

Investigating the Role of Gender in Entrepreneurial Intention

¹Yousef Ahmadi, ²A. A. Jahanshahi, ³Moein Ahmadi

^{1,2,3}Department of Management, Sirjan Branch, Islamic Azad University, Sirjan, Iran
bolandaseman5385@yahoo.com

Abstract: Although the percentage of female entrepreneurs has increased over the past several years, it is far below the level of males. The result of studies in different countries shows that there is interaction between personality abilities like confidence on the women's performance. Studies suggest that high confidence has a direct effect on woman's performance and their working situation. In addition, these type of researches with the purpose of root finding of the low growth of women's entrepreneurship, we investigate and compare the most important personality capabilities of entrepreneurship with regard to gender dimension among boys and girls students.

Keywords: Entrepreneurship, personality, women entrepreneurs, confidence, gender

1. I. INTRODUCTION

Researches on female entrepreneurship are required, especially in developing countries, where we are observing a growing number of initiatives aimed at promoting entrepreneurship and empowering female gender. (Ahmadi et al, 1996; Shane, 2000). For several revolutions in political, social, economic, culture and technical which have taken place in Iran. Women have found more readiness to participate in social and economic activity (Ahl, 2004; Jahanshahi, et al 2012; Khaksar 2011a). Therefore, any kind of increase in entrepreneurship rate of women can finally lead to accelerate the development of entrepreneurship in Iran (Shamsaddini, et al 2015). But why women commence the entrepreneurial activity less than men? Do the effective reasons in reduction of women entrepreneurship rate in comparison with men have such importance that makes the need to various strategic in development of women entrepreneurship Excusable? One of the basic measures in this regard is the identification of personality specifications of women and men with abilities of entrepreneurship (Kordnaej 1386; Eshetu, et al 2008; Jahanshahi, et al 1011a; Vikas 2007; Greene, 2003). Specifications cause the stimulation of entrepreneurship to accept all the dangers and start their entrepreneurship activity (Alimardani et al, 2009). The identification of entrepreneurship specifications as the social successful persons cause the growth of these specifications for instruct of entrepreneurs themselves (Amha et al, 2004; Nawaser, et al 2015; Shane et al 2009). The present research is looking answers for these questions: is there any difference of personality specification of entrepreneurship with identified abilities of

entrepreneurship between girls and boys students? Is this difference significance?

2. II. LITERATURE REVIEW

Women have been assigned a special role not only because they stand to benefit from entrepreneurship, being the gender that is poorer and suffers from more discrimination, but also because they are seen as a critical driver of entrepreneurship in light of their unique role in the household and the rise in female-headed households across the developing world (Nawaser, et al 2011a; Jahanshahi 2011b; Eizi, et al 2013). Although, the difference between women and men does not mean that one is superior to other. The knowledge about this kind of differences facilitates the society to train the women and men correctly and use of their potential capacities in the related job. The international studies show that the entrepreneur, woman or man is moderate and takes risk logically. Stewart and Chester (1982) have pointed to the importance and difference of social stimulations like desire to succession and getting power between women and men. Indeed, quite a bit of empirical evidence shows that such difference does exist. Also, women tend to possess less experience than men and to concentrate in different sectors. In addition, the propensity of women to start a business may differ from that of men for cultural reasons, such as discrimination. The businesses owned and managed by men and women are also different. (Aidis et al 2008; Nawaser, et al 2011b; Dawad, 2007; Jahanshahi, et al 2011c; Hakkak, et al 2014) We now know that women's businesses tend to be smaller and to grow less than those owned by men. Also, women's businesses tend to be less profitable than those of men and to generate lower sales turnover (even in same-industry comparisons). The general question is whether the characteristics and role of female entrepreneurship vary across countries at different stages of development. Recent evidence shows that prevalence rates of female entrepreneurship tend to be relatively higher in developing countries than in developed countries (Ou, 2006; Wendy, 2008; Vesal, et al 2013; Nawaser, et al 2014). This traditionally has been explained by the fact that women in developing economies face higher barriers to entry in the formal labour market and must resort to entrepreneurship as a way out of unemployment (and, often, out of poverty). In many cases opportunities and incentives are unfavorable to women who wish to begin businesses, even when they have the abilities and knowledge (Hashemzadeh, et al 2011; Karimi Takalo, et al 2013; Dehkordy, et al 2014; Fukuyama, 1995; Linan, 2007).

