and established entrepreneurial activity in B&H during the period of 2008-2012;
- to present and analyze business discontinuance rates, as well as the reasons for business discontinuance among youth in B&H during the period of 2008-2012;
- based on the data obtained, assess the current state of youth entrepreneurship in B&H and give recommendations for improvement.

II. Literature review: Youth Entrepreneurship

First of all, it is necessary to begin with the definition of entrepreneurship. "Entrepreneurship is the mindset and process to create and develop economic activity by blending risk-taking, creativity and/or innovation with sound management, within a new or an existing organization". (Green paper, Commission of the European Communities, 2003, p.6) „ A sense of initiative and entrepreneurship refers to an individual's ability to turn ideas into action. It includes creativity, innovation and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives". (EC, 2013, p.5) It can be concluded that youth entrepreneurship refers to entrepreneurial activity, initiative and ventures of young people. There are different reasons why young people start a business. They refer to living conditions, their personal attitudes, preferences and goals, specific interests and individual strengths (ILO, 2006). Pavić (2008) observes youth position in context of the "new economy", which is characterized by globalization,

viti trend razvoja omladinskog poduzetništva, izraženog kroz faze poduzetničkog procesa, u Bosni i Hercegovini za period 2008.-2012. i dati ocjenu trenutnog stanja omladinskog poduzetništva u zemlji.

Kako bi se postigao istraživački cilj, neophodno je odgovoriti na slijedeće **istraživačke zadatke**:

- dati pregled literature o omladinskom poduzetništvu;
- predstaviti i analizirati kretanje poduzetničkih stavova i uvjerenja mladih u BiH tokom perioda 2008.-2012.;
- predstaviti i analizirati kretanje poduzetničkih namjera mladih u BiH tokom perioda 2008.-2012.;
- predstaviti i analizirati stope uključenosti mladih u ranu i etabliranu poduzetničku aktivnost u BiH tokom perioda 2008.-2012.;
- predstaviti i analizirati kretanje stope prekida poslovanja, kao i razloge prekida, među mladima u BiH tokom perioda 2008.-2012.;
- na temelju dobivenih pokazatelja, dati ocjenu trenutnog stanja omladinskog poduzetništva u BiH, te preporuke za poboljšanje.

II. Pregled literature: Omladinsko poduzetništvo

Prije svega, potrebno je poći od definicije poduzetništva. „Poduzetništvo je način razmišljanja, odnosno proces stvaranja i razvijanja ekonomskih aktivnosti kombiniranjem rizika, kreativnosti i/ili inovativnosti uz pouzdanu upravljačku strukturu unutar nove ili postojeće organizacije". (Zelena knjiga o poduzetništvu, 2003, str. 6) „Osjećaj za inicijativu i poduzetništvo se odnosi na sposobnost pojedinca da ideju pretvori u djelo. Uključuje kreativnost, inovativnost i preuzimanje rizika, kao i sposobnost planiranja i upravljanja projektima u svrhu postizanja ciljeva" (EC, 2013, str. 5). Može se zaključiti da se omladinsko poduzetništvo odnosi na poduzetničku aktivnost, inicijativu i poduhvate mladih osoba. Postoje različiti razlozi pokretanja biznisa od strane mladih. Odnose se na uslove življenja, njihove lične stavove, preferencije i ciljeve, specifičan interes i individualne snage (ILO, 2006). Pavić (2008) posmatra polo-

large use of information technology, flexibilisation of jobs, part-time employment, outsourcing, frequent layoffs and re-employment and other structural changes, and he emphasizes that it is unfavorable. However, he considers that the entrepreneurial activity might be the way to improve the situation of young people in the circumstances of the "new economy". For this purpose, based on the assessment of entrepreneurial aspirations and potential of youth, it is necessary to create measures to stimulate and encourage young people for entrepreneurial ventures. „Entrepreneurship can provide career options for young people by unleashing their economic potential. It can also offer greater independence, higher income potential and increased job satisfaction". (ILO, 2013, p.68) GEM considers two types of motives for becoming entrepreneur, and those are necessity, when a person has no other option for employment and opportunity, when a person wants to be more independent or increase its incomes (Umihanic, et al., 2010).

Young people are facing specific barriers when involving in entrepreneurship. According to EU and OECD (2012) those are negative social attitudes towards entrepreneurship, lack of entrepreneurial skills as a result of insufficient and inadequate entrepreneurial training and education, lack of working experience necessary for successful managing a new business, lack of financial resources and difficulties in obtaining them, limited business network of youth, market barriers for new products and services. Five key factors influencing youth entrepreneurship which should be treated with adequate programs are social and cultural attitudes towards youth entrepreneurship, entrepreneurship education, access to finance, administrative and regulatory framework and business support (ILO, 2006). "In general, young people have fewer business skills, less knowledge and experience, fewer savings and reduced access to credit, business networks and sources of information than older individuals. Financial institutions regard them as a high-risk group because of their lack of collateral and business experience". (ILO, 2013, p.68)

žaj mladih u kontekstu „nove ekonomije" koju karakteriše globalizacija, izražena primjena informacione tehnologije, fleksibilizacija radnih mjesta, part-time zapošljavanje, outsourcing, česta otpuštanja i ponovna zapošljavanja i druge strukturalne promjene, te ističe da je on nepovoljan. Međutim, smatra da upravo poduzetničko djelovanje može biti način poboljšanja situacije mladih u okolnostima „nove ekonomije", te da je u tu svrhu potrebno na temelju procjene poduzetničkih aspiracija i potencijala mladih, donijeti mjere kojima će se mladi potaknuti i ohrabriti na poduzetničke poduhvate. „Poduzetništvo može predstavljati izbor karijere za mlade, putem kojeg će oni osloboditi svoj ekonomski potencijal. Takođe može pružiti veću neovisnost, veći potencijal ostvarenja dobiti i povećano zadovoljstvo poslom". (ILO, 2013, str. 68) GEM posmatra dvije vrste motiva za postanak poduzetnikom, a to su poduzetništvo iz nužnosti, kada osoba nema druge opcije za zaposlenje i poduzetništvo iz prilike, kada osoba želi veći stepen neovisnosti ili želi povećati vlastite prihode (Umihanić, et al., 2010).

