

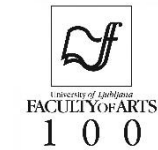
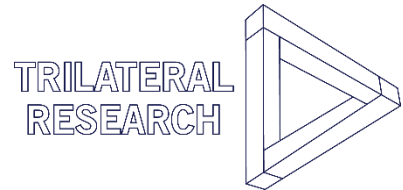


# Gender Mainstreaming in Teaching and Research

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# Objectives/Goals

- Promote a discussion on differences between women and men in entrepreneurship
- Provide an understanding of sex and gender-based processes in entrepreneurship, moving from simply focusing on women's individual experiences to how gender processes affect both women and men in entrepreneurship
- Deepen understandings of the consequences of societal constraints on entrepreneurship



# Lesson outline

- Topic 1 Gender-based processes in entrepreneurship
- Topic 2 Entrepreneurship and gender roles
- Topic 3 Researching gender and entrepreneurship
- Topic 4 Suggested task
- Guiding Questions:
  - What traits are often gendered feminine and masculine, and how are these associated with entrepreneurship? Are women and men 'essentially' different?
  - Are women and men facing the same barriers in entrepreneurship? Are those barriers operating at individual or structural level?
- References





# Gender in entrepreneurship



# Gender based processes in entrepreneurship

- Studies of women and businesses increased in the 1980s
  - Largely exploratory and descriptive.
- Methodological sophistication of research increased in 1990s
  - Topics included management styles, access to finance, impact of networks and support agencies.
- Critical engagements with gender (rather than treating it as a characteristic) increased in the 2000s (Ahl, 2006)
  - Wider contextual considerations (Hughes & Jennings, 2012) such as spinouts (Griffiths & Humbert, 2019), social entrepreneurship (Humbert, 2012; Shaw & Carter, 2007); entrepreneurial education (Jones 2014); motherhood and maternity (Stumbitz, Lewis, & Rouse, 2018); or risk (Humbert and Brindley, 2015)
- It is now recognised that women entrepreneurs not a homogenous group, and it is important to examine the topic using the lens of intersectionality



# Entrepreneurship and gender roles

- Gender plays a significant role in **when** entrepreneurs start their entrepreneurial journeys
  - Men tend to start businesses at younger ages than women
- **Time** commitments is often a contributory factor, as women often take on a caretaker role in their families
  - Men have more time to dedicate to working on their start-ups compared to women ([Leadem 2017](#))
- One of the biggest barriers to entrepreneurship for women is **access to capital**
  - Women receive just 7% of venture funds for start-ups ([Meisler et al 2016](#))
  - Men are 2x more likely than women to have raised \$100k in funding ([Webber 2017](#))
  - Men receive an average loan size of \$43,916 while women receive an average loan size of \$38,942 - almost \$5,000 less ([Wood 2017](#))



# Entrepreneurship and gender roles

- Across Europe there are strong patterns of **sectoral segregation**
  - Over-representation of women in retail and personal and business services, but under-representation in construction or transport
- Sectors in which women are involved often extend **stereotypical gender roles**
- Entrepreneurship is imagined as a masculine activity, creating a hierarchy of entrepreneurial activities
  - Sectors in which women trade not perceived as 'real' businesses
- Women entrepreneurs tend **to work fewer hours** in smaller businesses, which are more likely to be **home-based**, have **fewer (if any) staff**, and run **with other family members**
- Women's motivations for engaging in entrepreneurship are similar to men's, except for some specific motivations (e.g. dissatisfaction with labour market, need for flexibility)





# Researching gender and entrepreneurship

- Examining barriers and obstacles typically linked to women's experiences as entrepreneurs
  - Include accessing capital and funding, experience and training, family responsibilities, confidence, or access to networks
- More recently the rhetoric of 'women lack...' has been challenged and address at the structural, rather than individual level
- Gender affects entrepreneurial experiences by creating different experiences for women and men through differences in business and societal expectations on the basis of sex and gender
- Women often face hostile social attitudes and cultural biases to operate in masculine business world
- The socialisation process of women in childhood does not prepare them for entrepreneurship



