

BRAZILIAN ENTREPRENEUR: INTEGRATIVE REVIEW OF PUBLICATIONS ABOUT THE PROFILE OF THE FEMALE BRAZILIAN ENTREPRENEUR

*EMPREENDEDEDORA BRASILEIRA: REVISÃO INTEGRATIVA DE
PUBLICAÇÕES SOBRE O PERFIL DA EMPREENDEDEDORA BRASILEIRA*

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ABSTRACT

Considering the current unequal labor relations according to gender, entrepreneurship is becoming an alternative as a source of income to women. A great number of women end up choosing to engage a business, due to the lack of formal job opportunities. From this perspective, this paper presents an integrative review of the literature, using the databases *ProQuest*, *Web of Science* and EBSCO. The following keywords were reported: Brazilian entrepreneurs, women entrepreneurs in Brazil, female entrepreneurship in Brazil, as well as their correlated versions in Portuguese. There were 40 articles selected, which contained some sort of description about the sociodemographic and economic profile of the participating women. Individual aspects such as marital status, number of children, race, level of education, social class and age were not sufficiently explored by the academic literature. In addition, 30 articles were from Management or Business areas, illustrating the lack of studies from Psychology on this theme. Furthermore, just 8 papers were published in English. These features were considered determinant factors to comprehend the reality of entrepreneurial women, and should be better explored by future

studies looking for a more pragmatic analysis of the female entrepreneurship in Brazilian scenario.

Keywords: female entrepreneurship, profile of the Brazilian entrepreneur, Brazilian women, entrepreneur women, Brazilian entrepreneurship

RESUMO

Considerando as atuais relações de trabalho desiguais por gênero, o empreendedorismo vem se tornando uma alternativa como fonte de renda para as mulheres. Grande parte das mulheres acaba optando por se engajar no negócio, devido à falta de oportunidades formais de trabalho. Nessa perspectiva, este artigo apresenta uma revisão integrativa da literatura, utilizando as bases de dados ProQuest, Web of Science e EBSCO. Foram relatadas as seguintes palavras-chave: empresárias brasileiras, empresárias no Brasil, empresárias no Brasil, bem como suas versões correlatas em português. Foram selecionados 40 artigos, os quais continham algum tipo de descrição sobre o perfil sociodemográfico e econômico das mulheres participantes. Aspectos individuais como estado civil, número de filhos, raça, escolaridade, classe social e idade não foram suficientemente explorados pela literatura acadêmica. Além disso, 30 artigos eram das áreas de Administração ou Negócios, ilustrando a carência de estudos da Psicologia sobre o tema. Além disso, apenas 8 artigos foram publicados em inglês. Essas características foram consideradas fatores determinantes para a compreensão da realidade das mulheres empreendedoras e devem ser melhor exploradas em estudos futuros que busquem uma análise mais pragmática do empreendedorismo feminino no cenário brasileiro.

Palavras-chave: empreendedorismo feminino, perfil do empresário brasileiro, mulher brasileira, mulher empreendedora, empreendedorismo brasileiro.

Introduction

Observing entrepreneurship in Brazil and around the world, one understands that people undertake for two reasons: opportunity and need, defined in the scientific literature as push and pull factors. A large part of the female contingent undertakes out of necessity (BARBOSA, CARVALHO, SIMÕES & TEIXEIRA, 2011). One of the reasons is the historical gender inequality in the labor market (ZANELLO, 2018), as well as society in general. This inequality drives women to seek alternative earning sources for their survival (ALPERSTEDT, FERREIRA & SERAFIM, 2014).

Most entrepreneurship created by women can be identified from different factors, based on the necessity that women go through in that period of life (AMORIM & BATISTA, 2012). In this sense, the main objective is an immediate support of the family, so they will probably look for something they are already familiarized with. It means that it is common to find, for example, a woman who already cooks at home becoming an entrepreneur in selling food (SOUZA, 2020).

For its part, it is worth describing entrepreneurship by opportunity, named as a pull factor, that can be understood as a business opportunity, in which there is the expectation of future earnings in a certain branch of activity. Most of entrepreneurship by opportunity is still done by men.

