

Influential Article Review - How Gender Plays a Role in Varying Business Growth Intentions

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This paper examines entrepreneurship. We present insights from a highly influential paper. Here are the highlights from this paper: The present empirical study explores the effects of gender role and cultural identity (masculinity and femininity) in men's' and women's' business growth intentions in established firms. A questionnaire survey was completed by 572 business owners (286 females). Results from moderated mediation regression analyses found that masculinity and femininity fully mediated the effects of entrepreneurs' sex on business growth intentions. Females who had higher femininity orientation and independent self-construal reported lower growth intention compared to those with lower independent self-construal. The study extends theoretical and empirical research on the effects of identity on business growth intentions while applications of the results are discussed. For our overseas readers, we then present the insights from this paper in Spanish, French, Portuguese, and German.

Keywords: Entrepreneurs, Growth intentions, Identity, Gender, Self-construal

SUMMARY

- The present study had two primary goals: to examine whether and how gender role identity can explain effects of entrepreneurs' sex on business growth intentions in established firms and to explore the role of independent self-construal regarding this possible mediation effect. In particular, we were interested in finding out whether independent self-construal moderates the indirect effects of sex on business growth intentions. Results from conditional process analysis suggested that masculinity and femininity fully mediated the effects of entrepreneurs' biological sex on his/her business growth intentions. Moreover, results provided evidence that the indirect effect of sex on business growth intentions was contingent on entrepreneurs' independent self-construal.
- The primary contribution of this research is that it is the first to empirically demonstrate that gender identity constitutes an important part in conceptual models that explain sex differences in business growth intentions. Further research is needed to explore the reasons behind females' lower growth intention. Certainly, issues of individual motivation factors such as ego-depletion could be explored. However, issues to do with the social context should also be explored. This research took place in a country in southern Europe, where the general cultural mandate is towards interdependence. Self-construal orientations have shown to interact with nation-level cultural orientation to influence entrepreneurship intentions, and further research should explore the contribution of those in women entrepreneurship.

- The findings of the present study demonstrate that masculinity and femininity completely mediated the influence of sex on growth intentions, after controlling for the effects of perceived behavioral control and internal locus of control. The precise measure of femininity as well as masculinity allows us to look at how gender identity affects the sex and growth intentions relationships. Moreover, educators should gain a better general understanding of how womens' entrepreneurial intentions are formed, as well as a specific understanding of how entrepreneurs' gender identity and independent self-construal merge into the intent to grow a business.
- Our study has also some implications for innovation policy. Contemporary research suggests that public resource distribution to innovation processes have to large extent directed to manufacturing industries and new technologies, both primarily employing men as employees and entrepreneurs and not to the service industries employing mostly women or both men and women to the same extent . This suggests that innovation policies have primarily promoted innovation in a narrow spectrum of sectors and innovation types. Although in entrepreneurship the individual is visible, in the innovation policy, the individual is made invisible, yet research suggests that we can still see a clear construction of masculinity in how and where innovation is expected to come about. Moreover, men are ascribed a normative role in innovation policies and innovation networks.

HIGHLY INFLUENTIAL ARTICLE

We used the following article as a basis of our evaluation:

Zampetakis, L. A., Bakatsaki, M., Kafetsios, K., & Moustakis, V. S. (2016). Sex differences in entrepreneurs' business growth intentions: An identity approach. *Journal of Innovation and Entrepreneurship*, 5(1), 1–20.

This is the link to the publisher's website:

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INTRODUCTION

The development and growth of existing business is a process with many societal benefits including job and wealth creation and the advancement of innovation (Tang & Koveos, 2004; Van Praag & Versloot, 2007). Entrepreneurs' decision for growing their business is complex, is neither linear nor dependent on a limited number of factors (Miller et al. 2013). Entrepreneurs not only have to make important decisions for different tasks which are different in nature but also must ensure that those decisions are the right ones not only for their business but also for themselves. While some entrepreneurs are pleased to be self-employed in a small scale, others have growth aspirations for their ventures (Shane, 2009).

Research clearly delineates that women-owned businesses tend to have lower levels of growth and remain smaller than men-owned businesses (Cliff, 1998; Coleman, 2016; Davis & Shaver, 2012), suggesting the existence of a gap between men and women in entrepreneurship; this is an issue that is attracting increasing academic attention (Coleman, 2016). However, much of that research has investigated differences in the levels of start-up activity between men and women (see Jennings & Brush, 2013). Little research has examined the growth aspirations of ventures led by women. Compared to male entrepreneurs, female entrepreneurs tend to pursue noneconomic goals such as balancing work and family roles and have preferences for employee relationship and society satisfaction which in turn may detract from economic performance or growth (Eddleston & Powell, 2008; Jennings & Brush, 2013).

As noted by Henry et al. (2016), normative representations of entrepreneurship are dominated by masculinity. This marginalizes female entrepreneurs and renders them invisible. The authors note that whilst the awareness that gender (masculine and feminine) is socially constructed and corresponds to a learned set of behaviors that does not refer to simply the biological sex (male/man and female/woman) of

the entrepreneur seems widespread among scholars, several detrimental themes related to women are persistent. For instance, many scholars use male norms to judge women's activities merely comparing men and women, with little or no attention paid to constructions of gender (Ahl, 2006; Lewis, 2006). However, this practice neglects the fact that masculine and feminine aspects will be incorporated into the process of business growth for both men and women. Gender could be a vital aspect of business growth intention.

Taken together, to date, research does not provide conclusive explanations for the variation in the growth trajectory that men and women would like their venture to follow (i.e., their growth intention) (Bulanova et al. 2016; Dutta & Thornhill, 2008). Growth intention is considered an essential characteristic of entrepreneurial behavior and a key element in understanding venture development and growth (Sadler-Smith et al. 2003). Moreover, intentions have proven to be the best predictor of planned behavior (Ajzen, 1991), especially if the phenomenon involves unpredictable time lags, planning, and a high degree of cognitive processing, such as business growth (Krueger et al. 2000). Growth intentions are considered a key predictor of actual business growth (Delmar & Wiklund, 2008; Wiklund & Shepherd, 2003).

Considerable evidence suggests that an individual's identity (or concept of self) in general (Fauchart & Gruber, 2011; Hoang & Gimeno, 2010) and gender identity (or related gender roles) in particular (Eddleston & Powell, 2008; Gupta et al., 2009) can contribute to substantial differences between men and women in entrepreneurial behavior. People tend to differ in the extent to which they incorporate gender roles into their self-concepts.

In the present study, we propose that entrepreneurs' gender identity or the extent to which entrepreneurs possess traits associated with traditional gender stereotypes (Bem's Sex Role Inventory, 1981; Mueller, 2004; Wood & Eagly, 2010) is an important cognitive mechanism that relates entrepreneurs' sex to business growth intentions. We argue that gender identity shapes the way entrepreneurs view themselves, how they understand the world around them and approach other people, but also what they aim to achieve in the future (Eddleston & Powell, 2008; Hoang & Gimeno, 2010).

