



Research article

Construction of gender differences in the discourse of entrepreneurship. Psychobiological, cultural and familiar aspects[☆]



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ABSTRACT

This paper aims to analyze the psychobiological, cultural and family aspects that make entrepreneurship possible, considering the gender perspective and analyzing the differences between men and women for each of these aspects. Attributes are still used male and female, and the patriarchal culture and the division of spaces marked differences in the type of company that is undertaken, and that is also subject to the different training done. Moreover, from the family point of view, it stresses the need for support by the family when the decision to start a business project is taken due to the dedication that this already implies the need to turn to reconcile work and family life.

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La construcción de las diferencias de género en el discurso del emprendimiento. Aspectos psicobiológicos, culturales y familiares

RESUMEN

Este trabajo tiene como propósito analizar los aspectos psicobiológicos, culturales y familiares que hacen posible el emprendimiento, teniendo en cuenta la perspectiva de género y analizando las diferencias existentes entre hombres y mujeres para cada uno de dichos aspectos. Se siguen utilizando atributos de lo masculino y lo femenino, y la cultura patriarcal y la división de espacios marcan las diferencias en el tipo de empresa que se emprende, y que está sujeta también a la diferente formación realizada. Además, desde el punto de vista familiar, se incide en la necesidad de apoyo por parte de la familia cuando se toma la

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decisión de emprender un proyecto empresarial debido a la dedicación que éste implica y a la necesidad a su vez de conciliar vida familiar y laboral.

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Introduction

This paper analyzes, through a qualitative research, how the discourse of entrepreneurship is constructed from a gender perspective, highlighting the differences between men and women who identify scenarios, elements and conditions to develop enterprise business ideas or decide to bet to generate their own employment, risking and organizing his own way of working. The objective of the work is distinguishing what psychobiological, cultural and family aspects facilitate or impede, by gender, perceive opportunities to undertake and act accordingly. At the same time, it will consider the jurisdictional aspect, because on one hand, competition is associated with tangible, observable aspects and directly measurable: behaviors that have a beneficial result; on the other, it is established that there is competition there must be an environment where developing it, the workplace (Olaz & Brändle, 2013: 12).

The entrepreneur term derives from the word undertake, from the Latin in (on) *prendre* (take, take), and is related to the French word *entrepreneur*, emerging in the early 16th century to refer to the adventurous or pioneers. In the early 18th century in France the meaning of the term extends to builders of roads, bridges and architects. And it will be from the second half of the 18th century when it will be related to people who facing uncertainty initiates a new business or business project, to innovative entrepreneurs. CEDEFOP (1991: 10) points out that when speaking about self-employment or entrepreneurship a reference is made to those “persons who organize, direct and assume risks of their own business or productive activity because they understand they have novelties to offer or because there is a production space where they can compete successfully.” Meanwhile, Alonso Ramos (2005: 165) defines self-employment as an alternative access to a professional or business activity, appropriate for those workers with a dynamic profile and willingness to take risks that enables them to create their own job prospects stability herein.

The implementation of a project of self-employment or entrepreneurship requires to articulate three kinds of skills, without which it will be difficult to achieve success: specific vocational skills, entrepreneurial skills and business skills. Among the entrepreneurial skills, we find the capacity of initiative, creative skills in innovation, achievement motivation, self-confidence and self-esteem, the ability of planning and organizing, positive vision of the future and realistic, communication and generation of supporting networks, constructive acceptance dealing with uncertainty, flexibility, self-discipline, capacity for hard work, commitment, determination, responsibility, autonomy and self-sufficiency (Sánchez Cañizares & Fuentes García, 2013).

Gender differences in the discourse of entrepreneurship

In the speech of entrepreneurship it is clearly distinguishable the perception in women of a minor entrepreneurial initiative, as well as gender differences in the attributes associated with higher odds of undertaking an entrepreneurial project.

The initial assessment clearly corresponds to the reality of the empirical data. According Congregado et al. (2008: 30), the “group of entrepreneurs is mostly made up of men (. . .); in 2006 more than 70% are, compared with 29.6% of women” and, although the difference between men and women when undertaking is decreasing in Spain GEM 2014 report also notes that “approximately six out of ten entrepreneurs according to the TEA index in 2014 were men” (Fig. 1). However, the women tend to have a slightly higher education than male entrepreneurs, as was clear from the data of Spain GEM 2012 Report, which placed the percentage of entrepreneurs with university level in 38.4% vs. 32.3% of male entrepreneurs with this level of education.

The perception that the differences are being minors over the years appears clearly in this speech. So one of the interviewees says: “I think those differences are getting shorter over the years, that is, a few years ago if there were differences, women had more problems when undertaking than man” (E1-Women); and another says that: “it has come a long way already, but we still have a long way to go” (E5-Women). However, a part of the discourse maintains that the differences between the younger people have disappeared and when asked if there are differences between men and women when undertaking, one of the interviewees replied: “I believe that in younger people for absolutely nothing. As far as I’m concerned absolutely nothing” (E4-Women).

On the other hand, as noted by another interviewee, “women, when undertaken, keep thinking in different business to those of the men” (E2-Women). This statement coincides with that shown in different studies (Clark & Janes, 1992), regarding companies boosted by women have a lower average size than those promoted by men and an increased focus on services related to traditional activities, mainly trade, catering and personal services (Rodríguez Gutiérrez & Santos Cumplido, 2008: 120). In this sense, several respondents pronounced “perhaps in more industrial sectors is more difficult to see women in most services sectors is seen more women” (E10-Man); “On the trade issue, shops . . . yes there are more women than in the industry” (E2-Women). Another of respondents, meanwhile, said “the major part of the women entrepreneurship is formed by family business” (E5-Women).

The different investigations conducted so far (Audretsch & Fritsch, 1994; Fernández & Junquera, 2001; Keeble &

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