Index

abilities of entrepreneurs 21
access to resources 29
acting 109, 111
active performance 117–118
Addis Ababa, Ethiopia 6–7
Adkins, C.L. 193
Africa
domestic responsibilities 93
urban informal settlements 160
women-owned SMEs 95
see also South African entrepreneurs; sub-Saharan Africa
age factors 5
age profile, Brazilian CBEs 200
agency 28, 30, 232
agentic attributes 60
Ahl, H. 107, 130, 135, 241
Al-Dajani, H. 178
Aldrich, H.E. 192
all-male teams 44–45
alliances 83
alternative social structures 141–158
Aquinas, St Thomas 235
area see location factors
Aristotle 235
Artemis Leadership Compass 47
assets, return on 218
attribute types 60
authenticity 47, 240–241
Auto, E. 217
Baines, S. 217
bank financing 61, 83
Batiwala, Srilatha 36–37
Baughn, C. 91
Baumbach, C.M. 78
belief systems, Africa 14
Berglund, K. 233
black women 47, 95, 96
Blomqvist, M. 159
board membership 54, 55, 57–58
see also directors
Bourdieu, Pierre 142, 145–146, 154
Boyle, S. 178
Bradley, H. 236
Brazil, economic growth 197
Brazilian CBEs 192–209
Broderstad, E. 75
Brown, R. 125
Bruni, A. 120
Brush, C. 36, 90, 91, 196
business age, Brazilian CBEs 200
business collaborations 45–46
‘business ecosystem’ 126
business experience 29
business growth gap 65–66
business growth phase, data collection 68
business–life balance 90–106
business performance see performance
business sectors
and gender 213–214, 219–224
local orientation 223–224
business start-ups
creator’s perspectives 28
data collection 68
economic productivity 232
fear of failure 95
finance 221
human/social capital loss 65
motivational factors 199, 205
training programmes 26
work–family balance 193
see also venture start-ups
business success
definitions 5–6
formal sector 4
Māori entrepreneurs 78
socio-economic context 3
South Africa 97–100
see also success...
Women entrepreneurs and the myth of 'underperformance'

business value creation 21, 23, 29
Butler, J. 108–110, 113, 120
Butler, R. 82

Cahn, M. 82
capacity, Māori entrepreneurs 83
capacity-building programmes 184–185
capital investments 220
Caputo, R.K. 90
career choices 91, 92–93
Carr, J.C. 238
Carter, S. 238
CBEs (community-based enterprises) 192–209
CEOs (chief executive officers) 55–56
ceremonial rituals 108, 110, 112, 118
change potential 145, 147–148, 150, 155
Chell, E. 217
chief executive officers (CEOs) 55–56
children/child care 90, 92
Chittock, G. 76
choice elements, Ethiopian entrepreneurs 4
cities 74
see also urban informal settlements
Cliff, J.E. 193–194
co-founders, Brazilian CBEs 198
collaborations 45–46
collective achievements, women leaders 43
collective businesses 192, 195, 196
collective ownership, land 78
colonization, New Zealand 74
commercialization 198–199
communal attributes 60
communal norms 62
community-based enterprises (CBEs) 192–209
community barriers, value creation 25
community organization 73–74
community value creation 21, 23, 30
community well-being 76, 86
competency 117, 219
competitive advantage 219
competitive risk 221–222
confidence 114, 117, 150
congruity theory, gender 53, 55, 58–61
‘constrained performance’ 177
content-analysed interview transcripts 7
contributor orientation 118
corporate barriers, formalization 182
cultural beliefs–violence relation 5
cultural heritage 75
cultural norms 80–82, 142
cultural well-being 84
culture
identity performance 120–121
and myths 108
pressures on women 92–93
South Africa 90–106
customer satisfaction 12

