

A DESCRIPTIVE ANALYSIS OF PARENTS OF WOMEN ENTREPRENEURS IN TURKEY

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Abstract. As recognition of the importance of entrepreneurship to the economy has increased, the profile of entrepreneurs became an interesting issue to discuss. In order to encourage the entrepreneurship of women, it seems to be necessary to clarify the profile of those entrepreneurs by investigating their parents' educational level or their jobs as motivating factors. In this study the data were collected from 104 women entrepreneurs and 108 women who are not entrepreneurs, but work in the public sector. The results showed that while women entrepreneurs' parents and especially their fathers had entrepreneurial status, the fathers of women who are not entrepreneurs, but working in a public firm, had governmental status.

JEL Classification: L2.

Keywords: Entrepreneurship, women entrepreneurs, self-employment, entrepreneurial family.

Raktiniai žodžiai: antreprenerystė, moterų antreprenerės, savarankiškas darbas, antrepreneriška šeima.

Introduction

The role of entrepreneurship in today's economy is attracting the researchers' attention, because big business has become less important leading economic force than in the past. Countries have discovered entrepreneurship as a promising source of economic vitality and its popularity has increased dramatically during the past two decades. One of the reasons for this popularity is the downsizing practice of big firms due to economic crisis; many unemployed individuals tried to consider entrepreneurship to become independent in pursuing their economic needs as organizations no longer provide them the careers opportunities they once did.

As recognition of the importance of entrepreneurship to the economy has increased, the profile of entrepreneurs became an interesting issue to discuss. Entrepreneurs are known for what they do: they create new products, processes, and services for the market. In general, entrepreneurs can be defined as individuals who bring about an improvement, both for other individuals and for society as a whole (Hisrich & Peters, 2002). Some research showed that entrepreneurship can be taught and especially fathers form the entrepreneurial spirit at home and can encourage entrepreneurial intentions by teaching children responsibility, risk taking, self-confidence in their abilities, and internal locus of control and so on. A substantial number of studies find a positive correlation between parents' entrepreneurial status and the likelihood that their children will become entrepreneurs later in life.

Meanwhile, the number of women-owned businesses grew at a rapid scale throughout the world as well and despite the obstacles they face they are mostly small businesses, some of them become large and profitable. It is estimated that by the year 2020 40 to 50 per cent of all businesses will be owned by women. Research reported that some women-owned businesses generated revenues of more than \$1 million per year. Also, research observation points out that very often the enterprises started by women are influenced by the decisions and desires of their family members. It is understood that if these women involve themselves in various managerial decisions it would have a positive impact on both their enterprises and on them too. In addition to personality traits, several additional individual difference variables have been found to predict entrepreneurship. Demographic factors affecting entrepreneurship are age, sex, education, work experience and role models.

In this study; women entrepreneurs and women who are working in public sectors will be compared, related to their parents' job. It will help us to see the parent profile of women entrepreneurs in Turkey.

1. Theoretical Background

Countries have discovered entrepreneurship as a promising source of economic vitality and its popularity has increased dramatically during the past two decades. One of the reasons for this popularity is the downsizing practice of big firms due to economic crisis many unemployed individuals tried to consider entrepreneurship to become independent in pursuing their economic needs as organizations no longer provide them careers opportunities they once did. As the recognition of the importance of entrepreneurship to the economy has increased, the profile of entrepreneurs became an interesting issue to discuss.

In that part, concepts that are related to entrepreneurship will be summarized. Som information about women entrepreneurs and the concept of entrepreneurial family will be provided.

1.1. The Concept of Women Entrepreneurs

Women's entrepreneurship needs to be studied in detail and separately for economic and social reasons. Women's entrepreneurship has been recognised during the last decade as an important indicator of economic growth. Women entrepreneurs create

new jobs for themselves and others and also provide different solutions to management, organization and business problems.

