

October, 18th 2024

9.00 – 17.00 h

TU Berlin, Room
H1035



Conference: The Impact of Gendered Migration Cycles on the Labour Market Integration of Female Migrants in European Welfare States – Developing Pathways towards Gender-responsive Policies

Presentation: Why Do Women Found Startups More Often Than Men? A Systematic Literature Analysis

Presenters: Merle Petersen

Prof. Dr. Jorg Freiling

Dr. Quynh D. Phuong

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Paradigm shift_new Outlooks

Why Do Women Found Startups More Often Than Men? A Systematic Literature Analysis

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18.10.2024

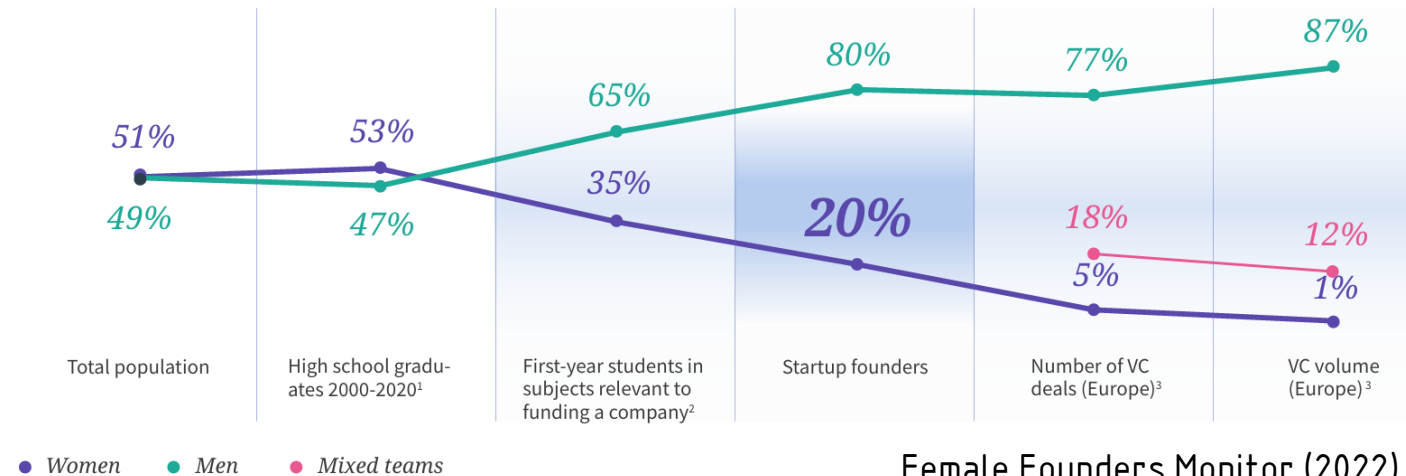
Practical Relevance

Female entrepreneur = a female entrepreneur is understood to be a woman or a collective of several women who take a leading position in the founding or managing of a new business or enterprise.

Female Entrepreneurs*hip

- As a crucial factor for economic growth (de Bruin et al., 2006; Meyer & De Jongh, 2018)
- COVID-19 pandemic lead to considerable growth in female entrepreneurship (Martínez-Rodríguez et al., 2022)
- Female entrepreneurs often face different challenges and difficulties than their male counterparts (Meyer, 2018)

The Female Founders Monitor illustrates the gender gap in the German startup ecosystem



Female Founders Monitor (2022)

Research Relevance

Current Literature

- Only recently: Gained large amount of interest as a field of study (Poggesi et al., 2016)
- Focus on difficulties female entrepreneurs encounter **during or after** the process of starting their own business (e.g. Corrêa et al., 2022; Poggesi et al., 2016)
- Research suggests that female entrepreneurs are **often taken less seriously and discriminated against** in terms of funding, support and other resources (Hassan & Zaharia, 2021; Rahman et al., 2023; Rudhumbu et al., 2020)

Research Gap

- Findings, especially on **challenges faced before the beginning of the founding process** are **scattered** over a large amount of literature
- A **clearer picture of interrelations and structures** is needed in this growing research stream

Research Aim

- To identify the difficulties and barriers for women to start the entrepreneurial process
- To create a better understanding of the worries and experiences that dissuade women from entering entrepreneurship
- To identify ways to support female entrepreneurs and to close the gap between female and male entrepreneurs



Research Question

Why do women found startups less often than men?



Research Design

Systematic Literature Analysis

“(...) a review of an existing body of literature that follows a transparent and reproducible methodology in searching, assessing its quality and synthesizing it, with a high level of objectivity” (Kraus et al., 2020: 1026)



An SLR helps to **identify, evaluate, and summarize** the state-of-the-art of a specific theme in the literature (Paul et al., 2021).



Synthesizing research findings to show evidence **on a meta-level**



Uncover areas in which more research is needed

Search Strategy

Search within Article title, Abstract, Keywords	Search documents * female OR women AND entrepreneur* AND challenges OR barriers OR hurdles OR difficulties OR disadvantage
AND	
Search within Keywords	Search documents women OR female AND challenges OR barriers OR hurdles OR difficulties OR disadvantage

