

Gender matters in dynamic entrepreneurship

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Women's entrepreneurship in Africa

- Differences M/F motivation, performance and industry choice
- Survivalists – *informality*
- *Fast growing group in the spotlight*

Institutions (social rule systems)

- *Practical constraints and facilitators*
 - > Gender: what one can have (resources and assets)
- *Strategic constraints and facilitators*
 - > Gender: what one can be (roles, positions) and do (duties and tasks)

Stella's business



ICT Innovations for Women's Entrepreneurship Development

What are the interrelationships between the innovations that seek to restructure women's entrepreneurial strategies, and pre-existent gendered institutions? Why and when is change in women's lives and businesses triggered or not?

Malawi

Business skills & market information for empowerment

Profitability

Local job creation

GROW Movement; ACE and ZOONA & KIVA

Some preliminary insights

- ❑ Benefits & Usage
- ❑ Improved skills, access to markets and profitability does not automatically transform women's entrepreneurship from a survival strategy into a strategy of business growth, or supply of decent jobs.
- ❑ Multiple practical and strategic needs of women entrepreneurs remain untouched by the ICT innovations – daily life is shaped by a lack of access to resources and limited agency and control over resources, choices and interactions in the home, business, market and farm group.
- ❑ Befitting labels: what's between survivalist and growth oriented? Entrepreneurial motivations and orientation intertwined with institutions that rule the home.

Business growth yes, but not just now.

Making technology work – William’s strategies

- ❑ ICTs innovations based on ‘missing ingredient approaches’
- ❑ ICT innovations provide limited or no opportunities for improved well-being for those women with limited agency and access (marginalized)

Ensuring access

- frugality and inclusion

Ensuring participation

- sensitizing husbands and family



Rippling gendered institutions?

- Ripples from the market domain to the household arena
- Capital accumulation via using the innovation as a strategy to dodge / delay 'being a wife' (themselves or daughters)
- Strategizing the risk of 'not being free', transfer agency over the business
- Level shifting: women take actions to change constraints to market engagement linked with 'being a wife' in daily household situations
- Using their businesses as a material and social resource in the pursuit of more freedom and improved wellbeing for themselves and their families.
- Consequences? Rippling deeper layers of collective-choice, constitutions? Direction, scope and pace?

Looking forward

Research & practice

- ❑ Understanding and boosting the role of dynamic entrepreneurship in relation to critical impact areas for inclusive development: more freedom, empowerment and improved well-being
 - What, where, when and for who do ICT innovations enable processes and outcomes of empowerment at the agency level and improved well-being for women entrepreneurs, beyond an increase of skills, profit and assets?
 - How and where can ICT innovations trigger a ripple effect in constraining gendered institutions that govern entrepreneurs' homes and market engagement and how does that affect women's business strategies?
 - What are good practices of rule-guided entrepreneurship development programming?

Thank you

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Website INCLUDE Knowledge Platform: Dossier Women and Inclusive development