Specifične su barijere koje se postavljaju pred mlade u bavljenju poduzetništvom. Prema Europskoj komisiji i OECD-u (2012) to su negativni društveni stavovi prema poduzetništvu, nedostatak poduzetničkih vještina kao rezultat nedovoljne i neadekvatne poduzetničke obuke, neadekvatna poduzetnička edukacija, nedostatak radnog iskustva neophodnog za uspješno vođenje novog posla, nedostatak finansijskih sredstava i poteškoće u njihovom dobivanju, ograničena poslovna mreža mladih, tržišne barijere za nove proizvode i usluge. Pet ključnih faktora koji utječu na omladinsko poduzetništvo i koje treba tretirati adekvatnim programima su društveni i kulturni stavovi prema omladinskom poduzetništvu, poduzetničko obrazovanje, pristup finansijama, pravni okvir i poslovna podrška (ILO, 2006). „Općenito posmatrano, mladi imaju manje poslovnih vještina, znanja i iskustva, manje uštedevine i ograničen pristup kreditima, poslovnim mrežama i izvorima informacija u odnosu na stariju populaciju. Finansijske institucije mlade vide kao visokorizičnu skupinu zbog nedostatka kolaterala i poslovnog

These reasons lead to the conclusion that it is necessary to provide adequate entrepreneurial environment for the development of youth entrepreneurship as a sustainable way of youth self-employment. In order to develop entrepreneurial culture among youth, it is important to know more about their entrepreneurial attitudes and aspirations, and the best way of motivating them to become entrepreneurs is to publicly present them already successful ones (EMN, 2012). ILO (2006) suggests that entrepreneurship education stimulates young people to think about entrepreneurship and its effects on economic and social development. When introducing entrepreneurship in curriculum, governments should be aware of its impact in terms of starting a business. In primary and secondary schools it has a long-term effect, a medium-term effect in vocational training schools and only at universities it reaches medium-term and short-term effect. The Global Youth Entrepreneurship Study 2011 (YBI, 2011), conducted on 1.000 young entrepreneurs from 21 countries, shows that over 50% of respondents believe that non-financial support significantly contributed to the success of their businesses, which includes mentoring, training, technical assistance, business networks etc. Also more than half of entrepreneurs questioned think that the biggest barrier to their business growth is lack of access to finance.

III. Methodology

A special feature of GEM research is an individual-level and multi-phase approach to entrepreneurship, seen through the phases of entrepreneurial intentions, starting up a business, managing new or established business and business discontinuance (Umihanic et al., 2013). Since one phase does not necessarily lead to the next one, the lines in Figure 1 representing entrepreneurship process, are not straight.

iskustva". (ILO, 2013, str. 68)

Navedeni razlozi upućuju na zaključak da je za razvoj omladinskog poduzetništva, kao održivog načina samozapošljavanja mladih, potrebno osigurati adekvatne uslove poduzetničkog okruženja. Za razvijanje poduzetničke kulture među mladim ljudima potrebno je znati više o njihovim stavovima i aspiracijama prema poduzetništvu i biznisu, te je najbolji način motivisanja mladih na poduzetništvo javno prezentiranje uspješnih poduzetnika (EMN, 2012). ILO (2006) ističe da poduzetničko obrazovanje stimuliše mlade ljude da razmišljaju o poduzetništvu i utjecaju koje ono ima na ekonomski i društveni razvoj. Vlade prilikom uvođenja poduzetništva u obrazovne programe trebaju biti svjesne da ono u osnovnim i srednjim školama ostvaruje tek dugoročan efekat, u srednjim stručnim školama srednjoročni, a tek na univerzitetima srednjoročni i kratkoročni efekat, u smislu pokretanja biznisa. Globalno istraživanje omladinskog poduzetništva 2011 (YBI, 2011), provedeno na uzorku od preko 1000 mladih poduzetnika u 21 zemlji svijeta, je pokazalo da preko 50% ispitanika smatra da je uspjehu njihovog poslovanja značajno doprinijela nefinansijska podrška, koja obuhvata mentorstvo, obuku, tehničku pomoć, poslovne mreže itd. Međutim, isto tako više od polovine poduzetnika smatra da je najveća prepreka rastu njihovog biznisa nedostatak pristupa finansijama.

III. Metodologija

Specifičnost GEM istraživačkog projekta se ogleda u tome što poduzetništvo posmatra sa aspekta pojedinca i to kroz nekoliko faza; od namjere za započinjanje biznisa, do pokretanja biznisa, vođenja novoosnovanog ili etabliranog preduzeća pa do prekida poslovanja (Umihanić et al., 2013). Pri tome se ne podrazumijeva da jedna faza nužno vodi narednoj i zbog toga su linije na Slici 1. koja prikazuje faze poduzetničkog procesa, isprekidane.

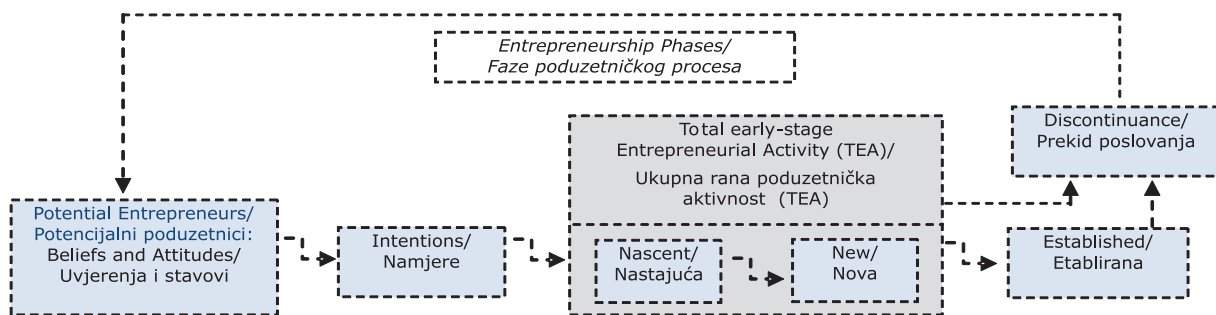


Figure 1: The Entrepreneurship Process

Slika 1: Poduzetnički proces

Source: Xavier et al., 2013, p. 13

Izvor: Xavier et al., 2013, str. 13

According to GEM methodology, potential entrepreneurs are identified in the first phase of entrepreneurship process. Potential entrepreneurs are individuals who believe to have knowledge and skills required to start a business, perceive good business opportunities and who would not be prevented by fear of failure to start a business. These beliefs and attitudes along with general entrepreneurial environment, affect the intentions of potential entrepreneurs to actually engage in entrepreneurship.

