



A Research Agenda for Women and Entrepreneurship

Identity Through Aspirations, Behaviors and Confidence

Elgar Research Agendas

Edited by Patricia G. Greene, Professor Emeritus, Babson College and Candida G. Brush, Franklin W. Olin Distinguished Chair of Entrepreneurship, Babson College, US

Elgar Research Agendas outline the future of research in a given area. Leading scholars are given the space to explore their subject in provocative ways, and map out the potential directions of travel. They are relevant but also visionary.

The editors map out a vision for research on women and entrepreneurship and using a contextual framework that includes aspiration, behavior and confidence. They delve into issues such as social identity, start-ups, crowdfunding and context to set a new foundation for future research on entrepreneurship and gender.

‘What a great book! Two eminent researchers on women’s entrepreneurship, Patti Greene and Candy Brush, have assembled a wonderful group of well-known and upcoming scholars, each of them adding novel insights to the puzzle of “female entrepreneurial identity”. The book covers a wide array of interesting identity-related themes and presents evidence from countries and contexts which are much less studied. This is a must-read for those of us who want to understand and study entrepreneurial identity from a gender perspective, and also for those supporting women entrepreneurs.’

– Friederike Welter, Institut für Mittelstandsforschung (IfM) Bonn and University of Siegen, Germany

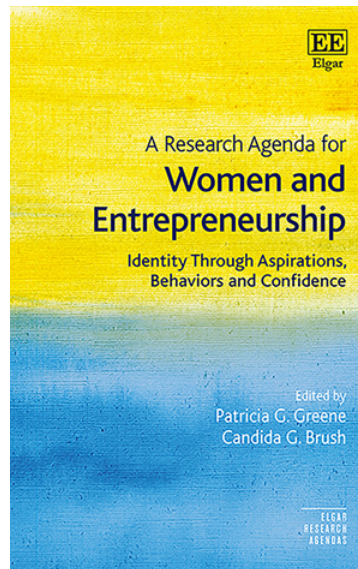
‘This book is a welcome addition to the cumulative body of research on women’s entrepreneurship and a critical milestone in the research agenda on female entrepreneurial identity. The editors Greene and Brush, top scholars in the field, brilliantly join the dots in the literature to make clear the complexity of women’s entrepreneurial identity and the connections to related concepts of confidence, behaviors and aspirations. The wealth of contributions in this highly recommended volume, successfully illuminate important aspects and signposts questions to continue this vital discourse.’

– Anne de Bruin, Massey University, New Zealand

‘This text is a welcome addition to extant literature in the field of women’s entrepreneurship. The editors bring together a collection of research contributions that critically explore women entrepreneurs’ aspirations, behaviours and confidence across a range of different geographical, conceptual and cultural contexts. The book debates pertinent issues of contemporary relevance in the field of gender and entrepreneurship and, as such, should be of value to researchers and policy makers alike.’

– Colette Henry, Dundalk Institute of Technology, Ireland

‘Using a broadly defined concept of identity, this book provides a very powerful framework for exploring differences among entrepreneurs by focusing on how aspirations (i.e., a desire to create or achieve) are linked to behaviors (i.e. how individuals create and grow businesses) which is related to confidence (i.e., their self-assurance and trust in themselves). All three (aspirations, behaviors and confidence) are interrelated and co-influence each other. While the focus is on women entrepreneurs, the framework and the studies presented in the book have significant relevance for the study of variation in the motivations, behaviors and identity of any type of



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entrepreneur. Scholars studying entrepreneurs would find this book valuable as a resource for insights into cutting edge theory, methods and examples that can lead to new ways to understand the phenomenon of entrepreneurship in a variety of contexts and types of individuals.'

– William B. Gartner, Babson College, US

'Patti Green and Candy Brush, without a doubt leading scholars on women's entrepreneurship topics, carefully edit this volume that provides valuable and accurate conceptual and empirical perspectives that enrich and illuminate the debate about research agenda for women in entrepreneurship. The practical implications for education, policy and the practice make this book compelling reading not only for researchers but also practitioners and policy makers interested in women's entrepreneurship.'

– José Ernesto Amorós, EGADE Business School, Mexico

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