Some researchers (Hansen, 1995) have discussed women entrepreneurs in relation to the “push and pull” factors. The “push factors” that lead women to establish their own enterprise include the problems of unemployment, business conditions unfavourable for women and gender discrimination, especially in paid professions. The results emphasized that women become entrepreneurs due to economic difficulties and they note that flexible employment policies and a reduction in the number of workers push women to establish their own small enterprises. In contrast, the desire for independence and self-realization, to be one’s own boss, and the desire to establish a balance between business and family responsibilities are considered in pull factors (Cohen and Mallon, 1999). In other words; the “pull” factors for women entrepreneurs include a desire for independence and control of the business operation (Hisrich and Brush, 1985; Scott, 1986). Although, there are lots of reasons to decide to start a new business, because of some main obstacles only certain categories of women will enter into business and succeed.

Women’s entrepreneurship is both about women’s position in society and the role of entrepreneurship in the same society. However, increased participation of women in the labour force is a prerequisite for improving the position of women in society, in all countries women still represent a minority of society that start new firms, are self-employed. When researchers have looked for the reasons of the low degree of participation, they found that women are faced with specific obstacles that they have to be overcome in order to give them access to the same opportunities as men. These specific obstacles to women’s entrepreneurship are: type of education, lack of role models in entrepreneurship, family responsibilities, weak social status, and access to finance (OECD, 2004).

Especially, with increasing industrialisation, the issue of women’s family responsibilities (childcare) becomes more important. Women still have the major responsibility for family and children. As industrialisation and development progresses, childcare and economically productive work becomes increasingly important issue for the women in the labour force. In developed countries, work sites are usually some distance from home and work schedules lack the flexibility required by children. Therefore, women (as it is women who typically care for children) who wish to work make alternative arrangements for the care of the children (Brewster & Rindfuss, 2000). With greater availability of childcare, women increased their time and resources availability for any form of participation in the labour market, including entrepreneurship. The right to childcare allows women to better control not just over whether to have children or not but also when to have children. Availability of childcare enables women to manage a work career and motherhood and thereby allow some women to create windows of time in which they can meet the time intensive demands of entrepreneurship.

As the recognition of the increasing number of women entrepreneurs in all countries has risen, the profile of women entrepreneurs and the factors that affect the women’s entrepreneurial intentions became interesting issues to discuss. Entrepreneurial intention is affected by lots of factors such as personality, culture, educational background and role models. The family is the first social group that one comes into contact with

and from which the individual learns the basic values of living. Therefore, parents become the most important actors in individuals' life and they function as carriers of values, emotions and experiences towards self-employment (Darling & Steinberg, 1993).

1.2. The Concept of Entrepreneurial Family

A substantial number of studies find a positive correlation between the parents' entrepreneurial status and the likelihood that their children will become entrepreneurs later in life. Family influences are crucial for the development of young people's career intentions (Jodl et al., 2001), and studies suggest that parents' entrepreneurial status triggers their children's entrepreneurial intentions (Matthews and Moser, 1996; Scherer et al., 1989). Family is one of the most important groups that form the individuals' attitude toward entrepreneurship, develop their capabilities to step into new venture creation, creativity in developing new business ideas and improves their intention to choose entrepreneurship as their future career path (Gupta, 2009; Harris, 2008; Kundu, 2007; Zampetakis, 2006). A review of literature on the role of family in shaping an individual's entrepreneurial intentions indicates that the two common theories mentioned by most entrepreneurship researchers are: Theory of Planned Behaviour and Social Cognitive Theory.

Theory of planned behaviour concentrates on decisions to adopt behaviour as a result of intention. According to theory intention is a function of three key components including the perceived ability to perform the desired behaviour (control over behaviour), perceived negative or positive behaviour to desired behaviour (attitude toward behaviour) and perceived expectations of significant others about behaviour (social or subjective norms). Interactions among all these components develop a sense of capability and emotional tendency which drives individuals to be an entrepreneur. The several studies show the significant impact of families' values and expectations on their children's entrepreneurial intentions (White, 2007; Souitaris, 2007)

According to Bandura's Social Cognitive theory, role models create interest and critical experience. There exists a strong connection between the presence of role models and the emergence of entrepreneurs (Shapero & Sokol, 1982). Role models are persons that by their attitudes, behaviours and actions establish the desirability and credibility of a choice for an individual. For example, some scholars argue that exposure to a family business can predispose children's entrepreneurial intentions by increasing their perceptions that self-employment is a feasible career option (Krueger et al., 1994; Sorensen, 2007).