Depiction of the chosen keywords

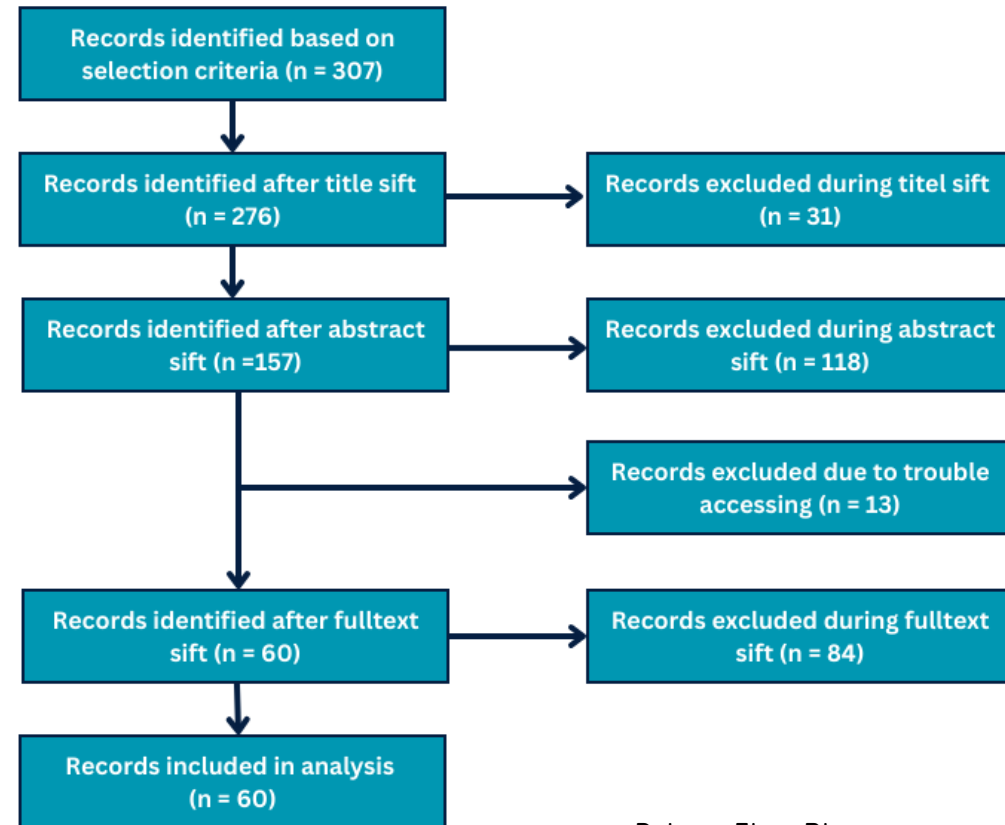
Search Strategy

Inclusion Criteria

- Platforms: Scopus and Web of Science
- Only peer-reviewed journal articles
- Language: English
- Time frame: 2014–2024

Exclusion Criteria

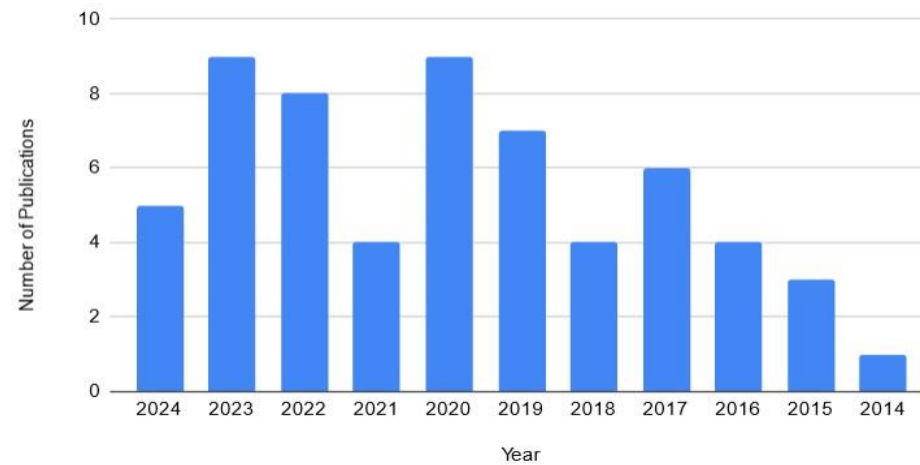
- Papers excluded that lack focus on challenges not unique to female entrepreneurship



