



# A Ten Year Review of Female Entrepreneurship

Presented by:

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# Purpose

- A review of the economic relevance of small businesses and how female entrepreneurship is represented globally.
- The review includes data from ten years of research published from a variety of countries.



# Research Insights

- A global phenomenon exists where female entrepreneurship is growing, while they are still underrepresented compared to their male counterparts.





# Structure of the Lit Review

- Define theory of entrepreneurship
- Illustrate the economic relevance of small businesses to the global economy
- Establish the principals used as a basis for a business's success
- Examine whether females are underrepresented in the entrepreneurial field

# Entrepreneurial Theory

- Lazear's theory of entrepreneurship

An entrepreneur must be a jack of all trades  
2005 Stanford University MBA Alumni used for research data



ENTREPRENEURS



# Economic Relevance

- Governments are eager to boost economic activity through new business creation.
- Entrepreneurship is highlighted as a crucial way to combat unemployment and to overall improve economic conditions.
- Small businesses make up **70-95%** of all firms and employ more than 1/3 of the total private labor force (Voda 2019).



# Economic Relevance II

- Small businesses account for the majority of economic stimulation, in the form of creating jobs and generating tax revenues for governments to operate with, globally.
- This holds true for the United States, European and Asian countries, as well as emerging countries with developing economies.





# Standards of Business Success

- General business standards dictate certain items are indicative of success, such as:
  - Sales /Revenues
  - Profits
  - Number of Employees
  - Financial Ratios



# Standards II

- While accounting standards may vary across countries, the standards are neutral to men or women.
- Personal standards of success may vary, but the general standard for business success stands true, for either sex regardless of country operating in.



# Discussion

- The availability of resources and the financial management training/resources all impact a company's overall management and operations.
- Proper cash management is vital to a business's prosperity, regardless of the field of operation or the country operating in.

# Discussion II

- A 2011 Global Entrepreneurship Monitor (GEM) study estimated female owned small businesses represent 25-33% of the formal sector globally.

Country	Female Entrepreneurship
United Kingdom	20%
Sweden	20%
Ireland	20%
Belgium	40%
Portugal	40%



# Discussion III

- Another GEM research study (across 55 countries) highlighted factors impacting the decision to pursue entrepreneurship.
  - Countries where property rights are restricted greatly skew data regarding entrepreneurship, especially regarding females.



# Discussion IV

- Gender constraints. There is an inability of substituting a woman's contribution domestically, regarding child rearing.
  - Increasing the male role at home and in domestic duties would help combat existing gender constraints.
  - Developing public programs to provide childcare for small business owners.



# Economic Examples

- Indonesia had an ~7.6 million unemployed in 2015. An economic plan was enacted emphasizing the importance of entrepreneurship in overcoming the problem.
  - Enforced every higher education institution to include entrepreneurship education as a compulsory course.

# What's the world population?

The screenshot shows the 'U.S. and World Population Clock' website. The page is titled 'U.S. and World Population Clock' and has two main tabs: 'The United States' and 'The World'. The current date and time are 'Feb 29, 2020 02:05 UTC (Eastern+5)'. The U.S. population is displayed as 329,338,963, and the world population is 7,633,456,285. Below the population figures, there are sections for 'Components of Population Change' and 'TOP 10 MOST POPULOUS COUNTRIES (July 1, 2019)'. The 'Components of Population Change' section shows a progress bar for '02:05:31 UTC' and lists: 'One birth every 9 seconds', 'One death every 11 seconds', 'One international migrant (net) every 44 seconds', and 'Net gain of one person every 24 seconds'. The 'TOP 10 MOST POPULOUS COUNTRIES' list includes: 1. China (1,389,618,778), 2. India (1,311,559,204), 3. United States (331,883,986), 4. Indonesia (264,935,824), 5. Pakistan (210,797,836), 6. Brazil (210,301,591), 7. Nigeria (208,679,114), 8. Bangladesh (161,062,905), 9. Russia (141,944,641), and 10. Mexico (127,318,112). At the bottom, there is a section for 'Annual Population Estimates' and a date selector showing 'The United States population on February 27, 2020 was: 329,331,998'. A 'Is this page helpful?' survey is also visible in the bottom right corner.

**U.S. and World Population Clock**

**The United States** | **The World**

Feb 29, 2020 02:05 UTC (Eastern+5) [Learn More](#) | [Download and Share](#)

**U.S. Population** | **World Population**

**329,338,963** | **7,633,456,285**

**Components of Population Change** 02:05:31 UTC

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**TOP 10 MOST POPULOUS COUNTRIES (July 1, 2019)**

1. China	1,389,618,778	6. Brazil	210,301,591
2. India	1,311,559,204	7. Nigeria	208,679,114
3. United States	331,883,986	8. Bangladesh	161,062,905
4. Indonesia	264,935,824	9. Russia	141,944,641
5. Pakistan	210,797,836	10. Mexico	127,318,112

**The United States population on February 27, 2020 was: 329,331,998** [Learn More](#) | [Download and Share](#)

**Annual Population Estimates**

United States Population Growth by Region | United States Population by Age and Sex

Is this page helpful?  Yes  No





# Economic Demographics

- The US has ~329M citizens
- World population is ~7.6B
  - China has 1.389B people
  - India has 1.311B people
  - US is 3<sup>rd</sup> most populous country

# Econ Demographics II

Country	% Male	% Female
China	51.12	48.88
India	51.80	48.20
United States	49.20	50.80



# Econ Demographics III

- What does this mean?
  - Men/women are equally represented via population
  - Women only represent 25-33% of small business endeavors, a disproportionately small part of the population



# Final Take Away

- The global economy would benefit from all countries, regardless of size, investing in public policies to promote small business growth, specifically targeting the 17-25% of the current female population (that is underrepresented)



# Notes

- Presentation, paper and complete bibliography available upon request ([shpmanagement@gmail.com](mailto:shpmanagement@gmail.com))
- Special thank you to both mentors, Dr. Godfrey and Dr. Negbenebor