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У випуску висвітлюються різноманітні аспекти соціального підприємництва та інновацій в економіці України та Норвегії. Даний збірник підготовлений в рамках співпраці економічного факультету Чернівецького національного університету імені Юрія Федьковича та Інституту доктора Яна-Урбана Сандала, зокрема наукового обміну молодих науковців до норвезького інституту. Результати досліджень представлені на 60 Саміті «Розмови про нові проблеми соціального підприємництва. Відзначення 10 річниці проведення 2008-2018» в рамках проведення IV Міжнародної Шумпетерівської конференції «Наукова спадщина Йозефа Аліза Шумпетера та сучасність: погляд із минулого в майбутнє» (03-04 жовтня 2018 року, Чернівці).

Для науковців, фахівців-практиків, викладачів навчальних закладів, аспірантів, студентів - усіх, кого цікавлять теоретичні та прикладні аспекти економічних досліджень.

The issue covers various aspects of social entrepreneurship and innovation in the economy of Ukraine and Norway. This collection was prepared within the framework of the cooperation of the Faculty of Economics of Yuriy Fedkovych Chernivtsi National University and the Fil. Dr. Jan-Urban Sandal Institute, particularly scientific exchange of young scientists to the Norwegian Institute. The results of the research are presented at the 60th SUMMIT Conversations on Emerging Issues in Social Entrepreneurship Ten Years Anniversary 2008 - 2018 within the framework of the IV International Schumpeterian Conference "Joseph Alois Schumpeter's Scientific Heritage and Modernity: A View from the Past into the Future" (October 03-04, 2018, Chernivtsi).

It can be used by scientific employees, practitioners, teachers of institutions of higher and secondary specialized education, students. This issue is intended for all who are interested in theoretical and applied aspects of economic research.

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THE ROLE AND THE ATTITUDE OF FEMALE ENTREPRENEURSHIP IN THE UKRAINIAN SOCIETY

Ukraine is going through a tough transitioning process since the collapse of Soviet Union and the role of females in the national economy dramatically changed and still is going through a process of transformation. In the article the position of Ukrainian woman as an entrepreneur is highlighted, motives and barriers for females in businesses are discussed and conclusions on the current situation are made.

In the article theoretical basis on entrepreneurship and gender is proceeded. Critical analysis of the facts brought to finding a high level of segregation in the labor market, to the allocation of particular motivational factors that distinguish women's will to start an enterprise and to the conclusion that growing percentage of equal female entrepreneurship can contribute national economic growth.

Key words: entrepreneurship, motivational factors, gender, transitioning countries, equality.

Introduction

There is a number of reasons why female entrepreneurship is important in transitioning countries. As Friederick Welter [11] points, they tend to employ other women more frequently, which helps reduce the effect of discrimination against women in the labor market. By reducing female unemployment, women-owned SMEs can assist in fighting the trafficking of women, which is of great concern in many transition countries. Also, female business owners can serve as role models for younger generations demonstrating new opportunities for employment. In addition, by encouraging potential female entrepreneurs to start businesses, a more successful, if not more rapid, transition process could result through increased innovative capacities and private sector development.

This paper aims to reveal the role of female entrepreneurship in Ukraine on the path leading to European Union as well as to analyse its current situation, strengths and weaknesses and to highlight main tendencies in this area.

Entrepreneurship, entrepreneur and gender: Theoretical approach

Before discussing the coherence between gender and entrepreneurship, whether in Ukraine or any other country, it is important to achieve a common conclusion and to bring general understanding of what is entrepreneurship and who is indeed an entrepreneur.

P.F. Drucker [2], in his works accentuated that not every new small business is entrepreneurial or represents entrepreneurship. To become such, a business has to bring values to the customers, change or transmute them, it has to create 'market niches' and by no means be limited entirely by economic institutions. In the most general meaning

"entrepreneurship is the process of carrying out new combinations and putting a new product or service in use on the market" [7, p. 1-3].

According to Schumpeter, entrepreneurs drive economic development through periods of discontinuity to higher levels of prosperity and welfare. The process of entrepreneurship is undertaken by, and run by the entrepreneurs [7]. The entrepreneur is a private individual, it is never a group of people or any kind of instrumental organization for ex. a limited company or a corporation, an organization or a government. The entrepreneur is not a wage earner or employee, and his tasks in the process of entrepreneurship cannot be compared with those of the wage earner.

