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Motivations and decisive factors in women's entrepreneurship. A gender perspective in education and professional guidance

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Abstract

Partial results of the Project R&D, Career Design and entrepreneurial talent management, of national dimension, funded by the Ministry of Economy and Competitiveness in the call for Excellence 2013 State Plan 2013-2016 with reference: EDU2013-45704 -P. Specifically we focus on (subject) describe and analyze the situation of Andalusian women confronting the entrepreneurship, their motivations and the factors that influence these processes and, all including a gender perspective. The objectives refer to: 1) Describing the situation of Andalusian women in entrepreneurship; 2) Understanding and explain the motivations and decisions that drive them to take; 3) Identifying and describing the (positive and negative) conditions that perceive women against undertaking; 4) Understanding from a gender analysis the positions of women on entrepreneurship related to their life projects. A descriptive and qualitative methodology is combined, collecting information through various techniques such as social indicators, observational documentary sources and procedures, as well as interviews and life stories. Results and Conclusions. The findings so far point to an unequal situation regarding entrepreneurship. Relevant results are also obtained as to the incentives and decisions that drive to undertake, either obligation, because of the limited supply and possibilities of market access to paid employment, or vocation, leading us to question what barriers - internal-external and more or less subtle ones operating in these processes. On this issue we find factors that result in inequalities, such as maternity (number of children) and family and dependency (care) all for the economic and employment model that still prevails responsibilities.

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1. Introduction

In this communication we focus on describing and analyzing the situation of Andalusian women dealing with entrepreneurship, their motivations and the factors that influence these processes. It is necessary to include a gender perspective in the study of educational and trajectories of women. If we explore the scientific literature about the subject, we find that there is certain agreement on the motivations that drive entrepreneurs to make the transition to entrepreneurship, the GEM theoretical model (2014) considers that there are three main reasons to explain the behavior of the entrepreneur. The first one is undertaking because it has found a business opportunity or vocation according to the interviews conducted in the project; the second one is undertaking because of necessity, this is, because there is not a better alternative to work, and the third one is for other reasons.

In Andalusia opportunity entrepreneurship is the main reason, as it has been observed in the last 10 years in figure 1, regardless of fluctuations in the value of the TEA ("GEM Andalucía 2014 Report," n.d.). Specifically in 2014 67.8% of the TEA decides to create a company because it perceives that there is a business opportunity, 1.7 points above the national average (Spain 66.1 %.). While 27.1% undertaken by necessity, this is that it has not a better choice in the job market, 2.7 points below the national average (29.8% in Spain). The rest is for other unspecified reasons.

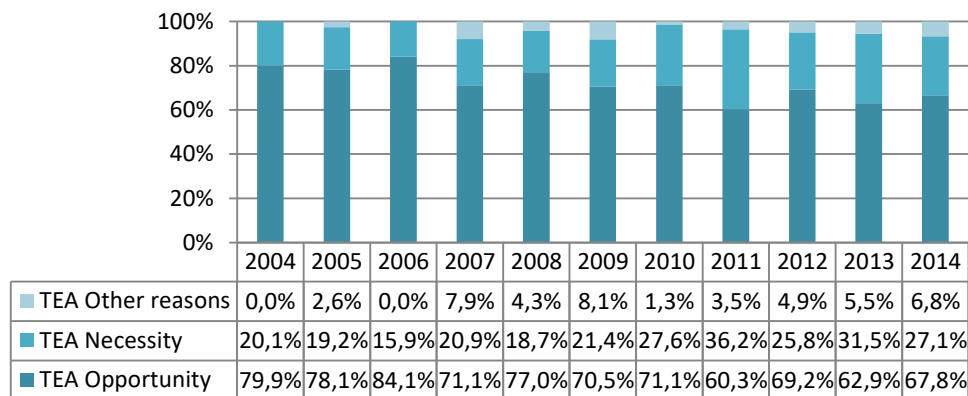


Figure 1. Evolution of entrepreneurial behavior in Andalusia. Source: Navarro et al. (2014). Informe GEM Ejecutivo Andalucía 2014, p.48.

It is interesting to note how, at the national level according to the GEM report (2014), entrepreneurs because of necessity have been increasing more than 15% over the last 10 years, with 14.5% in 2005 and reaching 29.8%. Inversely proportional in 2014, the entrepreneurial by vocation has fallen 14% over the same period, from 80.1% in 2005 to 66.1% in 2014. Also at the national level, the percentage of consolidated entrepreneurs is much higher when the undertaken is because of chance than because of necessity, as shown in Table 1.

