

## Role models for female entrepreneurs?

Hilde Hoefnagels  
Øivind Strand

hilde.hoefnagels@ap.be  
ost@hials.no

Dagbladet

# Ny undersøkelse: Kvinner er dårligere gründere enn menn

- Jeg tror veldig mange kvinner kan ha godt av å gi litt mer faen, sier gründer Eva-Charlotte Stenset (37).

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ols@dagbladet.no  
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(Dagbladet): Kvinnelige gründere lykkes i mindre grad enn menn, ifølge en ny undersøkelse fra DNB. De mener

annons





## Stereotypes

The stereotype of an entrepreneur is still a male person, this has been documented by the scholars on many areas:

- in media (Ahtentage and Welter, 2011)
- in business periodicals (Gill, 2013)
- in teaching material (Jones, 2011)

## **Pardox**

-The higher the level of gender equality,  
the lower the rate of female entrepreneurs ?

## **National policy for female entrepreneurship**

Ahl and Nelson 2015

The expectations that a Scandinavian family friendly welfare state would position women entrepreneurship policy differently compared to the United States were not met.



## **Method**

-Female entrepreneurs in Europe?

## **Literature review**

-Statistics and research literature

## **Interview guide**

-Drivers, Barriers, Role models, Education, Mentors and networks

## **Semi structured interviews**

## **Preliminary findings**

## **Follow up ?**

## Literature review

- Schwartz, 1976  
First to set FE on the agenda
- Lerner et al. 1997  
Performance of Israeli women entrepreneurs
- Maire et al. 2004  
Less emphasis on money, risk
- Foss 2010  
Networks
- Bogren et al. 2013  
Networks in detail, FE are different (Network, Mentors)
- Brush et al. 2014  
Venture capital in US, role models, business consultants and network
- GEM 2012; 2014

