



## ENTREPRENEURSHIP THEN AND NOW

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**Research field:** S008 Communication and information

**Research purpose.** The research aims to show differences in entrepreneurship in the past and now in different countries. Several different aspects are reviewed from communication to technology to attitudes and how these trends influence this type of work differently based on the history, people, and culture.

**Research Methodology.** To achieve this, the research relies on literature review and cultural understanding of native culture. The research results are based on attitudes, stereotypes, and understandings of students about different cultures namely Latvia, Slovenia, Greece, Estonia, Hungary, and Lithuania

**Results / Findings.** Despite all the differences there are some universals that exist in the entrepreneurship area. Several cultural differences and similarities will be highlighted.

**Originality / Practical implications.** The study is based on a small number of students all having unique upbringing, educational level, social status and experiences. Due to the small number of respondents from different countries the study represents only one type of reality.

**Keywords:** communication, entrepreneurship, past and now, technology