Retaking the female entrepreneurship theme, it seems innocuous to study female entrepreneurship without taking into account the background and

context in which the woman is inserted (JONATHAN, 2011). When one chooses to study this subject, one must also define which woman we are talking about: black, white, middle class, peripheral, with what kind of education, her marital status, the number of children, if she has any support for her family life and from whom?

Recently, there have been a growing number of entrepreneurial women. This number has been higher than male entrepreneurship in some Brazilian contexts and regions (SILVA, MAINARDES & LASSO, 2016). Such growth allows us to question whether this is a real gender equity movement, as commonly recorded in the literature (CAPPELLIN, 2008), or a fleet of women from a still unequal labor market.

In line with the above questioning, Bandeira, Amorim & Oliveira (2020) emphasize that the job loss is a preponderant factor for women to engage in the path of entrepreneurship, especially after motherhood. Corroborating this narrative, Natividade (2009) indicates that the subsistence is a relevant factor for women to undertake. Jamali (2009) and Krakauer, Moraes and Berne (2018), in the meantime, argue that entrepreneurship can be a way out for women in face of gender discrimination in the labor market. For Costa et al. (2016), the inclusion of women in the labor market and in the world of entrepreneurship has been seen as a remarkable expansion. However, women are still associated with enterprises called "female nature" (COSTA et al., 2016), such as care activities, food, sale of clothes and cosmetics.

When analyzing female entrepreneurship, even specialized institutions incur on gender stereotypes, as Carvalho (2017a) presents, when talking about training courses for entrepreneurs, in which they were still present, until very

little time, " ... ideas that women are sensitive, intuitive, receptive, careful and possess tenderness, interiority and depth; while men are rational, objective, assertive, materialistic and possess expressiveness" (CARVALHO, 2017b, pp-18).

Beyond the current scenario in which we live and work, women have been more and more the focus of diverse research topics (ZANELLO, 2018). There has been an increase in studies on feminism, women at work, mothers and work, black women and their related themes (BRUSCHINI & RICOLDI, 2013; CALDWELL, 2000; SARTI, 2013).

Entrepreneurship as an alternative for women can be a fallacy (ALPERSTEDT, FERREIRA, & SERAFIM, 2014), considering that it often does not promote inclusion and independence, suggesting that women have equal conditions in relation to men, what does not look real to some working woman (FERREIRA & NOGUEIRA, 2013).

From this perspective, an integrative literature review was elaborated about two structural points: 1 - The profile of entrepreneur women who participate in studies, and 2 – The author's actuation areas of articles about Female Entrepreneurship in Brazil, given that the number of women undertaking, grows year after year (Tonelli & Andreassi, 2013) and the number of studies on the theme as well (JANSSEN, 2020).

Both points start from the conceptual assumption that to study female work, independent of the context, one must take into account the woman's familiar setting and personal reality. This article aims to investigate how this profile is described, in national and international literature, as well as the expertise area of the authors.

Method

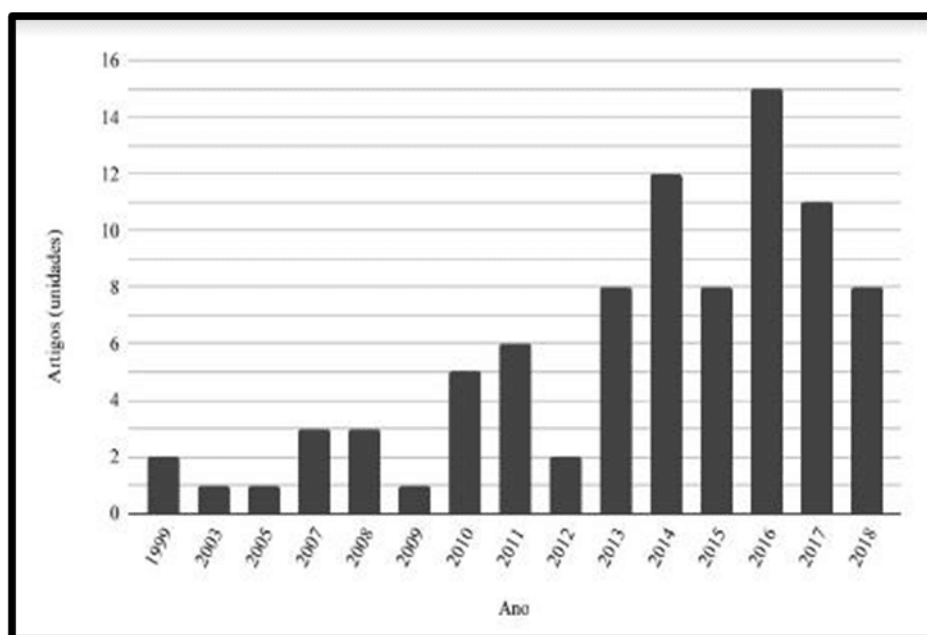
As a method, an integrative literature review was chosen, which aimed to gather and synthesize research results on a given subject or theme, in a synthesized and ordered manner (HOCHDORN ET AL., 2018; NASCIMENTO & SCHORSOLINI-COMIN, 2018; RIBEIRO & FLEITH, 2018).