The next phase is nascent entrepreneurial activity, referring to entrepreneurs whose businesses are less than three months old. A certain number of these businesses, which survive three months, enter the phase of new entrepreneurial activity. These businesses are older than three months but younger than three and a half years. Rates of nascent and new entrepreneurial activity together present an indicator of total early-stage entrepreneurial activity, TEA indicator, which is a key entrepreneurship state indicator. Established entrepreneurs are owners and managers of businesses existing for more than three and a half years. Some early-stage or established entrepreneurs can discontinue their business, but also re-enter entrepreneurship or join already established companies.

Method

To determine indicators of population participation in the above mentioned phases of entrepreneurial activity, each country participating in the GEM study conducts

Prema GEM metodologiji u prvoj fazi poduzetničkog procesa se identifikuju potencijalni poduzetnici, odnosno one osobe koje smatraju da posjeduju znanja i sposobnosti za pokretanje biznisa, koje uočavaju poslovne prilike i koje strah od neuspjeha ne bi obeshrabrio da pokretnu vlastiti biznis. Zajedno posmatrano, ova uvjerenja i stavovi kao i opće poduzetničko okruženje, utječu na namjere potencijalnih poduzetnika da se zaista i uključe u poduzetništvo.

Naredna faza predstavlja nastajuću poduzetničku aktivnost koju čine poduzetnici koji posluju manje od tri mjeseca. Određen broj njihovih biznisa, koji uspije preživjeti tri mjeseca, prelazi u fazu novih preduzeća, koja posluju duže od tri mjeseca, ali kraće od tri i po godine. Nastajuća i nova poduzetnička aktivnost zajedno čine pokazatelj ukupne rane poduzetničke aktivnosti jedne zemlje odnosno TEA pokazatelj, koji je osnovni pokazatelj stanja poduzetništva. Etablirani poduzetnici su vlasnici i menadžeri poslovnih poduhvata, koji postoje više od tri i po godine. Neki poduzetnici u fazi rane ili etablirane aktivnosti, prekinu svoje poslovanje, ali oni mogu ponovo ući u poduzetništvo ili se mogu pridružiti već etabliranim preduzećima.

Metoda

Za utvrđivanje stopa uključenosti stanovništva u neku od navedenih faza poduzetničke aktivnosti, svaka zemlja učesnica u GEM istraživanju vrši ispitivanje odrasle populacije (APS), koje provodi profesionalna agencija za ispitivanje tržišta odnosno javnog mnijenja na bazi standardiziranog upitnika. Standardizirani upitnik se

adult population survey (APS). The survey is conducted by a professional agency for market and public opinion research with the use of a standardized questionnaire. The questionnaire consists of several question groups about demographic, entrepreneurial attitudes and activity as well as aspirations of respondents already engaged in entrepreneurship.

A set of entrepreneurship state indicators is created based on the answers to the questionnaire. Below are the indicators which reflect the entrepreneurship process and which will be observed within this research. Indicator definitions are given for the general population based on GEM Global Reports 2008 and 2011:

- **Perceived opportunities** – Percentage of 18–64 age group who see good opportunities to start a firm in the area where they live;
 - **Perceived capabilities** – Percentage of 18–64 age group who believe to have the required skills and knowledge to start a business;
 - **Fear of failure** – Percentage of 18–64 age group with positive perceived opportunities who indicate that fear of failure would prevent them from setting up a business;
 - **Entrepreneurial intention** – Percentage of 18–64 age group (individuals involved in any stage of entrepreneurial activity excluded) who intend to start a business within three years;
 - **Total early-stage entrepreneurial activity (TEA)** – Percentage of 18–64 age group who are either a nascent entrepreneur or owner-manager of a new business;
 - **Established business** – Percentage of 18–64 age group who are currently owner-manager of an established business, i.e., owning and managing a running business that has paid salaries, wages or any other payments to the owners for more than 42 months;
 - **Business discontinuation** – Percentage of 18–64 age group who have, in the past 12 months, discontinued a business, either by selling, shutting down or otherwise discontinuing an owner/management relationship with the business.
- sastoji od nekoliko grupa pitanja koja se odnose na demografske karakteristike ispitanika, njihove stavove o poduzetništvu te poduzetničke aktivnosti i težnje ispitanika uključenih u poduzetništvo.
- Na osnovu odgovora na navedena pitanja se kreira set pokazatelja o stanju poduzetništva. U nastavku se navode pokazatelji koji prate poduzetnički proces i koji će biti posmatrani u ovom istraživanju, a prema definicijama za opću populaciju navedenim u GEM svjetskim izvještajima 2008. i 2011. godine:
- **Uočene prilike** - procenat odraslih osoba starosti između 18. i 64. godine koje uočavaju dobre prilike za pokretanje biznisa na području na kojem žive;
 - **Uočene sposobnosti** – procenat odraslih osoba starosti između 18. i 64. godine koje smatraju da posjeduju potrebne vještine i znanje za pokretanje biznisa;
 - **Strah od neuspjeha** – procenat odraslih osoba starosti između 18. i 64. godine koje uočavaju poslovne prilike i koje su navele da bi ih strah od neuspjeha spriječio u pokretanju biznisa;
 - **Poduzetničke namjere** – procenat odraslih osoba starosti između 18. i 64. godine (izuzev pojedinaca uključenih u bilo koju fazu poduzetničke aktivnosti) koji namjeravaju pokrenuti biznis u naredne tri godine;
 - **Rana poduzetnička aktivnost (TEA)** – procenat odraslih osoba starosti između 18. i 64. godine nastajućih poduzetnika ili vlasnika novih biznisa;
 - **Etablirani biznisi** - procenat odraslih osoba starosti između 18. i 64. godine, vlasnika-menadžera etabliranih biznisa tj. onih koji posjeduju i upravljaju biznisom u kojem su plaće, naknade i sl. isplaćene vlasnicima za više od 42 mjeseca;
 - **Prekid poslovanja** – procenat odraslih osoba starosti između 18. i 64. godine koje su u proteklih 12 mjeseci prekinule svoju vlasničko-menadžersku vezu sa poslovnim poduhvatom, prodajom, zatvaranjem ili nekim drugim načinom prestanka poslovanja.