Table 1. The entrepreneurial process in Spain in 2014 depending on the reason for undertaking. Source: (Fernández-Laviada, Peña, Guerrero, González-Pernía, & Rubio Bañón, 2015)

| | Nascent and new | Consolidated |
|--------------------|-----------------|--------------|
| Other reason | 0,2% | 0,9% |
| Need | 1,6% | 1,5% |
| Partial Opportuniy | 1,5% | 1,3% |
| Pure Opportunity | 2,1% | 3,4% |

On the other hand, regarding the reasons underlying entrepreneurs by chance in Andalusia we find that among those entrepreneurs who decide to start a business by vocation or because they have found a business opportunity in the market, we can distinguish different underlying motivations: greater independence and increasing or maintaining incomes, mainly. We can appreciate in table 2 how to increase or maintain revenue is the main motivation of entrepreneurs by vocation in order to make the transition to self-employment, percentage which increases in the case of Andalusia with respect to the national average.

Table 2. Reasons underlying entrepreneurs by chance in Andalusia and Spain Source: Navarro et al. (2014). Informe GEM Ejecutivo Andalusia 2014, p.53.

| Reasons underlying | 2012 | | 2013 | | 2014 | |
|----------------------|-----------|-------|-----------|-------|-----------|-------|
| | Andalusia | Spain | Andalusia | Spain | Andalusia | Spain |
| Greater independence | 31,5% | 38,0% | 50,0% | 42,6% | 23,9% | 39,2% |
| Increase revenue | 33,2% | 32,5% | 38,2% | 30,3% | 46,7% | 35,9% |
| Maintain revenue | 35,3% | 19,0% | 8,8% | 18,2% | 26,7% | 16,6% |
| Other reasons | 0,0% | 10,5% | 2,9% | 9,0% | 2,8% | 8,4% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |

Specifically, when referring to female entrepreneurship we find that there are more entrepreneurs women in the underground economy than those who appear in the official data, appearing in "satellite" situations that support the male entrepreneurship. Kelley et al. (2015) provide data related to entrepreneur women profile which establishes the characteristics thereof depending on age, level of education and motivation. They are also interesting data those on the impact of women entrepreneurs in job creation, especially this one as need against the shortage of choices in paid employment (Suarez-Ortega, 2007).

2. Problem and research objectives

Although the percentage of women intending to engage in Andalusia is higher than men (51.6% versus 48.4%), the majority profile is: service sector self-employed, without employees in charge, with a single activity, male, between 40 and 50 years, Spanish, who takes 5 years or more in their business and contributes the minimum contribution base ("Profile of self-employed in Spain at December 31, 2015," 2015).

That is why arises purpose of this work is in-depth knowledge about female entrepreneurship in Andalusia. Despite the good results of 2014 where women represent 45.7% of the growth of autonomous, self predominant profile in Spain it is still male, accounting for 63.8% of all self-employed compared to 32.3 % of independent women. Compared to the other countries of the European Union, Spain is above average in terms of female entrepreneurship, located in 31.5%. In relation to the delimiter in this research project geographical scope, the Autonomous Community of Andalusia, women account for 34.4% of the self, two more than the national average points and almost three compared to the European average (ATA federation of autonomous, 2015).

In order to explore this issue, the objectives are focused on: 1) Describing the situation of Andalusian women in entrepreneurship; 2) Understanding and explaining the motivations and decisions that drive them to take; 3) Identifying and describing the (positive and negative) conditions that perceive women against undertaking; 4) Understanding from a gender analysis the positions of women on entrepreneurship related to their life projects.

3. Method

A descriptive and qualitative methodology is combined applying theory about gender and feminism, social indicators, documentary sources and observational procedures, as well as interviews and life stories. Triangulation of information gathered will enable to reply the goals outlined in the study.

The methodology used is a mixed design, combining the collection and analysis of descriptive and quantitative data, and qualitative at the same time (Castro, 2011). In these ones data from semi-structured interviews and from

focus groups are included, and the history of life as a technique which allows deepening the knowledge of the subject matter.

Participants to both interviews and focus groups have been selected according to their profile as manager, technical specialist in entrepreneurship or business coordinators. The sample amounts to a total of 27 participants from throughout the country, distributed in 18 personal interviews and two focus groups, one of these formed by 4 participants and another formed by 5 participants.