# Research on gender and entrepreneurship

- Early research focused on personal and business characteristics and psychological traits
- Bias introduced because of the historical exclusion of women from this research
- Masculine bias linked to 'sexual imperialism' (Stevenson, 1990)
- Theories based on men who were entrepreneurs were used, without considering how appropriate they were to reflect women's experiences
- More recent research demonstrates masculine characteristics associated with entrepreneurship, in which entrepreneur is constructed through a masculine norm, and women portrayed as 'other' stressing androcentric view of entrepreneurship (Ahl 2006)



Ogbor (2000: 67) denounces the entrepreneur as “reflecting the archetype of white male hero” presenting male/female dichotomy in following terms:

*“male achievement versus female subjugation;  
male dominance versus female submissiveness;  
male control versus female appreciation;  
male autonomy versus female support;  
male aggression versus female cooperation;  
male independence versus female dependence;  
male idiosyncrasy versus female conformity”*  
*(Ogbor, 2000: 621)*



## Gender and entrepreneurship: to conclude

- Entrepreneurs, both women and men, are expected to behave according to established (masculine norm) in their entrepreneurial life
- This also implies they will be expected to behave in accordance with traditional gender roles in the home
- Stereotyping entrepreneurs implies men and women will be expected to behave according to gender roles



## Three key challenges identified for women entrepreneurs

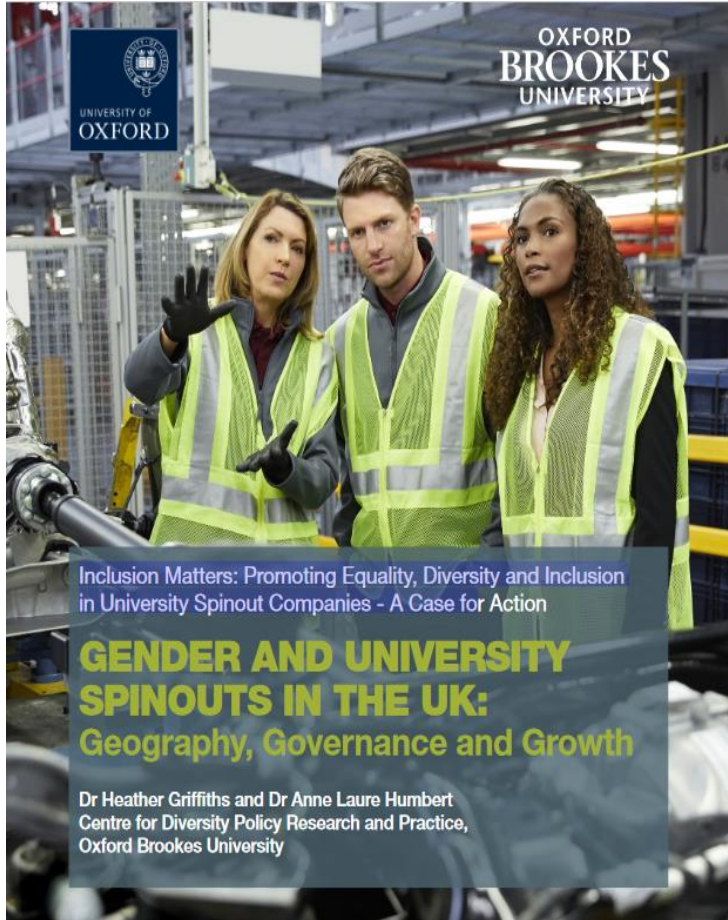
- **Market misperceptions:** Women entrepreneurs' competences and market knowledge are **routinely disregarded**, and the sectors in which they venture are often not taken seriously or seen as 'soft sectors' with limited growth potential
- **Network exclusion:** Women entrepreneurs often **experience limited access to established social and business networks**, which creates less access to knowledgeable mentors and capital expansion
- **Expanding whilst underfunded: Limited access to capital creates** challenges such as **constraints on funding** for recruitment, access to new markets, research and development and overall business expansion



