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I LOVE MY FAMILY: A KEY FACTOR TO UNDERSTAND FEMALE ENTREPRENEURSHIP (INTERACTIVE PAPER)

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I LOVE MY FAMILY!
A KEY FACTOR TO UNDERSTAND FEMALE ENTREPRENEURSHIP

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Principal Topic
Family matters when women decide to create their own business (Minniti, 2009; Boden 1999; Huq & Richardson, 1997; Shabbir & Di Gregorio, 1996). The role of the family is considered crucial because it can be a motivation or hindrance in the process of starting a new business as it is usually the mainstay of the women entrepreneur (Driga, Lafuente & Vaillant, 2005; Díaz, 2000).

If the motivations for starting a new business could be influenced by a family component, we may assume that the goals that women want to achieve with their company will also be related with family variables. Some studies have shown that women pursue different business objectives than men; these differences suggest that women pursue goals related to their person and the role they play in society (social and individual) rather than economics (Valencia et al., 2007; Minniti et al., 2005; Lamolla, 2005; Kyro, 2001; Du Rietz y Henrekson, 2000; Kamau et. al, 1999; Hisrich et. al, 1997; Lerner et al., 1997; Brush y Bird, 1996; Chaganti y Parasuraman, 1996).

While theoretical understanding of the family impact on new business creation has increased over the past two decades, empirical work is still insufficient. Our research wants to advance in the knowledge of how family affects the objectives that a women entrepreneur wants to achieve with her business. Therefore, we propose the general research question: how does the family affect the type of business goals pursued by women entrepreneurs?

Method
The sample was composed of 231 new ventures created by women entrepreneurs in Spain. We used a postal-mail survey (21.97% response rate). We applied a multi-method research design and a series of non-parametric test and regression (OLS) models are used to test our hypothesis.

Results and Implications
The paper advances a multi-level relation that defines a number of factors, along which different patterns can be identified, depending of the family member who is the main provider: husband, parents or childs. It also provides the kind of support family gives to them, moral or economic, and which is their impact along the several business goals pursued: flexibility to balance work and personal life; personal independence; personal satisfaction; excellence in service / product offered; corporate image; contributing to society; achieving social status; provide jobs; leadership in the business sector owned; profits; sales growth; improve their economic status and survival of the company.

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