The theory specifies that interests, academic and career choice options and performance and persistence in educational and occupational options are influenced by the person's self-efficacy and outcome expectations. Personal factors, learning experiences and contextual background have an effect on a person's self-efficacy. Self-efficacy is proposed as a mediating factor between the predicting factor and the criteria variable. In terms of self-employment, a person chooses to become self-employed because he or she feels confident in that area; this confidence leads to an interest in self-employment. The person's confidence is shaped by his/her contextual factors such as ethnicity, age, gender, support system and past learning experiences. Perceived self-efficacy has been

proposed as a central concept in entrepreneurship (Boyd & Vozikis, 1994) because it is proximal in nature and has been proven to be associated with initiating and persisting in achievement related behaviours such as business settings (Wood & Bandura, 1989). Perceived self-efficacy has been found to be positively related to the intention of starting one's own business and exploring new opportunities (Chen, Gene Greene, & Crick, 1998; Krueger & Dickson, 1993; Krueger & Dickson, 1994).

Moreover, self-employed parents provide their child (whether adult or not) with plenty of vicarious experience. Vicarious experience is the second best way of learning, after individually enacted mastery experiences. Vicarious experience affects self-efficacy because it enables the person to judge one's perceived capabilities in relation to the attainment of others. Working in a small firm enables a person to gain both mastery experience and vicarious experience. The mastery experience comes from learning and mastering the trade and the vicarious experience from observing the management of the small firm. The greater the assumed similarities between the role model and the observer, the more persuasive are the role model's successes and failures. If people see the role models as very different from themselves, their perceived self-efficacy will not be heavily influenced by the model's behaviour and performance. Hence, parents are persuasive as role models because the child can assume close similarity (Davidsson, 1995; Delmar & Gunnarsson, 2000; Scherer, Brodzinski & Wiebe, 1991).

Consistent with existing entrepreneurship research, the main ways for how entrepreneurial intentions are transmitted can be grouped in several topics. First, the tendency to develop entrepreneurial intentions can be influenced by genetic factors that children inherit from entrepreneurial parents (Nicolaou and Shane, 2010). Genes can affect brain mechanisms that drive people to develop specific characteristics—e.g., need for achievement, risk taking, creativity (McGue et al., 1993)—that increase their perceptions of entrepreneurship as a possible career option (Rauch and Frese, 2007). Thus “the association between positive attitudes toward entrepreneurship and entrepreneurial intentions make entrepreneurial intentions likely to have a genetic component” (Nicolaou and Shane, 2010).

Second, there are several types of financial resources that entrepreneurial parents can provide for their children (Aldrich et al., 1997; Dunn and Holtz-Eakin, 2000). For example, parents owning a successful business can pass on wealth, provide capital or loans, or offer collateral for bank loans for their children. Moreover, children may access the social capital of entrepreneurial parents, including suppliers, customers, business partners, and consultants, and they may profit from parents' entrepreneurial reputation when building their own networks. Parents' social capital could also enable their children's exposure to information about new market opportunities (Sorensen, 2007). Research has shown the importance of social support through role models and close private relationships with people in the small business community (Hansen, 1995; Matthews & Moser, 1995) and through case studies has tried to describe the process leading to new venture creation (Birley, 1985; Hansen, 1995; Larson et al., 1993). Hence, the individual's network provides the emotional support, social persuasion and vicarious experience, which are central to whether or not a person engages in entrepreneurship and does so successfully. For

example, some of the most important impacts of the social network are the socialisation process, the ability to practice and observe small business activities at close range and the provision of positive (or negative) role models with regard to entrepreneurial behaviour. These can serve to strengthen the sense of self-confidence in behaviours related to the entrepreneurial domain. Furthermore, the social network provides different useful resources for both the aspiring and practising entrepreneur in the form of instrumental and financial assistance; such as experience, know-how, encouragement, financing and idea generation (Lye, 1996; Ramachandran & Rammarayan, 1993).