Earlier, gender equality was mainly defined as equality between women and men. Today, we also talk about gender equality between people, origin, disability or sexual orientation.

Little research has focused on female entrepreneurship and gender equality in transitioning countries[1]. Without a doubt, the transition process of economic restructuring in the countries that were a part of the Soviet empire has resulted in profound and dramatic changes to their economic, political, and social landscapes. Fifteen countries emerged from under the Soviet cloak at more or less the same time, though their transition trajectories have followed vastly divergent paths [1]. The ability of small and medium-sized enterprises (SMEs) to foster innovation, experimentation, and adaptation in the business environment is especially crucial for countries undergoing radical transformation.

Schumpeter, in his famous Theory of economic development [7] among others discusses the question of motivational factors that move entrepreneurial behavior. "First of all, there is the *dream* and the will to found a private kingdom,

usually, though not necessarily, also a dynasty (---). Then there is the *will to conquer* (---). Finally, there is the *joy of creating*, of getting things done, or simply of exercising one's energy and ingenuity" [7, p.91-94].

Institutions are defined as any form of constraint that human beings devise to shape human interaction. North makes a clear distinction between formal and informal institutions (4). Put simply, he views formal institutions as the visible "rules of the game," such as constitutional law, which can be altered quickly to adapt to changing economic circumstances. In contrast, he categorizes informal institutions as the invisible "rules of the game" made up of norms, values, acceptable behaviors, and codes of conduct.

Friederike Welter et al. [11] have applied institutional theory to the development of female entrepreneurship in the transition context. As Welter and Smallbone [11] note, while formal institutions can create opportunities for entrepreneurship, informal institutions can strongly influence perceptions of entrepreneurial opportunities. With regard to women entrepreneurs, formal institutions not only influence the extent to which female entrepreneurship (and entrepreneurship more generally) is able to develop, but formal institutions also affect the types of enterprises in which women can engage. Cultural norms and values help shape an individual's way into entrepreneurship and more specifically women's intentions to set up a business. At this moment, it is very important to mention that unwritten rules may fill legal gaps that become apparent only as laws and regulations are applied to daily life. The provision of childcare represents one example.

Thus, institutional theory that incorporates both formal and informal institutions provides a suitable frame of reference for analyzing the development of women's entrepreneurship in Ukraine.

Furthermore, there is a *signaling theory*, that focuses on credible communication of information to convey positive organisational attributes in situations with asymmetric information [8]. Although several studies have adopted signaling theory to explain different aspects of venture financing processes, the gender nature of signaling has received scant attention. Acknowledging the embeddedness of gender in entrepreneur-investor relationship there are several ways in which gender plays a role in this context. In this view gender is seen a social dynamic rather than a role and the study of the influence of gender figures in social interactions between entrepreneurs and investors. According to the theory, gender is embedded in all of the key elements of signaling - signaler, signal, receiver and feedback.

Signalers may be male or female entrepreneurs or teams, consisting of both males and females. Women acquire less business-related human capital and have been found to have less entrepreneurial experience and less experience on business financing. Occupational segregation by industry and managerial level results in many women having less of the types of experiences that are highly valued by investors, such as management experience or technology industries. Moreover, variations in social capital can have a negative impact on women entrepreneurship. Because of the tendency toward homophily implying that people with demographic similarities associate with one another, such variations may cause female entrepreneurship to be less likely to include investors and venture capitalists in their networks and to less frequently engage in investor network activities. Consequently, women face stronger needs to signal their own and their venture's legitimacy to compensate for structural barriers and stereotypical ascriptions.

General discussion and analysis of female entrepreneurship

In Ukraine the question of female entrepreneurship could eventually have been studied more. There are few obstacles beyond that, among them most important are inaccuracy of statistical databases and lack of appropriate information for making conclusion on this topic. For example, while analysing taxpayers data we find the general quantity of registered individual entrepreneurs and legal entities, main fields of entrepreneurs' occupation, gender of owners etc. However, there is no information on the scales of activities, no data on non-profit occupations, no clear records if the registered individual entrepreneur really owns a business or is just an employee, recorded as individual entrepreneur and no information on the difference between incomes of women and men in the same field. Insufficiency of such knowledge and numbers may reflect social attitude in terms of this topic as well as imperfect maintenance of statistics from the government.

