



# 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.

# Theoretical Implications

- Emerging countries especially benefit from the public policy support of female entrepreneurship.
- Small business is the lowest common denominator in stimulating the economy.





# 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?







# 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 ([shpmgmt@gmail.com](mailto:shpmgmt@gmail.com))
- Special thank you to both mentors, Dr. Godfrey and Dr. Negbenebor