Dana, L. 75
D’Antonio, M. 42
data analysis 7, 94–95, 112–113, 147–154
data collection 7, 67–68, 76, 94–95, 108, 112
data comparisons, glass ceiling 54–58
databases, Brazil 198
Davidson, D.J. 194
de Beauvoir, Simone 234
de facto/de jure households 166
demographic factors 11, 96–97, 164
dependency 131
descriptive norms 60
developing countries
challenges for women 23
gender-specific discrimination 173, 177
rural areas 20, 31
social protection gap 162–163
urban informal settlements 160, 165
see also individual countries
development strategies, small enterprises 4–5
Diaspora entrepreneurs 13
die-hard entrepreneurs 63–64
directors, CBEs 199
see also board membership
disadvantage effects 75, 85, 236
discourse analysis 109–111, 117, 118, 125
discrimination 82, 86, 173, 177, 182, 221
diversification, tourism industry 78–79
division of labour 239, 242
Dolinsky, A. 90
Dollinger, B. 96
domestic responsibilities 29–30, 93, 197, 218, 223
see also family responsibility
domestic violence 127
donor funding 185, 187–188
double burden of responsibility 131
du Rietz, A. 217
dualist perspective 179, 187–188
Duflo, E. 128
Durkheim, E. 239
dynamic capabilities perspective 219

Eagly, A. 60
economic activity, Brazilian CBEs 199
economic contribution, HBBs 178
economic growth 3–19, 197, 236
economic inequalities 215
economic informality 161–162
economic motivations 194–196
economic processes, South Africa 95
economic productivity 232
economic well-being 85
ecosystem resources 125–128
ecosystem sustainability 79–80
Eddleston, K. 61, 238
education
Kenyan small-scale traders 164
Keralan entrepreneurs 127, 133–134
Māori entrepreneurs 80, 83, 86
Palestinian HBBs 180, 188
South African entrepreneurs 96–97
UK women’s-only enterprise 141–158
value creation 24, 27
see also training programmes
Ely, R.J. 37
Emerson, Ralph Waldo 37
emotionality 235, 237–238
employee satisfaction 12
employers, South Africa 96
employment creation 11, 161–162
empowerment 35–36, 43, 149, 150
enabling resource, social capital as 22
transition programmes, UK 141–158
EnterpriseWISE programme 142–158
entrepreneurial segregation 213–229
entrepreneurial self-efficacy (ESE) 142–144, 146, 149, 153–154
entrepreneurs
definitions 236–237
entrepreneurship distinction 233
entrepreneurship ecosystem model 125–128
entrepreneurship education 141–158
see also education
entrepreneurship–entrepreneur
distinction 233
environmental attitudes 194
environmental well-being 85
equality criteria, Swedish financiers 107
‘equality’ ideologies 43
equity, return on 218
Ernst and Young study (2011) 63
ESE see entrepreneurial self-efficacy
Ethiopia 3–19
ethnicity 219
executer performance 117–118
external contributor orientation 118
extrinsic goals 6, 14

faith-based discourse 235
familism 99–100, 101
family code policy, Ethiopia 5
‘family embeddedness perspective’ 196
family-friendly policies 192–209
family responsibility
balance with work 99–100
challenges of 3
difficulties 90–91
double burden 131
entrepreneurial segregation 218
and financial success 9
gender norms 23
limiting business 92
work spillover effects 29
see also domestic responsibilities
Women entrepreneurs and the myth of 'underperformance'

