

**A multi perspective
exploration of
research on student
women and
entrepreneurship**

**African and other
perspectives**

**Gordon Institute
of Business Science**
University of Pretoria

Introduction

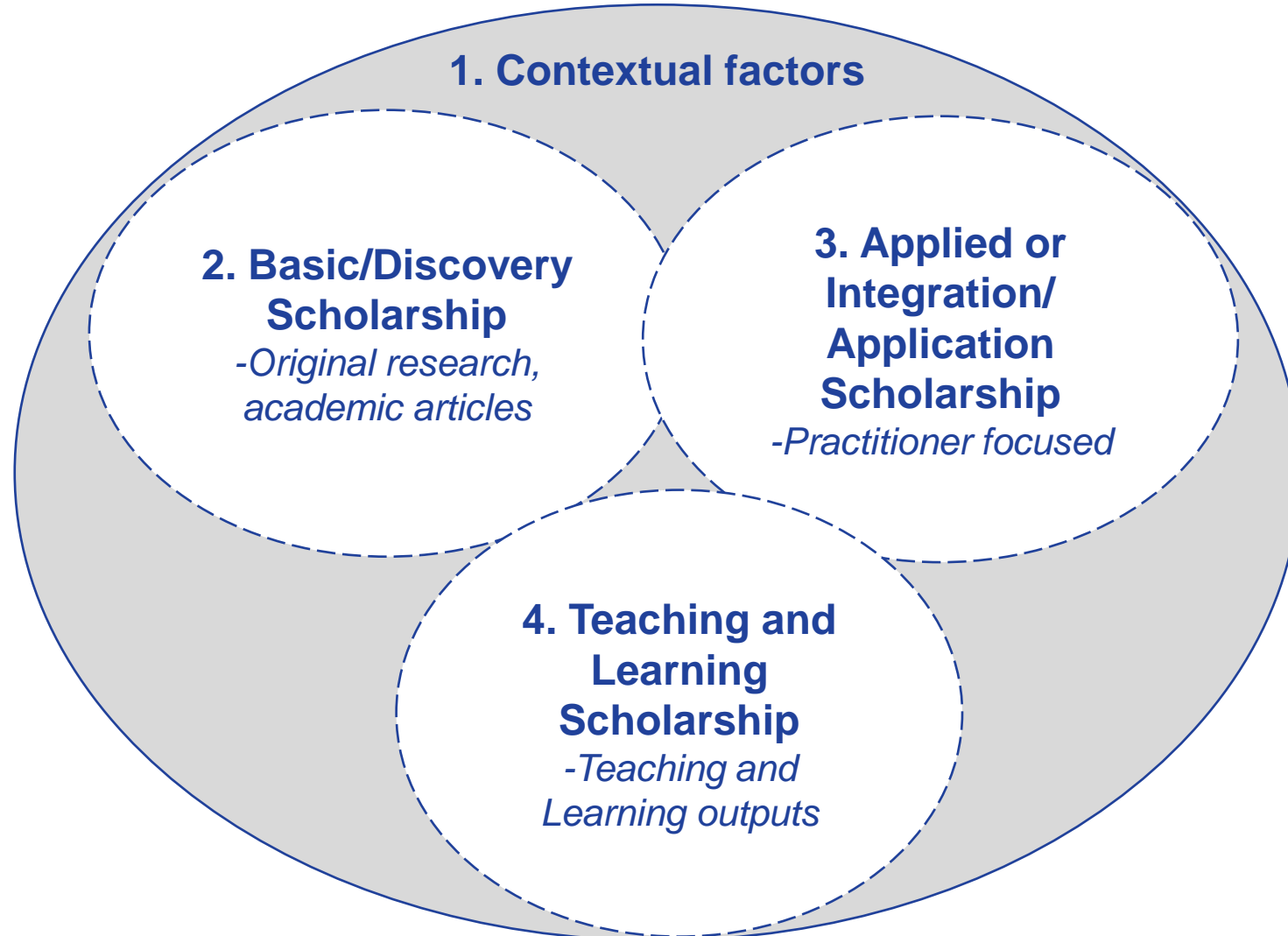
The danger of a single story!

