

Male versus Female Entrepreneurs - An Empirical Study

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Abstract: *Entrepreneurs are the seeds and fruits of industrial development are greater opportunities to unemployed youth, increase the per capita income, higher the standard of living and increased individual saving, revenue to the government in form of income tax, sales tax, export duties, import duties and balanced regional development. Men and Women designed to be different. Obviously, this is not earth shattering news and therefore women and men in business are different. So, in this paper an attempt is made to distinguish women entrepreneur with that of male counter parts on the basis of characteristics and perception and offering suggestions to overcome the disparities.*

Keywords : *GEM, Women entrepreneurs, Male entrepreneur.*

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I. Introduction

Each man is unique. So, there is a difference between men and women entrepreneurs since from ancient periods. Once upon a time women were considered no match for all powerful men in this world. The male dominated world was always reluctant to even acknowledge the facts that were as good as men on parameters of hard work, intelligence question and leadership traits. But, new generation women across the world have overcome all negative notions and have proved themselves beyond doubt in all spheres of life including the world of entrepreneurship. Everyone has the ability and right to try their luck in business they feel passionate about. Women became successful in their venture due to relentless zeal. Men and women are different by nature. Because of women's nature, which tend to be more inclusive than men's, there is a greater trend towards collaboration in the company. Women tend to be naturally multitaskers, which can be great advantages in startups. Again women are more sociable than men. As per the statistics, women's positions increased year after year. It is the result of modern society, which promotes and strives for the gender equality. About 100 years ago things are controlled by men. Nowadays things are very much different. Women are now having bigger role in business. They overtake their competitors when it comes to business success. Today, women started venture to make use of their free time. Even though women entrepreneurs still differ from male counterparts.

Enterprise :

An enterprise is a business organization that is formed and which provides goods and services, creates jobs, contributes to national income, and helps to export the goods and overall economic development.

Entrepreneurship :

The word entrepreneur is derived from the French word *Entreprendre*, which means to undertake. It means those who want to undertake the risk of new venture. An enterprise created by an entrepreneur. This process is called Entrepreneurship. Entrepreneurship is the process of creating something new and assuming the risks and rewards. Entrepreneurship is a dynamic process of vision, change and creation. It requires an application of energy and passion towards the creation and implementation of new ideas and creative solutions. Essential ingredients include the willingness to take calculated risks in terms of time, equity or career; the ability to formulate an effective venture team; the creative skill to marshal needed resources; fundamental skills of building a solid business plan; and finally the vision to recognize opportunity where other see chaos, contradiction and confusion.

Some Myths about Entrepreneurship :

Over the decades, a few myths about Entrepreneurship have developed. Such myths are :

- Entrepreneurs are leaders they are born but they are not made.
- Entrepreneurs are academic and socially misfits.
- One wants to be an entrepreneur as having no boss is great fun.
- To be an entrepreneur needs money only.

- Entrepreneurs are extreme risk takers.
- Entrepreneurs must fit the profile.
- All entrepreneur need is Luck.
- Ignorance is bliss for entrepreneur.
- Entrepreneurs seek success but experiences high failure rates.
- Entrepreneurs are always inventors.
- To be an entrepreneur, a great idea is only ingredient.

Entrepreneur :

The word entrepreneur is a French word derived from the verb *Entreprendre*, which means to do or to undertake. It can be divided into two parts, 'enter' and 'preneur' which means between and taker. Literally, an entrepreneur means between taker or go between. Entrepreneur is an imaginative actor who recognizes entrepreneurial opportunities, makes moderately risky decisions with a view to innovating and takes action by using resources to implement a differentiated vision that contributes an added value¹. Entrepreneur as a person who starts a business and is willing to risk loss in order to make money or one, who organizes, manages and assumes the risk of business. According to Gartner, an entrepreneur is someone "who start a new business where there was not before". Entrepreneurs use wide range of tools to accomplish their visions including creating, adapting, funding and managing².

Objectives :

- To understand how women is different from men in entrepreneurship.
- Suggestions to overcome the disparities.

Reasons behind Women Entrepreneur is Different from Male Entrepreneur :

Men and Women are different, truly characterized by Jaime Lewis. Female entrepreneurs are traditionally characterized as masculine such as leadership, risk taking, confidence, being decisive) and as feminine (nurturing, listening, team building, multitasking, attention to detail etc.). Women can progress well on multiple fronts simultaneously with their strengths. Whereas men might focused wholly on attaching one goal and execute that incredibly successful manner. Women are being too trusting and nurturing with relationships, suppliers and employees. But, men navigated these experiences vastly differently achieved outcomes¹. Women are falling behind a man when it comes to Entrepreneurship. Due to following reasons are :