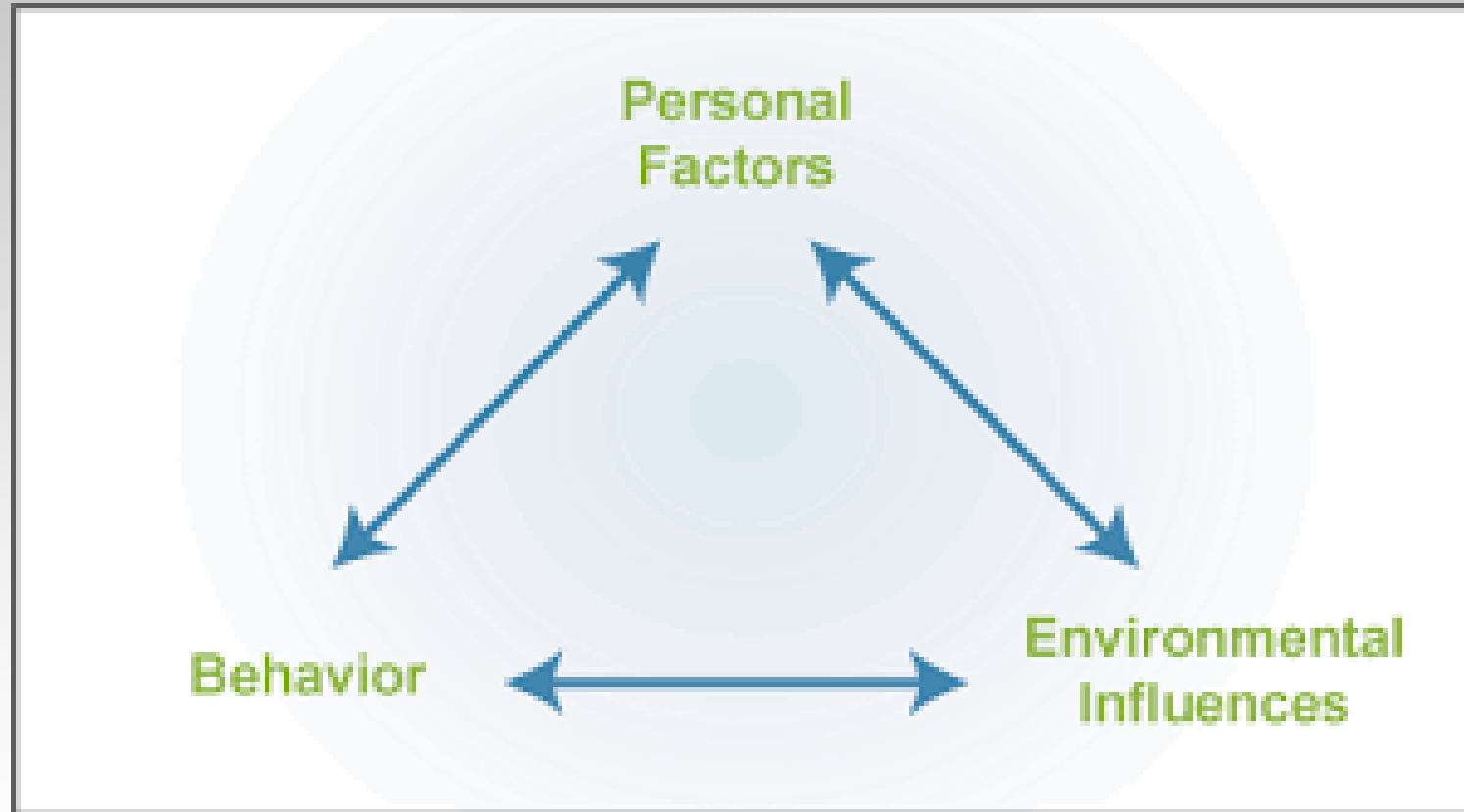




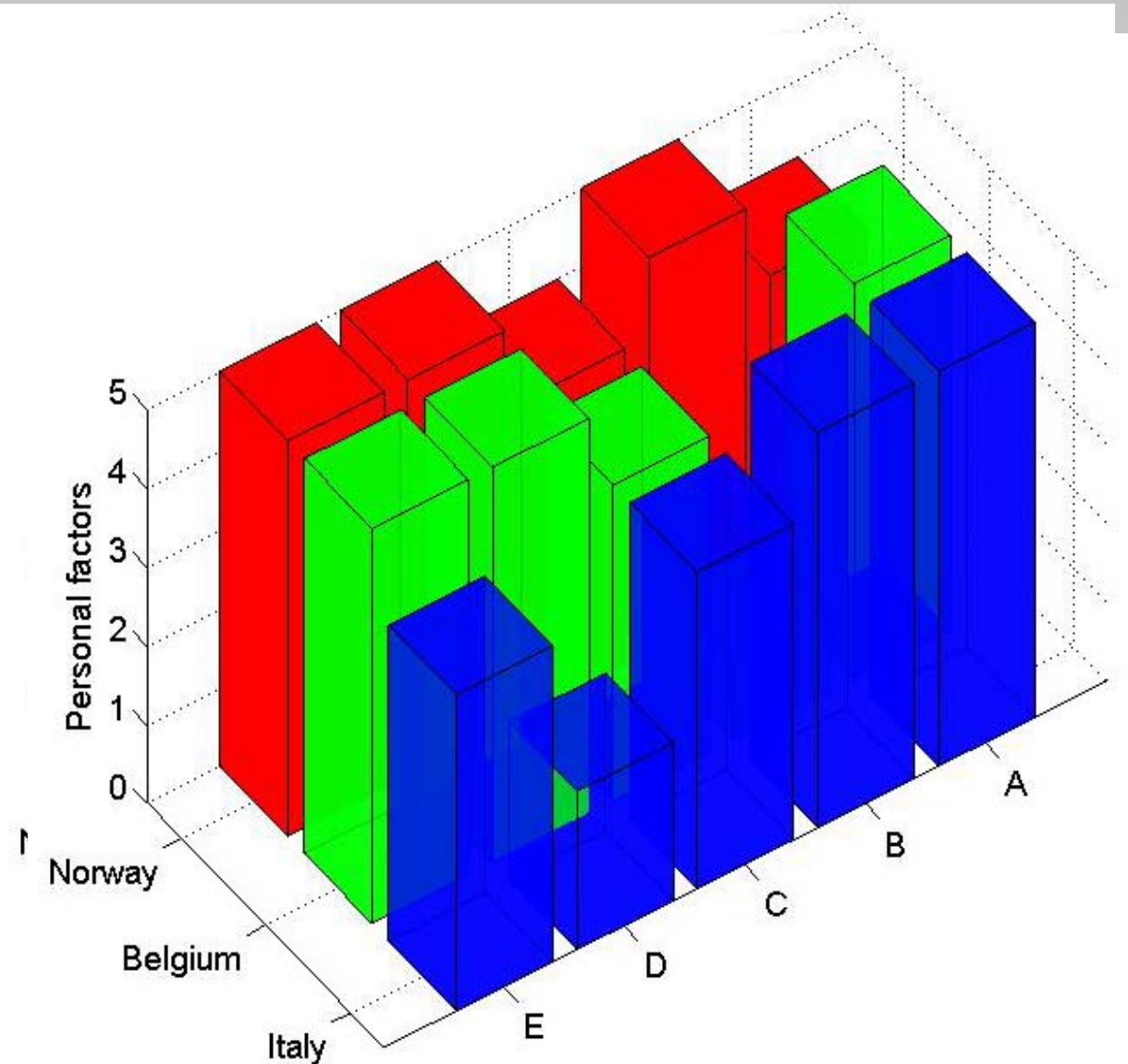
- “Women have a more attentive side, even in management, which allows them to deal more naturally with mood swings of the people they work with.”
- "I could never have foreseen that the business would grow so fast, and so hard"
- "I was my childhood dream and after I got twins myself, I could finally realize that dream"
- "My investments were low cost, just a pc, a printer and some technical dictionaries. I could start right away"
- "I love to be my own boss and my own time manager"
- “If you have the possibility to realize your dreams, then you can deal easily with the setbacks.”
- “Now I feel I can work to my full potential – I would never go back to working in a regular 9-5 job.”