However, the mechanisms by which sex and gender identity exert influence on entrepreneurs' growth intentions and the moderating influences that constitute boundary conditions of the theory are in need of further investigation. Self-construal is such a potential moderator of the relationship between gender, gender identity, and growth intentions. Self-construal refers to individuals' culturally contingent thoughts, feelings, and actions that are concerned with one's understanding of the self as connected to others (interdependent self-construal) or distinct from others (independent self-construal) (Markus & Kitayama, 1991). Individuals' exposure to certain conditions can increase the likelihood they exhibit independent (individualistic) or interdependent (collectivistic) tendencies (Hong et al., 2000). The concepts of "entrepreneur" and "entrepreneurship" are considered male-gendered (Ahl, 2006; Lewis, 2006). Cues or symbols in the environment that entrepreneurs utilize to operate their business could make independent self-construal more accessible (Hong et al., 2000), since the masculine identity highlights individuals' unique attributes (Cross & Madson, 1997). A systematic consideration of the potential moderating effects of self-construal will contribute to a fuller understanding of the conditions under which the effects of sex on growth intentions are more likely to hold.

In sum, the aim of this article is to deepen the understanding of the factors that influence business growth motivation in established firms. Towards this end, one major aim of the present study is to examine the relationship between entrepreneurs' sex, gender identity, and business owner's growth intentions of their established ventures. We reasoned that an exploration into the growth intentions of business owners of established firms might help explain sex differences in the decision to grow. A second major purpose of the present study is to focus on entrepreneurs' self-construal as a potential moderator of the relationship between sex and gender identity and between gender identity and business growth intention (see conceptual model in Fig. 1). To the best of our knowledge, to date, there has been little research explaining the influence of these domains and entrepreneurs' intention for the growth established business. However, this is important considering that individuals start and operate their ventures for a variety of reasons other than growth or maximizing economic returns (Wiklund et al. 2003).

The paper commences with an analysis of business growth intentions; this is followed by an evaluation of the influence of gender identity on growth intentions and the moderating role of self-construal. Next, we

describe our sample, research methods, and data analysis techniques which include ANOVA and moderated mediation analyses. Finally, we discuss the outcomes of the empirical analysis and the limitations of the research, present the practical implication of research results, and propose areas for further research.

CONCLUSION

The findings of the present study make it clear that business growth intention is a complex phenomenon that may be influenced by gender. Our results indicate that gender identity mediates the influence of sex on business growth intentions and the mediation effects are contingent on entrepreneurs' independent self-construal. Thus, women make decisions related to the growth of their businesses using a different process than men do. Our results reinforce the claims that it is valuable to incorporate a feminine perspective when studying the factors influencing entrepreneurs' growth intentions in established business.

APPENDIX

FIGURE 1
REPRESENTATION OF THE HYPOTHESIZED THEORETICAL MODEL

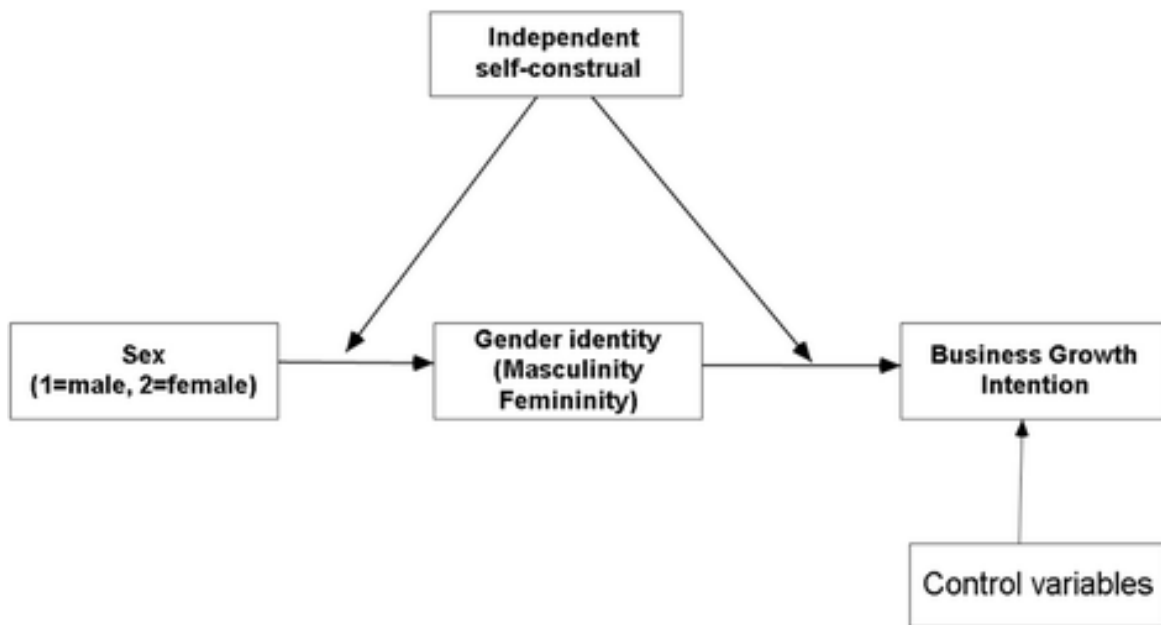


FIGURE 2
RELATIONSHIP BETWEEN ENTREPRENEURS' FEMININITY AND BUSINESS GROWTH INTENTIONS FOR DIFFERENT LEVELS OF THE MODERATOR VARIABLE (INDEPENDENT SELF-CONSTRUAL): THE MEAN, ONE STANDARD DEVIATION ABOVE THE MEAN (1SD), AND ONE STANDARD DEVIATION BELOW THE MEAN (-1SD)