Asking what variables are systematically associated with female entrepreneurship, and whether there are differences when countries at various levels of economic development are considered, is another way to look at the issue. It was found that the variables associated with entrepreneurial decisions tend to be the same for men and women and across countries, regardless of level of development, and that gender differences in entrepreneurial behavior tend to be remarkably stable across countries. The intensity with which each of these variables influences individuals, however, does vary significantly across gender and across countries depending on their level of development. As a result, on average, participation rates for men tend to be 50 percent higher than those of women, thus creating a “gender gap” in entrepreneurship. Brently (2005) has pointed to the risk ability and mental health of women entrepreneur. Entrepreneur personality specifications used in palefical research (2000) includes creativity, risk taking, hard work, taking responsibility and a few other specifications. Schir (1982) believes that the endurance of ambiguity is an important specification for entrepreneur. Being of taking risk, being desire and hard work, being practical and having confidence are as the most important specifications of personality of entrepreneurs identified (Linan, 2007; Lerner, 2002). Research hypotheses the present research is looking to measure one major hypothesis and 8 following secondary hypotheses (Carter et al, 2006; Jahanshahi, et al 2011d; Moezzi et al 2012; Nawaser et al 2014b; Alborzi et al, 2002). For one thing, we know that significantly fewer women than men own and manage businesses worldwide. This could be because women fail more often than men, or because fewer women than men start businesses to begin with, or both. However, evidence suggests that, after correcting factors such as the size of the business and sectoral distribution, women’s failure rates are not that significantly different from those of men. Thus, at least a portion of the difference between genders must be due to the fact that fewer women than men start businesses (Banifatemeh, 1996; Jahanshahi, et al 2011d; Khaksar, et al 2010; sadeghi, et al 2013).

3. III. HYPOTHESIS:

The present research is looking to measure the following primary and secondary hypotheses.

Primary hypothesis:

H: The personal intentions of entrepreneurship are different between men and women.

Secondary hypothesis:

H1: The moderate risk taking intentions of entrepreneurship are different between men and women.

H2: The tolerances of ambiguity intentions of entrepreneurship are different between men and women.

H3: The practical intentions of entrepreneurship are different between men and women.

H4: The dreaming intentions of entrepreneurship are different between men and women.

H5: The challenging intentions of entrepreneurship are different between men and women.

H6: The needs for achievement intentions of entrepreneurship are different between men and women.

H7: The mental health intentions of entrepreneurship are different between men and women.

H8: The control center intentions of entrepreneurship are different between men and women.

4. IV. METHODOLOGY

The measurement tool used in this research was online questionnaire with 95 questions which was completed by 111 girls and boys student of Sirjan Azad University. The statistical sample is chosen randomly %56 of statistical sample consists of boys and the other were girls. The content validity of the questionnaire was justified by university professors’ supervision and the initial distribution of questionnaires among a number of experts and scholars. Considering their corrective comments, it was confirmed that the questionnaire had the necessary credibility. Total reliability of the questionnaire was reported by using Cronbach’s alpha as 0.87.

5. V. RESULTS

In this research the test of Mann–Whitney was used and the error level was considered as 0.5. If the amount of statistic is less than the g amount of measurement error 0.5 the hypothesis is rejected. The following chart shows the result of research hypothesis test.

Table 1. Hypothesis Testing Result

Personality Specification of Respondents	Confidence Level	Test Results
Risk taking	0.000	Confirmed
Control center	0.168	Rejected
Need for achievement	0.45	Confirmed
Mental health	0.435	Rejected
Practicability	0.675	Rejected

Dreaming	0.09	Confirmed
Tolerance of ambiguity	0.001	Confirmed
Challenge demanding	0.03	Confirmed
Main hypothesis	0.017	Confirmed

As indicated in the above table, the amount of statistic in the dimensions of risk taking, succession demanding, dreaming, endurance of ambiguity and challenge demanding is less than amount of measurement error (0.5) so these hypotheses are accepted and the rest of secondary hypotheses are rejected. But the main hypothesis of research is accepted. So, it can be concluded that girls and boys students are generally much different from each other from entrepreneurship personality abilities perspective.

6. VI. CONCLUSION

Evidence to date suggests that a variety of factors contribute to explaining observed differences in entrepreneurial behavior across genders and that such difference have significant implications at the macroeconomic level. Perhaps, women and men have different socioeconomic characteristics and, if we were to correct factors such as education, wealth, family and work status, those differences would disappear. In general, the present research results show that although the entrepreneurship person for activities and even gaining new job use the exclusive action but entrepreneurship depends on personality specifications, sex and environmental facility.

To face constructively with these complex revolutions and also providing the necessary field for creation of different revolutions of economic, social and cultural and reduction of unemployment rate among the educated persons, the necessity of notice to develop human thought toward the applicative affairs and the duty of universities must be the change of students towards entrepreneurship. It is recommended to the future researchers to consider the study entrepreneurship in a case of systematic process which has a series of inputs (environmental, organizational and personal factors). The process of processing (thin king forming, complied of activity programmer and perform of idea and output (grow, change and innovation).

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