

On the Issue of the Specifics of the Creation and Development of Start-Ups in Women Entrepreneurship

A. V. Sukhoparova

Yaroslavl state University named after P. G. Demidov
Sovetskaya street, house 14,
Yaroslavl, Russia
ant-sukhoparov@yandex.ru

Abstract— The article summarizes the experience of training sessions for women- entrepreneurs, who are mothers of underage children, as well as the results of research into the main aspects of creating private companies by female entrepreneurs in general. As a result of the survey of 90 participants of the trainings, differences in motivation and the organization of the start-ups by family women in comparison to male entrepreneurs have been explored. A structural analysis of business ideas across the sphere of women's start-ups, as well as the differences in their implementation and promotion, was carried out. The most important elements contributing to the successful development of this business segment are, essentially, female communicative distinctions and their manifestation in the club activity which brings about the necessary contacts and information. The results of the study summarize the data on the impact of the activity of the mother-entrepreneur on her children and family relationships, as well as on the different roles of men in the formation of an entrepreneurial woman. The outcome of the study is the author's proposal for the creation and development of an ecosystem within women's entrepreneurship in the regions.

Keywords— *women's entrepreneurship ecosystem, analysis of an educational program "Mother-Entrepreneur", cluster.*

1. THE URGENCY OF THE PROBLEM

One can hardly imagine the development of market relations, in any country, without women entrepreneurs. According to the All-Russian organization of small and medium-sized businesses "The Stronghold of Russia", only 27% of entrepreneurs in Russia are women, which is much lower than the same category in the developed countries [1]. While this is a fact of reality across business community in Russia, this particular potential of gender asymmetry can be overcome, primarily, through studying and solving the problems of prospective women entrepreneurs.

Thus, the problem of increase in the number of subjects and the share of small and medium-sized enterprises in the Russian economy can mainly be solved through efficient work with the female audience, as the large proportion of men in

business is an indicator of depletion of this significant gender resource.

The main trends in the creation and development of this business category are formed in the areas of meeting the particular needs of specific market segments, including the elderly, families with children and women. In addition to economic challenges, they tackle social problems. This is an actual task set by the Russian government, since 90% of social businesses are set up by women [2].

We have established a certain system of entrepreneurship support, which is actively used by some women who want to set up their own business. However, many women who come up with competitive business ideas do not dare to create their own business, or just limit themselves to self-employment. They need additional institutions that will take into account their gender characteristics. Therefore, the problem of creating an ecosystem of women's entrepreneurship is the subject of our study.

2. SCIENTIFIC VALUE AND THE LEVEL OF DEVELOPMENT OF THE PROBLEM OF FEMALE ENTREPRENEURSHIP

Female entrepreneurship is today one of the world's trends. In Russia, it is researched mainly in terms of sociological science, particularly, in the gender aspect. S.A. Avtomonova, S.Y. Barsukova, S.A. Demyanova, I.T. Zaitseva, G.N. Karelova, L.V. Korel, T.G. Malyutina, E.V. Mashkova, A.E. Chirikova have been researching the problems that are still going to be essential for female entrepreneurship in the coming years: the problems of gender inequality in business amid rising popularity of entrepreneurship among women, the uncertainty of the current state-business community relations system in the regions, poor integration of entrepreneurship in general and women's entrepreneurship, in particular, the problem of professional competence of women entrepreneurs, as well as the inadequate infrastructure for supporting small and medium-sized enterprises of business sphere in the developing Russian regions [3]. However, organizational problems of systemic support for women entrepreneurs, as well as overcoming barriers specific to them and creating an ecosystem for better alignment of the male and female entrepreneurship rights ap-

pear to be outside the focus of a large number of sociological studies.

The typical gender advantages of women's businesses are a tendency to compromise, caution in decision-making, greater than among men law-abidance, responsibility and culture. [4] According to Yuri Yegorov, the director of the Expert Department of "Business Russia", "Women business leaders provide a higher return on investment, higher profitability (by 41%) in companies with mixed leadership and the profit margin of up to 56%". [5]

We cautiously share this optimism and consider it necessary to develop the features that facilitate the realization of these benefits for as many women in business as possible.

3. CREATION AND DEVELOPMENT OF START-UPS IN WOMEN'S ENTREPRENEURSHIP.

A statement of success of individual business representatives does not entail mass replication of their experience, as the hard work on a daily basis of the founder of the business establishment at the initial stage of work is not for the public attention. It comprises working out the business model and hiring a professional team of specialists, as well as years of hard work on scaling the business, going through a series of ups and downs, problems with partners and investors, state bodies and family.