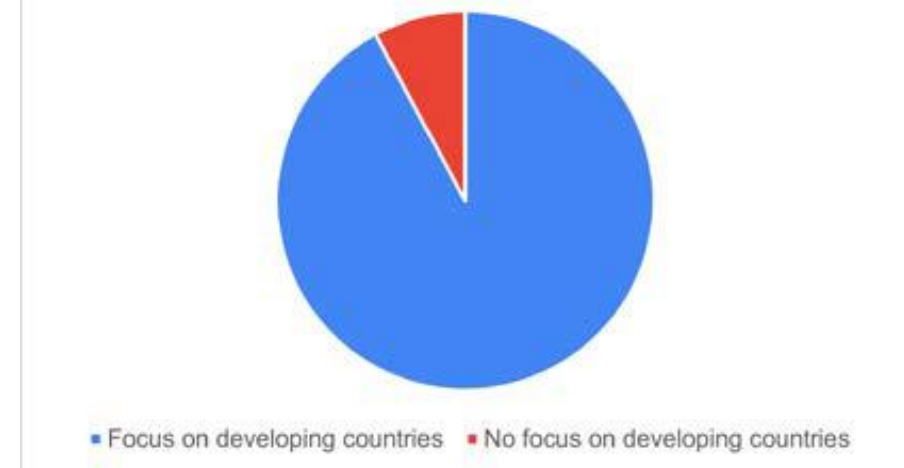
Prisma Flow Diagram

Descriptive Findings

Number of Publications per Year



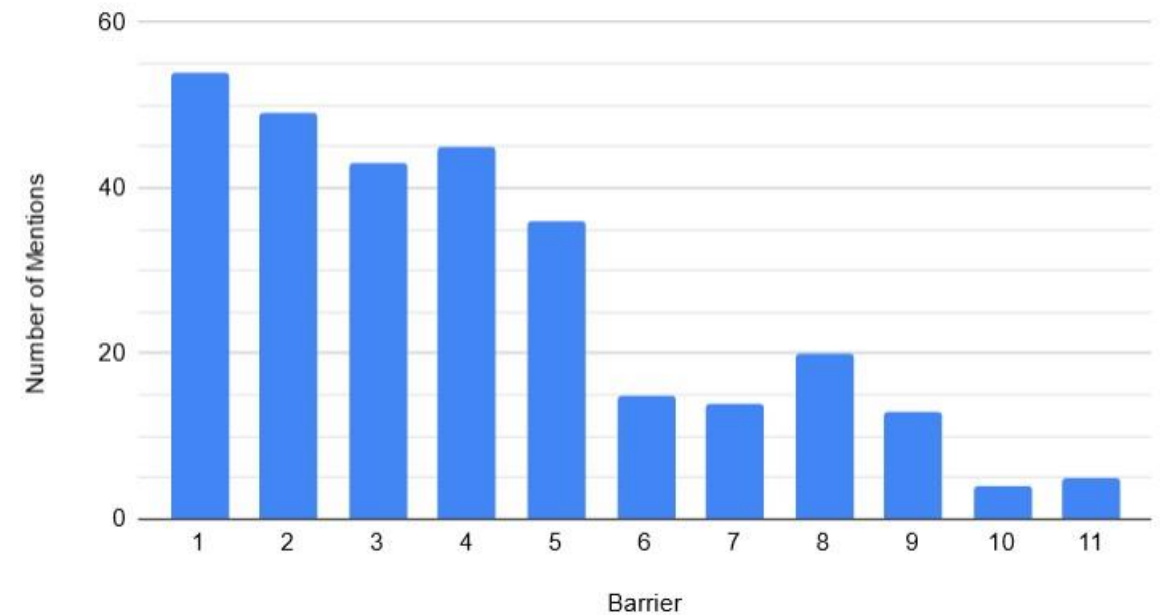
Focus on Developing Countries in the Literature



Descriptive Findings II

.	Challenges & Barriers
1	Financial Barriers
2	Discrimination and gender inequality due to gender-based norms and stereotypes
3	Time management conflicts between family and entrepreneurial activities
4	Lack of skills and training
5	Disapproval and lack of support from family
6	Lack of support from the government and other institutions
7	Difficulty navigating legal and administrative matters
8	Fear of failure and lack of confidence/Aversion to Risk
9	Lack of network in the business world
10	Lack of female entrepreneur role models
11	Lack of motivation and initiative