Prevalence of several main reasons for discontinuing a business will be observed for those respondents who discontinued their business in the 12 months period prior to the survey.

Sample

The sample used in this research is based on data gathered through adult population surveys (APS) conducted in Bosnia-Herzegovina between 2008 and 2012 by the agency for market and public opinion research IPSOS Ltd. Sarajevo. Adult population refers to individuals aged between 18 and 64 years. Since the subject of this research is youth entrepreneurship, only respondents aged between 18 and 30 years were taken into the sample. Such criteria is based on current laws which define youth as individuals aged between 15 and 30 years (Youth Law of Federation B&H, Official Gazette of Federation B&H no.36/10; Law on Youth Organization of Republic of Srpska, Official Gazette of Republic of Srpska no. 1/12). There were in total 2.479 respondents who met age criteria in the data set, precisely 436 of them in 2008, 492 both in 2009 and 2010, 509 in 2011 and 550 in 2012.

Data analysis

Data in the research was analyzed in IBM SPSS Statistics 16.0 software. The first step in analyzing data on youth entrepreneurship in Bosnia-Herzegovina was to extract respondents aged between 18 and 30 from original data sets gathered through APS surveys in the period 2008 – 2012. Then, in accordance with the previously mentioned definitions, rates for the following indicators were calculated within each year: perceived opportunities, perceived capabilities, fear of failure, entrepreneurial intentions, early-stage entrepreneurial activity (TEA), established business, business discontinuance rates and reasons. The results will be presented in the next section.

IV. Results from the empirical research

Wanting to obtain a comprehensive picture of youth entrepreneurship develop-

Za one ispitanike koji su prekinuli poslovanje u periodu od 12 mjeseci prije anketiranja, će biti posmatrana zastupljenost nekoliko glavnih razloga prekid poslovanja.

Uzorak

Uzorak korišten u ovom istraživanju se bazira na podacima prikupljenim kroz ispitivanje odrasle populacije (APS), u Bosni i Hercegovini u periodu od 2008. do 2012. godine u provedbi agencije IPSOS d.o.o. Sarajevo. Pod odraslom populacijom se podrazumijevaju osobe između 18. i 64. godine starosti. Budući da je predmet istraživanja ovog rada poduzetništvo mladih, u uzorak su uzeti samo ispitanici u dobi između 18. i 30. godine, jer se mladima u Bosni i Hercegovini smatraju osobe između 15. i 30. godine (Zakon o mladima Federacije BiH, Službene novine FBiH 36/10; Zakon o omladinskom organizovanju Republike Srpske, Službeni glasnik RS 1/12). Takvih ispitanika je u navedenom periodu bilo 436 u 2008., po 492 u 2009. i 2010., 509 u 2011. i 550 u 2012. godini, odnosno ukupno 2.479 u periodu od 2008. do 2012., sa područja cijele Bosne i Hercegovine.

Analiza podataka

Analiza podataka u ovom istraživanju je vršena upotrebom statističkog alata IBM SPSS Statistics 16.0. Za analizu omladinskog poduzetništva u Bosni i Hercegovini, iz baza podataka prikupljenih tokom APS istraživanja za period 2008.-2012. su prvo izdvojeni ispitanici u dobi između 18. i 30. godina. Potom su za njih unutar svake godine, prema ranije navedenim definicijama izračunate stope za slijedeće pokazatelje: uočene prilike, uočene sposobnosti, strah od neuspjeha, poduzetničke namjere, ranu poduzetničku aktivnost (TEA), etablirane biznise, prekid poslovanja i razloge prekida poslovanja. Rezultati će biti predstavljeni u narednom dijelu rada.

IV. Rezultati empirijskog istraživanja

Želeći dobiti potpunu sliku razvoja omladinskog poduzetništva u Bosni i Hercegovini, u analizi se krenulo od faze identifikovanja potencijalnih mladih poduzetnika.

ment in Bosnia-Herzegovina, analysis went from the phase of identifying potential young entrepreneurs. In that sense, it was observed how many young people in Bosnia-Herzegovina considered to have knowledge and skills required to start a business, perceived good business opportunities to start a business and how many of them would be discouraged to start a business because of fear of failure, despite perceiving good business opportunities in the area they live.

The results in Figure 2 show decreasing rates of youth who perceive they have required knowledge and skills to start a business, ranging from 65.0% in 2008 down to 50.3% in 2012, but peaking in 2009 with 67.4%. A similar trend is noted when it comes to perceived opportunities. From 2008 to 2012, the percentage of young people who see good business opportunities decreased by half, from 51.5% to only 24.3% in 2012. Fear of failure is a very influential factor when making the decision to start a business. In Bosnia-Herzegovina the percentage of young people who would be discouraged to start a business because of fear of failure, varied from 28.8% in 2008 and 32.5% in 2009 to 23.8% in 2012. These entrepreneurial attitudes and beliefs of potential young entrepreneurs, together with entrepreneurial environment, affect young people's intentions to become entrepreneurs. For this reason, the red line representing youth entrepreneurial intentions trend is also included in Figure 2. It is notable that the percentages of young people who intend to start a business increased in the past four years from 28.6% in 2009 to 40.2% in 2012, despite a decrease of perceived skills and opportunities, but also fear of failure. However, the rates are still generally lower than in 2008.

U tom smislu je posmatrano koliko mladih u Bosni i Hercegovini je smatralo da posjeduju znanja i vještine neophodne za pokretanje biznisa, koliko ih je uočavalo dobre poslovne prilike za pokretanje biznisa te koliko njih bi bilo obeshrabreno da postanu poduzetnici zbog straha od neuspjeha iako uočavaju dobre poslovne prilike u okruženju.

