



Research article

The competencial factor like an engine venture[☆]Angel Olaz Capitán^{a,*}, Pilar Ortiz García^b

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ARTICLE INFO

Article history:

Received 5 May 2015

Accepted 15 October 2015

Available online 3 February 2016

Keywords:

Gender

Labor market

Skills

Abilities

Results

ABSTRACT

The purpose of this paper is to establish the connections in the triad woman, entrepreneurship and competences from a holistic perspective in order to mean what are the key competences and how they contribute to the development of entrepreneurship from a gender perspective. The concept of qualifications will be analyzed as a substrate of the competences issues for articulating an explicative model that allows its objectification.

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El factor competencial como motor de emprendimiento

RESUMEN

Este trabajo tiene como propósito establecer las conexiones existentes en el trinomio mujer, emprendimiento y competencias desde una perspectiva holística, en el afán por significar cuáles son las competencias clave que contribuyen al desarrollo del emprendimiento desde una perspectiva de género. Se analizará el concepto de cualificación como sustrato de los aspectos competenciales que articulan el emprendimiento para finalmente esbozar modelo explicativos que permitan su objetivación.

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Palabras clave:

Género

Mercado laboral

Capacidades

Habilidades

Resultados

[☆] This work is part of the project: “Women and Entrepreneurship from a Competence Perspective” (CSO2013-43667-R), developed by the University of Murcia and Bradford (UK) and funded by the Ministry of Economy and Competitiveness (Madrid, Spain, 2014–2016).

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<http://dx.doi.org/10.1016/j.sumneg.2015.12.001>

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Some preliminary questions

This work aims to study the conceptual alignment between women, entrepreneurship and competences. First, we will deal with each of these elements to establish the opportune connections and emphasize the holistic nature as a result of the existing interactions. Next, it will examine, through different schools and authors, the study of the qualification as a backdrop to the jurisdictional analysis that structures the process of entrepreneurship. Following this sequence will be studied, competences more directly associated with entrepreneurial behavior and, if possible, by gender, to finally outline different models of entrepreneurship as a pre-step presentation of conclusions.

A first approach to the triad woman, entrepreneurship and competences

The differential nature of male and female entrepreneurship suggests the need to undertake the study of the peculiarities of entrepreneurship from a gender perspective (Ruiz, Coduras, & Camelo, 2012). The opportunity, relevance and interest of this issue is justified by the position of women regarding work, a position that acquires frequently the consideration of additional activity, which explains a greater irregularity in the career paths of women.

Female entrepreneurship contributes, on the one hand, to boost economic growth from start-ups and, secondly, to strengthen gender equality policies. The importance acquired by this activity is revealed in research on the subject, focused on analyzing the factors influencing entrepreneurship by gender and especially the reasons for the lower participation of women in this process (Kelley, Bosma, & Amoros, 2011). Moreover, the competence perspective assumes an initial contribution to the advancement of research on the subject.

Under these assumptions, from the focus of this work, three major lines of analysis are defined.

Business activity in women

The characterization of business activity of women, as well as the types of companies created (innovation, growth potential, size, sector) is a necessary premise for the analysis of entrepreneurial activity. Regarding women's entrepreneurship, it manifests itself as an important source of economic growth¹ (Allen et al., 2007; De Bruin, Welter, & Brush, 2006; Macaulay, 2003). Moreover, the recent literature on the subject (Burke, 2007; Gisbert, Alarcón, & Gómez, 2009; Mateos, Iturrioz, & Gimeno, 2009; Peris-Ortiz, Peris, & Ribeiro, 2010) shows fewer opportunities for women to positions involving responsibility and decision making.

¹ In Spain, data on occupation as "professional situation" that facilitates the EPA show the high level of "salaried workers" among women (87.6% of employed women were employed in 2011, 7.6% points higher of men). Faced with this fact, contrasts the fact that only 12.3% of employed women in 2011 were self-employed, compared to 19.9% of men, this is evidence that "corporate behavior gap" between sexes is significant. Moreover, only 0.3% were directors of large or medium enterprises. In short, as we move up the degree of independence and responsibility in the post, it decreases women's participation in these occupations.

Regarding the type of company created by women, literature establishes a relationship between the characteristics of enterprises (size, sector, innovation, internationalization, funding) and the success or failure of entrepreneurial activity (Estrin & Mickiewicz, 2011; Ruiz, Camelo, & Coduras, 2012) and its impact on the visibility of women's entrepreneurship (Anna, Chyler, Jansen, & Mero, 2000; Bird & Sapp, 2004; Du Rietz & Henrekson, 2000; Orser, Riding, & Manley, 2006).

Female entrepreneurship

The literature on the subject has shown that, despite institutional initiatives launched to promote women's entrepreneurship, it remains in rates lower than those of men (Kelley et al. participation, 2011).

Research suggests that female entrepreneurship is conditioned by various aspects. In the beginning, from the factors affecting the sociocultural environment (Alvarez & Urbano, 2011; Busenitz et al., 2003; Steyaert & Katz, 2004; Verheul & Thurik, 2001) to institutional issues, such as access to finance or other social networks of collaboration (Alsos, Isaksen, & Ljunggren, 2006; Carter, Shaw, Lam, & Wilson, 2007; Gatewood, Brush, Carter, Greene, & Hart, 2009; Kim, 2006; Marlow & Patton, 2005). Without forgetting the importance of these aspects, this line focuses especially in the informal factors (perception of competences and skills) relevant for female entrepreneurship. Thus, it is revealing some research on the subject (Bruni, Gherardi, & Poggio, 2004; Álvarez, Noguera, & Urbano, 2012) that establish a relationship between aspects of this nature and differential components of the entrepreneurship by gender.

The competition aspects

The third element of this triad explores the relationship between perceived entrepreneurial competences of women and female entrepreneurship. In this regard, results decisive to collate competences self-assigned by women and competences that the market demands. There are several studies that include competition as a cause or origin of the performance or result of the work activity (De Haro, 2004; Olaz, 2011).

This perspective puts the accent on determine the effective and efficient performance in terms of traits, behaviors or a combination of both. Thus, competition becomes a construct that identifies behaviors related, being directly responsible for these excellent results in performance. The investigations of Langowitz and Minniti (2007) and Langowitz and Morgan (2003) show that women entrepreneurs are perceived as less valid in relation to men. These studies suggest that while men tend to be undertaken by factors related to the opportunity, funding or desire to remove a professional frustration, women do because of a precarious employment situation or difficult access to employment.

Thus, is enhanced among the men self-perception of competence to undertake, while among women it encourages self-negative perception toward such activity (Brush, 1992; Dolinsky & Caputo, 2003; Marlow, 2006).

The qualification as latent competences to the study of matter

Before we delve into the meaning of the word competition, which will devote space in the next section, should reflect even

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