

# Women and Entrepreneurship

Dr. Daniela Gimenez Jimenez  
Technische Universität München  
TUM School of Management

Doctoral Seminar  
TUM Graduate School of Management  
Winter term 2020/21

## I. Seminar Description

Women entrepreneurs are starting businesses at a faster rate compared to the population at large. Despite this trend, women entrepreneurs are underrepresented in many industries, experience high failure rates, often start lifestyle venture that do not grow. Given these patterns, in the last decades there has been an increasing body of research on the topic, leading women's entrepreneurship research to be established as a field of study. Women's entrepreneurship research has influenced entrepreneurship domain by showing that entrepreneurship is a gendered phenomenon (Jennings & Brush, 2013). Women's entrepreneurship research has been published in leading journals such as the Academy of Management Annals and Administrative Science Quarterly. In the first part of the seminar, students will acquire knowledge of the foundations of women's entrepreneurship field. During the second part, students will look at the main questions that define the field today and critically examine how researchers are approaching these questions. The seminar is targeted at Doctoral students, who are interested in understanding the gender issues in entrepreneurship.

## II. Seminar Objectives

The objectives of this seminar are to:

1. Provide understanding of the state-of-the-art of women's entrepreneurship field;
2. Examine published research by looking at its strengths and weaknesses;
3. Create a research agenda based on the research articles;
4. Identify connections for building questions based on the research articles;
5. Formulate an interesting research question in the field;
6. Match a research question with an appropriate methodology;
7. Craft a research proposal.

The format of the seminar is very interactive in nature, including group exercises, open plenum discussions, direct talks and feedback by the instructor. The successful completion of the seminar will be achieved by:

- reading all assigned articles and analyzing them through short memos (prior to class!);
- attending all classes;
- participating actively in group exercises and class room discussions;
- providing feedback to project proposals of fellow students;
- developing a research proposal relating women and entrepreneurship.

Memos will be implemented for analyzing the assigned research articles (prior to class) and should highlight the following parts in each article (max 2 pages):

- Research question(s);
- Central arguments and hypotheses;
- For empirical articles: methods (research design, sample, data collection, constructs, measures, analytic techniques) and results;
- Strengths and weaknesses of the article;
- Possible future research questions;
- Main conclusion and contribution to the literature.

Students need to develop one memo per article per session. Memos will be written on the mandatory readings only and should be submitted to the instructor (Daniela.Gimenez@tum.de) the day before the session (before 2 pm).

### III. Evaluation

- **Classroom participation and memo preparation (30%)**
- **Presentation (30%)**

Each student will present her or his initial research proposal (including research motivation, theoretical framework, and research design) on January 27, 2021. After presentation, there will be an open discussion with student fellows and the instructor.

- **Research proposal (40%)**

The research proposal is due to February 26, 2021 and should include specific issue you want to tackle, as well as a theoretical and an empirical sections. The research proposal should outline the motivation and research question(s), the theoretical foundations and arguments to build your ideas, the method section that explains the intended empirical methodology you want to pursue (if applicable), and a tentative, short discussion of the potential implications and contributions of your research (max. 3,000 words, including the reference list, excluding tables and figures).

### IV. Seminar Schedule

Day	Time	Contents
13.01.2021	09:00-12:30	Welcome and Round of Introduction Session 1: The foundations of women's entrepreneurship field
20.01.2021	09:00-12:30	Session 2: Entrepreneurship as a gendered phenomenon
27.01.2021	09:00-12:30	Session 3: Gender differences in potential entrepreneurs (recognition of opportunities and intentions)
03.02.2021	09:00-12:30	Session 4: Women entrepreneurs in the process of creating new ventures

10.02.2021	09:00-12:30	Session 5: The role of context in women entrepreneurial activities
17.02.2021	09:00-12:30	Session 6: Research Project Proposals Discussion and Feedback

Given the current pandemic, the doctoral seminar will take place via zoom. The zoom link will be provided before the seminar starts.

## V. Seminar Readings

The following list of articles are **basic readings** in the seminar on women and entrepreneurship. Make sure to read them and to prepare memos for each assigned article **prior to class!**

Please note that we all will be discussing every article, so reading a summary is NOT a substitute for reading the actual article.

The articles with an asterisk (\*) are recommended. Recommended articles are for students who want to have a deep look at that specific area and **do not** need to be summarized for the sessions.

### Session 1: The foundations of women's entrepreneurship field

In the first session, we will talk about the foundations of women's entrepreneurship field and the boundaries that defined the field.

Ahl, H. (2006). Why Research on Women Entrepreneurs Needs New Directions. *Entrepreneurship Theory and Practice*, 30(5), 595–621.