<b>GEM 2012 report</b>	<b>Sees good opportunities %</b>	<b>Person knows an entrepreneur %</b>	<b>Fear of failure for those seeing opportunities%</b>
<b>Belgium</b>	29	22	53
<b>Italy</b>	17	16	56
<b>Norway</b>	57	28	44

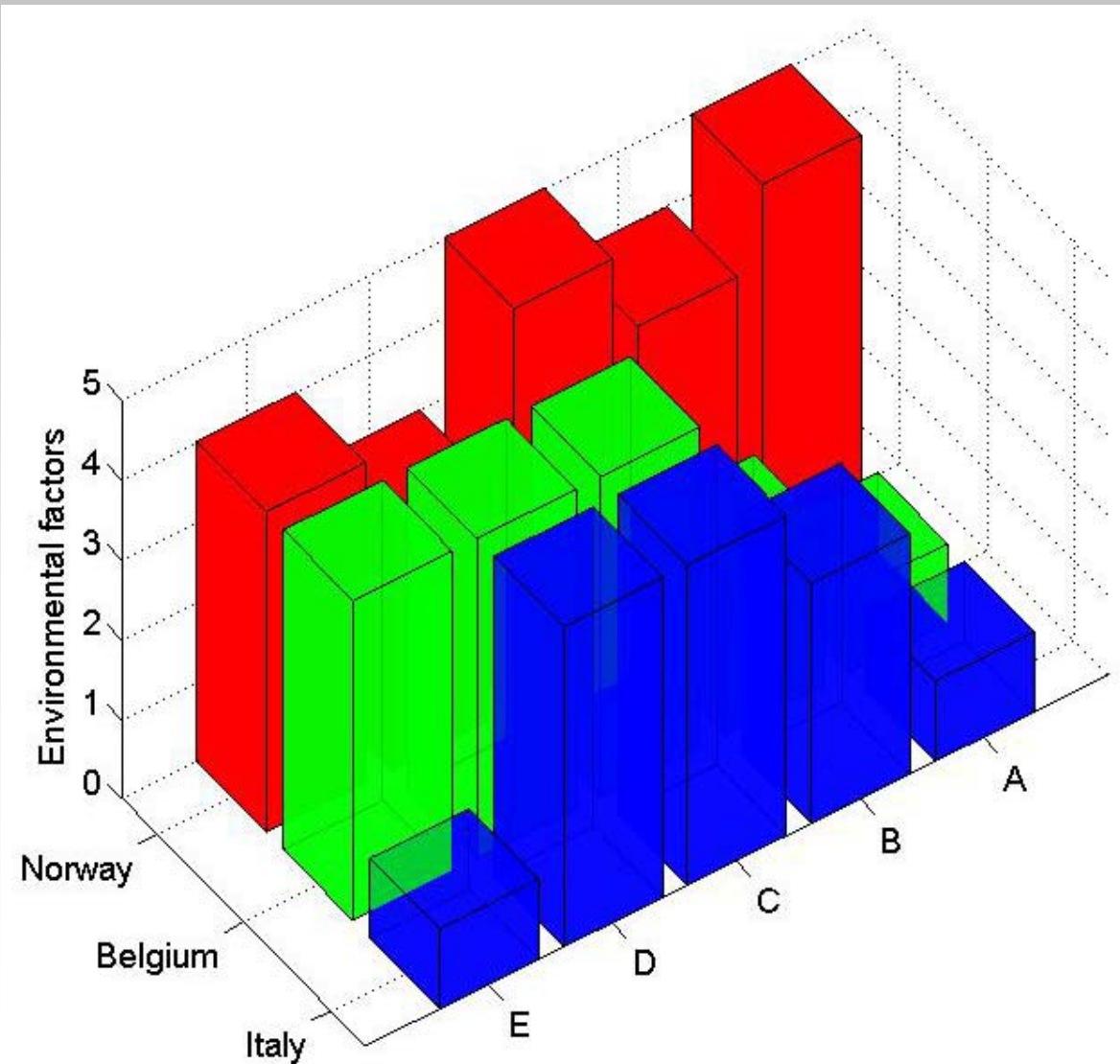
<b>GEM 2014 report</b>	<b>Entrepreneurship a good career choice</b>	<b>High status to successful entrepreneurs</b>	<b>Media attention to entrepreneurs</b>
Belgium	52	51	50
Italy	65	72	48
Norway	58	83	-----