*I've always felt that it is impossible to engage properly with a place or a person without engaging with all of the stories of that place and that person. **The consequence of the single story is this: It robs people of dignity.***

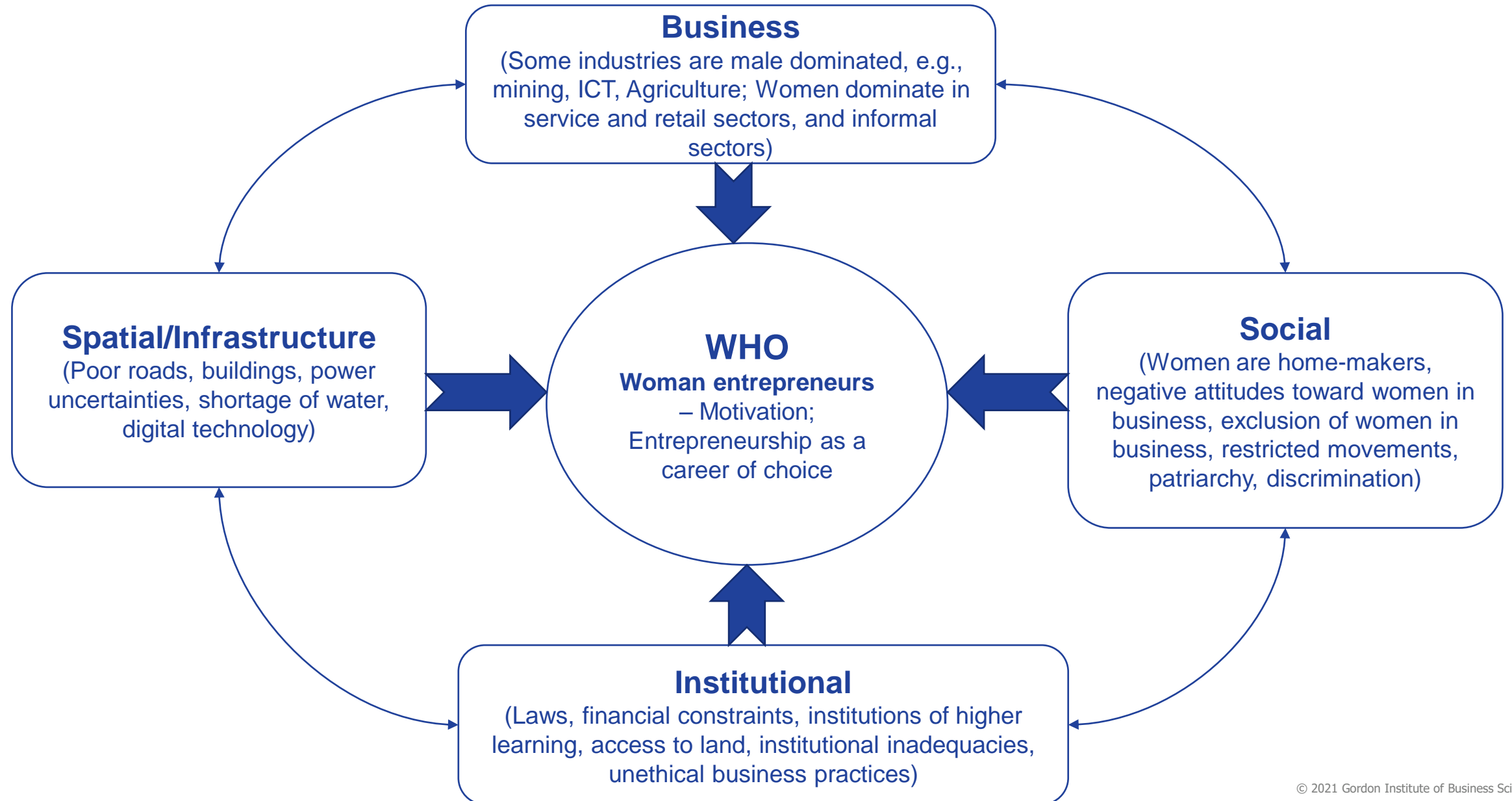
Chimamanda Ngozi Adichie

**The voice of young adult
student woman entrepreneurs
is missing!**

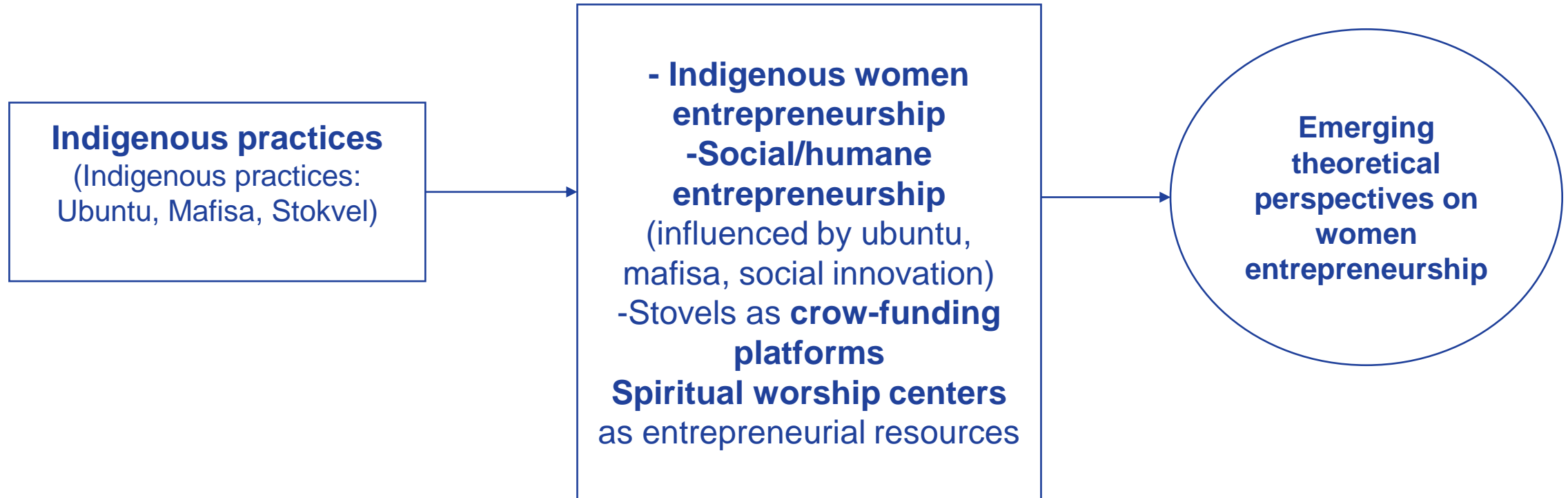
A multi perspective exploration of research on student women and entrepreneurship



1. An African Contextual Perspective



2. Basic/Discovery Scholarship and the African Context



3. Applied or Integration/Application Scholarship: Examples

Global Entrepreneurship Monitor 59 economies

(Entrepreneurial Intentions, Total Entrepreneurial Activity (TEA), Established Businesses, Business discontinuance; Entrepreneurial ecosystems)

Mastercard Index of Women Entrepreneurs 58 economies

(Women's advancement outcomes; knowledge assets and financial access, entrepreneurial supporting environment, women business owners)

Global Entrepreneurship Monitor Special Topic on Youth Entrepreneurship

(Youth unemployment, state of youth businesses, youth entrepreneurial ecosystem, technology usage, policy and recommendations)