- **Rate of Participation :**
Participation rate of women to men in entrepreneurship dropped from 8:10 to 7:10 as per the GEM report. Men involvement early stage of entrepreneurial activities rose from 13 to 15 percent then women.
- **Plan to Start Venture :**
One in five men plan to start venture then women. Women, one in thirteen plans to start venture as per the GEM report.
- **Life Stage :**
Age doesn't matters to plan to start venture for men than women. However, the gap was widest during the early career years i.e. 25-34, when women likely to be considering having children.
- **Opportunity :**
There was lot of entrepreneurial opportunities to men than women. As per GEM report in 2012, men and women were likely to say more entrepreneurial opportunities to a venture. But women still lagged behind men in their entrepreneurial activities.
- **Fear :**
The age group of 18-24 both men and women entrepreneur have same fear of failure, thereafter women fear has increased and held fairly steady until they hit 55. Women entrepreneurs seem to see entrepreneurship as risky throughout their career.
- **Attitude :**
Most of women entrepreneurs start businesses to capitalize on an opportunity then necessities. Men have more positive about entrepreneurial opportunities and their abilities as compared to women.
- **Lack of role models and network :**
Men are more likely to women than to know entrepreneur. In terms of support system, men have wide network then women that include more business connections. While women networks were very smaller and focused on friends and family. Women and men can be excellent networkers; however men usually have larger networks, that are strangers, with depth and strength².
- **Lower aspirations :**
Women expect lower growth than men due to family ties, lack of finance and lack of skills.

- **Less potential :**

The industries women choose may be hampering them, nearly half of them starting consumer focused businesses, while men wants to start services oriented enterprises than consumer focused business. Consumer focused business have less growth than service oriented business, women could limiting their success.

- **Lack Access of resources :**

Many women founders struggle to access the capital, technology, network and knowledge that need to start and grow their business as compared to men founders due to lack of collateral security, lack of freedom, lack social network and lack of education. Worldwide, women receive less outside founding for their businesses than men. Men still dominate the top management positions in venture capital firms especially in Japan. Have greater difficulty in raising investment capital than man. Male entrepreneurs tend to borrow initial investment or utilize angle investors to get the business off the ground. While on the female counterpart, women tend to take from their own savings from their previous careers or in some cases, relay on their credit cards.

- **Exposure :**

Men had more exposure to industry in early process, with 93 percent of them serving on science advisory boards of high-tech companies, as compared only 6.5 percent of women.

- **Startup :**

Men start more companies than women in India. Men ready start venture with the aim to grow faster than women in business, they started technically based venture than non- technical venture whereas women starts non-technically based venture. In venture capital financed, high growth technology startup, only 9 per cent entrepreneurs are women.

- **Listening and collaboration**

Women ready to take more advice then men. When it comes to making decision regarding startup and growth of venture, female tends to be more collaborative and open then men. This collaboration helps women to engage herself as a business coach than men.

- **Operational Differences**

Many of the operational differences perceived male and female business owners appear to be same. The majority of the small owners, regardless the sex, they face marketing, accounting and financial problems in their firms. No study has systematically addressed business concerns on a comparison basis, but it does appear that women business owners several obstacles than male business owners. Bank officers' reaction to loan request from women is reported to be unsympathetic and uncompromising. Access to capital is a problem cited in most of the studies on women entrepreneurs³.

- **Risk Tolerance**

Researcher shown male entrepreneur are much more willing to take financial risk than women entrepreneur. Women have a different attitude towards risk and are less risk tolerant².

- **Management**

Management techniques used by women to run and manage their venture is different from that of male counterparts. Women claim to manage using feminine style and strategies than men².

- **Age**

Male entrepreneurs tend to be young, whereas their female counterpart tends to be older; some in their forties to sixties, in the midst of their first or second career, and their venture tends to start as a side business. Age and experience allow the women to develop their business smarts, connections and life experience more so than men.

- **Time devotion**

According to the findings, women are more likely to sacrifice time for themselves and their social lives for their businesses, whereas men are more likely to sacrifice time for spouse and time with children.

Suggestions :

- Support the promotion of gender equality in the implementation of all gender equality policies and programmes.
- Promote female entrepreneurship and self-employment.
- Address the role of male in gender equality; promote good practice of gender roles in youth, education, culture and sports.
- Government should boost women towards entrepreneurial activities through organizing entrepreneurship development programmes.
- Financial institutions should provide sufficient finance to women entrepreneurs with less legal formalities and low rate of interest.
- Government should provide financial and non-financial support to women entrepreneurs.

II. Conclusion

In the modern society there is no difference between male and female entrepreneurs. But statistics showed there is a difference between male and women entrepreneurs. Each man is unique by nature. Even in business also. So, article traced some of the difference between male and female entrepreneurs, such as men are much more willing to take financial risks than women. Women are much more conservative especially it comes to financial risks. Men are more cost and profit driven than woman on focus on making contribution to society and economic development. Management style differs from men and women entrepreneurs while running and managing their venture. Still women lag behind men in entrepreneurial opportunities. Most of the women start consumer industries rather than services orientated industrial sectors. Men top priority to make money rather than women in business. Female entrepreneurs take family oriented and innovative businesses. Male entrepreneurs have more experience as compared to female counterparts. In order to promote gender equality government should take certain action to boost women into venture through EDP's and promote female entrepreneurship and self-employment.

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