According to the report "Women and men on management positions in Ukraine" [10] general correlation between men and women entrepreneurs is 60 to 40%. Individual entrepreneurship is closer to gender balance (46% of female entrepreneurs), in the same time among leaders in legal entities there are only 30% of women. Comparatively to men, involved women in Ukraine tend to be employees more frequently (87%). There is a clear segregation in woman entrepreneurship, which is the consequence of so called "glass ceiling" effect (women perform better in lower and middle levels, but less likely to be on the highest managerial level).

Prevalence of small enterprises in female entrepreneurship might be substantiated by next reasons: female entrepreneurship is mainly concentrated in those areas, features of production and technology of which does not require a large number of workers, also a restriction to expand the enterprise is the desire to find a balance between work and the family, that is, women by virtue of "double employment" seek to find time for work and for family.

Data from sociological studies indicate that gender-based professional segregation is also present in entrepreneurial activity, that is, persistent employment tendency of men and women for clearly defined professions and industries. In Ukraine the field of services and trade as well as food service are the most popular among women entrepreneurs. On the other side, manufacture and construction are in the end of the list.

The values and ratings of the Gender Inequality Index (GII), which reflects gender inequality in three dimensions – reproductive health, empowerment and economic activity, were represented in The United Nations Human Development Report 2014. In 2014 GII of Ukraine was 0.286, which means that it is on the 57th place among 155 countries. "This means that about 28.6% of the human potential is not used because of the presence of gender inequality in Ukraine" [9].

Presented above, main motivational factors by J. A. Schumpeter (the dream and the will to found a private kingdom, the will to conquer and the joy of creation) are a great base to discuss motives that drive modern Ukrainian women to entrepreneurship. Even though Schumpeter did not refer to a male or female gender in his works, we can penetrate his ideas on female entrepreneurship context, as he described general personal motives, which are common for women and men in one way or another.

We believe that the next motives also may have an impact on the decisions to become an entrepreneur:

I. personal economic freedom for women - on the one hand is alternative to unemployment, on the other hand, is a way to get rid of psychology of the kept woman. When starting an enterprise, very often the motive is to be capable to provide for herself and not to be supposed to ask or to wait for someone to give them facilities. Also, a huge push factor is represented by their children, as the instinct of maternity is tremendously developed in Ukrainian women. Their personal economic freedom frequently include the possibility to provide their kids with all of the best.

II. job dissatisfaction - there are few facts that impact job dissatisfaction for females, of whom salary and field of activities have much influence.

There is a huge gap between the rich layers and the poor layers in Ukraine, and the middle class is not very stable. The general level of satisfaction with the salary among the population is unsatisfactory, and according to the State Statistics Service for 2016, women receive 36.5% less salary than men with equal positions and skills. Job dissatisfaction can be related with the need to combine full-time job with the additional "second shift", which is housework. And finally, as we discussed previously, gender segregation on the market give preferences to women in some specific fields and vice versus, put barriers in others.

III. political and social power - household duties are still traditionally women's responsibility. Therefore, in most cases women choose jobs and positions that are flexible, have less workload and do not require high-intensive labor. Such participation of women in the labor market leads to the formation of "female" jobs that prevent the professional growth of women and significantly reduces their quality of work life. The will to have an impact and their own ambitions push women to move further than this and to have their seat by the table. The way of having all of the listed benefits is being an entrepreneur at the same level with their male counterparts.

IV. prestige - is a strong motivational factor, it's importance is underlined even in the Maslow's hierarchy of needs (section of esteem needs). Anyhow, the meaning of prestige nowadays differs from the one people had 50 or 100 years ago. For men more or less, it was always the same - to protect their families, their "kingdoms", to bring the means to their homes and to be the leaders in the society. For women instead the meaning of prestige is dramatically changing starting from the end of XX - th century. Of course, being a mother and having a family is of the highest respect in the society, but it is not enough for a modern women. Having high incomes, making an impact in the society and being a business lady is evaluated as very prestigious.

Discussing gender equality in the field of entrepreneurship in Ukraine and the barriers women encounter in their activities we will refer to institutional theory, which claims that informal institutions (norms, values, acceptable behaviors, and codes of conduct) impact women initiatives as well as formal do (legislation, rules, etc.). Ukraine is considered a country with reserved traditions, it is obvious because of its culture, societal customs, preserved religious celebrations, costumes, crafts, family attitudes. Putting these facts together, adding a mentality perception of women in the society can bring us to the conclusion that the informal institutions make a big impact in women entrepreneurship in Ukraine and may serve as

barriers in running their businesses, especially with big turnovers.