Prema dobivenim rezultatima, prikazanim na Slici 2 uočava se da je u proteklih pet godina sve manje mladih koji smatraju da posjeduju znanja i sposobnosti za pokretanje biznisa od 65,0% u 2008. do 50,3% u 2012. godini, iako je 2009. zabilježen najbolji rezultat od 67,4%. Sličan trend je zabilježen i kada su u pitanju uočene prilike. U periodu od 2008. godine do 2012., procenat mladih koji uočavaju dobre poslovne prilike za pokretanje biznisa u svom okruženju se smanjio za pola, sa 51,5% na samo 24,3% u 2012. Strah od neuspjeha je izuzetno važan faktor prilikom donošenja odluke o pokretanju biznisa. U Bosni i Hercegovini je u periodu od 2008. do 2012., procenat mladih osoba koje bi strah od neuspjeha spriječio u pokretanju biznisa, varirao od 28,8% u 2008. i 32,5% u 2009., do 23,8% u 2012. Navedeni poduzetnički stavovi i uvjerenja potencijalnih mladih poduzetnika zajedno sa poduzetničkim okruženjem utječu na namjere mladih osoba da postanu poduzetnici. Iz tog razloga je na Slici 2. crvenom linijom prikazan i trend poduzetničkih namjera mladih. Primjetno je da iako je došlo do pada učenih sposobnosti i prilika, ali i straha od neuspjeha, procenat mladih osoba koje namjeravaju pokrenuti vlastiti biznis, je porastao u protekle četiri godine sa 28,6% u 2009. na 40,2% u 2012., iako je niži u odnosu na nivo iz 2008. godine.

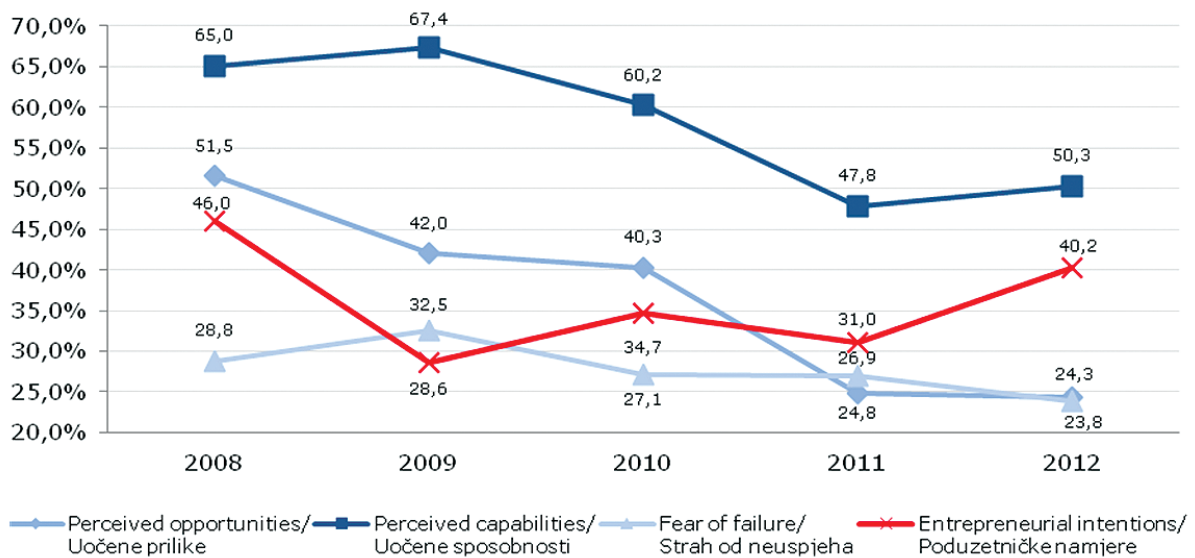


Figure 2: Youth Entrepreneurial Beliefs and Attitudes in Bosnia-Herzegovina (2008-2012)

Slika 2: Poduzetnička uvjerenja i stavovi mladih u Bosni i Hercegovini (2008.-2012.)

Source: Authors contribution

Izvor: Doprinos autora

Within the observed period, between 46% and 28% of young people in Bosnia-Herzegovina had entrepreneurial intentions, but only a few of them did really engage in entrepreneurship. This is obviously indicated by the rates of youth entrepreneurship activity in Bosnia-Herzegovina in Figure 3. Generally, there is a decrease in youth entrepreneurial activity. In 2008 10.3% of youth was engaged in early-stage entrepreneurial activity and only 3.7% in established business, while those rates were 7.6% and 2.2% in 2012, respectively. The smallest percentage of young people was involved in the early-stage entrepreneurial activity in 2009 and in established in 2011.

Između 46% i 28% mladih u Bosni i Hercegovini u posmatranim godinama je imalo poduzetničke namjere, a samo jedan mali dio njih se zaista uključio u poduzetništvo. Očito je da nisu svi mladi koji su namjerali ući u poduzetništvo, to zaista i učinili, a na to ukazuju stope uključenosti mladih u poduzetničku aktivnost u Bosni i Hercegovini na Slici 3. Generalno, zabilježen je pad uključenosti mladih u poduzetništvo. U 2008. godini 10,3% mladih je bilo uključeno u ranu poduzetničku aktivnost i samo 3,7% u etabliranu, dok su te stope u 2012. iznosile 7,6% i 2,2%, respektivno. Najmanje mladih je bilo uključeno u ranu poduzetničku aktivnost 2009. godine, a u etabliranu 2011. godine.