As a result, many studies have shown that entrepreneurs indeed often had mothers and fathers who were entrepreneurs themselves (Hisrich & Brush, 1999). Individuals whose parents are entrepreneurs are likely to perceive that entrepreneurship is a feasible endeavour, thus triggering the development of their entrepreneurial intentions.

2. The Evaluation of Parenting Styles of Women Entrepreneurs

2.1. Sample and Method

The aim of the study is getting a profile of women entrepreneurs' parents especially in their occupation. The data is collected from women entrepreneurs and women who are worker in a public sector. The two samples' number is tried to keep equal or close to equal to make valid and reliable comparison. 104 data is from women entrepreneurs and 108 data from women who are working in public sector was collected. Also the descriptive statistics results were similar in these two groups and that's why the comparisons that will be done became more reliable. The average age of women entrepreneurs was 35 and women who are not entrepreneurs, but working in a public sector, was 38. Approximately, 64 per cent of the two groups have a bachelor's degree. Also 60 per cent of women who are entrepreneurs and non-entrepreneurs, but working, place of residence was a metropolis.

"What is your mother's/father's occupation and what is the educational level of your father/mother?" was asked of participants to get a profile of their parents. Also "are there any entrepreneurs in your family? If yes who is he/she?" was asked and the descriptive statistics of these questions were analysed.

2.2. Analysis

The main research problem of the study is to determine the profile of women entrepreneurs' parents in their occupation. Consistent with the previous research, the research question in the study can be formed as "Are women entrepreneurs' parents engaged in entrepreneurial activities much more relative the comparison with women's, who are working in public sector, parents?"

2.3. Results

Description of the data gave three important results about parents' educational level, occupation and the availability of any entrepreneurs in family. Table 1 demon-

trates the descriptive data about the educational level of the fathers and mothers of entrepreneurs and non-entrepreneurs.

Table 1. Descriptive statistics about the educational level of the fathers/ mothers

Variable	Mothers' education	Fathers' education
Women entrepreneurs	48% — Primary School 24% — Secondary School	34% — Bachelor degree 31% — High School
Women who are non-entrepreneurs, but work in public sector	43% — Primary School 27% — Secondary School	35% — Bachelor degree 31% — High School

As observed, father's educational level is higher than the mothers. 35 per cent of the fathers of women entrepreneurs and non-entrepreneurs have a bachelor's degree, 31 per cent of them have a high school degree. On the other hand, 48 per cent of the mothers of women entrepreneurs and 43 per cent of the mothers of non-entrepreneur women have primary school degree. Approximately, 25 per cent of mothers graduated from secondary school.

Table 2 presents descriptive data about the occupation of the fathers/mothers of entrepreneurs and non-entrepreneurs.

Table 2. Descriptive statistics about the occupation of the fathers/mothers

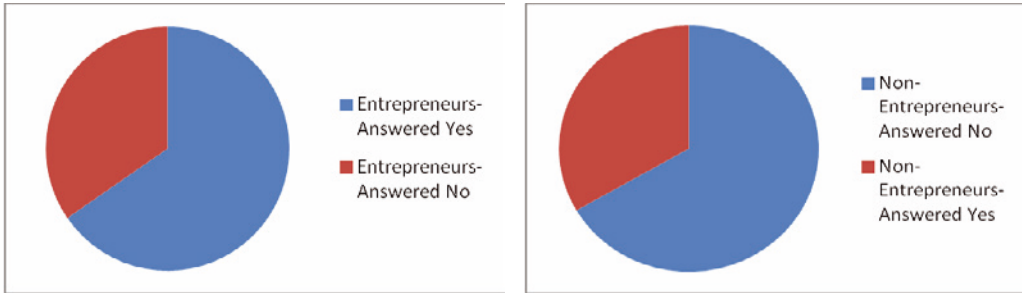
Variable	Mothers' job	Fathers' job
Women entrepreneurs	80% — Housewife	77% — Self-employed
Women who are non-entrepreneurs, but work in public sector	69% — Housewife	65% — Government Officer

The results indicate that while 77 per cent of women entrepreneurs' fathers are self-employed, 65 per cent of non-entrepreneur women's fathers are working as government officers. Both of the groups' mothers are housewives.