In the case of the history of life a woman with a consolidated entrepreneurial profile, with 15 years of business experience within the industry and from the province of Sevilla has been selected. This is also applicable to the triangulation of subjects.

With regard to the techniques and strategies for collecting data different analytic tools have been used: social indicators and documentary sources collected by documents observational protocol and relevant reports (such statistics, GEM report, etc.), semi-structured interviews and focus groups conducted in the exploratory phase of the project in order to clarify the concepts of consolidated entrepreneurial and transition, as well as the motivations and competencies of each of the profiles, and the history of life centered on exploring women's professional path in entrepreneurship by building a story with sense (Mallimaci & Béliveau, 2006). Specifically life history has been made to an enterprising woman with a professional career dedicated to self-employment over 15 years, so it is a consolidated entrepreneurial profile. Table 3 shows the relationship between data collection techniques used in the study.

Table 3. Characteristics of data collection techniques and participants Source: developed by the authors of this study.

| Technique | Method | Source/Profile | Number |
|--|--------------------------|-----------------------------|-------------------------------|
| Statistical data measured in percentages | Cuantitative/descriptive | Diverse studies, GEM report | 3 relevant indicators |
| Interviews | cualitative | Technical, specialists | 18 |
| Focus groups | cualitative | Technical, specialists | 9 (distributed in two groups) |
| Life stories | Biographical-narrative | Consolidated company | 1 |

Finally, social indicators of the entrepreneurial process used are taken from a part of the GEM study, as well as from interviews made to technical experts in the exploratory phase of the project:

The Rate of Entrepreneurialism (TEA) represents the percentage of the surveyed population aged between 18 and 64 years which indicates to have created a company that has not yet reached the 3.5 years. It is the sum of nascent entrepreneurs (less than 3 months) and new entrepreneurs (from 3 months to 3.5 years). ("GEM Report ,Andalucia 2014," n.d.) (Fernández-Laviada et al., 2015).

On the other side there are the two major profiles of entrepreneurs included in the project, the consolidated entrepreneur and the entrepreneur in transition. The consolidated entrepreneur is considered by GEM (2014) as those entrepreneurs whose business initiative is older than 3.5 years. Regarding to the profile of an entrepreneur in transition, GEM (2015) report considers the nascent or new entrepreneur as those entrepreneurs whose business initiatives are no more than 3 years. ("GEM Report Andalucia 2014," n.d.)

Finally, different techniques and procedures have been used for the analysis of the data obtained depending on the instruments used. In the case of interviews and discussion groups it has been used the system categories whereas for the life story it has been used the content analysis.

4. Results and discussion

4.1. The situation of Andalusian women who undertake

Table 4 shows a comparison from the gender perspective of different enterprising groups according to the stage where they are. In this way we can appreciate how regarding to gender men have the supremacy in all entrepreneurs collective, in fact 6 out of 10 entrepreneurs in Spain who are in the initial phase of their projects are male. Nevertheless,

according to the Autonomous Federation ATA (2015) "Women are becoming the engine of the most promising economic growth of our country."

Table 4. Gender distribution of entrepreneurs collective in Spain in 2014. Source:(Fernández-Laviada et al., 2015) GEM2014 & ("Informe GEM Andalucía 2014," n.d.)

| | Spain | | Andalusia | |
|--------------|-------|-------|-----------|-------|
| | Men | Women | Men | Women |
| Potential | 50,2% | 49,8% | 48,4% | 51,6% |
| Nascent | 58,9% | 41,1% | - | - |
| New | 57,9% | 42,1% | - | - |
| TEA | 58,5% | 41,5% | 57,4% | 42,6% |
| Consolidated | 57,4% | 42,6% | 50,0% | 50,0% |
| Withdrawal | 54,2% | 45,8% | - | - |

In Andalusia there are more potential female entrepreneurs, 51.6%, but then in the TEA are the men who really lead practical enterprising projects. It would be interesting to find out what the barriers women have to undertake in Andalusia are. It would be interesting to find out why that percentage which expresses its intention to undertake is not eventually led to practice. In terms of entrepreneurial behavior, women are more reluctant to risk than men. 41% of women fear of failure prevented them from starting a business (Kelley et al., 2015)

4.2. *The motivations and decisions that drive to the entrepreneurship. A gender perspective.*

The results from the focus groups and from interviews, as well as the life story of Vanesa give response to the objectives raised and show the main motivations for entrepreneurship, contrasted with the statistical data.

The results corroborate the statistical data raised above in Figure 1 where it appears that the main reason is to undertake is the vocational one.

