



BUSINESS RESEARCH
BRQ
QUARTERLY

www.elsevier.es/brq



ARTICLE

The influence of gender on entrepreneurial intention: The mediating role of perceptual factors

La influencia del género sobre la intención emprendedora: El papel mediador de los factores de percepción

Carmen Camelo-Ordaz¹, Juan Pablo Diáñez-González*, José Ruiz-Navarro²

University of Cádiz, Faculty of Economics and Business, Department of Business Organization, Avda. Duque de Nájera 8, 11002 Cádiz, Spain

Received 3 March 2015; accepted 1 March 2016

JEL CLASSIFICATION

ME13;
ME10

KEYWORDS

Entrepreneurial
intention;
Gender;
Entrepreneurial
self-efficacy;
Ability to recognize
opportunities;
Fear of failure

Summary The empirical evidence devoted to analyze the impact of perceptual factors in explaining the differences in the entrepreneurial intention of men and women is still limited and not entirely conclusive (Shinnar et al., 2012; Wilson et al., 2009). This non-conclusive research is significantly more noteworthy when the analysis is focused on the entrepreneurial intention of men and women once they become entrepreneurs. Drawing on this gap and taking as starting point the premises of Social Feminist Theory, our paper aims to examine the mediating role of perceptual factors on the relationship between gender and entrepreneurial intention of non-entrepreneurs and entrepreneurs. Drawing on a sample provided by the Global Entrepreneurship Monitor Project of 21,697 Spanish non-entrepreneurs and 2899 Spanish entrepreneurs, our results have shown that, in general terms, perceptual factor fully mediate the relationship between gender and the entrepreneurial intention of non-entrepreneurs, whereas such mediating impact disappears when people become entrepreneurs.

© 2016 ACEDE. Published by Elsevier España, S.L.U. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Introduction

Over the past three decades, women have made significant progress in entrepreneurship and new venture creation (Kickul et al., 2008); consequently, female entrepreneurship and its social and economic importance are of increasing interest. Concurrently, research into women's

* Corresponding author. Tel.: +34 956015492; fax: +34 956015386.

E-mail addresses: maricarmen.camelo@uca.es

(C. Camelo-Ordaz), juanpablo.dianez@uca.es

(J.P. Diáñez-González), jose.ruiznavarro@uca.es (J. Ruiz-Navarro).

¹ Tel.: +34 956015449; fax: +34 956015386.

² Tel.: +34 956015454; fax: +34 956015386.

<http://dx.doi.org/10.1016/j.brq.2016.03.001>

2340-9436/© 2016 ACEDE. Published by Elsevier España, S.L.U. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Please cite this article in press as: Camelo-Ordaz, C., et al., The influence of gender on entrepreneurial intention: The mediating role of perceptual factors. BRQ Bus. Res. Q. 2016, <http://dx.doi.org/10.1016/j.brq.2016.03.001>

entrepreneurship has gained importance since the late 1990s (Arenius and Kovalainen, 2006; Ettl and Welter, 2010; Greer and Greene, 2003; Langowitz and Minniti, 2007). However, although the number of female entrepreneurs has increased significantly in recent years in Spain and similarly developed countries, empirical evidence still indicates that the number of businesses owned by women is significantly lower than the number of businesses owned by men, and that twice as many men become entrepreneurs as do women (Acs et al., 2005; Gupta et al., 2014). The Global Entrepreneurship Monitor (GEM) project has examined entrepreneurial activity in more than 70 countries, and the results show that the ratio of women to men in terms of entrepreneurship is low, reflecting low participation by women (Kwong et al., 2009; Langowitz and Minniti, 2007; Minniti et al., 2005).

In an attempt to identify the underlying reasons for gender differences in entrepreneurship, some authors such as Reynolds et al. (2001), Langowitz and Minniti (2007) and Almeida-Couto and Borges-Tiago (2009) have focused on the groups of factors that have been traditionally considered as determinants for making the individual decision of starting a new business: contextual factors, socio-demographic factors (e.g., gender, age, educational level, employment status) and individuals' perceptual factors (e.g., self-efficacy, ability to recognize opportunities, fear of failure, regretful thinking, perseverance). Drawing on this typology, our research puts its focus on analyzing the role played by perceptual factors on the entrepreneurial intention reported by men and women.