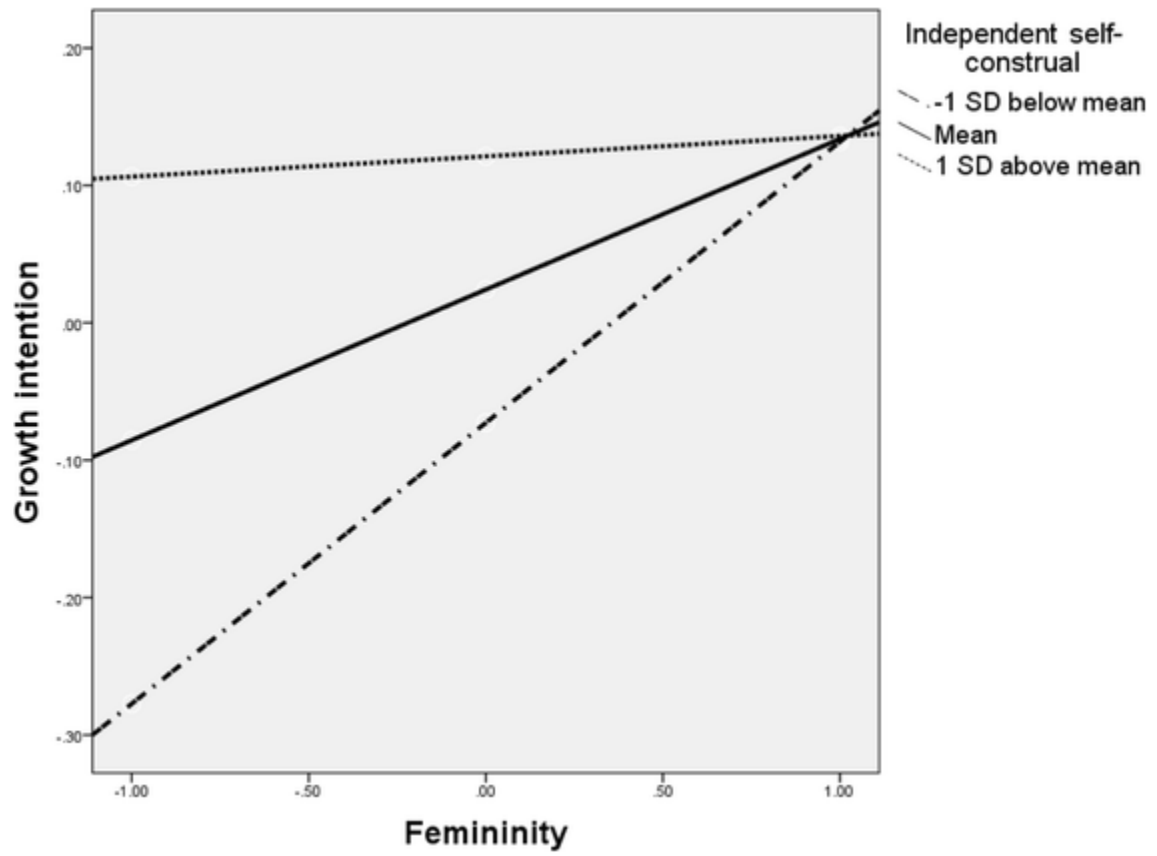


TABLE 1
MEANS, STANDARD DEVIATIONS, AND INTERCORRELATIONS AMONG VARIABLES

Variable	M	SD	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Sex ^a	1.50	0.50	1.00												
2. Age	44.83	8.37	-0.13**	1.00											
3. Education level ^b	2.60	0.84	0.04	-0.23**	1.00										
4. Internal locus of control	5.38	0.87	-0.03	0.00	0.07	1.00									
5. Perceived behavioral control	4.97	1.29	-0.10*	0.03	0.05	0.33**	1.00								
6. Years of firm operation	13.67	9.09	-0.15**	0.48**	-0.18**	0.01	0.01	1.00							
7. Number of employees	9.15	47.73	-0.08*	0.02	0.14**	0.07	0.02	0.01	1.00						
8. Firm performance	5.02	1.02	-0.06	-0.02	0.09	0.37**	0.33**	0.09*	0.09*	1.00					
9. Masculinity	4.91	1.07	-0.14**	0.01	0.15**	0.41**	0.21**	-0.01	0.10*	0.32**	1.00				
10. Femininity	5.52	0.90	0.18**	-0.06	-0.02	0.24**	0.07	-0.04	-0.04	0.13**	0.21**	1.00			
11. Independent self-construal	5.18	0.84	0.06	-0.01	0.02	0.35**	0.11**	-0.03	0.03	0.13**	0.44**	0.26**	1.00		
12. Interdependent self-construal	5.36	0.88	0.04	0.04	-0.05	0.10**	0.15**	0.02	0.00	0.10**	0.03	0.38**	0.34**	1.00	
13. Business growth intention	5.33	1.45	0.00	-0.06	0.02	0.28**	0.36**	-0.10*	0.07	0.17**	0.24**	0.19**	0.20**	0.16**	1.00

N = 572

^aSex is coded such that 1 = male and 2 = female

^bEducation level: 1 = primary education, 2 = secondary education, 3 = university/college, 4 = M.Sc/Phd

*p < 0.05, **p < 0.01 (two-tailed tests)

TABLE 2
TEST OF FIRST AND SECOND STAGE MODERATED MEDIATION MODEL

Predictor	First stage moderation		Second stage moderation
	Femininity	Masculinity	Business growth intention
	<i>B</i>	<i>B</i>	<i>B</i>
Constant	0.48** (-0.72 to -0.23)	0.49** (0.26 to 0.72)	0.07 ^{ns} (-0.23 to 0.25)
Sex ^a	0.32** (0.16 to 0.48)	-0.32** (-0.47 to -0.18)	0.02 ^{ns} (-0.13 to 0.17)
Age			0.001 ^{ns} (-0.09 to 0.08)
Education level ^b			-0.06 ^{ns} (-0.14 to 0.02)
Entrepreneur's internal locus of control			0.08 ^{ns} (-0.02 to 0.17)
Entrepreneur's perceived behavioral control			0.31** (0.23 to 0.38)
Firm age			-0.09* (-0.18 to -0.03)

Number of employees			0.05 ^{ns} (-0.02 to 0.13)
Firm performance			-0.02 ^{ns} (-0.10 to 0.06)
Femininity			0.10 ^{**} (0.09 to 0.18)
Masculinity			0.10 ^{**} (0.08 to 0.19)
Independent self-construal (IND)	0.54 ^{**} (0.29 to 0.80)	0.44 ^{**} (0.20 to 0.68)	0.05 ^{ns} (-0.03 to 0.14)
Sex X IND	-0.19* (-0.35 to -0.11)	0.03 ^{ns} (-0.14 to 0.14)	
IND X femininity			-0.09* (-0.17 to -0.05)
IND X masculinity			-0.03 ^{ns} (-0.09 to 0.03)

The upper and lower bounds of the 95 % confidence interval (shown in parentheses) were based on the findings from a bootstrapping analysis using the percentile method

^aSex is coded such that 1 = male and 2 = female

^bEducation level: 1 = primary education, 2 = secondary education, 3 = university/college, 4 = M.Sc/Phd
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*p < 0.01, **p < 0.001 (two-tailed tests)

TABLE 3
CONDITIONAL INDIRECT EFFECT RESULTS OF BIOLOGICAL SEX ON BUSINESS GROWTH INTENTIONS AT VALUES OF INDEPENDENT SELF-CONSTRUAL

Model	Mediator	Level of IND	Business growth intention ^a	
			Estimate	95 % Confidence interval ^b
Biological sex (via gender identity) on business growth intent	Femininity	-1SD	0.11	0.03 to 0.20
		Mean	0.03	0.01 to 0.07
		+1SD	0.00	-0.02 to 0.03
	Masculinity	-1SD	-0.04	-0.10 to -0.01
		Mean	-0.03	-0.08 to -0.008
		+1SD	-0.025	-0.08 to 0.008

N = 572

SE standard error, IND independent self-construal

^aControl variables = firm age, number of employees, firm performance, entrepreneur's age, education, internal locus of control, and perceived behavioral control

^bBias corrected and accelerated confidence intervals are reported. Bootstrap sample size = 5000

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TRANSLATED VERSION: SPANISH

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

VERSION TRADUCIDA: ESPAÑOL

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INTRODUCCIÓN

El desarrollo y crecimiento de los negocios existentes es un proceso con muchos beneficios sociales, incluyendo la creación de empleo y riqueza y el avance de la innovación (Tang & Koveos, 2004; Van Praag & Versloot, 2007). La decisión de los emprendedores para hacer crecer su negocio no es lineal ni depende de un número limitado de factores (Miller et al. 2013). Los empresarios no sólo tienen que tomar decisiones importantes para diferentes tareas que son de naturaleza diferente, sino que también tienen que asegurarse de que esas decisiones sean las correctas no sólo para su negocio, sino también para ellos mismos. Mientras que algunos empresarios están complacidos de ser autónomos a pequeña escala, otros tienen aspiraciones de crecimiento para sus empresas (Shane, 2009).