Ahl, H., & Marlow, S. (2012). Exploring the dynamics of gender, feminism and entrepreneurship: advancing debate to escape a dead end? *Organization*, 19(5), 543-562.

\*Brush, C. G. (1992). Research on Women Business Owners: Past Trends, a New Perspective and Future Directions. *Entrepreneurship Theory and Practice*, 16(4), 5–30.

Fischer, E. M., Reuber, A. R., & Dyke, L. S. (1993). A theoretical overview and extension of research on sex, gender, and entrepreneurship. *Journal of Business Venturing*, 8(2), 151-168.

Jennings, J. E., & Brush, C. G. (2013). Research on women entrepreneurs: challenges to (and from) the broader entrepreneurship literature? *The Academy of Management Annals*, 7(1), 663-715.

Hughes, K. D., Jennings, J. E., Brush, C., Carter, S., & Welter, F. (2012). Extending women's entrepreneurship research in new directions. *Entrepreneurship Theory and Practice*, 36(3), 429-442.

## **Session 2: Entrepreneurship as a gendered phenomenon**

In the second session, we will focus on understanding the role of gender in entrepreneurship.

\*Anna, A. L., Chandler, G. N., Jansen, E., & Mero, N. P. (2000). Women business owners in traditional and non-traditional industries. *Journal of Business Venturing*, 15(3), 279-303.

Bird, B., & Brush, C. (2002). A gendered perspective on organizational creation. *Entrepreneurship Theory and Practice*, 26(3), 41-65.

Bruni, A., Gherardi, S. & Poggio, B. (2004), "Entrepreneur-mentality, gender and the study of women entrepreneurs", *Journal of Organizational Change Management*, 17(3), 256-268

Brush, C. G., De Bruin, A., & Welter, F. (2009). A gender-aware framework for women's entrepreneurship. *International Journal of Gender and entrepreneurship*, 1(1), 8-24.

Gunnerud, B. (1997). Gender, place and entrepreneurship. *Entrepreneurship & Regional Development*, 9(3), 259-268.

\*Giménez, D., & Calabrò, A. (2018). The salient role of institutions in Women's entrepreneurship: a critical review and agenda for future research. *International Entrepreneurship and Management Journal*, 14(4), 857-882.

Hechavarría, D. M., Terjesen, S. A., Stenholm, P., Brännback, M., & Lång, S. (2017). More than words: do gendered linguistic structures widen the gender gap in entrepreneurial activity? *Entrepreneurship Theory and Practice*.

\*Micelotta, E., Washington, M., & Docekalova, I. (2018). Industry gender imprinting and new venture creation: The liabilities of women's leagues in the sports industry. *Entrepreneurship Theory and Practice*, 42(1), 94-128.

### **Session 3: Gender differences in potential entrepreneurs (recognition of opportunities and intentions)**

In the third session, we will look at the gender differences before starting a business and learn about opportunity recognition and entrepreneurial intentions.

\*Bullough, A., & Renko, M. (2017). A different frame of reference: Entrepreneurship and gender differences in the perception of danger. *Academy of Management Discoveries*, 3(1), 21-41.

Gupta, V. K., Goktan, A. B., & Gunay, G. (2014). Gender differences in evaluation of new business opportunity: A stereotype threat perspective. *Journal of Business Venturing*, 29(2), 273-288.

Gupta, V. K., Turban, D. B., Wasti, S. A., & Sikdar, A. (2009). The role of gender stereotypes in perceptions of entrepreneurs and intentions to become an entrepreneur. *Entrepreneurship Theory and Practice*, 33(2), 397-417.

Santos, F. J., Roomi, M. A., & Liñán, F. (2016). About gender differences and the social environment in the development of entrepreneurial intentions. *Journal of Small Business Management*, 54(1), 49-66..

Shinnar, R. S., Giacomini, O., & Janssen, F. (2012). Entrepreneurial perceptions and intentions: The role of gender and culture. *Entrepreneurship Theory and Practice*, 36(3), 465-493.

Thébaud, S. (2010). Gender and Entrepreneurship as a Career Choice: Do Self-assessments of Ability Matter? *Social Psychology Quarterly*, 73(3), 288–304.

#### **Session 4: Women entrepreneurs in the process of creating new ventures**

In the fourth session, we move into the process of creating new ventures. We will learn how women entrepreneurs go through the entrepreneurial stages when creating the new venture, from their motivations to their financial acquisition.

Coleman, S., & Robb, A. (2009). A comparison of new firm financing by gender: evidence from the Kauffman Firm Survey data. *Small Business Economics*, 33(4), 397.