# How can we help women entrepreneurs?

- Address **stereotypes** about what entrepreneurs and entrepreneurship looks like, promoting an inclusive approach
- Learn from **each other** about the best ways to **build successful** businesses and vibrant entrepreneurial ecosystems
- **Increase awareness** about the **challenges** that **women face** and lobby key influences (venture capitalists, banks and entrepreneurial networks) to challenge these unconscious biases





## Inclusion Matters: Promoting Equality, Diversity and Inclusion in University Spinout Companies - A Case for Action:

[https://www.brookes.ac.uk/uploadedfiles/faculty\\_of\\_business/gender\\_and\\_university\\_spinouts/site\\_assets/documents/gender%20and%20university%20spinouts%20report.pdf](https://www.brookes.ac.uk/uploadedfiles/faculty_of_business/gender_and_university_spinouts/site_assets/documents/gender%20and%20university%20spinouts%20report.pdf)



# Activity

## Description:

- This activity engages students in a reflection of how gender affects entrepreneurship. It requires students to question the masculine norms implicitly associated with entrepreneurship, and critically appraise the discourses (in academic or the media) that reinforce the idea of entrepreneurship as a masculine activity

## Target group:

- Undergraduate and postgraduate students studying entrepreneurship as part of a wider business and management programme





# Guiding Questions

It is important to look at entrepreneurship with a gender lens. Some key questions to raise are outlined below:

- What traits are often gendered feminine and masculine, and how are these associated with entrepreneurship? Are women and men 'essentially' different?
- Are women and men facing the same barriers in entrepreneurship? Are those barriers operating at individual or structural level?



**Suggested task:** Students can then be asked to reflect on the traits and qualities associated with women and men as entrepreneurs. Using the following list, split students into two groups. One selects the terms associated with entrepreneurship. The other group selects the terms associated with masculinity. When this is completed, a discussion of the overlap between the two lists takes place across both groups

**Aggressiveness**

**Analysing**

**Communicating**

**Delegating**

**Directing**

**Dynamism**

**Facts-based decision-making**

**Influencing**

**Innovating**

**Intuitive or right-brain thinking**

**Logical or left-brained thinking**

**Perceptiveness**

**Reflecting on decisions**

**Systems and procedure development**

**Team-playing**

**Tolerating**

**Values-based decision-making**



An alternative list of terms is provided by the Bem Sex-Role Inventory (BSRI), first developed by Bem in 1974.

**1. self-reliant**

**2. yielding**

**3. helpful**

**4. defends own beliefs**

**5. cheerful**

**6. moody**

**7. independent**

**8. shy**

**9. conscientious**

**21. reliable**

**22. analytical**

**23. sympathetic**

**24. jealous**

**25. has leadership abilities**

**26. sensitive to the needs of others**

**27. truthful**

**28. willing to take risks**

**29. understanding**

**41. warm**

**42. solemn**

**43. willing to take a stand**

**44. tender**

**45. friendly**

**46. aggressive**

**47. gullible**

**48. inefficient**

**49. acts as a leader**



# List continued/....

10. athletic

11. affectionate

12. theatrical

13. assertive

14. flatterable

15. happy

16. strong personality

17. loyal

18. unpredictable

19. forceful

20. feminine

30. secretive

31. makes decisions easily

32. compassionate

33. sincere

34. self-sufficient

35. eager to soothe hurt feelings

36. conceited

37. dominant

38. soft-spoken

39. likable

40. masculine

50. childlike

51. adaptable

52. individualistic

53. does not use harsh language

54. unsystematic

55. competitive

56. loves children

57. tactful

58. ambitious

59. gentle

60. conventional



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