family socialization 131
family support 177, 238
family value creation 21
see also household value creation
fear 149
Fels, A. 91, 92–93
feminine characteristics 235–236, 240
the feminine, emergence of 38–39
feminine leadership 38, 42
feminism
distrust of 236, 241–242
individuation journey 38
leadership paradigm 36
post-structural research 125, 135
power/agency 232
fields of action 145, 147–148, 150
finance
leveraging 220–221
seeking 59–60, 61
financial capital 83, 86
financial indicators, business success 97
financial institutions 87
financial literacy 130
financial success 8–10
financiers’ roles 107–124, 220–221
firm performance assessment 15
firm size effects 64
flexible schedules 90–92
focus groups 179, 181
Foley, D. 83
formal institutions 59
formal sector, business success 4
formal settlements, Kenya 163
formalization of HBBs 173–191
Foucault, Michel 125
founding team, CBEs 198, 200, 205
Fournier, V. 234–235, 237
Frank, P.M. 233, 241
Frederick, H. 76
Freudenburg, W.R. 194
funding allocation, Kerala 133
funding initiatives, HBBs 185, 187–188
Furneaux, C. 83
gazelle enterprises 62
GEM see Global Entrepreneurship Monitor
gender bias 28, 58, 60
gender comparisons, social value 31
gender disparities magnitude 5
gender domination 144–146
gender-friendly policies 196–197
gender gap 136, 142, 159–172, 230
gender identity 113, 118, 242
gender influence, orientation 192–209
gender leadership bias 53–54
gender neutrality 42
gender norms 23, 149
gender parity, senior positions 55, 57
gender performativity 109
gender relations 146, 155
gender research 39, 213–229
gender role congruity theory 53, 55, 58–61
gender roles/responsibilities 30
gender segregation, sectors 214
gender-specific discrimination 173, 177, 182
gender stereotypes see stereotypes
gender wage/pay gap 59, 225, 236
gendered business growth gap 65–66
gendered power 35, 37–38
gendered social structures 141–158
Gerson, K. 91, 92
Gerzema, J. 42
Gherardi, S. 108
Gilligan, C. 194
Gladwellian ‘Connectors’ 44
glass ceilings 53–71
Global Entrepreneurship Monitor (GEM) 64–65, 175–176
goals, categorization 6, 13–15
government agencies, formalization 176
government assistance 242
government financiers 107–124
government officials, Kerala 125–138
government policies, Māoris 75, 83, 86
growth goals 178
growth-oriented entrepreneurs 54, 59–60, 65
see also high-growth entrepreneurs
growth targets, success 10–12
‘Gurage’ ethnic group 11
habitus 144–146, 150–154
Hartmann, Heidi 239, 242
HBBs see home-based businesses
Headd, B. 218
Index

| health effects, work–life demands | 92 |
| health insurance schemes | 163, 165–166 |
| Hechavarria, D.M. | 126 |
| Henrekson, M. | 217 |
| Henry, C. | 236 |
| herding behaviour | 120 |
| heritage | 75 |
| hero myth | 40, 43, 232–233 |
| heroine's journey | case studies 43–44 |
| to leadership | 41–46 |
| self-identity | 40–41 |
| heterogeneous entrepreneurs | 4 |
| heterogeneous industry sectors | 5, 11 |
| hetero-normative views | 36 |
| high-growth entrepreneurs | 53–71 |
| high-impact companies | 62–63, 64 |
| high-tech businesses | 141, 216, 224 |
| higher-education institutions | 5 |
| Hinch, T. | 82 |
| Hindle, K. | 76 |
| Hmieleski, K.M. | 238 |
| hobbies | 12–13 |
| Hokkanen, P. | 217 |
| Holmes, R. | 162 |
| home-based businesses (HBBs) | 162, 173–191 |
| horizontal segregation | 215–116 |
| Horowitz, M.C. | 235 |
| household duties | 127 |
| household structure, social protection | 166 |
| household value creation | 21, 23, 29 |
| Huberman, M. | 112 |
| human capital | 29, 65–67 |
| identity | articulating 242 |
| theories of | 109 |
| identity performance | 107–124 |
| identity traits | 113–117 |
| identity work | 37 |
| imitability | 222 |
| incentives | 127, 133, 177 |
| income generation | 8–10, 25, 29, 199, 218 |
| India, Keralan entrepreneurs | 125–138 |
| indigenous entrepreneurship | 72–89 |
| individual focus | 233, 236 |
| individual value creation | 21, 23, 28 |
| individuation process | 37–38, 40 |
| industrial classifications | 225 |
| industry-driven risk | 221–223 |
| industry sectors | 5, 11, 213–214, 225 |
| industry structure, competitive advantage | 219 |
| informal institutions | 59, 60 |
| informal sector | 96–97, 167, 174–176, 188 |
| informal settlements | 159–163, 165–166 |
| Ingram, A. | 126 |
| injunctive norms | 60 |
| innovative businesses | 63, 76 |
| insecurity discourse | 117 |
| institutional development | 84, 87 |
| institutional forms, structural factors | 237 |
| institutional initiatives | 183–187 |
| institutional theory | 53, 58–61, 176–177 |
| instrumental discourse | 230–246 |
| instrumental rationality | 231, 237–238 |
| instrumentality | 232–234, 237–240 |
| insurance schemes | 163, 165–166 |
| internal contributor orientation | 118 |
| interpretivist study methods | 94 |
| interview data | 111 |
| interview designs | 76–78, 146–147, 179–180 |
| interview protocol, success study | 7 |
| intrinsic goals | 6, 13–15 |
| intrinsic power | 37, 42, 44–45 |
| intrinsic traits | 114 |
| investment, venture capital | 220 |
| Irene, B. | 93 |
| Isenberg, D. | 125–126 |
| Iwi tribal style | 84 |
| Jacobs, J.A. | 91, 92 |
| Jamali, D. | 177–178 |
| Jännäri, J. | 111 |
| Jeong, Hyoung-Sun | 167 |
| Joham, C. | 178 |
| Johnsen, G.J. | 177 |
| Jones, S. | 76 |
| Jung, C.G. | 40–41 |
| Karau, S. | 60 |
| Keelan, N. | 82 |
Women entrepreneurs and the myth of 'underperformance'

