

How do Female Entrepreneurs address Contradictions?

Playing by the Rules and Challenging Them: Women Doing Gender and Entrepreneurship

Entrepreneurship is gendered. With the masculine norm dominant female entrepreneurs are often considered as a deviation from the norm. In parallel, women also face role expectations that require more feminine behavior. In this study, we examine how women address the contradictions between the masculine and feminine norms of entrepreneurship and their gender respectively. In-depth interviews with 27 female entrepreneurs, reveal the microprocesses of entrepreneurs response to these contradictions. Evidence also speaks about the participants' recognition of gender bias and yet the hesitation to call it out as well as presence of guilt.

Keywords: female entrepreneurs, gender roles, bias, guilt, microprocesses

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