

## **Abstract**

Entrepreneurial parties are a relevant but overlooked topic in contemporary political science. This thesis seeks to contribute to the emerging literature on entrepreneurial parties with a case study of the Polish party Nowoczesna (*Modern*). The main research question that it seeks to answer is whether Nowoczesna, during its various stages of development, met the criteria of the entrepreneurial party model. The case of Nowoczesna was chosen primarily because the party underwent a leadership alternation, which is of theoretical relevance for the entrepreneurial party concept. For its theoretical framework, the thesis uses the definition of the entrepreneurial party concept developed by Hloušek, Kopeček and Vodová in their 2020 book *The Rise of Entrepreneurial Parties in European Politics*. To operationalize the multidimensional concept, the thesis uses a variety of indicators, including von dem Berge and Poguntke's Assembly-based Intra-party Democracy index as well as measures of electoral and social media personalization. Semi-structured interviews with Nowoczesna's members provided additional insight into the party's origin and development. The analysis finds that Nowoczesna met the criteria and could be classified as an entrepreneurial party during its foundational period and then began to diverge from the concept. In this regard, the thesis provides more systematic and rigorous support for earlier research on Nowoczesna. As a secondary research goal, the thesis investigates Nowoczesna's ideological development. It finds that, from its start, the party had a coherent ideological position and used relatively little anti-establishment rhetoric, unlike what is expected from entrepreneurial parties in theory. Besides the empirical analysis, the concluding part of this thesis also includes a theoretical discussion of the conceptualization of the entrepreneurial party and how it could be linked to other strands of the literature on political parties.