Number of Mentions per Barrier



Results

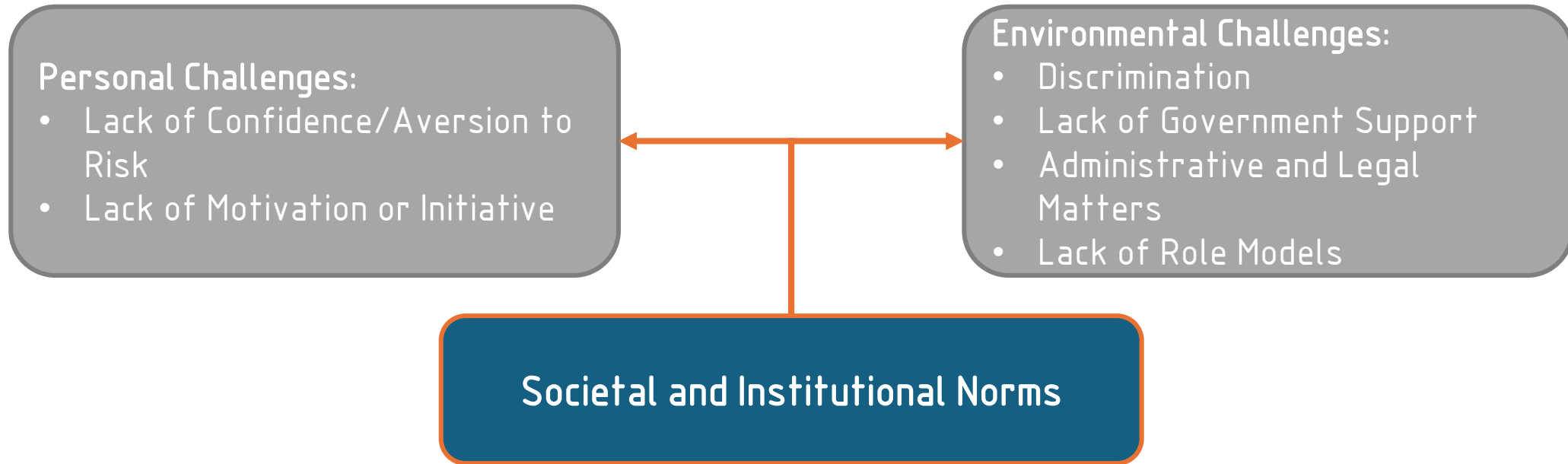
Societal and Institutional Norms

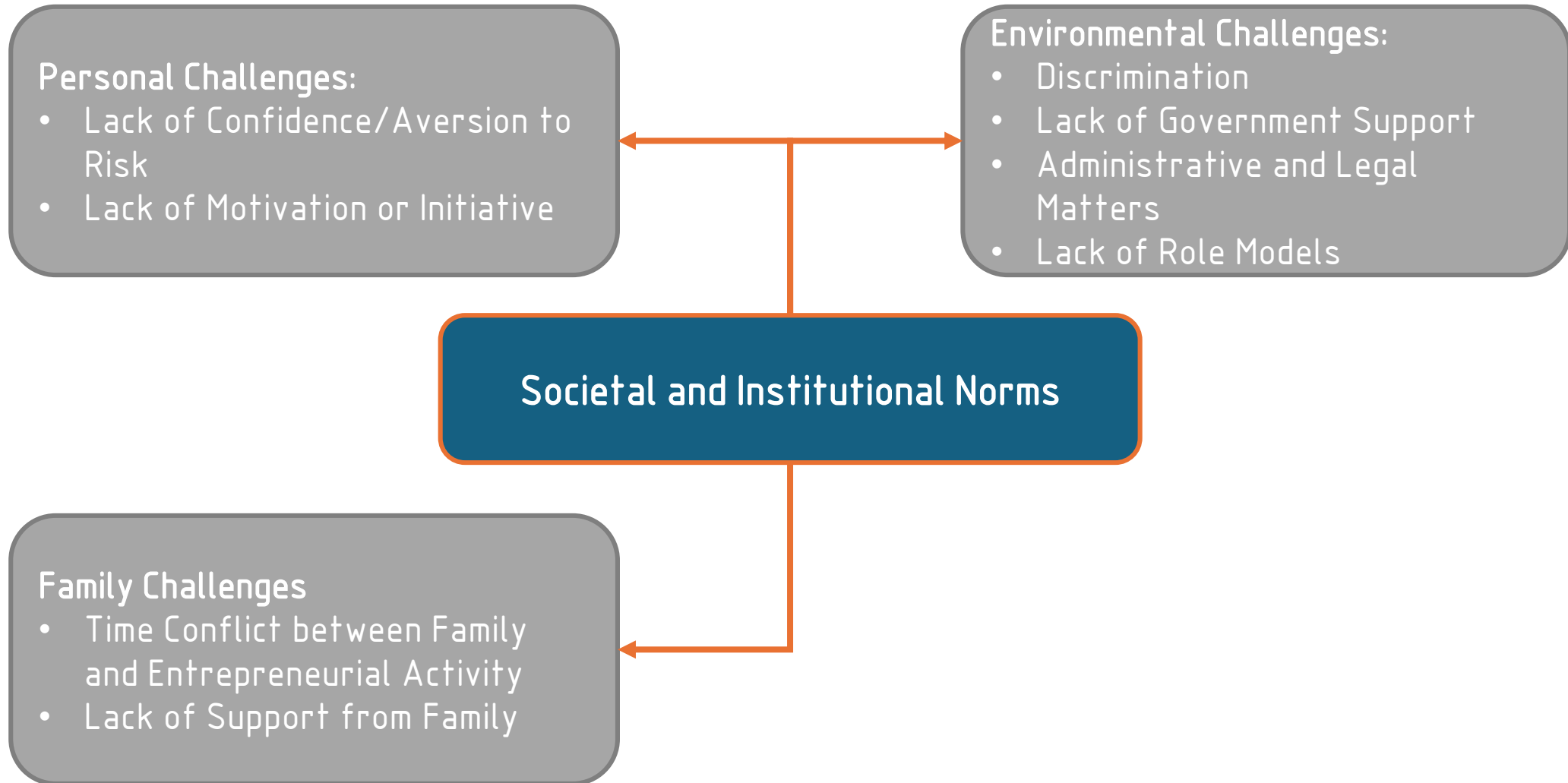