In order to carry out the integrative review, data searches in literature were made by using keywords in English and Portuguese. The keywords that have been used were - Brazilian entrepreneurs; women entrepreneurs in Brazil; female entrepreneurship in Brazil, as well as their respective versions in Portuguese. After defining those terms, they were entered into three bibliographic databases: ProQuest, Web of Science and EBSCO.

The first database used was ProQuest, and all articles in Portuguese and English were analyzed and included until it was observed that the content was no longer the subject presented here, totaling 115 articles as a result in Portuguese and English. In the Web of Science there were 23 and in the EBSCO databases, eight articles.

After conferring and eliminating the repetition of studies and making sure that they were the subject of interest, there were 88 articles left, between the period of time of 1999 to 2018, as seen in the figure below:

Figura 1: Complete list of articles accessed



In a second step, an inclusion criterion was applied, which is: the article should describe, in the method, the profile of the participants. In this phase, 40 articles were selected, which will be the object of analysis of this paper. The full listing of the titles and authors of the papers can be seen at the end of this article.

Results

Regarding the profile of research participants, there is no pattern in the descriptions of the studies. It is important to highlight that, for women who work/are entrepreneurs, their marital status makes a difference, whether they have children or not, their area of work, their education and also their age.

For example, some studies show the percentage of women who have children, but do not specify the number of children these women have. Another issue is that there is no mentioning of the fact that the woman is someone's caregiver in the family, a task historically delegated to the female sex and which is known as an impact to the execution of professional activities (MOTA-SANTOS, & NETO, 2017).

About caring home and family in general, the studies do not mention how many hours a woman spends doing household chores.

The studies that present the percentage of women with higher education do not stratify the data because it does not demonstrate which course was carried out and if this course is related to the activity developed by the entrepreneur.

What stands out is that most of the study's participants have a college or graduate degree, leaving a gap regarding the specificities of women with lower school levels and, therefore, poorer entrepreneurs in the country.

Furthermore, attention is drawn to the fact that, from the 40 studies selected only one made reference to race, color and ethnicity. It is known that this aspect in Brazil is directly related to social class (SCOTT, 2016). Here, once again, a gap is opened regarding black entrepreneurs and their specificities and/or difficulties.

Table 1 details that, out of the 40 articles selected, 30 used a qualitative method, seven used a quantitative method and three quali-quantitative methods. It is also observed that 23 of the 41 articles used the interview as a collecting tool. Out of the selected studies, 26 of the authors have Management/Business as their area, or correlated areas, four authors were from Psychology, 3 from Economy, 3 from Social Sciences, two from Tourism, one from Executive Secretariat and one from Public Relations.

It should be pointed out that, as in other areas of knowledge in Brazil, most studies were published in Portuguese - 32 -, which makes it difficult for the internationalization of scientific production on Brazilian female entrepreneurship, as other areas in general.

Discussion

Even assuming that entrepreneurship is an alternative for the still-unequal labor relations due to gender, it is not always effective (MOTA ET AL, 2018). Therefore, the present study formulates some considerations about the researches that have been produced about female entrepreneurship in Brazil.