La investigación delinea claramente que las empresas propiedad de mujeres tienden a tener niveles más bajos de crecimiento y siguen siendo más pequeñas que las empresas propiedad de los hombres (Cliff, 1998; Coleman, 2016; Davis & Shaver, 2012), sugiriendo la existencia de una brecha entre hombres y mujeres en el emprendimiento; este es un tema que está atrayendo la creciente atención académica (Coleman, 2016). Sin embargo, gran parte de esa investigación ha investigado diferencias en los niveles de actividad de puesta en marcha entre hombres y mujeres (véase Jennings & Brush, 2013). Poca investigación ha examinado las aspiraciones de crecimiento de las empresas lideradas por las mujeres. En comparación con los empresarios masculinos, las mujeres empresarias tienden a perseguir objetivos no económicos, como equilibrar los roles laborales y familiares, y tienen preferencias por la relación de los empleados y los satisfechos de la sociedad que, a su vez, pueden restar rendimiento económico o crecimiento (Eddleston & Powell, 2008; Jennings & Brush, 2013).

(2016), las representaciones normativas del emprendimiento están dominadas por la masculinidad. Esto margina a las mujeres emprendedoras y las hace invisibles. Los autores señalan que si bien la conciencia de que el género (masculino y femenino) está construido socialmente y corresponde a un conjunto aprendido de comportamientos que no se refieren simplemente al sexo biológico (hombre/hombre y mujer/mujer) del emprendedor parece generalizado entre los eruditos, varios temas perjudiciales relacionados con las mujeres son persistentes. Por ejemplo, muchos eruditos utilizan normas masculinas para juzgar las actividades de las mujeres simplemente comparando hombres y mujeres, con poca o ninguna

atención prestada a las construcciones de género (Ahl, 2006; Lewis, 2006). Sin embargo, esta práctica descuida el hecho de que los aspectos masculinos y femeninos se incorporarán al proceso de crecimiento empresarial tanto para hombres como para mujeres. Es decir, el género podría ser un aspecto vital de la intención de crecimiento empresarial.

En conjunto, hasta la fecha, la investigación no proporciona explicaciones concluyentes de la variación en la trayectoria de crecimiento que los hombres y las mujeres desean que su aventura siga (es decir, su intención de crecimiento) (Bulanova et al. 2016; Dutta & Thornhill, 2008). La intención de crecimiento se considera una característica esencial del comportamiento empresarial y un elemento clave para comprender el desarrollo y el crecimiento de las empresas (Sadler-Smith et al. 2003). Además, las intenciones han demostrado ser el mejor predictor del comportamiento planificado (Ajzen, 1991), especialmente si el fenómeno implica retrasos impredecibles en el tiempo, planificación y un alto grado de procesamiento cognitivo, como el crecimiento del negocio (Krueger et al. 2000). Las intenciones de crecimiento se consideran un predictor clave del crecimiento real del negocio (Delmar & Wiklund, 2008; Wiklund & Shepherd, 2003).

Una evidencia considerable sugiere que la identidad (o concepto de sí mismo) de un individuo en general (Fauchart & Gruber, 2011; Hoang & Gimeno, 2010) y la identidad de género (o roles de género relacionados) en particular (Eddleston & Powell, 2008; Gupta et al., 2009) pueden contribuir a diferencias sustanciales entre hombres y mujeres en el comportamiento empresarial. Las personas tienden a diferir en la medida en que incorporan los roles de género en sus autoconsumos.

En el presente estudio, proponemos que la identidad de género de los empresarios o la medida en que los empresarios poseen rasgos asociados con los estereotipos de género tradicionales (Inventario de Roles Sexuales de Bem, 1981; Mueller, 2004; Wood & Eagly, 2010) es un importante mecanismo cognitivo que relaciona el sexo de los emprendedores con las intenciones de crecimiento empresarial. Sostenemos que la identidad de género da forma a la forma en que los empresarios se ven a sí mismos, cómo entienden el mundo que los rodea y se acercan a otras personas, pero también lo que pretenden lograr en el futuro (Eddleston & Powell, 2008; Hoang & Gimeno, 2010).

Sin embargo, los mecanismos por los cuales el sexo y la identidad de género ejercen influencia sobre las intenciones de crecimiento de los empresarios y las influencias moderadoras que constituyen las condiciones límite de la teoría necesitan una investigación adicional. La autoconexión es un posible moderador de la relación entre género, identidad de género e intenciones de crecimiento. La autoconexión se refiere a los pensamientos, sentimientos y acciones culturalmente contingentes de las personas que se preocupan por la comprensión del yo como conectado a los demás (autoconexión interdependiente) o distinto de los demás (autoconexión independiente) (Markus & Kitayama, 1991). La exposición de las personas a ciertas condiciones puede aumentar la probabilidad de que presenten tendencias independientes (individualistas) o interdependientes (colectividades) (Hong et al., 2000). Los conceptos de "empresario" y "emprendimiento" se consideran de género masculino (Ahl, 2006; Lewis, 2006). Cues o símbolos en el entorno que los empresarios utilizan para operar su negocio podrían hacer que la autoconexión independiente sea más accesible (Hong et al., 2000), ya que la identidad masculina destaca los atributos únicos de las personas (Cross & Madson, 1997). Una consideración sistemática de los posibles efectos moderadores del autoconexión contribuirá a una comprensión más completa de las condiciones en las que es más probable que se mantengan los efectos del sexo en las intenciones de crecimiento.

En resumen, el objetivo de este artículo es profundizar la comprensión de los factores que influyen en la motivación del crecimiento empresarial en las empresas establecidas. Con este fin, uno de los principales objetivos del presente estudio es examinar la relación entre el sexo de los empresarios, la identidad de género y las intenciones de crecimiento de los propietarios de negocios de sus empresas establecidas. Hemos razonado que una exploración de las intenciones de crecimiento de los propietarios de negocios de las empresas establecidas podría ayudar a explicar las diferencias de sexo en la decisión de crecer. Un segundo objetivo importante del presente estudio es centrarse en la autoconexión de los emprendedores como posible moderador de la relación entre el sexo y la identidad de género y entre la identidad de género y la intención de crecimiento empresarial (véase el modelo conceptual en la Fig. 1). Hasta el máximo de nuestro conocimiento, hasta la fecha, ha habido poca investigación que explique la influencia de estos

dominios y la intención de los emprendedores para el crecimiento establecido negocio. Sin embargo, esto es importante teniendo en cuenta que los individuos comienzan y operan sus empresas por una variedad de razones distintas del crecimiento o la maximización de los rendimientos económicos (Wiklund et al. 2003).

El documento comienza con un análisis de las intenciones de crecimiento empresarial; esto es seguido por una evaluación de la influencia de la identidad de género en las intenciones de crecimiento y el papel moderador de la autoconexión. A continuación, describimos nuestra muestra, métodos de investigación y técnicas de análisis de datos que incluyen ANOVA y análisis de mediación moderados. Por último, analizamos los resultados del análisis empírico y las limitaciones de la investigación, presentamos la implicación práctica de los resultados de la investigación y proponemos áreas para la investigación posterior.

CONCLUSIÓN

Las conclusiones del presente estudio ponen de claro que la intención del crecimiento empresarial es un fenómeno complejo que puede verse influenciado por el género. Nuestros resultados indican que la identidad de género media la influencia del sexo en las intenciones de crecimiento empresarial y los efectos de la mediación están supeditados a la autoconexión independiente de los empresarios. Por lo tanto, las mujeres toman decisiones relacionadas con el crecimiento de sus negocios utilizando un proceso diferente al de los hombres. Nuestros resultados refuerzan las afirmaciones de que es valioso incorporar una perspectiva femenina a la hora de estudiar los factores que influyen en las intenciones de crecimiento de los emprendedores en los negocios establecidos.

