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INNOVATIVE ENTREPRENEURSHIP: THE IMPACT OF GENDER, SHAME AND GUILT (INTERACTIVE PAPER)

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≈ INTERACTIVE PAPER ≈

INNOVATIVE ENTREPRENEURSHIP: THE IMPACT OF GENDER, SHAME AND GUILT

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Principle Topic

Research indicates that entrepreneurship is a gendered phenomenon. This study builds on the literature to examine relationships between gender and tendencies to feel shame, guilt and innovativeness by addressing two research questions: 1) Does one's propensity to experience shame and/or guilt influence one's propensity to innovate? 2) Does gender help predict one's propensity to innovate?

Methods

A sample of 379 university business students (59.4% male and 40.6% female) from Brigham Young University Hawaii (n=268) and Washington State University (n=111) completed a survey including shame and guilt scales from TOSCA 3 (Test of Self-Conscious Affect) and four constructs of innovativeness (Questioning, Observation, Experimentation and Idea Networking). The innovativeness constructs were analyzed separately and combined into a latent variable (Innovation).

Results

One-way ANOVA and OLS regression analysis were used to examine the difference between genders and propensities toward innovation, shame, and guilt. Results indicate a significant difference between men and women on their levels of shame ($F=36.929, p<0.001$), guilt ($F=30.938, p<0.001$), and one construct of innovation, namely Experimentation ($F=10.662, p=0.001$).

A correlation matrix of shame, guilt, gender and innovation with Cronbach Alpha of 0.778 shows no correlations exceeding 0.378. Regression analysis with dependent Innovation and independent shame, guilt, and gender is significant ($F(3,375)=16.8, p<0.0001$), with adjusted R² of 0.111. All explanatory variables are significantly associated with Innovation at the 0.05 level.

Implications

Relationships between shame, guilt, and innovation differ by gender. ANOVA indicates a significant difference in the propensity of men and women to experience shame, guilt, and experimentation innovativeness. Females tend to experience both more shame and guilt, and males tend to experience more innovative tendencies. OLS Regression shows a relationship between innovation and the explanatory variables shame, guilt, and gender. The relationship with innovation is negative for shame and positive for guilt. Although these results are preliminary, there is indication that experiencing shame and guilt influence one's propensity to innovate (Research Question #1), and gender does have a relationship with innovation and may help predict one's propensity to innovate (Research Question #2).

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