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STEREOTYPE THREAT EFFECTS ON EVALUATION OF NEW BUSINESS OPPORTUNITY BY MEN AND WOMEN: EVIDENCE FROM TURKEY (SUMMARY)

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SUMMARY

STEREOTYPE THREAT EFFECTS ON EVALUATION OF NEW BUSINESS OPPORTUNITY BY MEN AND WOMEN: EVIDENCE FROM TURKEY

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Principal Topic

Opportunity evaluation refers to “evaluating a set of circumstances that if acted upon, may result in wealth generating products and services” (Haynie, Shepherd, & McMullen, 2009: 340). Different people evaluate opportunities with ostensibly identical characteristics differently, and membership in the group male or female and stereotypical expectancies associated with these groups may influence individuals’ evaluation of new business opportunities (Baker, Aldag, & Blair, 2003). In this study, we examined the role of gender stereotype threat in explaining differences between men and women in evaluation of a new business opportunity.

H1: Men will report more favorable evaluation of a new opportunity than women when no-stereotypical information is presented, but men and women will report no difference in evaluation of a new opportunity when gender-neutral information is presented.

H2: Respondent gender and stereotypical information will interact such that men will report higher opportunity evaluation than women when masculine stereotype is presented, but women will report higher opportunity evaluation than men when feminine stereotypical information is presented.

Method

Data were collected from business students at a medium-size private university in Turkey. Average age of our sample was 22 years, with about 6 months of work experience. Men and women were randomly assigned to one of the four experimental conditions - masculine stereotype condition, feminine stereotype condition, nullified gender-neutral condition, and control no-stereotype information condition. Following prior research (e.g., Pronin, Steele, & Ross, 2004), a one-page (fictitious) news article was used to manipulate the stereotype threat condition. Participants were then asked to read a short scenario about a potentially profitable new business opportunity. Finally, participants evaluated the business opportunity described in the scenario using a three-item five-point Likert scale ($\alpha = .76$).

Results and Implications

Results indicated main effect of both gender, $F(1, 252) = 9.73, p < .05, \eta^2 = .03$ and stereotype threat, $F(3, 252) = 3.54, p < .05, \eta^2 = .04$, and more important for our research, a significant gender x threat interaction effect, $F(3, 252) = 20.22, p < .05, \eta^2 = .19$. Our research suggests that merely highlighting information that is stereotypic of a group can produce stereotype threat effects, and influence men and women’s evaluation of new business opportunities.

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