TRANSLATED VERSION: FRENCH

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VERSION TRADUITE: FRANÇAIS

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INTRODUCTION

Le développement et la croissance des entreprises existantes sont un processus qui offre de nombreux avantages sociétaux, y compris la création d'emplois et de richesses et l'avancement de l'innovation (Tang et Koveos, 2004; Van Praag et Versloot, 2007). La décision des entrepreneurs de faire croître leur entreprise est complexe, n'est ni linéaire ni dépendante d'un nombre limité de facteurs (Miller et coll., 2013). Les entrepreneurs doivent non seulement prendre des décisions importantes pour différentes tâches de nature différente, mais aussi s'assurer que ces décisions sont les bonnes non seulement pour leur entreprise, mais aussi pour eux-mêmes. Alors que certains entrepreneurs sont heureux d'être des travailleurs autonomes à petite échelle, d'autres ont des aspirations de croissance pour leurs entreprises (Shane, 2009).

La recherche indique clairement que les entreprises appartenant à des femmes ont tendance à avoir des niveaux de croissance inférieurs et à demeurer plus petites que les entreprises appartenant à des hommes (Cliff, 1998; Coleman, 2016; Davis et Shaver, 2012), suggérant l'existence d'un fossé entre les hommes et les femmes dans l'entrepreneuriat; c'est une question qui attire de plus en plus l'attention des universitaires (Coleman, 2016). Toutefois, une grande partie de cette recherche a étudié les différences dans les niveaux d'activité de démarrage entre les hommes et les femmes (voir Jennings et Brush, 2013). Peu de recherches ont examiné les aspirations de croissance des entreprises dirigées par des femmes. Comparativement aux

entrepreneurs masculins, les femmes entrepreneures ont tendance à poursuivre des objectifs non économiques tels que l'équilibre entre le travail et les rôles familiaux et ont des préférences pour les relations avec les employés et les satisfactions de la société, ce qui peut nuire à la performance économique ou à la croissance (Eddleston et Powell, 2008; Jennings et Brush, 2013).

Comme l'ont noté Henry et coll. (2016), les représentations normatives de l'entrepreneuriat sont dominées par la masculinité. Cela marginalise les femmes entrepreneurs et les rend invisibles. Les auteurs notent que si la prise de conscience que le genre (masculin et féminin) est socialement construit et correspond à un ensemble savant de comportements qui ne se réfère pas simplement au sexe biologique (homme/homme et femme/femme) de l'entrepreneur semble répandue parmi les chercheurs, plusieurs thèmes préjudiciables liés aux femmes sont persistants. Par exemple, de nombreux chercheurs utilisent les normes masculines pour juger les activités des femmes en comparant simplement les hommes et les femmes, avec peu ou pas d'attention accordée aux constructions de genre (Ahl, 2006; Lewis, 2006). Toutefois, cette pratique néglige le fait que les aspects masculins et féminins seront intégrés dans le processus de croissance des affaires pour les hommes et les femmes. C'est-à-dire que le genre pourrait être un aspect essentiel de l'intention de croissance des entreprises.

Prises dans leur ensemble, à ce jour, la recherche ne fournit pas d'explications concluantes de la variation de la trajectoire de croissance que les hommes et les femmes aimeraient que leur entreprise suive (c.-à-d. Leur intention de croissance) (Bulanova et al., 2016; Dutta et Thornhill, 2008). L'intention de croissance est considérée comme une caractéristique essentielle du comportement entrepreneurial et un élément clé dans la compréhension du développement et de la croissance des entreprises (Sadler-Smith et coll., 2003). De plus, les intentions se sont avérées être le meilleur prédicteur du comportement planifié (Ajzen, 1991), surtout si le phénomène comporte des délais imprévisibles, une planification et un degré élevé de traitement cognitif, comme la croissance des entreprises (Krueger et al., 2000). Les intentions de croissance sont considérées comme un prédicteur clé de la croissance réelle de l'entreprise (Delmar et Wiklund, 2008; Wiklund et Shepherd, 2003).

De nombreux éléments de preuve suggèrent que l'identité (ou le concept de soi) d'une personne en général (Fauchart et Gruber, 2011; Hoang et Gimeno, 2010) et l'identité de genre (ou rôles de genre connexes) en particulier (Eddleston et Powell, 2008; Gupta et coll., 2009) peuvent contribuer à des différences substantielles entre les hommes et les femmes dans le comportement entrepreneurial. Les gens ont tendance à différer dans la mesure dans laquelle ils intègrent des rôles de genre dans leurs concepts de soi.

Dans la présente étude, nous proposons que l'identité de genre des entrepreneurs ou la mesure dans laquelle les entrepreneurs possèdent des traits associés aux stéréotypes traditionnels de genre (Bem's Sex Role Inventory, 1981; Mueller, 2004; Wood & Eagly, 2010) est un important mécanisme cognitif qui relie le sexe des entrepreneurs aux intentions de croissance des entreprises. Nous soutenons que l'identité de genre façonne la façon dont les entrepreneurs se considèrent, comment ils comprennent le monde qui les entoure et s'adressent aux autres, mais aussi ce qu'ils visent à réaliser à l'avenir (Eddleston et Powell, 2008; Hoang et Gimeno, 2010).

Toutefois, les mécanismes par lesquels le sexe et l'identité de genre exercent une influence sur les intentions de croissance des entrepreneurs et les influences modérantes qui constituent les conditions limites de la théorie doivent faire l'objet d'une enquête plus approfondie. L'auto-interprétation est un modérateur potentiel de la relation entre le sexe, l'identité de genre et les intentions de croissance. L'auto-interprétation fait référence aux pensées, aux sentiments et aux actions culturellement contingents des individus qui se préoccupent de la compréhension de soi comme étant liée aux autres (auto-interprétation interdépendante) ou distincte des autres (indépendamment de l'auto-interprétation) (Markus et Kitayama, 1991). L'exposition des individus à certaines conditions peut augmenter la probabilité qu'ils présentent des tendances indépendantes (individualistes) ou interdépendantes (collectivistes) (Hong et coll., 2000). Les concepts d'« entrepreneur » et d'« entrepreneuriat » sont considérés comme masculins (Ahl, 2006; Lewis, 2006). Les indices ou les symboles dans l'environnement que les entrepreneurs utilisent pour exploiter leur entreprise pourraient rendre l'auto-interprétation indépendante plus accessible (Hong et coll., 2000), puisque l'identité masculine met en évidence les attributs uniques des individus (Cross et Madson, 1997).

Une prise en compte systématique des effets modératrices potentiels de l'auto-interprétation contribuera à une meilleure compréhension des conditions dans lesquelles les effets du sexe sur les intentions de croissance sont plus susceptibles de se maintenir.