Hechavarria, D. M., Terjesen, S. A., Ingram, A. E., Renko, M., Justo, R., & Elam, A. (2017). Taking care of business: the impact of culture and gender on entrepreneurs' blended value creation goals. *Small Business Economics*, 48(1), 225-257.

Marlow, S., & Patton, D. (2005). All credit to men? Entrepreneurship, finance, and gender. *Entrepreneurship Theory and Practice*, 29(6), 717-735.

Manolova, T. S., Brush, C. G., Edelman, L. F., & Shaver, K. G. (2012). One size does not fit all: Entrepreneurial expectancies and growth intentions of US women and men nascent entrepreneurs. *Entrepreneurship & Regional Development*, 24(1-2), 7-27.

\*Murnieks, C. Y., Cardon, M. S., & Haynie, J. M. (2020). Fueling the fire: Examining identity centrality, affective interpersonal commitment and gender as drivers of entrepreneurial passion. *Journal of Business Venturing*, 35(1).

Orser, B. J., Riding, A. L., & Manley, K. (2006). Women entrepreneurs and financial capital. *Entrepreneurship Theory and Practice*, 30(5), 643-665.

## **Session 5: Session 5: The role of context in women entrepreneurial activities**

In the fifth session, we will have a look at the role of culture, legislation, and policies on entrepreneurial activities. Therefore, we will study how the macro-level influences women entrepreneurs and the development of their activities.

Bullough, A., Renko, M., & Abdelzaher, D. (2017). Women's business ownership: Operating within the context of institutional and in-group collectivism. *Journal of Management*, 43(7), 2037-2064.

\*Elam, A., Brush, C., Greene, P., Baumer, B., Dean, M., & Heavlow, R. (2019). GEM Women's Entrepreneurship Report 2018/2019. Global Entrepreneurship Research Association.

Gimenez-Jimenez, D., Calabrò, A., & Urbano, D. (2020). The neglected role of formal and informal institutions in women's entrepreneurship: a multi-level analysis. *Journal of International Entrepreneurship*. 18, 196-226.

Gimenez-Jimenez, D; Edelman, L F; Dawson, A.; Calabrò, A. (2020). Women Entrepreneurs' Progress in the Venturing Process: The Impact of Risk Perception and Culture, under second review *Small Business Economics*, Special Issue Women's Entrepreneurship and Culture

Thébaud, S. (2015). Business as plan B: Institutional foundations of gender inequality in entrepreneurship across 24 industrialized countries. *Administrative Science Quarterly*, 60(4), 671-711.

Shahriar, A. Z. M. (2018). Gender differences in entrepreneurial propensity: Evidence from matrilineal and patriarchal societies. *Journal of Business Venturing*, 33(6), 762-779.

\*Verheul, Ingrid, André Van Stel, and Roy Thurik. (2006). Explaining female and male entrepreneurship at the country level. *Entrepreneurship and Regional Development* 18, 151-183.

\*Uzuegbunam, A. O., & Uzuegbunam, I. (2018). Arm's-length or give-and-take? Gender differences in the relational orientation of new ventures in Sub-Saharan Africa. *Strategic Entrepreneurship Journal*, 12(4), 522-541.

\*Yousafzai, S. Y., Saeed, S., & Muffatto, M. (2015). Institutional theory and contextual embeddedness of women's entrepreneurial leadership: Evidence from 92 countries. *Journal of Small Business Management*, 53(3), 587-604.

## **Session 6: Research Project Proposals – Discussion and Feedback**

In the final session, we will discuss your research project proposals. Students will get in-depth feedback from their fellow students and the instructor with a special emphasis on the research questions and the contributions to the literature.

### **VI. Instructor's profile**

Dr. Daniela Gimenez Jimenez is a postdoctoral researcher and doctoral coordinator at the Chair for Corporate Sustainability at the Technische Universität München (TUM School of Management). Daniela Gimenez Jimenez studied economics at the Universidad de Carabobo (Venezuela). Then, she moved to Spain and did her Master Research in Entrepreneurship and Management at the Autonomous University of Barcelona (Spain). Afterward, she did her doctoral thesis at the Universität Witten/Herdecke (Germany). Her doctoral thesis focused on women entrepreneurs and women in family businesses. During her doctoral thesis, she was visiting scholar at Bentley University (United States) where she studied advanced quantitative methods. Her work has been published in journals, such as *Entrepreneurship Theory and Practice*, *Small Business Economics*, *Stanford Social Innovation Review*. Daniela Gimenez dedicates her research to sustainable entrepreneurship as well as women's entrepreneurship.

Munich, October 15, 2020