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## GENDER RELATED DIFFERENCES IN MOTIVATION, GOALS AND PERFORMANCE EVALUATION? (SUMMARY)

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## SUMMARY

### GENDER RELATED DIFFERENCES IN MOTIVATION, GOALS AND PERFORMANCE EVALUATION?

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#### Principal Topic

In contrast to entrepreneurs after the commencement of their business activities, potential entrepreneurs and the pre-start-up phase seem to have not attracted a corresponding attention. Hence, students have been selected in this study as a research object. Following Krueger et al. (2000), intentions are the best predictors of planned behaviour in psychology. Therefore, Ajzen's theory of planned behaviour serves as theoretical background which identifies three antecedents of intention: attitude towards the behaviour, subjective norms and perceived feasibility (Krueger et al. 2000). On this basis, an effort is made to explore motives, working goals and success evaluation as antecedents of the students' career choice and in extension their intention to become entrepreneurs. Therein, attention is also given to gender similarities or differences.

#### Method

To examine those aspects two surveys were conducted between winter term 2006/2007 and winter term 2007/2008 at the University of Erlangen-Nuremberg. For this paper only data from 243 bachelor students, who have started their study in the winter term 2006/2007, were used to conduct a cohort study. In the follow-up survey 195 participants' could be allocated to this group. From this sample 58 respondents could be used for a longitudinal study while the data of the remaining participants of the study cohort were used for comparing reasons of the cross-sectional findings of the panel group

#### Results and implications

Within motives towards self-employment no significant differences between the genders could be identified in the panel even if women and men changed in few aspects significantly over time. From three significant gender differences found in the first survey of the panel were only two ("satisfied customers", "secure job") stable over time as the importance of profit decreased for men. Regarding the evaluation of success of an own and somebody else's business minor differences could be identified in the panel. The results differ, hence, from existing findings in the scientific literature and identified gender differences are, in addition, only small.

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