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Gender marginalisation and entrepreneurial motivation in the global south.

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Gender Marginalisation and Entrepreneurial Motivation in the Global South



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*Marginalised Gender Identities -
How can Intellectual Activism transform Work and
Organization*

Rationale of Study



01

Marginalization

Women face marginalisation in Sub Saharan African Countries



02

Significant rise

Significant growth (231 million GEM 2018/2019) in female entrepreneurship, in developed and developing economies. More women in Ecuador and Vietnam



03

Entrepreneurial Motivation

Why choose entrepreneurship in the face of marginalization. 41% in Nigeria.



04

Gender Difference

Women are motivated for non-financial reasons, while males are profit oriented.



05

Patriarchy

Influence on gender inequality on entrepreneurial motivation.

Aim and Objectives of Study



Aim

- This paper explores the perceived differences in the motivating factors for women and men in choosing entrepreneurship as a career in a global south economy (Nigeria).

Research questions

1. What motivates women to start a business in the global south?
2. How do the motivating factors for women differ from their male counterparts in the global south?

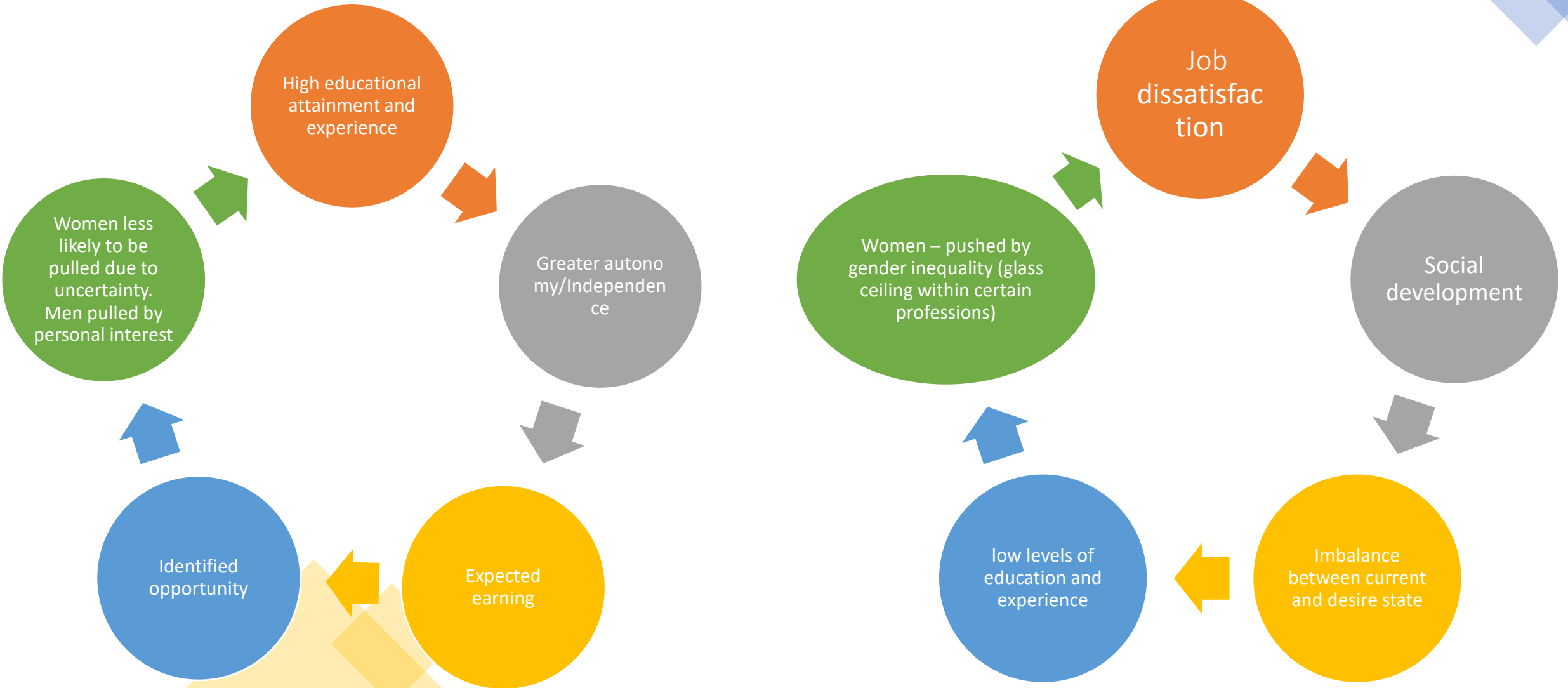




Push-Pull Theory

Pull

Push





Research Approach



Data Type

Qualitative Data.