Entrepreneurship Development in Higher Education

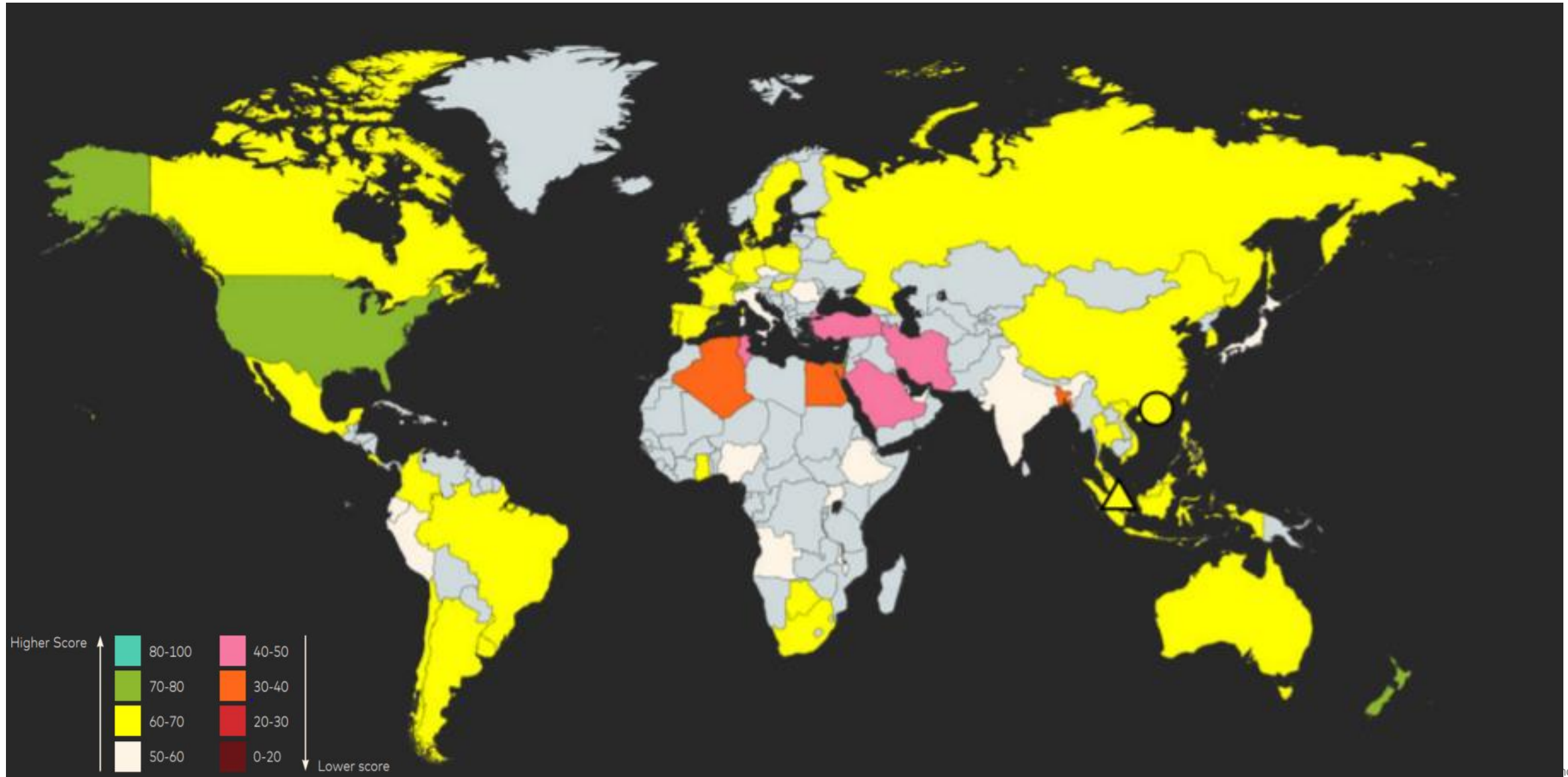
South African Focus

(National University Entrepreneurial Ecosystem Baseline Report)

Global Student Entrepreneurship 2018: Insights From 54 Countries

(Influencing factors, entrepreneurial intentions, entrepreneurial business activities, policy recommendations)

3. Applied or Integration/Application Scholarship: Global perspectives, 58 economies (Master Card, 2020)



3. Applied or Integration/Application Scholarship: African perspectives on successes

“Women’s economic contribution as business owners and entrepreneurs continues to be more prominent in the less wealthy and advanced economies of Uganda, Angola, Malawi, Ghana and Botswana” (Mastercard, 2020, p.10):