Keizi, L. 165
Kenyan small-scale traders 159–172
Kerala, India, entrepreneurs 125–138
Kinyanjui, M. 161
Kirzner, I.M. 233, 236–237, 241
Kovalainen, A. 111
labour, division of 239, 242
land 78, 79, 84–85, 86
language 109–110, 112
leadership 34–49, 60–61, 66–67, 192–193

see also gender leadership bias
learning by doing 29, 45
legal restrictions 59
legalist perspective 179, 187–188
legitimization, value creation 31
Leicht, K.T. 218
leveraging finance 220–221
Lewis, P. 238, 240
Lin, A.C. 93
loan schemes 133–134
local orientation, business sectors 223–224
location factors 200
longitudinal data 111–112
Loscocco, K.A. 218
Lowrey, Y. 215, 218
McAdam, M. 126, 177
McMahon, R.G. 177
Maina, J.N. 166
mainstream arena 230, 234
male partners and WSSTs 166
manufacturing sector 217
Māori entrepreneurs 72–89
marginalized sector see informal sector
market-driven risk 221, 222
market-expanding businesses 63
market structure variations 221
marketers 38–39
marketing barrier 129
Marlow, S. 126–127, 128, 130, 135, 177–178, 236
marriage 90, 92, 239
masculine domination 125–138, 144
masculine instrumental discourse 230–246
masculine leadership 36, 42, 43
masculine teams, leading 44–45
masculine values 37, 39
masculinity
and individuation 40
and power 34
Mason, C. 125, 178
matrilineal system 127
Mayer, H. 216, 224
Mazzarol, T. 125–126
'Melting Middle' perspective 63, 67
merry-go-round groups 165, 166
micro-enterprises 161
micro-entrepreneurs 23, 133
Micro and Small Enterprise (MSE) strategy 4–5
Miles, M. 112
Mirchandani, K. 93
mobility constraints 130–131
Moore, J.F. 126
Moroz, P. 76
Moser, C. 162
motivational factors 150–153, 194–196, 199, 205
MSE (Micro and Small Enterprise) strategy 4–5
multiplicity, value creation 28–30
multi-tasking 131
'mumspreneurs' 223
Mwiti, J. 166
myths 108, 111, 120

Nairobi, Kenya 160–172
National Policy on Ethiopian Women 5
natural resources 78, 80
'necessity' entrepreneurs 4, 96, 159, 173
needs identification 36
Nelson, T. 107
New Zealand, Māori entrepreneurs 72–89
NGOs see non-governmental organizations
non-financial indicators, success 97
non-governmental organizations (NGOs) 128–129, 184–185, 188
non-probability sampling 180
norms
communal 62
cultural 80–82, 142
informal institutions 60
leadership ability 61
masculine discourse 237
symbolic gender identity 111
traditional trends 62
see also gender norms; social norms

occupational sex segregation 214
official perceptions, Keralan entrepreneurs 125–138
Ohlsson, H. 162
OLS see ordinary least squares
one-factor congeneric models 95, 101
ordinary least squares (OLS) 200, 205
‘organizational discourse’ 237
organizational drivers 83–84
orientation, performing 118
‘Other’, women as 230–246
Özgen, O. 197

