

39760 Bachelorseminar: International Management and Social Entrepreneurship

Chair of International Management and Social Entrepreneurship

1. Topic

The existence of gender differences in a variety of entrepreneurial contexts, including business ownership, growth and performance, access to finance, and networking, is widely recognized (Harrison, Bothelo, & Mason, 2020). However, several studies underline that researching gender differences alone is a "dead end" (Ahl, 2006; Harrison & Mason, 2007), but that a broader view of gender per se is necessary. Thus, recent studies also examine which role gender stereotypical behaviors play in entrepreneurship. Gender stereotypical behavior, that is, the display of masculine and feminine behaviors, occurs regardless of biological sex (Bem, 1974; Choi, Fuqua, & Newman, 2009). In this context, Balachandra and colleagues (2017) reveal, for example, that investors are not biased against women per se, but against the display of feminine-stereotyped behaviors by entrepreneurs, men and women alike.

2. Aim

Access to financial capital is still one of the most important and challenging problems entrepreneurs face in growing their ventures. Therefore, this seminar aims at exploring the role of gender and gender stereotypical behavior in investment decisions within the entrepreneurial arena within the last decades. The seminar equips students with the necessary methodological knowledge to conduct a systematic literature review to provide a structured overview of this topic. Moreover, students get to know the basic theories related to gender and gender stereotypes in entrepreneurship.

3. Examination

Depending on the number of participants, the examination is likely to be conducted in groups.

- Mid-term presentation (10%)
- Seminar paper (systematic literature review) (60%)
- Final presentations (30%)

4. Dates

Kick-Off: 10.10.2022, 2:00 pm – 6:00 pm

Mid-Term Presentation: 25.11.2022, 10:00 am – 1:00 pm

Final Presentations: 20.01.2023, 10:00 am – 1:00 pm

+ Individual coaching sessions

5. Contact

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6. Literature

- Ahl, H. (2006). Why Research on Women Entrepreneurs Needs New Directions. *Entrepreneurship Theory and Practice*, 30(5), 595–621. <https://doi.org/10.1111/j.1540-6520.2006.00138.x>
- Balachandra, L., Briggs, T., Eddleston, K. & Brush, C. (2017). Don't Pitch Like a Girl!: How Gender Stereotypes Influence Investor Decisions. *Entrepreneurship Theory and Practice*, 43(1), 116–137. <https://doi.org/10.1177/1042258717728028>
- Bem, S. L. (1974). The measurement of psychological androgyny. *Journal of Consulting and Clinical Psychology*, 42(2), 155–162. <https://doi.org/10.1037/h0036215>
- Choi, N., Fuqua, D. R. & Newman, J. L. (2009). Exploratory and Confirmatory Studies of the Structure of the Bem Sex Role Inventory Short Form With Two Divergent Samples. *Educational and Psychological Measurement*, 69(4), 696–705. <https://doi.org/10.1177/0013164409332218>
- Harrison, R. T., Botelho, T. & Mason, C. M. (2020). Women on the edge of a breakthrough? A stereotype threat theory of women's angel investing. *International Small Business Journal: Researching Entrepreneurship*, 38(8), 768–797. <https://doi.org/10.1177/0266242620927312>
- Harrison, R. T. & Mason, C. M. (2007). Does Gender Matter? Women Business Angels and the Supply of Entrepreneurial Finance. *Entrepreneurship Theory and Practice*, 31(3), 445–472. <https://doi.org/10.1111/j.1540-6520.2007.00182.x>