GENDERED INSTITUTIONS AND WOMEN’S ENTREPRENEURSHIP ACROSS NATIONS (SUMMARY)

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The entrepreneur

SUMMARY

GENDERED INSTITUTIONS AND WOMEN’S ENTREPRENEURSHIP ACROSS NATIONS

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Principal Topic

Entrepreneurship literature has often been criticised for adopting a gender-neutral perspective (Marlow, 2009) and not succeeding in presenting theories of gender when sex differences are researched (Lansky, 2000). We address this gap by deriving predictions using a sociological model of gender stratification and examining the effects of societal-level cultural orientations as well as of gendered institutions on the rates of entrepreneurial activity by women across countries. The primary aim of this paper is to explore how entrepreneurship experiences vary between men and women across nations. In this paper, we propose to carry out a cross-country analysis, by examining the cross-level effect of national cultural attributes and those of gendered institutions on the likelihood of women engaging into entrepreneurship. This paper will inform us about the sectorial variations in women-entrepreneurship and also about how entrepreneurship is institutionalised under local gender regimes.

Method

We combined GEM, Gender Gap Index Report and Globe data from 30 countries for the year 2006 to analyse associations between national cultural attributes and gendered institutions on women’s entrepreneurial behaviours. Our initial database comprised of over 40,000 women respondents. We make a major methodological contribution in this paper by performing a multi-level random-intercept logistic regression outcome analysis and showed the national-level cultural as well as gendered institutions influence on women’s propensity to engage into entrepreneurship.

Results and Implications

We observed that societal-level performance orientation to be positively associated with women’s participation in entrepreneurship while uncertainty avoidance to be negatively associated. We also hypothesize that while gendered institutions such as the economic participation & opportunity, level of educational attainment and health and survival rates of women across countries be positively related to the propensity of women engaging in entrepreneurship, national-level political empowerment of women will show a negative relation. Finally, we observed that cultures and gendered institutions will exercise cross-level moderation effects on the relationship between women’s self-efficacy beliefs as well as their attitudes towards failure and their likelihood to enter into entrepreneurship. Implications of such studies rest with the scope for institutional re-structuration that promotes and encourages the participation of women in economic activities across nations.

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