En résumé, l'objectif de cet article est d'approfondir la compréhension des facteurs qui influencent la motivation de croissance des entreprises dans les entreprises établies. À cette fin, l'un des principaux buts de la présente étude est d'examiner la relation entre le sexe des entrepreneurs, l'identité de genre et les intentions de croissance des propriétaires d'entreprise de leurs entreprises établies. Nous avons pensé qu'une exploration des intentions de croissance des propriétaires d'entreprises établies pourrait aider à expliquer les différences entre les sexes dans la décision de croître. L'un des deuxièmes principaux buts de la présente étude est de mettre l'accent sur l'auto-interprétation des entrepreneurs en tant que modérateur potentiel de la relation entre le sexe et l'identité de genre et entre l'identité de genre et l'intention de croissance des affaires (voir le modèle conceptuel à la figure 1). Au meilleur de notre connaissance, à ce jour, il y a eu peu de recherches expliquant l'influence de ces domaines et l'intention des entrepreneurs pour la croissance des entreprises établies. Toutefois, cela est important étant donné que les particuliers démarrent et exploitent leurs entreprises pour diverses raisons autres que la croissance ou la maximisation des rendements économiques (Wiklund et al., 2003).

Le document commence par une analyse des intentions de croissance de l'entreprise; elle est suivie d'une évaluation de l'influence de l'identité de genre sur les intentions de croissance et du rôle modérateur de l'auto-interprétation. Ensuite, nous décrivons notre échantillon, nos méthodes de recherche et nos techniques d'analyse des données, y compris l'anova et les analyses de médiation modérées. Enfin, nous discutons des résultats de l'analyse empirique et des limites de la recherche, présentons l'implication pratique des résultats de la recherche et proposons des domaines de recherche plus poussée.

CONCLUSION

Les résultats de la présente étude montrent clairement que l'intention de croissance des entreprises est un phénomène complexe qui peut être influencé par le sexe. Nos résultats indiquent que l'identité de genre médie l'influence du sexe sur les intentions de croissance des entreprises et que les effets de la médiation dépendent de l'auto-interprétation indépendante des entrepreneurs. Ainsi, les femmes prennent des décisions liées à la croissance de leur entreprise en utilisant un processus différent de celui des hommes. Nos résultats renforcent les affirmations selon lesquelles il est utile d'intégrer une perspective féminine lorsqu'on étudie les facteurs influençant les intentions de croissance des entrepreneurs dans les entreprises établies.

TRANSLATED VERSION: GERMAN

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ÜBERSETZTE VERSION: DEUTSCH

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EINLEITUNG

Die Entwicklung und das Wachstum bestehender Unternehmen ist ein Prozess mit vielen gesellschaftlichen Vorteilen, einschließlich der Schaffung von Arbeitsplätzen und Wohlstand und der Förderung von Innovation (Tang & Koveos, 2004; Van Praag & Versloot, 2007). Die Entscheidung der Unternehmer, ihr Geschäft auszubauen, ist komplex, weder linear noch abhängig von einer begrenzten Anzahl von Faktoren (Miller et al. 2013). Unternehmer müssen nicht nur wichtige Entscheidungen für unterschiedliche Aufgaben treffen, sondern auch sicherstellen, dass diese Entscheidungen nicht nur für ihr Unternehmen, sondern auch für sich selbst richtig sind. Während einige Unternehmer sich freuen, in kleinem Maßstab selbständig zu sein, haben andere Wachstumsbestrebungen für ihre Unternehmungen (Shane, 2009).

Untersuchungen zeigen eindeutig, dass Unternehmen in Frauenbesitz tendenziell ein geringeres Wachstum aufweisen und nach wie vor kleiner sind als Unternehmen in Männerbesitz (Cliff, 1998; Coleman, 2016; Davis & Shaver, 2012), was darauf hindeutet, dass es eine Kluft zwischen Männern und Frauen im Unternehmertum gibt; dies ist ein Thema, das zunehmend akademische Aufmerksamkeit erregt (Coleman, 2016). Ein Großteil dieser Forschung hat jedoch Unterschiede in der Gründungsaktivität von Männern und Frauen untersucht (siehe Jennings & Brush, 2013). Wenig Forschung hat die Wachstumsbestrebungen von Unternehmen von Frauen geführt untersucht. Im Vergleich zu männlichen Unternehmern verfolgen Unternehmerinnen tendenziell nichtwirtschaftliche Ziele wie die Vereinbarkeit von Beruf und Familie und haben Präferenzen für Arbeitnehmerbeziehungen und gesellschaftsgesunde Unternehmen, die wiederum die Wirtschaftsleistung oder das Wachstum beeinträchtigen können (Eddleston & Powell, 2008; Jennings & Brush, 2013).

Wie Henry et al. (2016) bemerkten, werden normative Darstellungen des Unternehmertums von Männlichkeit dominiert. Das marginalisiert Unternehmerinnen und macht sie unsichtbar. Die Autoren stellen fest, dass das Bewusstsein, dass Geschlecht (männlich und weiblich) sozial konstruiert ist und einem erlernten Satz von Verhaltensweisen entspricht, die sich nicht nur auf das biologische Geschlecht (männlich/Mann und Frau/Frau) des Unternehmers beziehen, unter Wissenschaftlern weit verbreitet zu sein scheint, aber mehrere schädliche Themen im Zusammenhang mit Frauen hartnäckig sind. Zum Beispiel verwenden viele Wissenschaftler männliche Normen, um die Aktivitäten von Frauen zu beurteilen, indem sie lediglich Männer und Frauen vergleichen, wobei den Konstruktionen des Geschlechts wenig oder gar keine Aufmerksamkeit geschenkt wird (Ahl, 2006; Lewis, 2006). Diese Praxis vernachlässigt jedoch die Tatsache, dass männliche und weibliche Aspekte in den Prozess des Unternehmenswachstums sowohl für Männer als auch für Frauen einbezogen werden. Das heißt, Geschlecht könnte ein wesentlicher Aspekt der Wachstumsabsicht der Unternehmen sein.

Insgesamt liefert die Forschung bisher keine schlüssigen Erklärungen für die Veränderung des Wachstumspfads, dem Männer und Frauen ihr Vorhaben (d. H. Ihre Wachstumsabsicht) folgen möchten (Bulanova et al. 2016; Dutta & Thornhill, 2008). Wachstumsabsicht gilt als wesentliches Merkmal unternehmerischen Verhaltens und ein Schlüsselement für das Verständnis von Venture Development und Wachstum (Sadler-Smith et al. 2003). Darüber hinaus haben sich Absichten als der beste Prädiktor für geplantes Verhalten erwiesen (Ajzen, 1991), insbesondere wenn das Phänomen unvorhersehbare Zeitverzögerungen, Planung und ein hohes Maß an kognitiver Verarbeitung beinhaltet, wie z. B. Geschäftswachstum (Krueger et al. 2000). Wachstumsabsichten gelten als wichtiger Indikator für das tatsächliche Geschäftswachstum (Delmar & Wiklund, 2008; Wiklund & Shepherd, 2003).

Erhebliche Anhaltspunkte deuten darauf hin, dass die Identität (oder das Selbstverständnis) eines Individuums im Allgemeinen (Fauchart & Gruber, 2011; Hoang & Gimeno, 2010) und Geschlechtsidentität (oder verwandte Geschlechterrollen) (Eddleston & Powell, 2008; Gupta et al., 2009) kann zu erheblichen Unterschieden zwischen Männern und Frauen im unternehmerischen Verhalten beitragen. Die Menschen unterscheiden sich tendenziell in dem Ausmaß, in dem sie Geschlechterrollen in ihre Selbstverständnisvorstellungen integrieren.