Motive

- To understand what motivate women to start business?
- The difference between the motivating factors for male and female entrepreneurs



Sampling/ research context

Purposive sampling
3 years in business
Urban cities



Data Collection

Semi- structured
interviews (online)
30 male/female
entrepreneurs in food
/accommodation and
the real estate sector



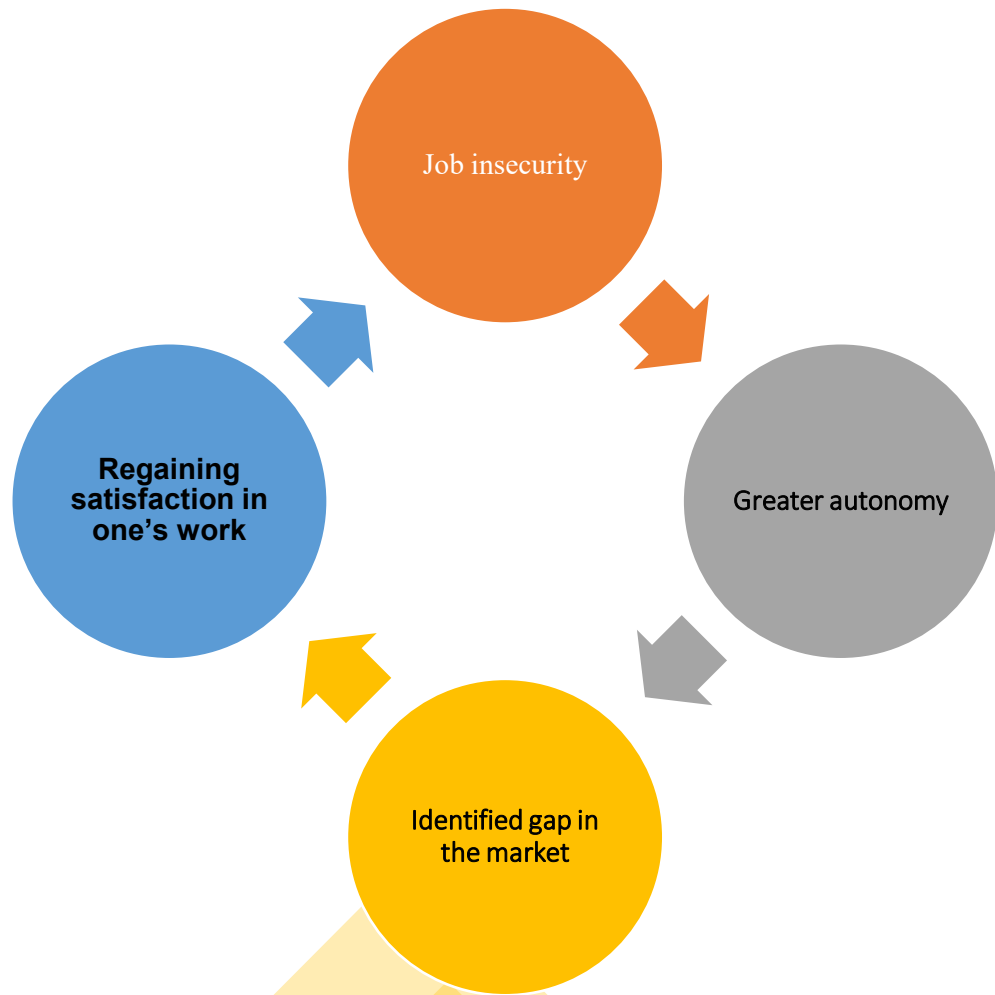
Data Analysis

Thematic Analysis
The use of Nvivo

Results and Findings



Motivating Factors for female entrepreneurs



Motivating Factors for male entrepreneurs



Discussion

- Some similarities exist: greater autonomy, regaining satisfaction in one's work and identification of a gap in the market.
- However, financial motivation comes naturally for the male entrepreneurs.
- Further analysis will show men are mostly introduced to the business world early in their lifetime due to patriarchy and inheritance laws.
- Additionally, male entrepreneurs are motivated by the idea of being self-employed, relating to the patriarchal need to be the head.



Contribution and Areas for further work

- The findings revealed that respondents in this study were motivated by a complex system of interacting factors that include both push and pull factors
- This research has demonstrated that female entrepreneurs possess the opportunistic tendency that a typical male entrepreneur possesses in a global north economy.
- Our findings do not align with the extant literature about women mainly being pushed into entrepreneurship and making them set up businesses mostly in the service sector.
- This study has recorded female entrepreneurs operating in a male dominated sector (real estate sector).
- Social actors influence the motivations of entrepreneurs in the global south especially due to the patriarchal structures.
- Future work can include considering other sectors and a more rural sample in Nigeria.