Initially, one aspect to be considered is the lack of visibility of the personal and family life of the women who undertake in Brazil. The particularities regarding gender, for example, having or not having children, having a child or more and marital status, imply on the number of hours spent with the family and home activities (FERREIRA, SADOYAMA, CORREIA, & GOMES, 2015) and should be more detailed in further studies.

It is essential to differentiate women who have children between those who do not, and it is also necessary to quantify the number of children, since having one child is different from having five children. It is known that women who have many children usually belong to less privileged social classes and tend to have a reduced support network in family care (LINO, 2020).

Not considering time spent on care as a job, a task considered feminine (FAVERO, 2010; ZANELLO, 2018), both regarding spouse, children, the elderly and those who are dependent, leads to an overwhelming of activities for women, which directly impacts on their performance as entrepreneurs, as well as the time dedicated to their leisure and self-care activities.

As far as women's work is concerned, regardless of entrepreneurship, the profile of women in their private lives strongly interferes. According to the Instituto Brasileiro de Geografia e Estatística (IBGE), women spend up to 73% more hours than men on home-related activities (IBGE, 2018). Which means,

the greater the number of people in the family composition, the higher the volume of activities delegated to female figures (JONATHAN, 2005).

It is also worth mentioning that the decision-making about having children and/or a partner can also have an impact on women's professional activities (BRUZAMARELLO, PATIAS, & CENCI, 2019), particularly because the average initial age of women entrepreneurs is around thirty, a period of time when the decision about maternity and married life usually happens (MATOS & MAGALHÃES, 2014). When a woman has no husband and/or children, she is expected to have fewer domestic activities; however, her family support network will tend to be reduced too (MOTA-SANTOS & NETO, 2017).

In addition, there was an absence of a description of the respondents' economic profile, one before the venture and the other at the time the surveys were conducted. This gap makes it impossible to verify women invested for whether opportunity or need (push factors and pull factors) and makes it impossible to know what point women left when they opened their business.

In his research, Ferdman (1999) discusses the importance of considering personal characteristics that may influence an individual's sense of identity and representativeness showing the importance of reports about the ethnic-racial dimension of the participants. This argument becomes more relevant in the Brazilian scenario, given that color and social class are interrelated, as well as the opportunities that women have.

Knowing that the reality of women is peculiar in terms of double and triple working hours, especially when it comes to low-income women, it is necessary, from research's area of female entrepreneurship, to create a faithful portrait of the women who undertake in this country.

Regarding authors' formation area, it is noticed that a large part of the studies (26 out of 40) is from Management/Business. Currently, the need for more studies on the subject in Psychology is notorious. The contributions that Psychology can make regarding entrepreneurship are enormous.

In addition, in the selected studies, only four articles do not have at least one woman being part of the authorship team. So, 36 articles have a woman or more in their respective teams of authors, which was considered an important mark of representativeness in the authorship of the manuscripts.

The characteristics described so far, as well as other aspects, need to be analyzed together, so that the knowledge acquired in future research can be consubstantial. Moreover, knowledge based on women's reality can work as a feasible support for effective public policies and not only drive a purely commercial entrepreneurship like the one currently sold (AZEVEDO, & ANDRADE, 2018).

Finally, the absence of quantitative studies was also observed.

Limitations and Future Research

This review did not consider the namely gray literature that could bring interesting points to this discussion.

As a suggestion to future researchers, authors from the area, as well as related areas, such as Zanello (2018), draw attention to the need for research on female subjectivity at work. Krakauer et al. (2018) and Lasso, Mainardes and Motoki (2018), on the other hand, suggest qualitative research on the subject of women entrepreneurs. The authors (Silva et al., 2016) suggest qualitative research, in depth, on the subject, aiming to understand why women become entrepreneurs.

This literature review endorses the above-mentioned authors and complements the need for more methodological studies about entrepreneurship in Brazil. It also encourages researchers to seek ways to publish in other languages, especially English, which aims at the internationalization of studies in the area and the necessary scientific development, as well as, the improvement of quanti-qualitative studies.

It is also suggested that future researchers seek to understand how women are trained, bearing in mind that many of them have neither time nor money to invest in academic courses.

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