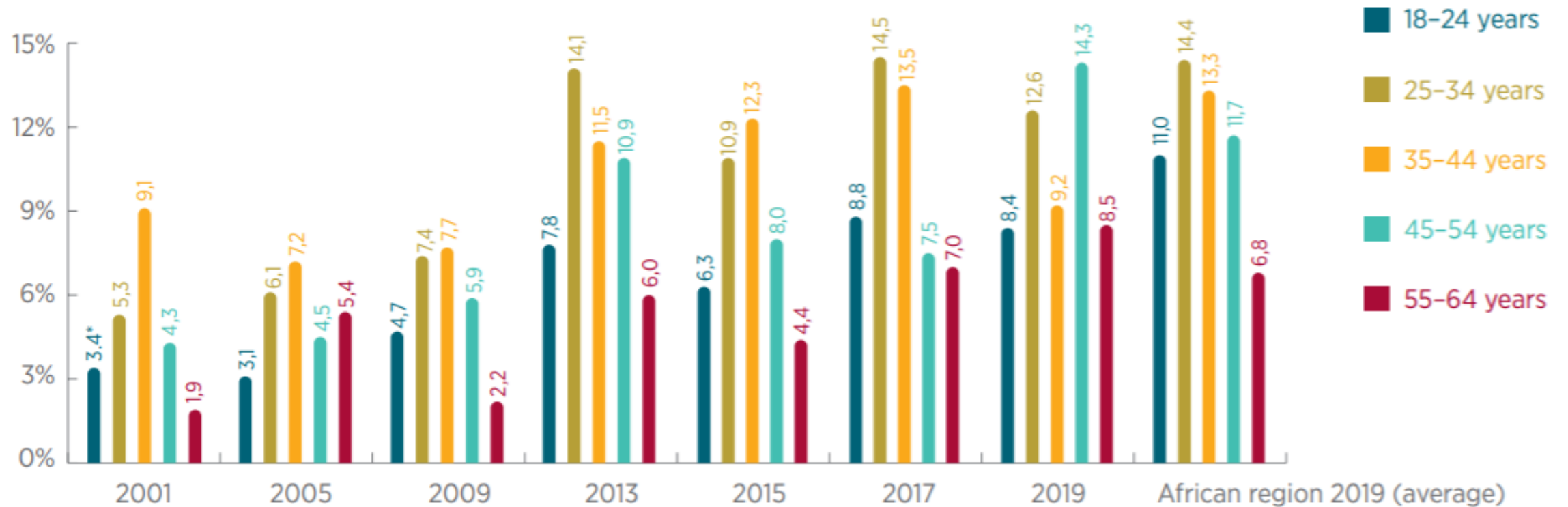
- > **Defy sociocultural barriers and structural impediments** such as lack of opportunities in education, personal wealth and access to capital
- > Have the highest percentage of **women business ownership** (between 30% to 40% of all businesses are women-owned)

Global entrepreneurship monitor:

- > The highest rates of **TEA** for women are found in sub-Saharan Africa (21.8%)
- > The highest rates of **women’s entrepreneurial intentions** are found among low-income countries (37.8%), followed by middle-income (21.3%) and high-income countries (12.6%)
- > The highest **Established Business** rates are seen in sub-Saharan Africa (11.3%) and Asia (9.1%)
- > Among the women surveyed, those in sub-Saharan Africa are **the least deterred by fear of failure** (66.5%)

3. Applied or Integration/Application Scholarship: African perspectives on challenges

Total early-stage entrepreneurial (TEA) activity in South Africa in 2001– 2019, by age group (as percentage of adult population)



3. Applied or Integration/Application Scholarship: African perspectives on challenges

GEM reports:

- > Business discontinuance rates are highest in low-income countries (approximately 5%) with the highest rates reported in sub-Saharan Africa (10.1%)
- > 25 – 34 and 35 – 44 are more likely to start businesses than **the 18 – 24-year-old age groups**
- > Women in sub-Saharan Africa believe **it is challenging to start a business**