Pakistan 20–21, 23, 28, 31
Palestinian HBBs 173–191
participatory effects, HBB policy 187
partnership agreements 185
passive performance 117–118
patriarchy 5, 127, 239
pay/wage gap 59, 225, 236
Pearson, N. 75–76
pension schemes 163, 164
perception bias, glass ceilings 54–55
performance
competence 117
certainty 114, 117
contributor orientation 118
evaluation impacts 21
executer 117–118
and gender 213–229
goal attainment 14
identity traits 113–117
intrinsic traits 114
language 109–110, 112
Palestinian HBBs 177–178, 181–183
perspectives 178
positioning traits 117–118
Swedish government financiers 107–124
titling 118
see also firm performance assessment
performance driver ambiguities 222
‘performance gap’ 225, 231
performative mechanisms 113–119

performativity theories 109–110
personal life 90–106
personal services industry 213
personal values 6
personality traits 37, 42, 44
Pettersson, K. 127
physical well-being 84
policy-making
family-friendly policies 196–197
gender equality 121, 127–128
HBB formalization 175, 183–188
Keralan entrepreneurs 136
value creation study 22
policy programmes, Ethiopia 15
political instability, Palestine 175
political parties 134
pooling resources 167
Porter, M.E. 219
positioning 110, 112–113
positioning traits 117–118
positivist study methods 93–94
post-feminism 38–39
postmodernist perspective 232
post-structural feminism 125, 135
poverty 13
poverty alleviation programmes 128
Powell, G. 238
power 34–49, 232
power relations, finances 9
practice, theory of 145–146
pre-selection bias 153
private sector 54–58, 61, 187–188
privileged entrepreneurs 63, 69
production activities, Brazilian CBEs 198–199
professional-service models 47
professionalism 239
profit 10–12, 199
promising entrepreneurs 64
public domain, power in 34
public policy 64, 126
public sector, HBB policies 187
quantitative data 94–95
quantitative research 179
quotas, women board members 58
race 95, 200
racial bias 38
random sampling methods 94
Rasego, Carol Mantwa 95
rationality 231, 233, 237–238
RBV (Resource Based View) 219
realist study methods 93
recipients
performance evaluation 21
perspectives 28–30
reflexivity 144–146, 149, 150–154
regression analysis 200, 205
regulations, gender equality 121
rehabilitation discourse 235
relatedness 47
relationships through social networks 46
religious beliefs 14
remedial rituals 108, 110–112, 118–119
repatriate entrepreneurs 13
representative role, CBEs 199
resource allocation, Māoris 82, 84–85
Resource Based View (RBV) 219
retail sector 219, 220, 221–222, 223
return on equity/assets 218
risk 149, 221–223
rituals 108, 110–111, 112, 118–119
Robb, A.M. 219
Robinson, J. 218
Robinson, P.B. 90
role models 26, 30, 143
rural areas 20, 31, 182
rural–urban migration 161
sacred spaces 45–46
safe environments 147–148
safety issues, India 135
sales generation 216–217
'sameness' 237
sampling methods 94, 111–112, 136, 163–164, 180, 198
Schumpeter, J.A. 233–234, 236–237, 241
Scott, L. 162
SDT (self-determination theory) 6
sector characteristics 213–214, 219–224, 225
segregation see entrepreneurial segregation
the self
creativity 47
and power 34
self-determination theory (SDT) 6
self-efficacy 141–144, 146, 149, 153–154
self-employment 95, 96, 162, 167, 215–216
self-fulfillment 12–13
self-identity 37–38, 40–41
self-redefinition, leadership 34–49
semi-structured interviews 179–180
senior corporate positions 55–57
serial entrepreneurs 11
service sector 97, 213, 219, 220, 223
services provision, third parties 199
sex-role socialization 223
sex segregation 214–215
Sexton, E.A. 90
sexual division of labour 239
sexual harassment 130–131, 135
Shockley, G.E. 233, 241
simple random sampling 94
skills of entrepreneurs 21, 83, 129
slums see urban informal settlements
small enterprises
development strategies 4–5
heterogeneity 4
Māori entrepreneurs 78
success 5–6
small and medium-sized enterprises (SMEs) 95, 97
small-scale traders, Kenya 159–172
SMEs see small and medium-sized enterprises
SMME see South African small, medium and micro-sized enterprise
social achievements, examples 196
social acts, rituals in 110–111
social barriers 182
social capital 22, 65–67, 166
social challenges
definition 196
elements 205
social constraints, Kerala 131–132
social construction
feminine/masculine characteristics
236
gender neutrality 42
masculine domination 125–138
Index

