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Analysis of women entrepreneurship

Abstract:

Women's entrepreneurship is increasingly important for creating new jobs and contributing to the social and economic growth of their societies, yet the interplay and nuances of women's entrepreneurship and culture are currently understudied. In this special issue, we present eight empirical papers that delve into different aspects of the dynamic interaction between gender and culture in shaping women's entrepreneurship. We provide a framework for women's entrepreneurship and culture research to organize the empirical research here into three interconnected themes: gender role expectations and identities, societal cultural dimensions, and the entrepreneurial environment. This collection is an important step in integrating research on women's entrepreneurship and culture and further exploring the dynamic and complex interactions, in different economic and societal systems and across geographies.

Biography

Vanitha Mani, CEO/President of Project Mission LLC, a project management consulting company experienced in driving the product/project vision, strategy, budgeting, developing and implementation of innovative products and roadmap for AI based project management services. Proven expertise in collaborating with AI research and engineering teams, gathering and analyzing user feedback, and managing product lifecycles.