In der vorliegenden Studie schlagen wir vor, dass die Geschlechtsidentität von Unternehmern oder das Ausmaß, in dem Unternehmer Merkmale besitzen, die mit traditionellen Geschlechterstereotypen in Verbindung gebracht werden (Bem es Sex Role Inventory, 1981; Müller, 2004; Wood & Eagly, 2010) ist ein wichtiger kognitiver Mechanismus, der das Geschlecht von Unternehmern mit

Geschäftswachstumsabsichten in Beziehung setzt. Wir argumentieren, dass Geschlechtsidentität die Art und Weise prägt, wie Unternehmer sich selbst sehen, wie sie die Welt um sie herum verstehen und auf andere Menschen zugehen, aber auch, was sie in Zukunft erreichen wollen (Eddleston & Powell, 2008; Hoang & Gimeno, 2010).

Die Mechanismen, mit denen Geschlecht und Geschlechtsidentität Einfluss auf die Wachstumsabsichten der Unternehmer und die mäßigenden Einflüsse ausüben, die Randbedingungen der Theorie darstellen, müssen jedoch weiter untersucht werden. Selbstkonstruierung ist eine solche potenzielle Moderatorin der Beziehung zwischen Geschlecht, Geschlechtsidentität und Wachstumsabsichten. Selbstkonstruktologisch bezieht sich auf die kulturell bedingten Gedanken, Gefühle und Handlungen des Einzelnen, die sich mit dem eigenen Selbst verstehen, wie es mit anderen verbunden ist (interdependentself-construal) oder sich von anderen unterscheidet (unabhängige Selbstkonstruktion) (Markus & Kitayama, 1991). Die Exposition von Einzelpersonen gegenüber bestimmten Bedingungen kann die Wahrscheinlichkeit erhöhen, dass sie unabhängige (individualistische) oder voneinander abhängige (kollektivistische) Tendenzen aufweisen (Hong et al., 2000). Die Begriffe "Unternehmer" und "Unternehmertum" gelten als männlich-geschlechtliche (Ahl, 2006; Lewis, 2006). Hinweise oder Symbole in der Umgebung, die Unternehmer nutzen, um ihr Geschäft zu betreiben, könnten unabhängige Selbstkonstruktionen zugänglicher machen (Hong et al., 2000), da die männliche Identität die einzigartigen Eigenschaften des Einzelnen hervorhebt (Cross & Madson, 1997). Eine systematische Betrachtung der potentiellen mäßigenden Auswirkungen von Selbstkonstruktionen wird zu einem umfassenderen Verständnis der Bedingungen beitragen, unter denen die Auswirkungen des Geschlechts auf Wachstumsabsichten eher greifen.

Zusammenfassend ist das Ziel dieses Artikels, das Verständnis der Faktoren zu vertiefen, die die Wachstumsmotivation des Unternehmens in etablierten Unternehmen beeinflussen. Zu diesem Zweck besteht ein wichtiges Ziel der vorliegenden Studie darin, die Beziehung zwischen dem Geschlecht, der Geschlechtsidentität von Unternehmern und den Wachstumsabsichten der Unternehmer ihrer etablierten Unternehmungen zu untersuchen. Wir argumentierten, dass eine Untersuchung der Wachstumsabsichten von Unternehmern etablierter Unternehmen dazu beitragen könnte, Geschlechtsunterschiede in der Entscheidung zu erklären, zu wachsen. Ein zweiter wichtiger Zweck der vorliegenden Studie ist es, sich auf die Selbstkonstruktion von Unternehmern als potenzielle Moderatorin des Verhältnisses zwischen Geschlechts- und Geschlechtsidentität und zwischen Geschlechtsidentität und Geschäftswachstumsabsicht zu konzentrieren (siehe Konzeptionsmodell in Abb. 1). Nach bestem Wissen und Gewissen gibt es bisher wenig Forschung, die den Einfluss dieser Bereiche und die Absicht der Unternehmer für das wachstumsbasierte Geschäft erklärt. Dies ist jedoch wichtig, wenn man bedenkt, dass Einzelpersonen ihre Unternehmungen aus einer anderen Weise als Wachstum oder Maximierung der wirtschaftlichen Erträge gründen und betreiben (Wiklund et al. 2003).

Das Papier beginnt mit einer Analyse der Wachstumsabsichten; Es folgt eine Bewertung des Einflusses der Geschlechtsidentität auf Wachstumsabsichten und die mäßigende Rolle der Selbstkonstruktion. Als Nächstes beschreiben wir unsere Beispiel-, Forschungsmethoden und Datenanalysetechniken, die ANOVA und moderierte Vermittlungsanalysen umfassen. Schließlich diskutieren wir die Ergebnisse der empirischen Analyse und die Grenzen der Forschung, stellen die praktischen Auswirkungen von Forschungsergebnissen vor und schlagen Bereiche für weitere Forschung vor.

SCHLUSSFOLGERUNG

Die Ergebnisse der vorliegenden Studie machen deutlich, dass die Absicht des Unternehmenswachstums ein komplexes Phänomen ist, das vom Geschlecht beeinflusst werden kann. Unsere Ergebnisse deuten darauf hin, dass die Geschlechtsidentität den Einfluss von Sex auf die Wachstumsabsichten von Unternehmen vermittelt und die Vermittlungseffekte von der unabhängigen Selbstkonstruktion der Unternehmer abhängen. So treffen Frauen Entscheidungen im Zusammenhang mit dem Wachstum ihrer Unternehmen mit einem anderen Prozess als Männer. Unsere Ergebnisse bestätigen

die Behauptung, dass es wertvoll ist, eine weibliche Perspektive bei der Untersuchung der Faktoren zu berücksichtigen, die die Wachstumsabsichten von Unternehmern in etablierten Unternehmen beeinflussen.

TRANSLATED VERSION: PORTUGUESE

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

VERSÃO TRADUZIDA: PORTUGUÊS

Aqui está uma tradução aproximada das ideias acima apresentadas. Isto foi feito para dar uma compreensão geral das ideias apresentadas no documento. Por favor, desculpe todos os erros gramaticais e não responsabilize os autores originais responsáveis por estes erros.

INTRODUÇÃO

O desenvolvimento e o crescimento dos negócios existentes é um processo com muitos benefícios sociais, incluindo a criação de emprego e riqueza e o avanço da inovação (Tang & Koveos, 2004; Van Praag & Versloot, 2007). A decisão dos empreendedores de crescer seus negócios é complexa, não é linear nem depende de um número limitado de fatores (Miller et al. 2013). Os empreendedores não só têm que tomar decisões importantes para diferentes tarefas que são de natureza diferente, mas também têm que garantir que essas decisões sejam as certas não apenas para seus negócios, mas também para si mesmos. Enquanto alguns empreendedores têm o prazer de serem autônomos em pequena escala, outros têm aspirações de crescimento para seus empreendimentos (Shane, 2009).