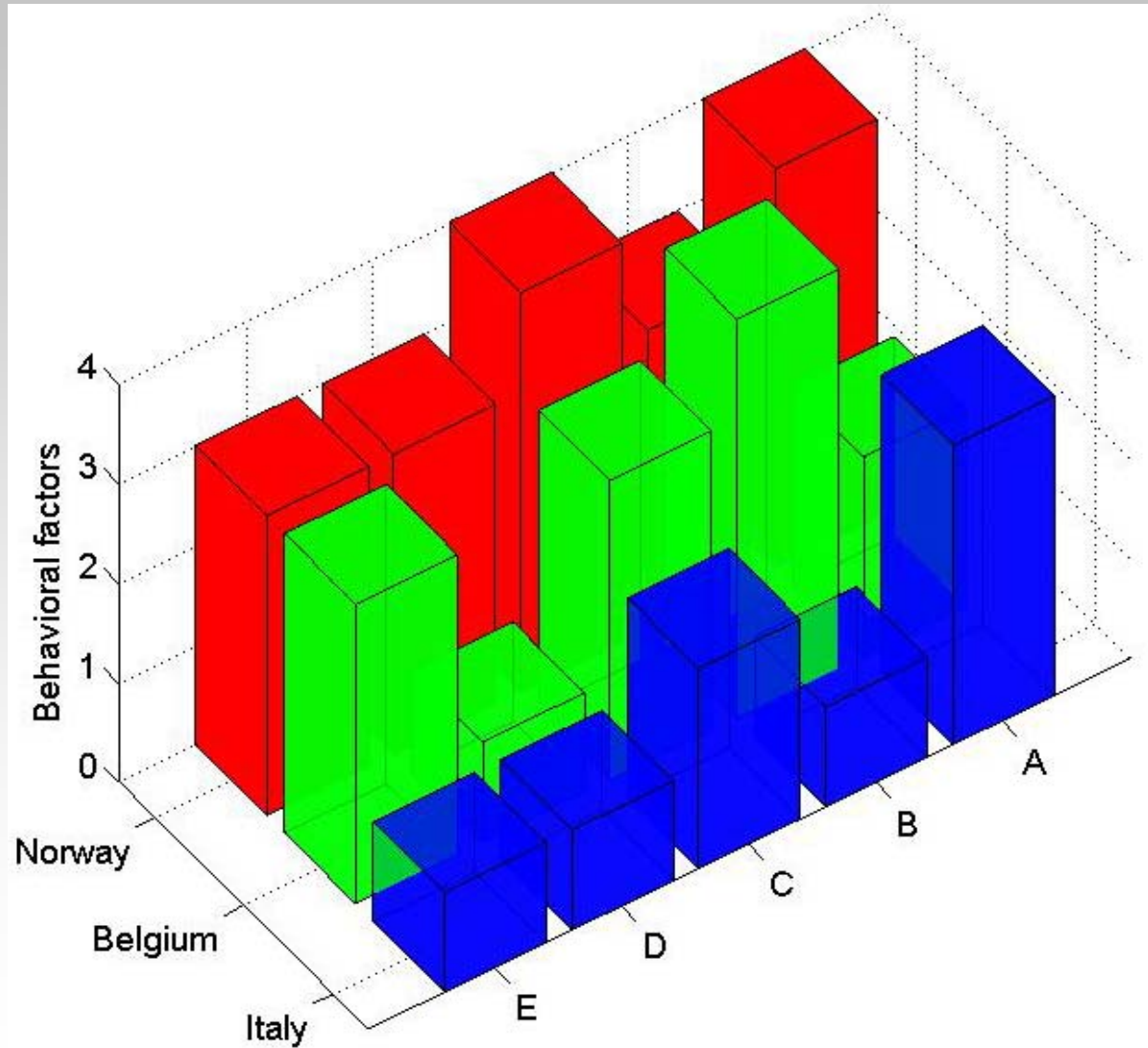
- Desirable outcome,
- More control
- Flexibility
- Better work/life balance
- Income



- Regional context
- Physical resources
- Family support
- Observing other entrepreneurs succeed



- Seeking knowledge
- Seeking networks
- Seeking customers
- Doing marketing.



## Why do females start a business?

- take active control over the work/life balance
- combine the flexibility of self-employment with self-realization, family life, and a “sufficient” income
- minimize the financial risk through various strategies
- combine available resources such as living or owning a farm with competences, business skills and the families’ need for someone to take main responsibility for the children
- use the new possibilities available by low cost ICT and broadband solutions to run their businesses from home

## Conclusion

*“ they don’t follow any example, and don’t copy anyone else. Nor do they feel they have to compromise and choose between family life and career: they can have both”*