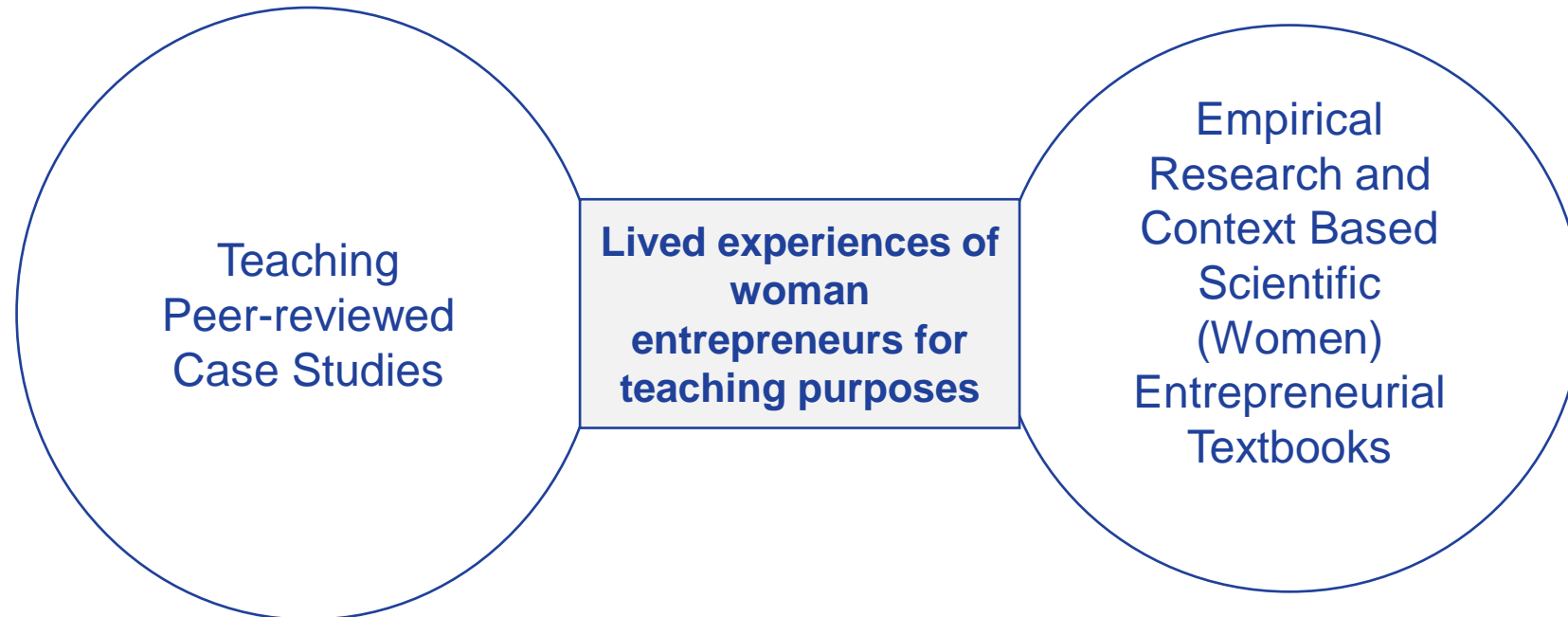
3. Applied or Integration/Application Scholarship: Global perspectives

Leading countries

Israel, the United States, and Switzerland are the top 3 Mastercard Index of Women Entrepreneurs performers:

- Underpinned by unique and strong business ownership traits (knowledge assets and skills)
- Highly conducive and supportive entrepreneurial conditions
- Positive cultural perceptions of entrepreneurship