Personal Challenges:

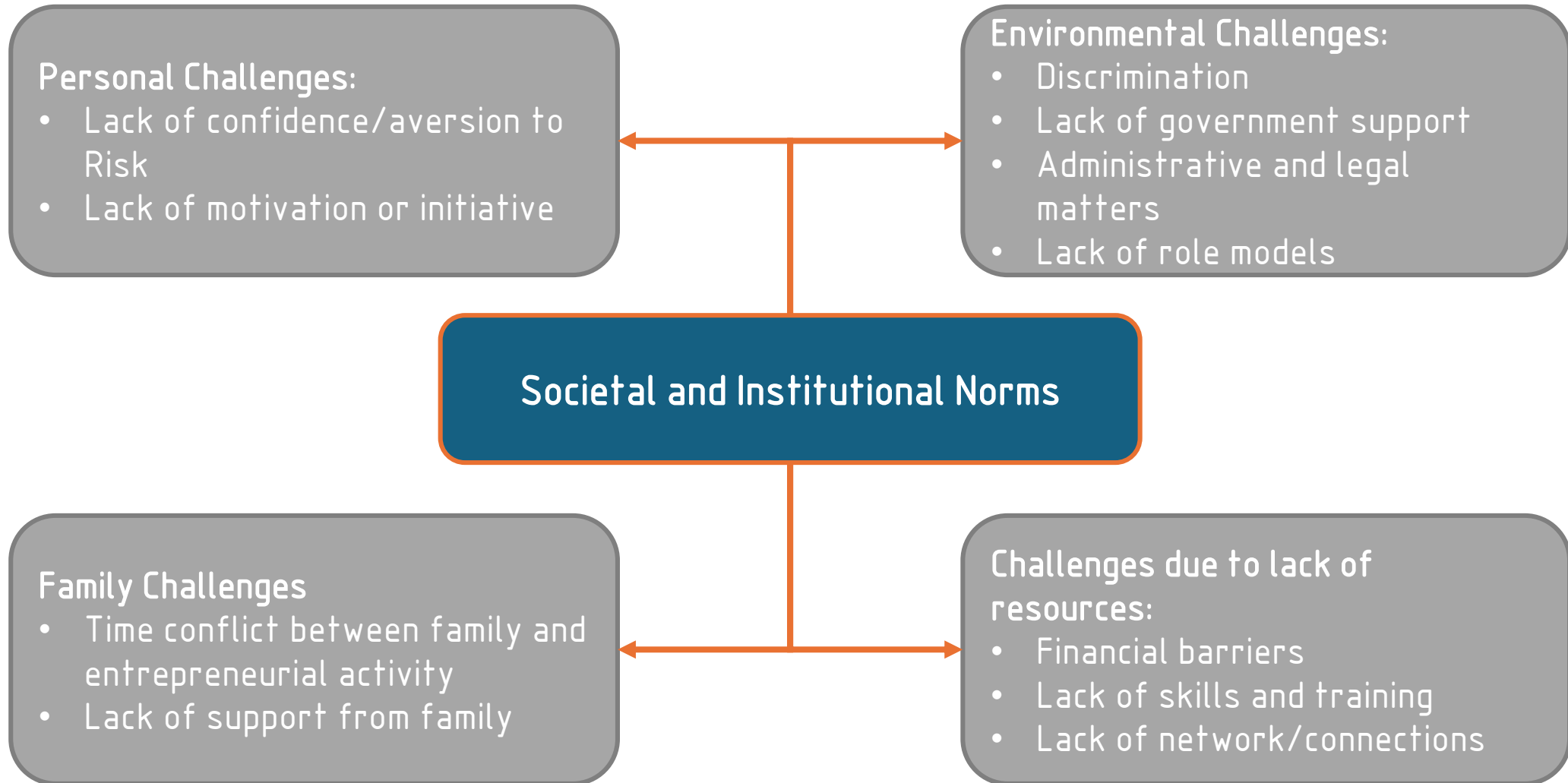
- Lack of Confidence/Aversion to Risk
- Lack of Motivation or Initiative