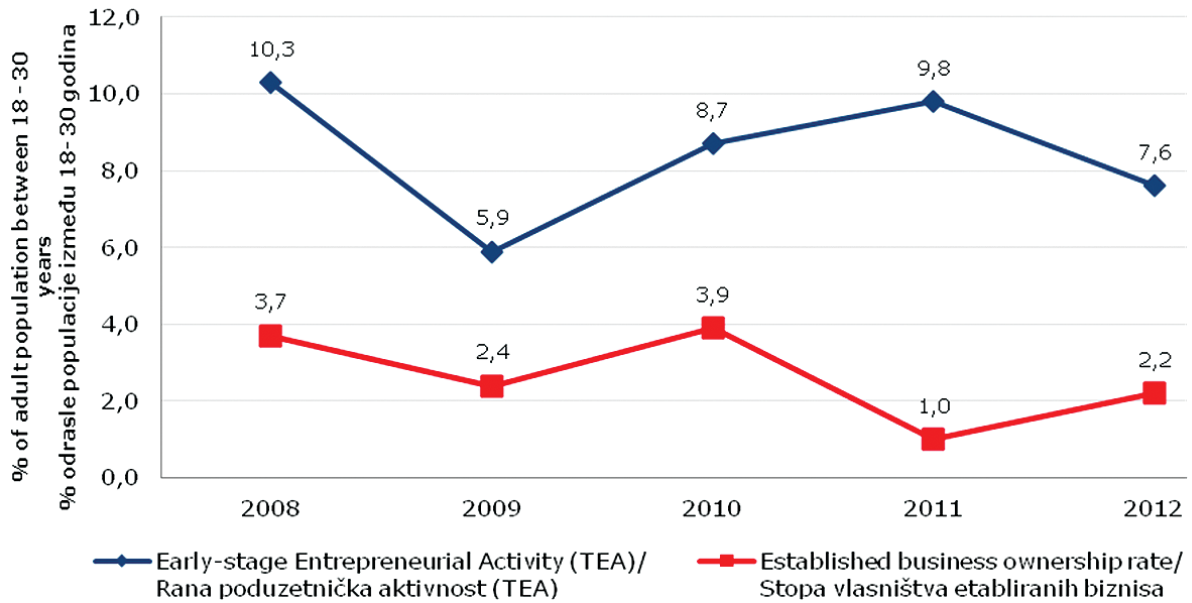


Figure 3: Youth Entrepreneurial Activity in Bosnia-Herzegovina (2008-2012)

Slika 3: Poduzetnička aktivnost mladih u Bosni i Hercegovini (2008.-2012.)

Source: Authors contribution

Izvor: Doprinos autora

In order to obtain a complete picture of entrepreneurship state it is also necessary to take into account rates of business discontinuation. Figure 4 shows percentages of young people who discontinued a business in the 12 months period prior to the survey. These rates did not significantly vary from 2008 to 2012 and they ranged between 2.6% and 3.7%. The smallest rates were recorded in 2010 and 2012, and the highest ones in 2009 and 2011.

Za dobivanje cjelokupne slike stanja poduzetništva takođe je neophodno sagledati i stope prekida poslovanja. Do prekida poslovanja može doći u bilo kojoj fazi poduzetničke aktivnosti. Na Slici 4 su prikazani procenti mladih osoba koje su u periodu od 12 mjeseci prije trenutka anketiranja, prekinule poslovanje. Ove stope nisu značajno varirale u periodu od 2008. do 2012. godine i kreću se u rasponu od 2,6% mladih koji su prekinuli poslovanje do 3,7%. Najniži procenti su zabilježeni 2010. i 2012. godine, a najviši 2009. i 2011. godine.

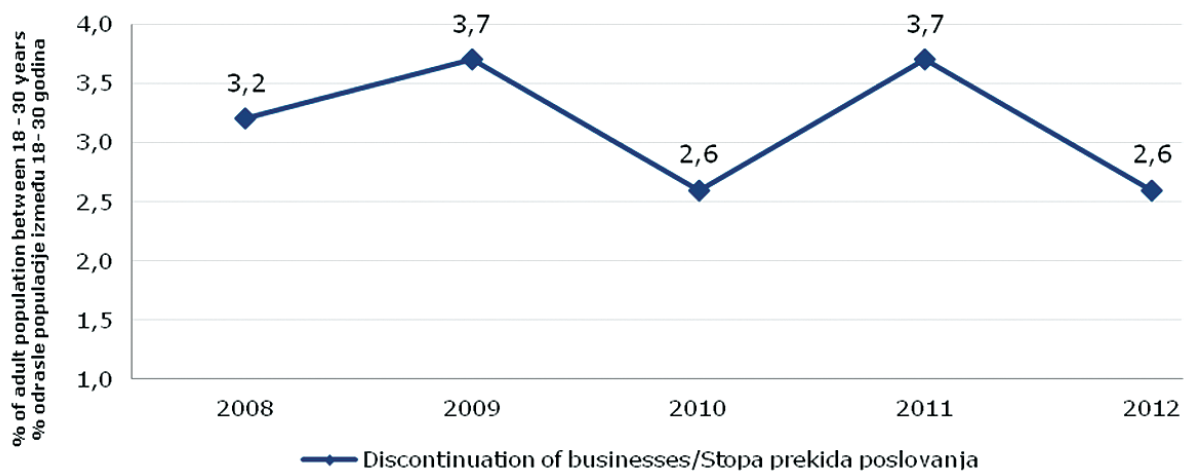


Figure 4: Discontinuation of Youth Businesses in Bosnia-Herzegovina (2008-2012)

Slika 4: Prekid poslovanja među mladima u Bosni i Hercegovini (2008.-2012.)

Source: Authors contribution

Izvor: Doprinos autora

When it comes to the reasons for business discontinuance, GEM research recognizes the following ones: 1) Exit planned in advance, 2) Other job or business opportunity, 3) Opportunity to sell, 4) Incident, 5) Personal reasons, 6) Retirement, 7) Problems getting finance, 8) Business not profitable.

These reasons can be divided into positive and negative ones. In the period observed, evidently the most frequent reason for business discontinuance in almost all years is business unprofitability (red color) followed by problems of getting finance. At the same time, a very small number of businesses was discontinued due to opportunity to sell or other job or business opportunity. In the period observed, there were no recorded discontinuations among young entrepreneurs due to incident or retirement which is understandable given the age of the observed group.

Kada su u pitanju razlozi zbog kojih su mladi prekinuli poslovanje, u okviru GEM istraživanja su ponuđeni slijedeći odgovori: 1) prekid planiran unaprijed, 2) drugi posao ili poslovna prilika, 3) prilika za prodaju biznisa, 4) nezgoda, 5) lični razlozi, 6) penzionisanje, 7) problemi finansiranja, 8) biznis nije profitabilan.