"Almost 60% of people do it more for fun, wanting to see a project realized. So those are the real people who then generate employment and greater wealth "E2, P.2.

Concurring with the social indicator of the entrepreneur profile by vocation or by opportunity as GEM (2014) and defining it as entrepreneurs who are convinced that they want to start their own business:

"We really have the entrepreneurial skills and want to undertake, it would be the typical entrepreneur who are convinced that they want to start their business and There is where I encompassed those who had never thought of, who have a job but suddenly decide that they want to keep doing the same or similar with their changes and innovations. " E12, P.3.

As an example we find the case of Vanessa, who is considered entrepreneurial vocation:

"I felt much more rewarded on organizing the business, it was what motivated me, which made me feel happy." Making the transition to entrepreneurship for having found an opportunity: "Studying second course of Law, when I was 20, a business opportunity appears, my father hesitated but eventually we started the business, and I get in front of that bathrooms ´screens´ company, all guaranteed and organized by my father"

On the other hand, the entrepreneurs by necessity are:

"Those who are forced to undertake are those who have no other way that is to self-employing in order to have a job, it is a gateway to a working state, it is the only way they have and you notice the difference between each other because they lack that little part, although it is only 25% or 30% of capacity, which has the other, because maybe they have a good idea, or maybe they even have the money because they capitalize the benefit, because they will start with something very easy, but they do not have that entrepreneurial predisposition, "E12, P.3

Regarding to the underlying motivations which lead Vanessa to undertake we can see in the first position to increase incomes, coinciding with the statistical data specified in Table 2:

"I come from a very humble family, and saw that with businesses you could prosper in a very different way than those who work for someone else. I saw how my father could control his future, if he won or did not win depended just on him, he could prosper economically. "

And, secondly the independence, Vanesa seek flexibility that allows to organize herself and reconcile as we discuss in the following section.

4.3. Towards the identification and description of gender conditioning in the entrepreneurship

a. Family business culture

An important conditioning factor that is perceived when making the transition to entrepreneurship is the entrepreneurial culture of the family. It is easier to create a company when you have direct contact with the business world. Admittedly Vanesa lived in a familiar business culture during her childhood which is the main factor in their decision to undertake:

"What makes me to decide to have been an entrepreneur, which makes me to go forward with a business and not raise other options when I studied a career it is basically the family inheritance. My father is a businessman, sucking business since I was a little girl; you like it or do not like it. "

Regarding to this we are dealing with and relating it with education, we have the results of the interviews: the importance of education about entrepreneurial culture in the family, in school, at university.

"I think that if we would be educated for it, but of course this is something about parents, the family is who has to educate, the school, the university, we are doing it in ADIT, let see if we get something. "E7, p.6

b. Innate personality

It seems that the character of the person is one of the main factors that are perceived versus enterprise, there are certain innate qualities that predispose the persone to entrepreneurship, especially when it comes to undertake by chance or by vocation. Although entrepreneurial skills can be learned some people are born with these qualities. E7, P. 5. There are innate qualities to everything. E7, p.6. Vanesa, for example, is considered enterprising since she can remember:

"My mother gave birth to a businesswoman, when I was a child I was always who organized the games, teams, distributed class's works' tasks' we had to do in group, depending on the skills of each one. I've always been a leader because my mother birthed me like this. "

In fact, entrepreneurship is considered another competence:

"I would call it a competence, rather than being linked to the creation of companies" E1, P.1 it is even considered a personality's feature E1, P.1

c. Conciliation

Another interesting topic listed in the life story fits in reconciling work and family life, where women still have more difficulties; Vanesa specifically says that "reconciliation does not exist". Precisely her career as an entrepreneur allows her to have flexibility to reconcile:

"I have taken the children to work hundreds of times, I've put in my office a carpet on the floor with toys. Being the owner of the company allows me to do it. ", "Everything has its good things and bad things. I've never missed a school function of my children, or if they are ill I run to pick them up, I don't need to ask for help to anyone to go. "

5. Conclusions and proposals

We conclude with an unequal situation regarding entrepreneurship (in-visibility in high companies and business tasks and boost the production fabric which Andalusian women develop, especially those in rural areas whose invisibility increases in usual statistics).

The motives and decisions that drive female entrepreneurship are because of obligation, since the limited supply and market access opportunities for paid employment, than by vocation. This leads us to question the gender mechanisms which operate in the processes of women's professional development and the need to include a gender perspective in the orientation for entrepreneurship professional/vital projects construction.

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