Why measure entrepreneurship from a gender perspective?

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UNECE guidelines and activities

Guidelines on the use of statistical business registers for business demography and entrepreneurship statistics, 2018

National workshops on measuring entrepreneurship from the gender perspective:

Armenia 2014, Moldova 2015
Why measure entrepreneurship?

- Entrepreneurship has impact on economic growth
  - A driver of growth that bridges the other two main drivers -- human capital, and research and development

- Entrepreneurship is a factor for
  - social inclusion
  - poverty reduction
  - economic activity
Concept
(OECD/ Eurostat Entrepreneurship Indicators Programme)

- **Entrepreneurs** are those persons (business owners) who seek to generate value through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.
  - Traits: willingness to take risk, innovate, problem solve, value addition

- **Entrepreneurial activity** is enterprising human action in pursuit of the generation of value through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.

- **Entrepreneurship** is the phenomenon associated with entrepreneurial activity.
Operational definition
(OECD/ Eurostat Entrepreneurship Indicators Programme)

- Entrepreneurs are persons who have a direct control over the activities of an enterprise, by owning the totality or a significant share of the business.

- Employer entrepreneurs are those entrepreneurs who employ at least one other person.
Why measure entrepreneurship from a gender perspective?

- Factor of women’s empowerment
- Leads to better understanding of:
  - how women contribute to the economy
  - how to foster women’s entrepreneurial activity

Existing research finds that gender is relevant to:

- Determinants of entrepreneurship
  - Women are less likely to start an enterprise and more likely to be “pushed” into entrepreneurship
  - Women’s entrepreneurial potential not realised

- Characteristics of enterprises
  - Women’s enterprises tend to be smaller and operate with less capital

- Performance of enterprises
  - Women’s enterprises tend to be less profitable and have shorter life-spans
Conceptual framework
UNSD/UN Women EDGE Programme

Determinants
- Motivations and aspirations
- Entrepreneurial resources and constraints

Outcomes
- Entrepreneurial participation
- Enterprise performance

Impact
- Employment creation
- Growth with poverty reduction
- Women’s empowerment
Data Sources

- Population census
- Household surveys, such as the labor force survey
- Enterprise-level data: the business register covering all businesses or the economic census
- Business surveys based on the business register/economic census
- Other administrative sources
- Global Entrepreneurship Monitor, more than 100 countries
  - National Expert Survey monitors factors that are believed to have a significant impact on entrepreneurship. N≤36
Self-employment

Advantages

- Availability in household surveys, such as labour-force survey
- Comparability: harmonized concept

Disadvantages

- Not all entrepreneurs are self-employed (e.g. entrepreneurs who have a paid job would be counted as employed)
- Not all self-employed are entrepreneurs (e.g. gig work, babysitters, cleaners)
- No insight into the performance of businesses
Self-employed


- Persons who are the sole or joint owners of the unincorporated enterprises in which they work
- Excludes owners of incorporated enterprises and quasi-corporations
- Includes unpaid contributing family workers and *gig* workers

- **Labour statistics**
  - ICSE-93
    - Self-employment jobs are jobs where the remuneration is directly dependent upon the profits derived from the goods and services produced
    - Employers; own-account workers
  - **New:** ICSE-18
    - Independent workers: persons who own and control an economic unit for which they work, whether it is incorporated or not - best starting point for the identification and compilation of statistics on entrepreneurs
Classification of Status in Employment according to type of authority (ISCE-18-A) — for household surveys

- **Independent workers**
  - A Employers
    - 11 Employers in corporations
    - 12 Employers in household market enterprises
  - B Independent workers without employees
    - 21 Owner-operators of corporations without employees
    - 22 Own-account workers in household market enterprises without employees

- **Dependent workers**
  - C Dependent contractors
    - 30 Dependent contractors
  - D Employees
    - 41 Permanent employees
    - 42 Fixed-term employees
    - 43 Short-term and casual employees
    - 44 Paid apprentices, trainees and interns
  - E Contributing family workers
    - 51 Contributing family workers
Classification of Status in Employment according to type of economic risk (ISCE-18-R) — for administrative sources

- **Workers in employment for profit:**
  - F. Independent workers in household market enterprises
    - 12 – Employers in household market enterprises
    - 22 – Own-account workers in household market enterprises without employees
  - C. Dependent contractors
    - 30 – Dependent contractors
  - E. Contributing family workers
    - 51 – Contributing family workers

- **Workers in employment for pay:**
  - G. Owner-operators of corporations
    - 11 – Employers in corporations
    - 21 – Owner-operators of corporations without employees
  - D. Employees
    - 41 – Permanent employees
    - 42 – Fixed-term employees
    - 43 – Short-term and casual employees
    - 44 – Paid apprentices, trainees and interns
Beyond self-employment

- Initiatives to conceptualise and develop additional indicators for measuring entrepreneurial activity, in particular indicators that concentrate on businesses as the observation unit rather than individuals:
  - OECD/ Eurostat Entrepreneurship Indicators Programme, 2012
  - UNSD/ UN Women EDGE Project, 2015
  - UNECE guidelines on the use of statistical business registers for business demography and entrepreneurship statistics, 2018