GENDER PREFERENCES FOR ECONOMIC, SOCIAL, AND ENVIRONMENTAL VALUE CREATION GOALS (INTERACTIVE PAPER)

Amanda Elam  
North Carolina State University

Diana Hechavarria  
University of Cincinnati

Amy E. Ingram  
Clemson University

Siri Terjesen  
Indiana University

Rachida Justo  
IE Business School

Recommended Citation
Elam, Amanda; Hechavarria, Diana; Ingram, Amy E.; Terjesen, Siri; and Justo, Rachida (2012) "GENDER PREFERENCES FOR ECONOMIC, SOCIAL, AND ENVIRONMENTAL VALUE CREATION GOALS (INTERACTIVE PAPER)," Frontiers of Entrepreneurship Research: Vol. 32: Iss. 8, Article 4.
Available at: http://digitalknowledge.babson.edu/fer/vol32/iss8/4
INTERACTIVE PAPER

GENDER PREFERENCES FOR ECONOMIC, SOCIAL, AND ENVIRONMENTAL VALUE CREATION GOALS

Amanda Elam, North Carolina State University, USA
Diana Hechavarria, University of Cincinnati, USA
Amy E. Ingram, Clemson University, USA
Siri Terjesen, Indiana University, USA
Rachida Justo, IE Business School, Spain

Principal Topic

Scholars have argued for a more holistic view of entrepreneurial value creation and motivations as empirical findings consistently suggest that some entrepreneurs exhibit strong non-monetary values (Douglas and Shepherd, 2000; Filley and Aldag, 1978; Gorgievski, Ascalon and Stephan, 2010; Low and MacMillan, 1988). We explore motives for economic, social, and environmental value creation goals from a gender perspective. The economic view of entrepreneurship assumes the main incentive is the opportunity to earn rents (Shane and Venkataraman, 2000). However, recently social value and environmental value creation been recognized as an essential feature of entrepreneurship by scholars (Austin et al., 2006; Zahra et al., 2009), practitioners (Bornstein, 2005), and policy-makers (Korosec and Berman, 2006; Berle, 1991; Blue, 1990; Cohen and Winn, 2007; Schaper, 2002). Existing research on gender suggests that females are more likely to focus on non-monetary goals and incentives in their entrepreneurial endeavors (Bird & Brush, 2002; de Bruin, Brush, and Welter, 2007). We put this argument to the test in as we investigate the importance of gender for the types of value creation goals reported by nascent entrepreneurs in countries around the world.

Methods

We test our hypotheses with GEM data from nascent entrepreneurs and owner-managers of young firms in 52 countries. Our primary independent dependent variable, organizational goal(s), is a self-report of interest in economic, societal, and/or environmental value. We also test total entrepreneurial activity (TEA) based on enacted economic, social and environmental goals. Key independent variables include gender and industry. Control variables are respondent’s age, household income, education, and home country. We use MANOVA and HLM regression models to explore the statistical patterns.

Results and Implications

After controlling for the mean age, household income, and education, male entrepreneurs rate economic value significantly higher than females. Conversely, female entrepreneurs rate social value goals significantly higher than males. Importantly, females rate social value significantly higher than males across all industries. Contrary to our expectations, gender has no influence on goals of environmental value creation, despite evidence that the female to male ratio in social and environmental TEA is 1.02 indicating that women are more likely to be involved in ventures with environmental value creation goals. Furthermore, we find a significant (p<.0001) difference between females’ engagement in social and environmental TEA to economic, social, and environmental TEA. We conclude that females are not only emphasizing social value goals at a higher rate than males, but they are also enacting these goals, that is both “talking the talk” and “walking the walk.”

CONTACT: Diana M. Hechavarria; (T): 513-417-5850; (F): 513-556-4891; Department of Management, University of Cincinnati, Cincinnati, OH 45220.