social contribution
   HBBs 178
   success definitions 13–15
social entrepreneurship 20, 76, 193,
   195, 205, 234
social environment as context 22
social equity, Brazil 197
social expectations, career choices 91
social identity theory 136
social institutions 84
social machinery, performing gender
   113–114
social mechanisms 108, 111, 113,
   115–116, 120
social media 39, 45
social motivations 194–196
social networks 29, 46, 165, 166–167
social norms 80–82, 154
social orientation, gender influence
   192–209
social practices discourse 125
social protection 159–172
social protection gap 162–163
social reality, Kerala 128
social security schemes 162–163, 166
social structures, education 141–158
social value
   creation 21, 23, 25, 30
   gender comparisons 31
   measures of 23
   performance/success 21
social well-being 84–85
socialization 10–11, 131, 223
socio-cultural attributions 4
socio-demographic characteristics
   164
socio-economic context, success 3
sole proprietorships 215–216,
   218–219
solidarity economy 198
solo entrepreneurs, goals 193
South African entrepreneurs 90–106
South African small, medium and
   micro-sized enterprise (SMME)
   92, 95
spatial segmentation, high-tech firms
   224
spiritual well-being 84–85
stakeholder satisfaction 12
Stam, E. 126
status, Māori society 80
stereotypes 60–61, 144, 148,
   220–221
strategic alliances 83
strategic management 219
Strauss, A. 147
structural factors
   education 141–158
   instrumentality 237, 239–240
   structuralist perspective 179, 188
sub-Saharan Africa 14, 161
   see also Ethiopia
subaltern populations 161
success burden 149
success constraints 72–89
success construct 213
success criteria 8
success measures 21
success redefinition 3–19, 143
Summa Theologica (Aquinas) 235
support programmes 230
sustainability 73, 79–80, 86
sustainable development 81
Swedish entrepreneurs 107–124
symbolic gender identity 110–111
tacit knowledge 222
tax incentives 127
Taylor, J. 82
team dynamics 192–193, 198, 200,
   205
temporal element, habitus 144–145
third party services provision 199
titling 118
tokenism 54, 58
tourism industry 72–89
Tracy, S. 62, 64
training programmes
   business start-ups 26
   entrepreneurial self-efficacy 154
   HBB formalization 184
   implementing 133–134
   local opportunities 27
   USAID 21, 24, 26
   see also education
transformational leadership 43
Ufuk, H. 197
UK (United Kingdom) 141–158
Ulrichs, M. 165
unconscious bias 67
undercapitalization 221
underperformance
category of 177
reasons for 231
and segregation 216–219
terminology 174
underperformance hypothesis,
challenge to 22–23, 213
unemployment 96
United Kingdom (UK) 141–158
United States Agency for
International Development (USAID) 21, 24, 26
universal concept 233
urban informal settlements 159–163
see also cities
USAID see United States Agency for
International Development
vague identities, Swedish entrepreneurs
107–124
value creation 20–33
value priorities, success 6
value realms 21–24
venture assessments 108, 113, 119
venture capital investments 220
venture-creation skills 129
venture start-ups 142
see also business start-ups
Verheul, I. 96–97
vertical segregation 214–217
victim blaming 125, 130, 135
violence 5, 9, 127
voluntarist perspective 179
wage/pay gap 59, 225, 236
Watson, J. 218
WEA see women’s entrepreneurial activity
wealth generation 3–19
well-being objectives 76, 84–86
Wezesha Jamii project 163, 168
Wickham, P.A. 96
Williams, D.R. 90
WISE (women in science and engineering) programme 142–158
women-centred business collaborations 45–46
women leaders, power 34–49
women-owned firms, South Africa 97–100
women in science and engineering (WISE) programme 142–158
women small-scale traders (WSSTs)
discussion 165–167
informal economy 162
social protection schemes 167
study results 164–165
women’s entrepreneurial activity (WEA) 21, 31
‘work’ 53
work–family balance 193, 205
work–life balance 90–106, 238
workshops 45–46
WSSTs see women small-scale traders
Yang, T. 192
Yousafzai, S. 126
Zapalska, A. 76–77