Navedeni razlozi se mogu podijeliti na pozitivne i negativne. U posmatranom period evidentno je da je najčešći razlog prekida poslovanja u gotovo svim godinama bila neprofitabilnost biznisa (označena crvenom bojom) potom slijede problemi finansiranja. Istovremeno, veoma mali broj biznisa je prekinut zbog prilike za prodaju ili drugog posla ili poslovne prilike. U posmatranom periodu nisu zabilježeni prekidi poslovanja među mladima uslijed nezgode i penzionisanja što je i razumljivo s obzirom na dob posmatrane skupine.

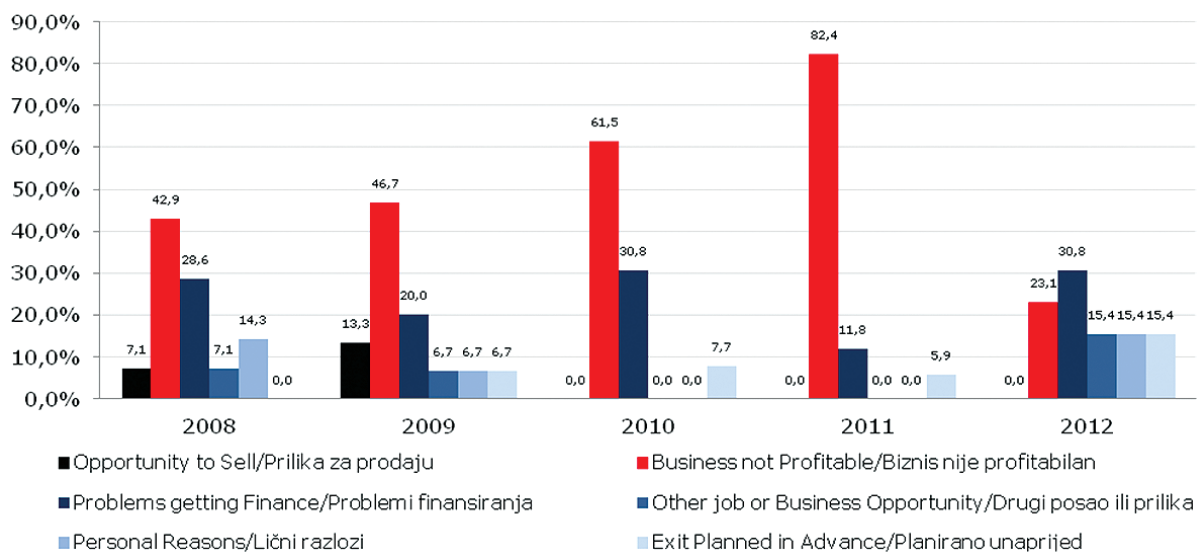


Figure 5: Reasons for Discontinuation of Youth Businesses in Bosnia-Herzegovina (2008-2012)

Slika 5: Razlozi prekida poslovanja među mladima u Bosni i Hercegovini (2008.-2012.)

Source: Authors contribution

Izvor: Doprinos autora

V. Conclusions and Recommendations

Increasing unemployment rates among young people in Bosnia-Herzegovina require finding new approaches in their employment. In this sense, the literature and practice have been pointing to entrepreneurship and self-employment as extremely desirable and efficient ways to solve this problem for a long time (EMN, 2012, ILO, 2006, Pavic, 2008).

V. Zaključci i preporuke

Rastuće stope nezaposlenosti među mladima u Bosni i Hercegovini zahtijevaju iznalaženje novih pristupa u njihovom zapošljavanju. U tom smislu se u literaturi i praksi već dugo ukazuje na poduzetništvo i samozapošljavanje kao

izuzetno poželjan i efikasan način rješavanja ovog problema (EMN, 2012, ILO,

This paper analyses the development and current state of youth entrepreneurship (youth aged between 18 and 30 years) in Bosnia-Herzegovina in the period of 2008-2012. The research results indicate that there have not been significant improvements in youth involvement in entrepreneurship in the past five years in Bosnia-Herzegovina.

Year after year, fewer and fewer young people in Bosnia-Herzegovina have had positive entrepreneurial beliefs and attitudes, especially about favourable business opportunities and personal entrepreneurial skills. Nevertheless, increasingly more young people intend to start a business, although only a portion of them actually does. So, generally there is a decrease in youth involvement in early-stage and especially in established entrepreneurial activity in the period between 2008 and 2012. In some cases young entrepreneurs are required to discontinue a business, where the most common reasons are business unprofitability and problems of getting finance, while very rarely those reason are positive ones.

The explanation of this negative trend in youth entrepreneurship development in Bosnia-Herzegovina can be found in several reasons. Entrepreneurial environment in Bosnia-Herzegovina is generally insufficiently stimulating for doing business. This is confirmed by the findings of the GEM project in Bosnia-Herzegovina over the past five years where almost all entrepreneurship framework conditions are evaluated as discouraging (Umihanic et al., 2008-2012), and in experts opinions youth face greater constraints related to entrepreneurship than the rest of the population (Umihanic et al., 2013). Due to economic crisis, low rates of economic development and lack of market opportunities to start a sustainable business in Bosnia-Herzegovina, there has been a decrease in perceived opportunities among youth, which in experts' opinions, do not have many opportunities to develop "microbusiness".

(Umihanic et al., 2013). Entrepreneurship education is underrepresented at all levels of education. Creativity, independence and personal initiative are insufficiently devel-

2006, Pavić, 2008).

U okviru ovog rada analizirani su razvoj i stanje omladinskog poduzetništva (mladih u dobi između 18. i 30. godine) u Bosni i Hercegovini u periodu od 2008. do 2012. godine. Rezultati istraživanja ukazuju da u Bosni i Hercegovini u proteklih pet godina nije došlo do značajnog napretka kada je u pitanju uključenost mladih u poduzetništvo.

Iz godine u godinu, u Bosni i Hercegovini sve manje mladih ima pozitivne poduzetničke stavove i uvjerenja, naročito kada su u pitanju povoljne poslovne prilike i vlastita poduzetnička sposobnost. Unatoč tome, sve više njih iskazuje namjeru da pokrene vlastiti biznis, mada se samo dio ovih namjera zaista i ostvari. Tako se generalno bilježi smanjen procenat mladih uključenih u ranu, a naročito u etabliranu poduzetničku aktivnost u periodu od 2008. do 2012. godine. Mladi u određenom broju slučajeva budu primorani prekinuti svoje poslovanje, pri čemu su najčešći razlozi neprofitabilnost biznisa i problemi finansiranja, a vrlo rijetko tzv. pozitivni razlozi.

