

The better job offer, the reunion with a loved one, the flight from the war - many different reasons incline women to migrate to another country. Migration is not always an easy experience; on the contrary, it is often associated with the necessity to resist challenges and deal with discrimination related to gender, ethnicity/nationality, or migration status. In Poland, various changes in the structures of migrant communities, including a significant feminization and the differentiation of this group in terms of age, appeared as a result of the war in Ukraine that started in February 2022. The war and the humanitarian crisis significantly affected the situation of female migrants in Poland (both those who arrived in the country earlier and newcomers), forcing them to acquire new social roles, develop self-help strategies and cope with the new reality.

The research on female agency and emancipatory practices developed by migrant women constitute an important area of interdisciplinary studies. One of the dimensions of theoretical and ontological interests is to look at the social positioning of migrant women - how they perceive themselves, their rights and accessibility of these rights, opportunities, and barriers in a new country, and how their social positioning changes during the life course in a new country. In the study, the difference in social positioning and the process of acquiring agency are explored through the lenses of migrant women's individual entrepreneurial trajectories in the beauty sector. Female entrepreneurs start a business to gain autonomy in decision-making and financial independence, develop their hobbies, find new friends or partners for joint business and strengthen their self-esteem and self-confidence. They also create a "window of opportunity" for other women by offering jobs or empowering them with personal examples of success.

In Poland, the beauty sector has become an attractive niche for small-scale or individual entrepreneurs from Ukrainian, Belarusian and Vietnamese communities due to low entry costs to the mainstream market and high demand for such services. As representatives of numerically largest migrant communities, women develop their activities based on the resources of extensive and intertwining social networks; they offer services both to migrant and mainstream customers. Growing beauty ventures, they challenge the oppressive structures of social, institutional, and economic domination and become active actors not only among their communities but also, much more broadly, in the mainstream context.

Female migrants incorporate digital spaces, especially Instagram, developing and advancing business initiatives. The image-based tool allows them to perform their work, communicate with customers, and empower self-presentation as "successful entrepreneurs."

The multimodal approach will be applied to achieve the project's goals. The research will incorporate sociological and ethnographic research techniques. The study will include a desk-research (legal acts, statistical data, scholarly literature), in-depth individual interviews with migrant female owners of beauty salons in Warsaw, Poznań, and in selected locations in two metropolitan areas, the analysis of textual and visual (photos and graphics) materials published on Instagram business profiles, analysis of photographs of external banners and interiors of beauty salons. Interviews with the respondents will allow me to understand better beauty specialists' opinions about their experiences, barriers, and opportunities they faced during their entrepreneurial trajectories in Poland. On the other hand, a more nuanced look at textual and visual materials will allow one to catch the constituent elements of the socio-spatial dimension of their activity and conceptualize how migrant women change their social positioning and challenge within the entrepreneurial trajectory mainstream and masculinised discourse of successful entrepreneurship.

The study provides a multi-angle view of the phenomenon of female entrepreneurship as a strategy to acquire the agency. The research contributes to advancing the knowledge of the role of migrant women initiatives and factors that strengthen or limit women's participation in the public, social and economic spheres in Poland.