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## ENTREPRENEURSHIP AND ATTRACTIVENESS TO THE OTHER SEX (SUMMARY)

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 SUMMARY **ENTREPRENEURSHIP AND ATTRACTIVENESS TO THE OTHER SEX**

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**Principal Topic**

Starting and owning one's own business is becoming ever more popular as well as attainable. We investigate whether the status of being an entrepreneur or starting entrepreneur is associated with increased attractiveness in the eyes of potential sexual partners. Based on insights from evolutionary psychology, we predict that for males rated by females, attractiveness will progressively increase from Employee to Starting Entrepreneur to Entrepreneur status. However, for long term attractiveness, we expect Employees to be more attractive than Starting Entrepreneurs. For females rated by males, we expect no differences in attractiveness ratings.

**Method**

222 Males and 213 females, aged between 20 and 39, were asked to rate 8 pictures of faces of models of their opposite sex, in their own age group (20-29 or 30-39), resulting in 3480 observations. The model pictures were accompanied by four possible employment statuses: Entrepreneur, Starting Entrepreneur, Employee, and 'Labor Situation Unknown'. These employment statuses were systematically varied over respondents, so that each model picture received separate ratings for all four employment statuses. Respondent were asked to rate the models in terms of generic physical attractiveness, going on a date (short term attractiveness), and having a long term relationship (long term attractiveness), representing increasing levels of commitment. We use mixed linear modelling, combining random and fixed effects.

**Results and Implications**

The results for male models confirm our hypotheses, whereas for female models we find a differentiated pattern. This study provides initial evidence for a motive to start a new venture that has so far hardly been considered in the entrepreneurship literature. From the practical perspective of seeking to find a short or long term partner, our findings show how much attractiveness increases or decreases per status. There may also be economic consequences which depend on whether the attractiveness motive is dominant or supplementary. Some entrepreneurs may start a venture for the status it confers and may not be willing to put in real work. For others, the attractiveness motive complements other motives, and those wishing to stimulate these entrepreneurs do well to facilitate open office arrangements, meeting spaces, coffee lounges, and networking functions.

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