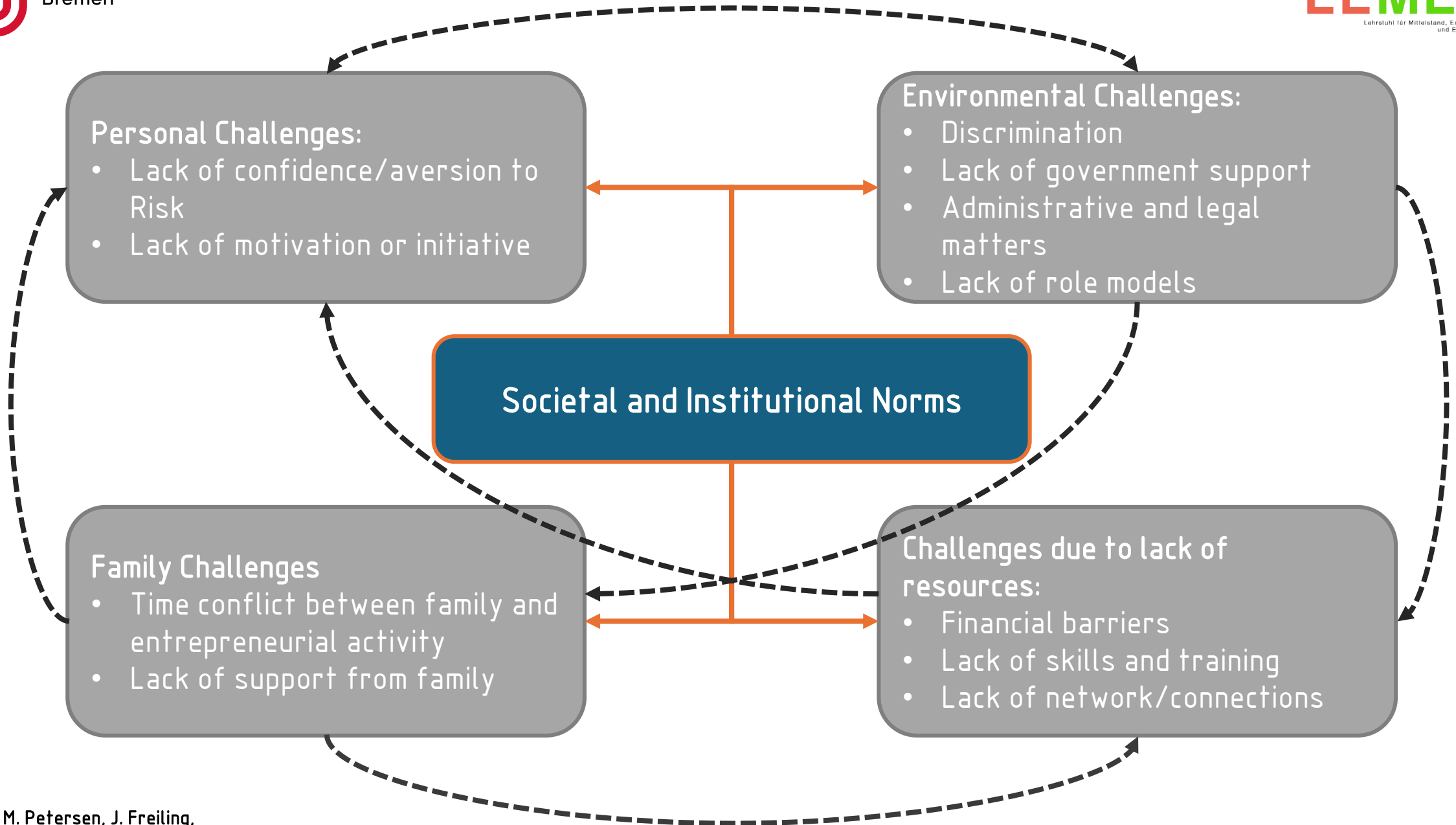
Societal and Institutional Norms

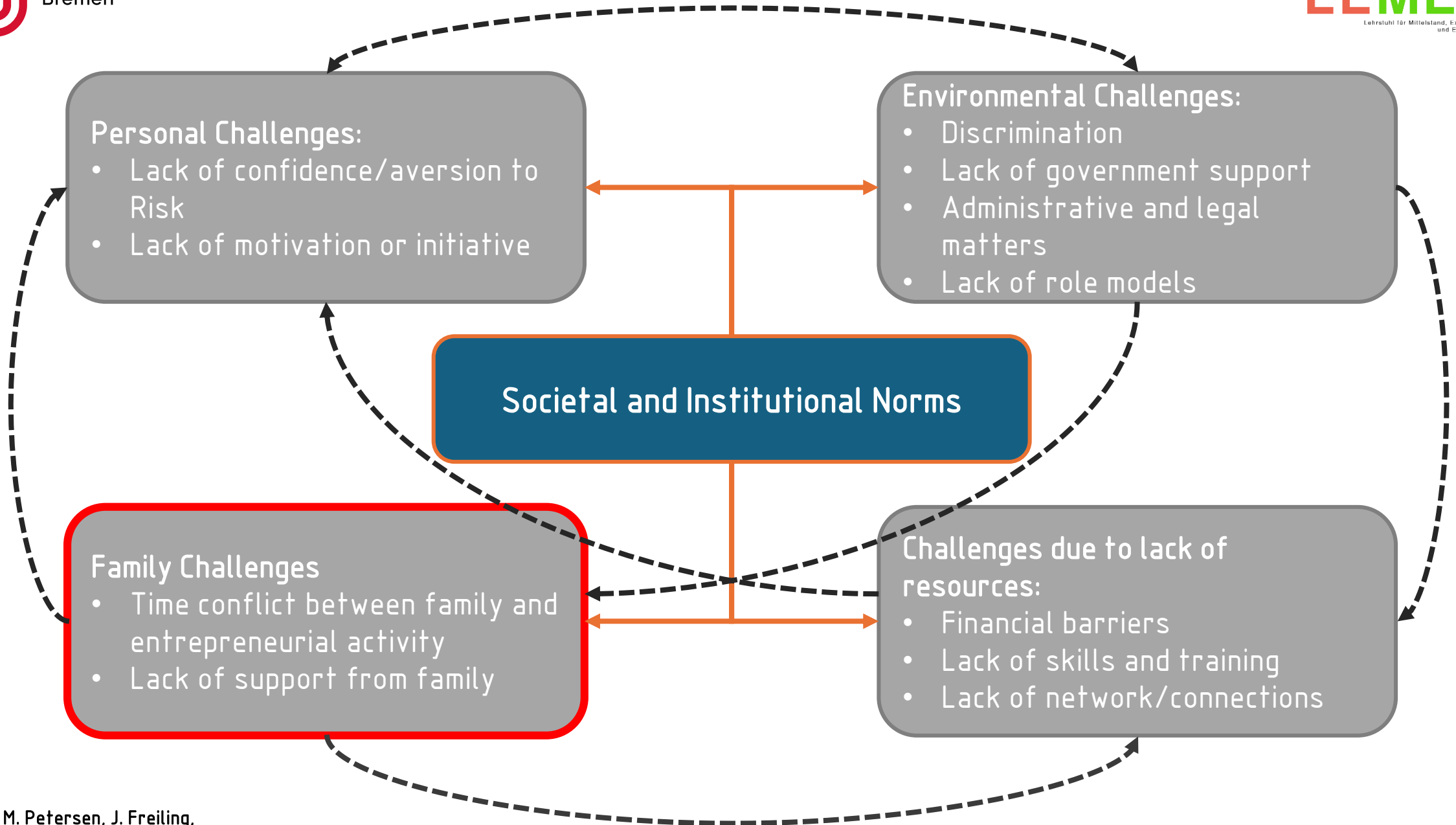












Implications

- Addressing societal and institutional bias
- Increasing visibility of (female) role models
- Expanding educational and training opportunities
- Alleviating financial barriers
- Expanding government support