The other important frequency result is about the availability of any entrepreneurs in families. Table 3–4 presents the participants' answer on "are there any entrepreneurs in your family?"

Table 3. Frequencies of the availability of any other entrepreneurs in family

"Are there any entrepreneurs in your family?"	Yes	No
Women entrepreneurs	63%	37%
Women who are non-entrepreneurs, but work in public sector	28%	72%

Table 4. Graphs of the availability of any other entrepreneurs in the family

The results show that 63 per cent of women entrepreneurs have other entrepreneur relatives in their families.

Conclusion

The rate of entrepreneurs in the economy of Turkey is lower than in the other OECD countries. Until 1980, politicians and economists are trying to develop entrepreneurship by some regulations. These regulations include some credits support, tax reduction or other contributing factors. However, these political regulations are important factors for the private sector, since entrepreneurship is not only an economic, but a social and cultural value, they were not displaying enough impulsion.

Family is the key point in cultural transition from one generation to others. Although today's this is changing, the lots of studies showed that Turkey has had patriarchal culture. (Kagıtcıbaşı, 2010; Ecevit, 2007; Sumer & Gungor, 1999) In Turkey, the roles of family members were categorized according to their gender. Fathers work outside and earn money; mothers do indoor works (cooking, washing dishes or laundry) and child care.

The importance of role models is the well-known fact in entrepreneurship research that children of self-employed parents are over-represented among firm owners and those trying to start a business. Entrepreneurial education/socialization by family members and role modelling can trigger children's perception that entrepreneurship is a feasible and desirable career (Krueger et al., 2000). We know that the availability of the self-employed parent is of central importance to the child's perception of entrepreneurship as a career option.

The goal of this paper is to gain a better understanding of the profile of the parents of women entrepreneurs. The results of this study indicate that the fathers of women entrepreneurs are self-employed. On the other hand, 80 per cent of the mothers do not work outside the home. More interestingly, our data showed the patriarchal cultural effect on the perceptions of role models. Since the father's role in a family is working outside and earning money, the daughters perceive their fathers as an economic role model and the fathers' occupation influences their career plan. Also the qualitative researches demon-

trate that mothers did not play an influential role for daughters to become entrepreneurs. This contributes a new insight in evaluating the effects of parents in individual entrepreneurial intentions and behaviour. Understanding of those profiles can help parents to create an appropriate environment for their children to become highly involved in entrepreneurial activities under their close guidance and mentorship

However, further studies with larger and more diverse samples need to be undertaken to examine the profile of parents. Moreover, future research can be done in different cultures to investigate cultural effects on the structure of families.

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MOTERŲ VERSLININKIŲ RENGIMO METODŲ TURKIJOJE APRAŠOMOJI ANALIZĖ

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Verslumo svarba ekonomikoje vis labai auga, todėl verslininkų tipai tapo svarbiu klausimu mokslinėse diskusijose. Siekiant paskatinti moterų verslumą, būtina išsiaiškinti šių verslininkų bruožus, ištirus jų tėvų išsilavinimo lygį bei darbovietes kaip motyvacinius veiksnius. Šiame tyrime buvo surinkta informacija iš 104 moterų verslininkų ir 108 moterų, dirbančių viešajame sektoriuje. Tyrimo rezultatai parodė, kad moterų verslininkų tėvai, dažniausiai tėvas, buvo verslininkai, o viešajame sektoriuje dirbančių moterų tėvai dauguma atvejų dirbo viešajame sektoriuje.

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