The literature on entrepreneurship has consistently recognized that perceptual factors have a major influence on the likelihood that a particular individual will become involved in entrepreneurial activity (Arenius and Minniti, 2005; Gatewood et al., 1995; Györfy, 2014; Koellinger et al., 2007, 2013), and that this group of factors influence on the decision to start a business (Evald et al., 2011; Minniti and Nardone, 2007). Our focus is specifically on entrepreneurial self-efficacy, the ability to recognize opportunities, and the fear of failure. These are three of the strongest predictors of entrepreneurial intention and behavior found in entrepreneurship studies, and there is general agreement in the literature that they are highly correlated with the decision to start a new business (Arenius and Minniti, 2005; Koellinger et al., 2007).

Moreover, the literature has also shown that perceptual factors could play a crucial role in explaining the differences in the entrepreneurial behavior of men and women (Koellinger et al., 2007). However, empirical evidence is still limited and not entirely conclusive (Shinnar et al., 2012; Wilson et al., 2009). On the one hand, most studies have found a higher explanatory power of individuals' perceptual characteristics with respect to other variables traditionally employed (e.g., age, household income, work status, education level) when it comes to analyzing the influence of gender on the likelihood of starting a new business (Lefkowitz, 1994; Minniti and Nardone, 2007). To this respect, Koellinger et al. (2013: 229) concluded, in their study carried out in 17 countries, that "a significant portion of the gender gap in entrepreneurial propensity is explained by subjective perceptions whereas socio-economic variables appear to play a smaller role. In fact, when perceptual variables are considered, the explanatory powers of age,

education, work status, and household income decrease or disappear completely, suggesting that these variables may influence startup decisions primarily because of their influence on perceptions". On the other hand, some research has not been able to provide empirical evidence about the impact of perceptual factors on the relationship between gender and entrepreneurial intention. In this vein, it is possible to highlight the studies conducted by Wilson et al. (2009) and Zhao et al. (2005), who drawing on a sample of adolescents and a sample of MBA students, respectively, could not demonstrate that entrepreneurial self-efficacy mediated such relationship. The existence of non-conclusive empirical evidence is significantly more noteworthy when the analysis is focused on the entrepreneurial intention of men and women once they become entrepreneurs. While it is true that most previous research agree that entrepreneurs report more entrepreneurial self-efficacy, more ability to recognize opportunities and less fear of failure than non-entrepreneurs (Koellinger et al., 2013; Markman et al., 2005) it is not less true that the role played by perceptual in explaining gender differences in the entrepreneurial intention reported by entrepreneurs has hardly been previously addressed (Trevelyan, 2011). To this respect, there is no empirical evidence that comparatively analyzes whether the influence of perceptual factors on the different entrepreneurial intention reported by men and women is modified once people establish a venture, or whether such impact is similar.

Drawing on this gap and taking as starting point the premises of Social Feminist Theory (SFT), our paper aims to analyze the mediating role of perceptual factors on the relationship between gender and entrepreneurial intention.

The contribution of our paper to the literature is threefold. First, we contribute to the limited and non-conclusive research that has analyzed the mediating role of perceptual factors on the relationship between gender and entrepreneurial intention (Yordanova and Tarrazon, 2010; Wilson et al., 2007; Zhao et al., 2005). To this respect, our study provides interesting and robust findings, which could help to shed some light to this topic. Second, and closely related to the first contribution, our research goes a step further, since comparatively analyzes the impact of perceptual factors on the entrepreneurial intention reported by non-entrepreneurs and entrepreneurs. To this respect, our paper is the first attempt to examine such mediating role under this specific comparative perspective, since the limited previous empirical evidence has been focused on analyzing the gender differences among students (Kickul et al., 2008; Wilson et al., 2009; Zhao et al., 2005) or students and adults (Wilson et al., 2009). Finally, we contribute to the enrichment of the literature on SFT. This theoretical framework posits that men and women exhibit fundamentally different views of world because of differences in their experiences and in their socialization processes (Fischer et al., 1993), which could result in that men and women differ in their intentions in relation to entrepreneurship (Yordanova and Tarrazon, 2010). However, previous empirical research has not addressed the specific question of whether the experiences acquired by female entrepreneurs during their lives could result in that inherent gender differences in perceptual factors could be hindered or, at least, decreased.

Download English Version:

<https://daneshyari.com/en/article/7414888>

Download Persian Version:

<https://daneshyari.com/article/7414888>

[Daneshyari.com](https://daneshyari.com)