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Research article

Moderators elements of entrepreneurship. Gender differences[☆]



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ABSTRACT

This article focuses on reviewing, through a competency analysis, the factors that favor or limit female entrepreneurship. Elements that affect both individually, as that influence from the environment are considered. The results show that relational capital, ideology, education, social class and age are important variables that may stimulate or restrain entrepreneurship in women entrepreneurs. As for the contextual factors of note are financing, the geographic scope, taxation and economic sector.

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Elementos moderadores de la capacidad empresarial. Diferencias de género

RESUMEN

Este artículo se ocupa de revisar, mediante un análisis competencial, los factores que favorecen o limitan la capacidad empresarial femenina, ya sean elementos que afectan individualmente o que condicionan desde el entorno. Los resultados obtenidos muestran que el capital relacional, la ideología, la formación, la clase social y la edad son variables importantes que pueden estimular o frenar la capacidad empresarial en las mujeres emprendedoras. En cuanto a los factores contextuales, destacan la financiación, el ámbito geográfico, la fiscalidad y el sector económico.

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Palabras clave:

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Introduction

Gender differences have been analyzed from many perspectives. It is evident that there are social, psychological or sociological labor inequalities between men and women. These divergences are materialized at different levels of pay gap. In 2013, gross hourly earnings of women were 16.4 percent below those of men in the European Union, according to Eurostat (2008, 2015). This disparity may be related to the type of work positions developed by women, or the break that occurs occasionally in professional careers as a result of change in marital status, maternity, with the realization of part-time jobs or full-time, or interest in reconciling work and family life, to name a few possible reasons. Age is another factor that may influence the pay gap. In short, we find an inequality that can affect economic activities, in some cases positively (for instance in financial and insurance activities), and other negatively (sanitation and decontamination).

The example of the pay gap and their differences is one of the indicators of sustainable development that is considered in the analysis of gender equality, and is also a key variable in the framework of the strategy for equality between men and women in the European Commission.

In Spain, the Sustainable Economy Law, passed in 2011, based on the strategy for a sustainable economy in 2009, aims to achieve a model in which equal opportunities and social cohesion are ensured, in line with the Europe 2020 strategy.

All these considerations apply to female entrepreneurship and to the differences highlighted in various reports prepared under the Global Entrepreneurship Monitor (GEM) for several years. The need to support women entrepreneurs has resulted in the European Parliament resolution of September 13 of 2011, on women entrepreneurs in small and medium enterprises, which urges Member States to make available to women entrepreneurs economic benefits and financial to assist in the creation of companies through special grants, interest rate discounts, workshops and training seminars, etc., that can help the female entrepreneurship, encouraging the exchange of best practices. These measures are essential to promote female entrepreneurship.

Our aim in this paper is to analyze the elements of female entrepreneurship moderators. Reflect on those variables that can be a positive or negative for economic activity of women entrepreneurs conditioning. To do this, first, we attend the theoretical framework that supports this work. Second, we analyze the results and, finally, we will expose the conclusions obtained.

Theoretical framework

The need to achieve gender equality has become a priority in our society. It has come a long way in this direction, but it is a fact that has not yet been fully achieved. Many times women find few barriers, visible and invisible, that hinder the realization of activities, one of them, would be related to the implementation of entrepreneurial activities involving the creation of small businesses. Companies that in addition can help in the economic growth. According to the European

Union, in Europe 99 percent of the enterprises created are micro and small enterprises. Micro enterprises are those that employ less than 10 people and account for 91 percent of European companies. Well, many of which are created by women entrepreneurs, defined as “a woman who has created a business in which she has a majority shareholding and actively interested in the process of decision making, risk taking and the daily management” (European Parliament resolution of September 13 of 2011).

On the other hand, this same document states that women who see the option of being entrepreneurs is viable, is lower than in the case of men, and while they have increased in recent years, only one out of ten women it is an entrepreneur, compared to one in four men and that, although women university graduates represent the 60 percent of the total, so are underrepresented.

The need to improve the conditions of women entrepreneurs has been the goal and the cause of the realization of numerous studies in recent years. They have analyzed aspects such as the reasons that encourage people to become business owners, one of the precursors was Cromie (1987), and also Sarri and Trihopoulou (2005) – on female entrepreneurship spirit (Langowitz & Minniti, 2007) or social factors analyzed by Smith-Hunter and Boyd (2004) and economic (Mattis, 2004; Brindley, 2005) focused on women entrepreneurs, to name a few.

One of the research lines of female entrepreneurship in which this paper is framed is related to the competence analysis (Olaz, 2009) of female entrepreneurship, which has been addressed in some jobs, like Romo, Suarez, and Flames (2007) in which the most important skills of women entrepreneurs and their limitations are discussed.

The set of skills that can influence whether undertaken on the part of women, especially highlighting the factors related to the environment (Alvarez et al., 2012) which may represent an incentive for entrepreneurship or, on the contrary, a limitation.

At the same time, the factors related to the individual and its characteristics can be elements that significantly affect the realization of entrepreneurial activity.

Therefore, in this paper we address the factors that influence entrepreneurial activity related to the environment and the person. To this end, and in order to develop in a practical way the objectives, we have worked with Atlas.ti program, which has been described in the study methodology. More specifically, we have dealt with the analysis of the issues contained in questions 4 and 5 of the script of interviews, which are:

- P4. Which of the following elements: education, social class, age, relational capital, ideology, which ones you consider to be more important than others in understanding female entrepreneurship (environment from perspective partner) Why?
- P5. From the following aspects: geographical area, economic sector, finance, taxation . . . which ones you consider to be more important than others in understanding female entrepreneurship. Why?

These questions have been categorized according to a number of codes in order to clarify the meaning of the terms of discourse that relate, first, to the person and, secondly, to the

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