

Gender and Entrepreneurship: An Empirical Study of South Gujarat

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ABSTRACT

It is reported that men continue to dominate in the field of entrepreneurship. The difference with respect to gender is due to structural position of women in society or interpersonal difference across gender. The main objective of this paper is to know the entrepreneurial attitudinal and intentional difference between male and female MBA and MCA students of South Gujarat. For this purpose Chi-square test was applied and the results show that there was a weak association among variables like Become Independent and Gender; Career opportunities and Gender; Go for job and Gender; Starting-up own firm and Gender; Joining of family business and Gender; Go for further study and Gender and others.

Key Words: Entrepreneurship; Entrepreneurial Attitude; Entrepreneurial Intention

INTRODUCTION

The reports of Kauffman Foundation (2011) and OECD (2014) depict on the gender gap and the reasons for the gender gap. The scenario is not much different for India either. Recent statistics shows, women owned enterprises constitute 7.35 percent including both the sectors and of working enterprises (MSME Annual Report, 2014-15). This shows that over the years, the share of women enterprises has not grown significantly.

Study of (Koellinger, Minniti & Schade, 2013) includes multiple countries, argues that the lower business ownership in case of women is because of lower inclination to start, rather than the failure rate. The study indicates low start up rate by women to a higher level of fear of failure, less confidence in entrepreneurial abilities and different social networks; which explain the gender gap. According to Dawson & Henley, 2015, the difference in the average level or intention between genders has been attributed to the attitude towards risk.

Mathew, 2012, gives important points on the differences of motivational aspects of female and male entrepreneurs, like male entrepreneurs describe entrepreneurship as “means of livelihood”, “progress in life” and they associate this with “favourable environment”. Female entrepreneurs describe entrepreneurship as “progress in life”, “means of livelihood” and additionally as “doing innovative and useful things in life”. This shows that the purposefulness of entrepreneurship becomes more significant in case of women.

A study involving a random and large sample across different sectors finds that the difference in start-up is not in motivation or education, rather the difference is about the ‘ability to manage employees’, ‘growth over two years’ and ‘sales per employee’. These factors were found to be lower in case of women entrepreneur (Fischer, Reuber & Dyke, 1993).

Wilson, Kickul & Marlino, 2007 finds that the impact of entrepreneurship education is stronger on entrepreneurial self-efficacy for women as compared to such impact for men. However, it was found out that efficacy is one of the important factors the entrepreneurs consider to start a new venture.

There are suggestions that masculine and feminine stereotype activation influenced men and women's evaluation of a business opportunity differently (Gupta, Turban & Pareek, 2013; Gupta, Goktan & Gunay, 2014). Thus given the same scenario, there will be different evaluations about a specific opportunity based on gender of the entrepreneur. Men report higher opportunity evaluation as compared to women, study says.

METHODOLOGY

To study attitude and intentions of MBA & MCA Students of South Gujarat towards Entrepreneurship, survey of total 1450 students, from which 880 MBA students and 570 MCA students, was conducted through structured questionnaire. A non-probabilistic quota sampling was used for data collection. The sample was chosen from MBA and MCA students studying at various state universities, private universities, central university and affiliated institutes in South Gujarat.

After collecting data, normality was checked and data were found to be non-normal. Thereafter to know the association between various variables and degree chi-square test was applied.

RESULT

Sr. No.	Hypotheses	Chi-Square Value	Cramer's V Value	P Value
1	There is no association between Become independent and Gender.	55.241	0.195	0.000
2	There is no association between Career opportunities and Gender.	20.049	0.118	0.000
3	There is no association between Advise from family or friends and Gender.	4.123	0.055	0.390
4	There is no association between Go for job and Gender.	46.011	0.178	0.000
5	There is no association between Starting-up own firm and Gender.	82.943	0.239	0.000
6	There is no association between Joining of family business and Gender.	32.742	0.150	0.000
7	There is no association between Go for further study and Gender.	18.545	0.113	0.001
8	There is no association between Being an entrepreneur implies more advantages than disadvantages to me and	10.139	0.084	0.038

	Gender.			
9	There is no association between A career as entrepreneur is attractive for me and Gender.	20.353	0.118	0.000
10	There is no association between If I had the opportunity and resources, I'd like to start a firm and Gender.	32.690	0.150	0.000
11	There is no association between Being an entrepreneur would entail great satisfactions for me and Gender.	17.381	0.109	0.002
12	There is no association between Among various options, I'd rather be an entrepreneur and Gender.	13.845	0.098	0.008
13	There is no association between Your close family and Gender.	14.345	0.099	0.006
14	There is no association between Your friends and Gender.	3.717	0.052	0.446
15	There is no association between Your relatives and Gender.	1.019	0.027	0.907
16	There is no association between Your peer group and Gender.	5.097	0.061	0.277
17	There is no association between Your role model and Gender.	6.689	0.070	0.153
18	There is no association between Start a firm and keep it working would be easy for me and Gender.	6.537	0.070	0.162
19	There is no association between I am prepared to start a viable firm and Gender.	17.570	0.110	0.001
20	There is no association between I can control the creation process of a new firm and Gender.	15.928	0.105	0.003
21	There is no association between I know the necessary practical details to start a firm and Gender.	3.757	0.053	0.440
22	There is no association between I know how to develop an entrepreneurial project and Gender.	6.135	0.067	0.189
23	There is no association between If I tried to start a firm, I would have a high probability of succeeding and Gender.	4.834	0.060	0.305

24	There is no association between I am ready to make anything to be an entrepreneur and Gender.	5.718	0.065	0.221
25	There is no association between My professional goal is becoming an entrepreneur and Gender.	13.921	0.098	0.008
26	There is no association between I will make every effort to start and run my own firm and Gender.	25.827	0.133	0.000
27	There is no association between I am determined to create a firm in the future and Gender.	21.711	0.122	0.000
28	There is no association between I have very seriously thought in starting a firm and Gender.	31.010	0.146	0.000
29	There is no association between I've got the firm intention to start a firm some day and Gender.	18.276	0.112	0.001

CONCLUSION

Out of total sample of 1450 students, 60.55% students are from MBA, i.e., 878 MBA students; while 39.45% (572) MCA students are studied for the research which is quite sufficient sample size as it constitutes around 10% of the population. Both male and female are almost equally selected which may give unbiased result. 50.14% male and 49.86% female MBA and MCA students are taken for the study from state, private and central universities and affiliated institutions from South Gujarat region to study their attitude and intentions towards entrepreneurship.

The study shows weak association among variables like Become Independent and Gender; Career opportunities and Gender; Go for job and Gender; Starting-up own firm and Gender; Joining of family business and Gender; Go for further study and Gender; Being an entrepreneur implies more advantages than disadvantages to me and Gender; A career as entrepreneur is attractive for me and Gender; If I had the opportunity and resources, I'd like to start a firm and Gender; Being an entrepreneur would entail great satisfactions for me and Gender; among various options, I'd rather be an entrepreneur and Gender; Your close family and Gender; I am prepared to start a viable firm and Gender; I can control the creation process of a new firm and Gender; My professional goal is becoming an entrepreneur and Gender; I will make every effort to start and run my own firm and Gender; I am determined to create a firm in the future and Gender; I have very seriously thought in starting a firm and Gender; I've got the firm intention to start a firm some day and Gender. Thus, further research can be extended by using regression analysis and Structural Equation Model to check the prediction power of model.

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