Pesquisas claramente delineiam que as empresas de propriedade feminina tendem a ter níveis de crescimento mais baixos e permanecem menores do que as empresas de propriedade masculina (Cliff, 1998; Coleman, 2016; Davis & Shaver, 2012), sugerindo a existência de uma lacuna entre homens e mulheres no empreendedorismo; esta é uma questão que está atraindo cada vez mais atenção acadêmica (Coleman, 2016). No entanto, grande parte dessa pesquisa investigou diferenças nos níveis de atividade inicial entre homens e mulheres (ver Jennings & Brush, 2013). Pouca pesquisa examinou as aspirações de crescimento dos empreendimentos liderados por mulheres. Em comparação com os empreendedores do sexo masculino, as empreendedoras tendem a perseguir metas não econômicas, como equilibrar o trabalho e os papéis familiares e têm preferências pelo relacionamento dos funcionários e satisfações da sociedade que, por sua vez, podem prejudicar o desempenho econômico ou o crescimento (Eddleston & Powell, 2008; Jennings & Brush, 2013).

Como observou Henry et al. (2016), as representações normativas do empreendedorismo são dominadas pela masculinidade. Isso marginaliza as empreendedoras e as torna invisíveis. Os autores observam que, embora a consciência de que o gênero (masculino e feminino) seja socialmente construído e corresponda a um conjunto aprendido de comportamentos que não se referem simplesmente ao sexo biológico (masculino/homem e mulher/mulher) do empreendedor parece difundido entre os estudiosos, vários temas prejudiciais relacionados às mulheres são persistentes. Por exemplo, muitos estudiosos usam normas masculinas para julgar as atividades das mulheres meramente comparando homens e mulheres, com pouca ou nenhuma atenção prestada às construções de gênero (Ahl, 2006; Lewis, 2006). No entanto, essa prática negligencia o fato de que aspectos masculinos e femininos serão incorporados ao processo de crescimento dos negócios para homens e mulheres. Ou seja, o gênero pode ser um aspecto vital da intenção de crescimento dos negócios.

Realizadas em conjunto, até o momento, a pesquisa não fornece explicações conclusivas para a variação da trajetória de crescimento que homens e mulheres gostariam que seu empreendimento seguisse (ou seja, sua intenção de crescimento) (Bulanova et al. 2016; Dutta & Thornhill, 2008). A intenção de crescimento é considerada uma característica essencial do comportamento empreendedor e um elemento-chave na

compreensão do desenvolvimento e crescimento do risco (Sadler-Smith et al. 2003). Além disso, as intenções provaram ser o melhor preditor do comportamento planejado (Ajzen, 1991), especialmente se o fenômeno envolve atrasos de tempo imprevisíveis, planejamento e alto grau de processamento cognitivo, como o crescimento dos negócios (Krueger et al. 2000). As intenções de crescimento são consideradas um preditor-chave do crescimento real dos negócios (Delmar & Wiklund, 2008; Wiklund & Shepherd, 2003).

Evidências consideráveis sugerem que a identidade de um indivíduo (ou conceito de si mesmo) em geral (Fauchart & Gruber, 2011; Hoang & Gimeno, 2010) e identidade de gênero (ou papéis de gênero relacionados) em particular (Eddleston & Powell, 2008; Gupta et al., 2009) podem contribuir para diferenças substanciais entre homens e mulheres no comportamento empreendedor. As pessoas tendem a diferir na medida em que incorporam papéis de gênero em seus autoconceitos.

No presente estudo, propomos que a identidade de gênero dos empreendedores ou até que ponto os empreendedores possuam traços associados aos estereótipos tradicionais de gênero (Inventário de Papel Sexual do Bem, 1981; Mueller, 2004; Wood & Eagly, 2010) é um importante mecanismo cognitivo que relaciona o sexo dos empreendedores às intenções de crescimento dos negócios. Argumentamos que a identidade de gênero molda a forma como os empreendedores se veem, como eles entendem o mundo ao seu redor e se aproximam de outras pessoas, mas também o que eles pretendem alcançar no futuro (Eddleston & Powell, 2008; Hoang & Gimeno, 2010).

No entanto, os mecanismos pelos quais a identidade sexual e de gênero exercem influência sobre as intenções de crescimento dos empreendedores e as influências moderadoras que constituem condições de fronteira da teoria precisam de uma investigação mais aprofundada. A auto-construção é uma moderadora potencial da relação entre gênero, identidade de gênero e intenções de crescimento. Auto-construtivo refere-se aos pensamentos, sentimentos e ações culturalmente contingentes dos indivíduos que se preocupam com a compreensão do eu como conectado aos outros (auto-construtivo interdependente) ou distintos dos outros (auto-construtivo independente) (Markus & Kitayama, 1991). A exposição dos indivíduos a determinadas condições pode aumentar a probabilidade de apresentarem tendências independentes (individualistas) ou interdependentes (coletivistas) (Hong et al., 2000). Os conceitos de "empreendedorismo" e "empreendedorismo" são considerados de gênero masculino (Ahl, 2006; Lewis, 2006). Pistas ou símbolos no ambiente que os empreendedores utilizam para operar seus negócios poderiam tornar a auto-construção independente mais acessível (Hong et al., 2000), uma vez que a identidade masculina destaca atributos únicos dos indivíduos (Cross & Madson, 1997). Uma consideração sistemática dos potenciais efeitos moderados da auto-construção contribuirá para uma compreensão mais completa das condições sob as quais os efeitos do sexo sobre as intenções de crescimento são mais propensos a manter.

Em suma, o objetivo deste artigo é aprofundar a compreensão dos fatores que influenciam a motivação do crescimento dos negócios em empresas estabelecidas. Para isso, um dos principais objetivos do presente estudo é examinar a relação entre sexo dos empreendedores, identidade de gênero e as intenções de crescimento dos empresários de seus empreendimentos estabelecidos. Argumentamos que uma exploração das intenções de crescimento dos empresários de empresas estabelecidas poderia ajudar a explicar as diferenças sexuais na decisão de crescer. Um segundo grande objetivo do presente estudo é focar na auto-interpretação dos empreendedores como um potencial moderador da relação entre sexo e identidade de gênero e entre identidade de gênero e intenção de crescimento empresarial (ver modelo conceitual na Fig. 1). Até onde sabemos, até o momento, tem havido pouca pesquisa explicando a influência desses domínios e a intenção dos empreendedores para o crescimento do negócio estabelecido. No entanto, isso é importante considerando que os indivíduos iniciam e operam seus empreendimentos por uma variedade de razões além do crescimento ou maximização dos retornos econômicos (Wiklund et al. 2003).

O artigo começa com uma análise das intenções de crescimento dos negócios; isso é seguido por uma avaliação da influência da identidade de gênero nas intenções de crescimento e do papel moderador da auto-construção. Em seguida, descrevemos nossas técnicas de amostra, métodos de pesquisa e análise de dados que incluem análises de mediação ANOVA e moderadas. Por fim, discutimos os resultados da análise empírica e as limitações da pesquisa, apresentamos a implicação prática dos resultados da pesquisa e propomos áreas para novas pesquisas.

CONCLUSÃO

Os achados do presente estudo deixam claro que a intenção de crescimento empresarial é um fenômeno complexo que pode ser influenciado pelo gênero. Nossos resultados indicam que a identidade de gênero media a influência do sexo nas intenções de crescimento dos negócios e os efeitos da mediação dependem da auto-construção independente dos empreendedores. Assim, as mulheres tomam decisões relacionadas ao crescimento de seus negócios usando um processo diferente dos homens. Nossos resultados reforçam as afirmações de que é valioso incorporar uma perspectiva feminina ao estudar os fatores que influenciam as intenções de crescimento dos empreendedores nos negócios estabelecidos.