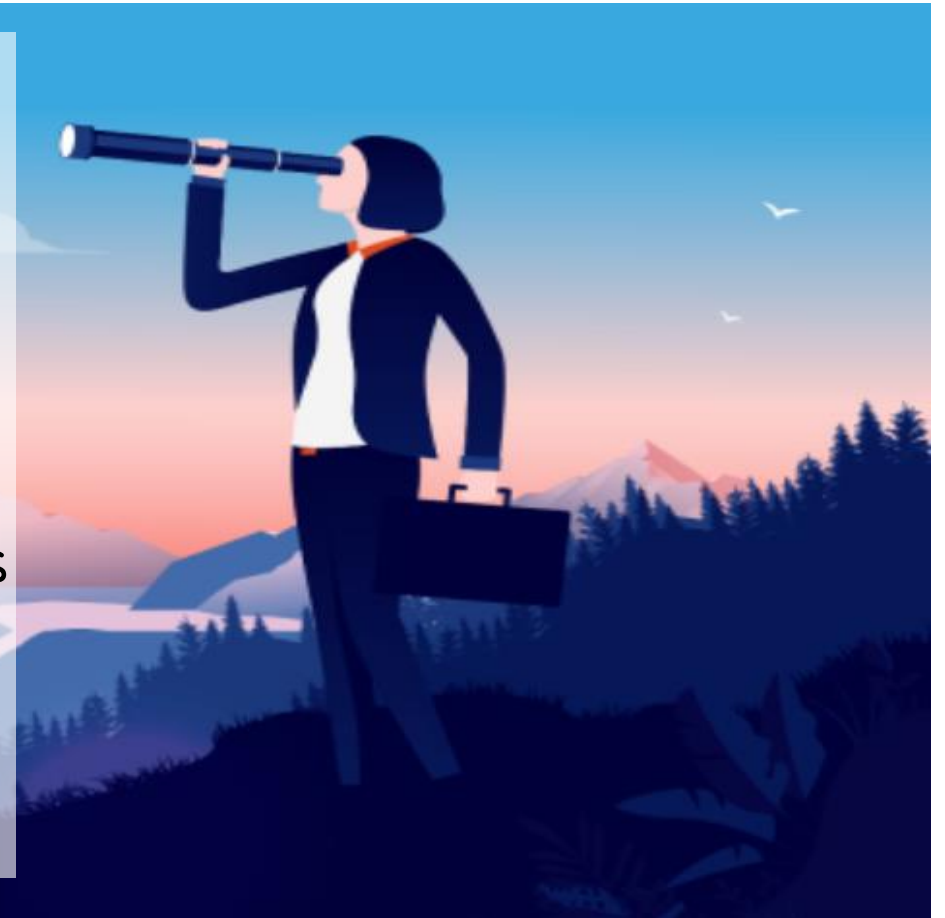
Limitations

- A large amount of the analyzed literature focuses on developing countries
- Only barriers which the literature identified as unique to female entrepreneurship are included in the thesis
- Limited access to potentially relevant literature



Future Outlook

- Connections between the identified barriers
- Further research on commonly mentioned barriers without immediate gender bias
- Identifying and comparing the current approaches to supporting female entrepreneurship
- Comparative studies local female entrepreneurs vs. migrant female entrepreneurs
- Investigating the geographical bias in the literature



Thank you for
your attention!

Appendix – List of Selected

Author	Title	Year	Journal
Nayak et al.	Exploring women entrepreneurs' push-pull motives and challenges: empirical evidence in an emerging economy	2024	International Journal of Sociology and Social Policy
Aravamudhan et al.	Challenges faced by women entrepreneurs in rural India: A mixed-method study on perception	2024	International Journal of Entrepreneurship and Innovation
Shah et al.	Subsistence entrepreneurship and intersectional inequalities: a case study of women from Pakistani urban-poor districts	2024	International Journal of Entrepreneurial Behaviour and Research
Naguib	Motivations and Barriers to Female Entrepreneurship: Insights from Morocco	2024	Journal of African Business
Banu et al.	The enablers and stumbling blocks in sustaining growth of women-owned micro-enterprises in India - a qualitative inquiry	2024	Journal of Enterprising Communities-People and Places in the Global Economy
Farroñán et al.	Female University Entrepreneurship: A Competitive Factor to Strengthen the Professional Profile of Female University Students	2023	Academic Journal of Interdisciplinary Studies
Rahman et al.	Challenges of rural women entrepreneurs in Bangladesh to survive their family entrepreneurship: a narrative inquiry through storytelling	2023	Journal of Family Business Management
Ahmetaj et al.	Women Entrepreneurship: Challenges and Perspectives of an Emerging Economy	2023	Administrative Sciences
Agrawal et al.	Challenges faced by women entrepreneurs in South Asian countries using interpretive structural modeling	2023	Cogent Business and Management
Rani & Sundaram	Opportunities and Challenges faced by women entrepreneurs for sustainable development in India	2023	Revista de Gestao Social e Ambiental
Newman et al.	Self-Employment or Selfless Employment? Exploration of Factors that Motivate, Facilitate, and Constrain Latina Entrepreneurship from a Family Embeddedness Perspective	2023	Journal of Family and Economic Issues
Hatoum et al.	The contextual embeddedness of female entrepreneurship: investigating the influence of macro and motherhood factors in Bahrain	2023	Journal of Small Business and Enterprise Development
Anabestani et al.	Female Entrepreneurs and Creating Small Rural Businesses in Iran	2023	Journal of the Knowledge Economy

