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

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Abstract

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

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1. Introduction

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

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

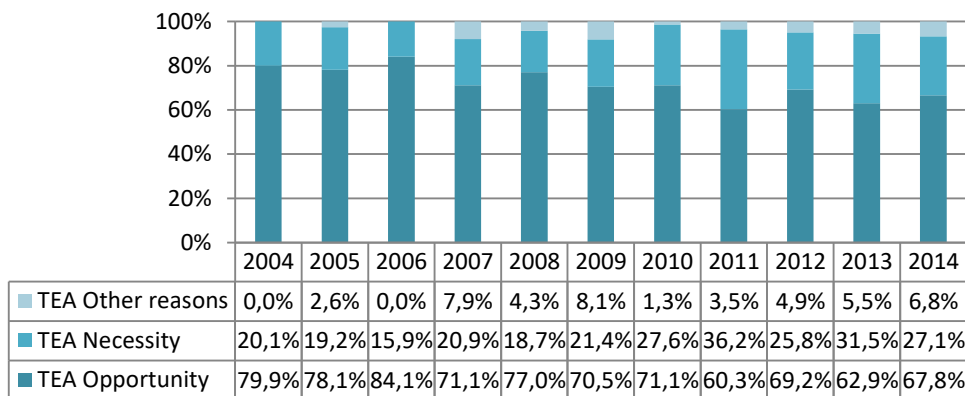


Figure 1. Evolution of entrepreneurial behavior in Andalusia. Source: Navarro et al. (2014). Informe GEM Ejecutivo Andalucía 2014, p.48.

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

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

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

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