When running bigger enterprises, women encounter barriers explained in signaling theory. Their perception by investors may differ not obligatory depending of the gender, but because of the background and, what is more important - because of social capital. Differences in social capital create a big negative impact on female entrepreneurship. By social capital we mean some particular benefits, which come from the trust, mutuality, information, and cooperation associated with social networks.

Gender equality goes back to feminism, which was a part of socialist system. Women have demanded equality and they got it, but they did not know how to manage it. There are three ways to handle gender equality: to copy men's behavior - it was the path, women took in the late 1970-th and turned to be wrong, to find a specific niche for women in business or to leave gender prejudice behind and to move toward critical thinking and innovations.

Gender equality can have a positive impact on countries' economy. It is important to understand that being equal does not mean being the same, so equality in entrepreneurship would diversify approaches of leading businesses and result increasing competitiveness.

However, increasing the level of female entrepreneurship makes an impact on human capital and results country's human development index. By discriminating women in businesses we lose a vast resource of innovations, democratization and positive changes in the society.

Conclusion

In this article we perceive women as an underappreciated resource of economic growth. The main economic effect of gender discrimination in the labor market is the loss of human resources. About 28.6% of the human potential is not used because of the presence of gender inequality in Ukraine.

Barriers for women to establish and to successfully run an enterprise are explained with the help of institutional and signaling theories. According to the first one, informal and formal institutions restrict the opportunities and the initiatives of female entrepreneurship. In Ukrainian realities, legislation, that mainly represent formal institutions, is indifferent to the gender, while informal institutions make a bigger impact on women. Signaling theory indicates that social capital, gained through previous experience and background, influences the perception of investors and affect their decisions in venture financing. Apparently, men achieve better success in financing big turnaround businesses when women are mostly successful in small and medium sized enterprises.

The question of motivational factors for women in businesses is extensively reviewed in the article. The arguments presented by us are assumptions of the objective situation in the society, but they need a more detailed study. Three motivational factors by Joseph Schumpeter serve the framework for the discussion, but we added personal economic freedom for women, job dissatisfaction, political and social power and prestige as push factors of female entrepreneurship specifically in Ukraine.

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Анотація

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РОЛЬ ТА ПОЗИЦІЯ ЖІНОЧОГО ПІДПРИЄМНИЦТВА В УКРАЇНСЬКОМУ СУСПІЛЬСТВІ

Україна, як і більшість колишніх членів Радянського Союзу обрала непростий шлях розвитку і перейшла від планової до перехідної економіки. В світлі цього, роль жінки в національній економіці зазнала значних змін і до цих пір знаходиться в процесі трансформації. У статті було розглянуто позицію української жінки, як підприємця, мотиви, що спонукають до діяльності та бар'єри, з якими вони стикаються а також зроблено висновок щодо сучасного стану ринку праці.

Також, опрацьовано теоретичну базу українських та іноземних дослідників стосовно теми статті. Критичний аналіз фактів дозволив зробити висновки, що на ринку існує високий рівень сегрегації, тобто чіткого розподілу жінок та чоловіків підприємців по різних галузях та масштабах діяльності. Було виділено конкретні мотиваційні фактори, які визначають бажання жінок засновувати власну справу. Жіноче підприємництво здатне здійснювати позитивний вплив на економічний ріст країни.

Ключові слова підприємництво, мотиваційні фактори, гендер, перехідна економіка, рівність.

Аннотация

Мария Георгиян

РОЛЬ И ПОЗИЦИЯ ЖЕНСКОГО ПРЕДПРИНИМАТЕЛЬСТВА В УКРАИНСКОМ ОБЩЕСТВЕ

Украина, как и большинство бывших членов Советского Союза выбрала непростой путь развития и перешла от плановой к переходной экономике. В свете этого, роль женщины в национальной экономике потерпела значительные изменения и до сих пор находится в процессе трансформации. В статье было рассмотрено позицию украинской женщины, как предпринимателя, мотивы, побуждающие к деятельности и барьеры, с которыми они сталкиваются а также сделан вывод о современном состоянии рынка труда.

Также, обработано теоретическую базу украинских и иностранных исследователей относительно темы статьи. Критический анализ фактов позволил сделать выводы, что на рынке существует высокий уровень сегрегации, то есть четкого распределения женщин и мужчин предпринимателей по различным отраслям и масштабам деятельности. Было выделено конкретные мотивационные факторы, которые определяют желание женщин начинать собственное дело. Женское предпринимательство способно оказывать положительное влияние на экономический рост страны.

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