Rizvi et al.	Challenges and motivations for women entrepreneurs in the service sector of Pakistan	2023	Future Business Journal
Elkafrawi & Refai	Egyptian rural women entrepreneurs: Challenges, ambitions and opportunities	2022	International Journal of Entrepreneurship and Innovation
Parmar et al.	The Mediating Role of Competitiveness between Entrepreneurial Challenges and Willingness of Female Business Graduates	2022	Journal of Competitiveness
Amrita et al.	An Integrated Model to Prioritize the Strategies for Women Entrepreneurship Development to Overcome Its Barriers: Case of Indian MSMEs	2022	IEEE Transactions on Engineering Management
Soomro et al.	Entrepreneurship barriers faced by Pakistani female students in relation to their entrepreneurial inclinations and entrepreneurial success	2022	Journal of Science and Technology Policy Management
Gashi et al.	Challenges of women entrepreneurs in the developing economy	2022	Corporate Governance and Organizational Behavior Review
Mubsira et al.	Women Entrepreneurs in Pakistan Face Obstacles to Their Intent to Start a Business	2022	International Journal of Early Childhood Special Education
Yadav et al.	Gender Differentials in Entrepreneurship: Insights from a Multi-method Study	2022	Journal of Entrepreneurship in Emerging Economies
Alshareef et al.	Does location matter? Unpacking the dynamic relationship between the spatial context and embeddedness in women's entrepreneurship	2022	Entrepreneurship and Regional Development
Hassan & Zaharia	Women entrepreneurship in Egypt: Is it just as challenging for all women?	2021	European Journal of Interdisciplinary Studies
Qureshi et al.	Women entrepreneurial Leaders as Harbringers of Economic Growth: Evidences from an Emerging Market of South Asia	2021	3C Empresa
Jaim	Does network work? Women business-owners' access to information regarding financial support from development programme in Bangladesh	2021	Business Strategy and Development
Abuhussein & Koburtay	Opportunities and constraints of women entrepreneurs in Jordan: an update of the 5Ms framework	2021	International Journal of Entrepreneurial Behavior & Research
Rudhumbu et al.	Challenges and opportunities for women entrepreneurs in Botswana: revisiting the role of entrepreneurship education	2020	Journal of International Education in Business
Kim et al.	Female entrepreneurship in the ICT sector: Success factors and challenges	2020	Asian Women
Li et al.	Conclusion: Learnings From Eight Country Studies on Women Entrepreneurs in Asia	2020	Advances in Developing Human Resources
Jabeen et al.	Impacts of rural women's traditional economic activities on household economy: Changing economic contributions through empowered women in rural Pakistan	2020	Sustainability (Switzerland)
Said & Enli	Lived Experiences of Females With Entrepreneurship in Sudan: Networking	2020	SAGE Open

Noor & Isa	Contributing factors of women entrepreneurs' business growth and failure in Pakistan	2020	International Journal of Business and Globalisation
Alhothali	Challenges facing women entrepreneurs running home-based business in Saudi Arabia	2020	Periodicals of Engineering and Natural Sciences
Onyusheva & Meyer	The features of female entrepreneurship development in Kazakhstan: An analytical survey	2020	Polish Journal of Management Studies
Nambiar et al.	The stakeholder ecosystem of women entrepreneurs in South African townships	2020	Development Southern Africa
Islam et al.	Exploration of barriers faced by female graduate entrepreneurs in Bangladesh	2019	Entrepreneurship and Sustainability Issues
Shastri et al.	Motivations and challenges of women entrepreneurs: Experiences of small businesses in Jaipur city of Rajasthan	2019	International Journal of Sociology and Social Policy
Ali & Himel	Does social barriers influence women's intention toward entrepreneurship	2019	Journal of Social Economics Research
Sathiyabama & Velmurugan	Challenges faced by women entrepreneurs in Coimbatore District	2019	Journal of Advanced Research in Dynamical and Control Systems
Ahmed & Kar	Gender differences of entrepreneurial challenges in Ethiopia	2019	Academy of Entrepreneurship Journal
Meyer & Keyser	Does having children really make a difference: The case of South African female entrepreneurs	2019	International Journal of Economics and Finance Studies
Constantinidis et al.	How families shape women's entrepreneurial success in Morocco: an intersectional study	2019	International Journal of Entrepreneurial Behavior & Research
Bui et al.	Female entrepreneurship in patriarchal society: motivation and challenges	2018	Journal of Small Business and Entrepreneurship
Panda et al.	Constraints faced by women entrepreneurs in developing countries: review and ranking	2018	Gender in Management
Roomi et al.	Exploring the normative context for women's entrepreneurship in Pakistan: a critical analysis	2018	International Journal of Gender and Entrepreneurship
Khan & Rowlands	Mumpreneurship in New Zealand: an exploratory investigation	2018	International Journal of Sociology and Social Policy
Pareek & Bagrecha	A Thematic Analysis of the Challenges and Work-Life Balance of Women Entrepreneurs Working in Small-Scale Industries	2017	Vision
Mehtap et al.	Entrepreneurial intentions of young women in the Arab world: Socio-cultural and educational barriers	2017	International Journal of Entrepreneurial Behaviour and Research

Raghuvanshi et al.	Analysis of Barriers to Women Entrepreneurship: The DEMATEL Approach	2017	Journal of Entrepreneurship
Kalemci Tuzun & Araz Takay	Patterns of female entrepreneurial activities in Turkey	2017	Gender in Management
Faisal et al.	Strategic interventions to improve women entrepreneurship in GCC countries A relationship modeling approach	2017	Journal of Entrepreneurship in Emerging Economies
Teixeira & Sharifu	Female Entrepreneurship and Access to Bank Loans in Tanzania: A Double- Hurdle Model Approach	2017	Journal of Developmental Entrepreneurship
Tanusia et al.	Economic empowerment of malaysian women through entrepreneurship: Barriers and enablers	2016	Asian Social Science
Kian et al.	An Exploratory study on the factors that influence the declination of women entrepreneurship	2016	International Business Management
Mustapha & Subramaniam	Challenges and success factors of female entrepreneurs: Evidence from a developing country	2016	International Review of Management and Marketing
Karakire Guma	Business in the urban informal economy: barriers to women's entrepreneurship in Uganda	2015	Journal of African Business
Muhumad	Challenges and Motivations of Women Entrepreneurs in Somali Region of Ethiopia	2016	Istanbul Journal of Sociological Studies–Sosyoloji Konferanslari
Ramadani et al.	A look at female entrepreneurship in Kosovo: An exploratory study	2015	Journal of Enterprising Communities
Mahadeo et al.	Women and entrepreneurship: An alluring or luring option	2015	International Journal of Entrepreneurship and Small Business
Mandipaka	An investigation of the challenges faced by women entrepreneurs in developing countries: A case of king williams' town, South africa	2014	Mediterranean Journal of Social Sciences