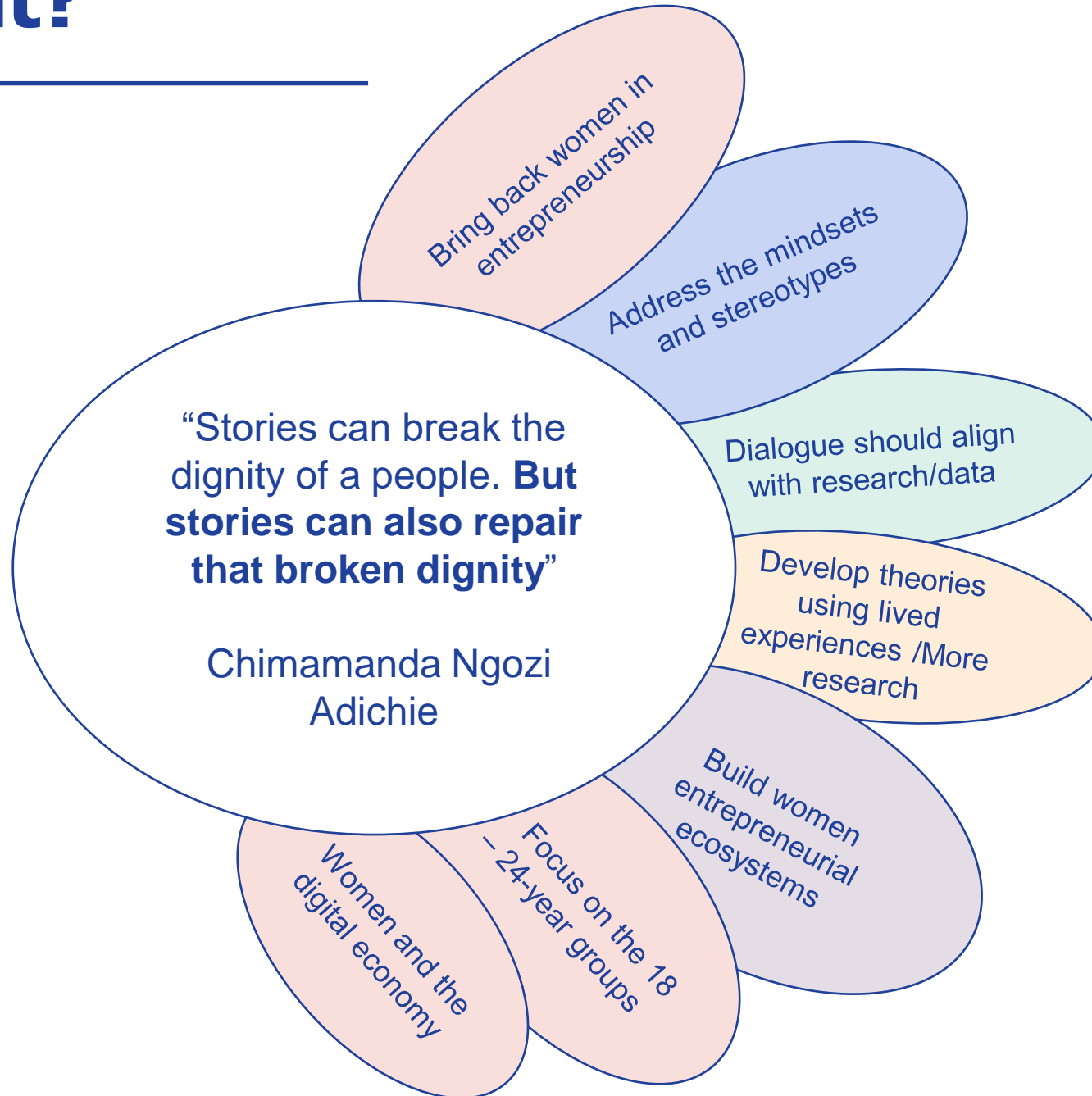
4. Teaching and Learning Scholarship: Enhancing the local narrative



An **Imbizo at the busy corner** Maphalala, J., & Zwane, S. [Entrepreneurship Focus]
SweepSouth South Africa: Contextually intelligent female leadership of entrepreneurial domestic services Toefy, T., & Scheepers, C. B.
All women recycling: Staffing challenges in a global pandemic Mathibe, M. & Mehta, S.

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Nieman, G., & Nieuwenhuizen, C. (2009). **Entrepreneurship: A South african perspective.** Van Schaik.

So what?



In conclusion

*Of course, Africa is a continent full of catastrophes. There are immense ones, such as the horrific rapes in Congo. And depressing ones, such as the fact that 5,000 people apply for one job vacancy in Nigeria. **But there are other stories that are not about catastrophe. And it is very important, it is just as important, to talk about them.***

Chimamanda Ngozi Adichie

References

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