Objašnjenje ovog negativnog trenda razvoja omladinskog poduzetništva u Bosni i Hercegovini je moguće tražiti u nekoliko razloga. Poduzetničko okruženje u Bosni i Hercegovini je općenito nedovoljno stimulativno za bavljenje biznisom o čemu svjedoče nalazi GEM projekta u Bosni i Hercegovini tokom proteklih pet godina, gdje su gotovo svi uslovi poduzetničkog okvira ocijenjeni nestimulativno (Umihanić et al., 2008-2012), a mladi se i prema mišljenju stručnjaka susreću sa većim ograničenjima vezanim za poduzetništvo u odnosu na ostatak populacije (Umihanić et al., 2013). Uslijed ekonomske krize, niskog nivoa privrednog razvoja i tržišnih mogućnosti za pokretanje održivih biznisa u Bosni i Hercegovini je došlo do smanjenog uočavanja poslovnih prilika među mladima za koje, i prema mišljenju stručnjaka ne postoje mnoge prilike da razviju „mikrobiznise“ (Umihanić et al., 2013). Poduzetničko obrazovanje na svim nivoima obrazovanja još uvijek nije dovoljno zastupljeno, te se kod mladih nedovoljno razvija kreativnost, samostalnost i lična inicijativa, a ve-

oped skills in young people and very little is taught about starting up and running a business. Therefore, it is understandable that young people do not believe to have required entrepreneurial skills and knowledge. Despite these indicators, youth in Bosnia-Herzegovina have entrepreneurial intentions and do become entrepreneurs, but mostly out of necessity because of high unemployment rates, which is confirmed by experts' opinions that young people are "pushed" into entrepreneurship (Umihanic et al., 2013). A very small portion of businesses manages to evolve from an early to an established phase. It is because young people who dare and manage to start a business mostly learn how to develop it through their own experience and relationships, with insufficient financial and mentor support (Umihanic et al., 2013). The most common reasons for business discontinuance among youth are related to business unprofitability and financing problems, which is understandable given that in Bosnia-Herzegovina government training and support programs are ineffective and there is no adequate incubator system with mentor and financial support for young entrepreneurs at the start-up phase (Umihanic et al., 2012). Due to the above mentioned situation young people largely consider life/work opportunities outside Bosnia-Herzegovina to be more attractive and seriously consider leaving.

In line with the given reasons for underdeveloped youth entrepreneurship in Bosnia-Herzegovina, it is necessary to promote entrepreneurship as a possible and desirable career choice among youth, with a focus on entering opportunity-based entrepreneurship and not only necessity-based entrepreneurship. Introduction and development of entrepreneurship education at all levels of formal and informal education; as well as development of entrepreneurship infrastructure for youth start-ups (establishment of new and improvement of existing business incubators and technology parks), can also contribute to the development of youth entrepreneurship in Bosnia-Herzegovina. In the same sense, we recommend provision of affordable access to finance and mentor support for youth in the start-up stage.

oma malo se uči o pokretanju i vođenju biznisa. Zbog toga je razumljivo da mladi ne smatraju da posjeduju adekvatne poduzetničke vještine i znanja za pokretanje biznisa. Unatoč takvim pokazateljima, mladi u Bosni i Hercegovini iskazuju poduzetničke namjere i postaju poduzetnici, što je u glavnom iz nužnosti, uslijed visokih stopa nezaposlenosti, a to potvrđuje i stav stručnjaka koji smatraju da su mladi gurnuti u poslovnu aktivnost (Umihanić et al., 2013). Mali udjeli biznisa koji uspiju prerasti iz rane u etabliranu fazu su posljedica toga što oni mladi koji se odvažavaju i uspiju pokrenuti biznis u najvećem broju uče kako razvijati poslovne aktivnosti kroz vlastito iskustvo i odnose, uz nedovoljnu finansijsku i mentorsku podršku (Umihanić et al., 2013). Najčešći razlozi za prekid poslovanja među mladima koji se odnose na neprofitabilnost biznisa i probleme finansiranja su razumljivi ukoliko se uzme u obzir da u Bosni i Hercegovini vladini programi obuke i podrške mladim poduzetnicima nisu efikasni, te da ne postoji adekvatan sistem inkubatora u vidu mentorske niti finansijska podrška mladim poduzetnicima za započinjanje i tokom prvog perioda poslovanja (Umihanić et al., 2012). Uslijed navedene situacije mladi u velikoj mjeri smatraju da su prilike za život i rad atraktivnije izvan Bosne i Hercegovine i ozbiljno razmišljaju o njenom napuštanju.

U skladu sa istaknutim razlozima za nedovoljno razvijeno omladinsko poduzetništvo u Bosni i Hercegovini, potrebno je promovirati poduzetništvo kao moguć i poželjan izbor karijere među mladima, sa fokusom na ulazak u poduzetništvo iz prilike, a ne samo iz nužnosti. Uvođenjem i razvojem poduzetničkog obrazovanja na svim nivoima formalnog i neformalnog obrazovanja; te razvojem poduzetničke infrastrukture za podršku start-up biznisima mladih, (izgradnja novih i unapređenje rada postojećih poslovnih inkubatora i tehnoloških parkova, moguće je dodatno unaprijediti stanje omladinskog poduzetništva u Bosni i Hercegovini. U istom smislu, predlaže se i omogućavanje povoljnog pristupa finansijskim sredstvima mladima uz mentorsku podršku u fazi započinjanja biznisa.

Naredna istraživanja o omladinskom po-

Future research on youth entrepreneurship based on GEM data can be extended to the comparison with geographically and historically alike countries such as Slovenia and Croatia that are already EU members, to find examples of good practice in terms of youth entrepreneurship development.

duzetništvu zasnovana na GEM podacima se mogu proširiti na usporedbu stanja omladinskog poduzetništva u geografski i historijski bliskim zemljama Bosni i Hercegovini poput Slovenije i Hrvatske koje su već članice Europske unije, radi pronalazjenja primjera dobre prakse u smislu razvoja omladinskog poduzetništva.

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