

Chapter 11

Exploring Factors Affecting Women in the Family Business From Entrepreneurship Students' Perspectives

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ABSTRACT

This study aims to highlight the perceptions of entrepreneurship students in Indian private universities towards factors that affect women's entrepreneurial success in the future. The study adopted an exploratory way to explore the factors affecting women entrepreneurs in family businesses. The data for the study was collected from students studying in higher education institutions by conducting interviews using

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the interpretative phenomenological analysis (IPA) technique with 26 respondents. The institutions were finalized based on their record for running entrepreneurship programs at the postgraduate level. The study provides a base for developing nations with non-egalitarian contexts to encourage women to join family businesses.

INTRODUCTION

Studies on women in the family business have shown a growing trend in the last decade (Haynes et al., 2021; Aldrich et al., 2021). Some considered individual professional success, willingness to lead and family support as motivational factors for women's inclusion (Agarwal, Agrawal, & Srivastava, 2021). On the other hand, factors like the nature of industry, stereotyping and power control restrictions were considered to demotivate a woman from joining family businesses and their growth (Faraudello, & Songini, 2018). Similarly, most studies were either isolated literature reviews or empirical studies on successful women leaders or considered gender-neutral perspectives concerning family businesses. Adding to these understandings, Hoobler et al. (2018) conducted an extensive meta-analysis to understand the past literature on women's role in the family business. The literature's findings proposed the need to explore factors using different approaches to measure factors affecting women's inclusion in the family business.

In line with, when it comes to concerning culture and its impact on women's performance in the family business, scholars have acknowledged egalitarian cultures as providing equal opportunities for men and women family members to join family businesses (Benavides-Velasco, 2013). However, in non-egalitarian cultures, men are assumed to have careers, while women are for families and babies (Mussolino & Calabrò, 2014). The most significant deterrent to women entrepreneurs in such non-egalitarian cultures as India is that they are women. The patriarchal society is a substantial block towards women's successful entrepreneurial careers. This highlighted the existence of inequality on gender grounds (Drew & Humbert, 2012). Considering the persisting inequality, a few studies mentioned gender as affecting individual performance family firms and showed that female participation in family firms in developing countries negatively affects their performance (Gonzalez et al., 2020; Mustafa et al., 2020). As females have family responsibilities, high marital expectations, pressure to take care of spouse & kids, they are assumed to be less focussed and determined for career. Further, they are prone to social economic pressures which also affect their family business performance and sustainability. However, other group of scholars pointed out the contradictory point and highlighted that gender could not be considered a reason for the lower performance of individuals in the family business (Marlow & McAdam, 2013). This clarifies that

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