Surely, the federal and regional structures supporting small and medium-sized businesses, established by the SME Corporation in all regions of Russia, solve the bulk of the issues related to setting up and constituting enterprises.

The federal level of work with women in business is represented by the public organizations "Business Russia" ("Delovaya Rossiya") and "The Stronghold of Russia" ("OPORA ROSSIYI "). They set up a committee for the development of women's entrepreneurship, working in three main areas of support: replicating the success stories of women entrepreneurs, developing legislative initiatives on constituting the start-up capital, as well as implementing educational programs. Without detracting the merits of these events, we will point to the fact that most of them are located either in Moscow or several large cities-leaders within the sphere of women's entrepreneurship. The reason for this is the nature of the activities of the committees, where women entrepreneurs undertake additional responsibilities to guide the line of development in the selected sphere and conduct events on a voluntary basis.

Therefore, it is not a matter of large-scale systematic work with women who are going to start their own business. In this case, the quality of the work of the committee is determined by the personal characteristics of the manager and his ability to spend his personal time on the project.

So far, the only project that forms a new approach to the creation and development of start-ups for women was created by Amway, namely, its charity fund "Responsible for the Future" in cooperation with the SME Corporation and the Com-

mittee for the Development of Women's Entrepreneurship "The Stronghold of Russia" ("OPORA of RUSSIA"). This is an educational program as well as a competition of business plans under the heading "Mom-entrepreneur" for women with under-age children. A basic program for start-up entrepreneurs of the SME Corporation "The ABC of Entrepreneurship" ("Entrepreneur „s Azbuka ") is at its core. It is supplemented with topics on the distinctive features of the career of women, business modeling and, most importantly, visits to three enterprises headed by women entrepreneurs and the compilation of their business models. This difference in the training program takes into account the complexity in structuring information by women and helps them to form entrepreneurial mindset.

Having conducted training sessions with three groups within this project, in the capacity of business coaches, we managed to conduct a survey of 98 mothers-entrepreneurs on the following groups of questions:

1. What are the reasons for making a decision to set up your own business?
2. How did your relatives react to this?
3. What difficulties do you see in the sphere of entrepreneurship?
4. How long have you been trying to start up an enterprise?
5. How did the project "Mom-entrepreneur" affect your plans?

75% of respondents mentioned the birth of children as the main reason for creating a business and the related need for a flexible work schedule. Half of the participants indicated that the previous job was routine and boring. There was a need to change the occupation to creative activity. 25% of the respondents combined business and the functions of an employee in their previous job.

75% of women noted that they had started entrepreneurship in the form of self-employment while on maternity leave. 95% of respondents noted that their loved ones supported their idea and helped in the implementation of the project. 64% of the respondents pointed to a lack of resources (financial, material) and a lack of knowledge on entrepreneurship.

61% of the students have been trying to create their own business for more than three years, the main reason for this state of affairs being a doubt in their capabilities and a fear of failure. The remaining 39% of the project participants noted that a positive example of acquaintances and relatives had played a significant role in accelerating the project.

100% of the project respondents recognized the necessity as well as benefit of acquiring competencies and making contacts during the training session. The main thing that the respondents noted was that the program had made it possible to check up their business ideas in the process of communicating with trainers, businesswomen and participants of the project. It also gave them a chance to find partners and a community for business communication, and also to draw up a program for their development.

When comparing the results of the training sessions on the "Mom-Entrepreneur" project with similar programs of the SME Corporation "The Alphabet of the Entrepreneur" and the

"School of the Entrepreneur", it becomes clear that communication within the group and the energizing boost of the combination of knowledge, experience and the desire to develop, in purely female groups is much higher.

For example, in the group "Mom-entrepreneur" in 2017 in Yaroslavl, 12 out of 34 women (35%) came up with projects in the field of souvenirs production, handicrafts and floristry, that is handmade production. Five projects in this group were devoted to the typical female business in the area of additional education and development of children, entertainment and family leisure, the production of children's toys and clothing. Social services, Internet projects were presented on a one-off basis.

Similar groups in Tula in 2017 and 2018 also gathered authors of projects in the field of additional education for children, the production of goods and services for the end-user, children's toys, clothing and family entertainment.

4. CONCLUSION

Thus, being within the ecosystem of entrepreneurship, the ecosystem of women's entrepreneurship, should have its own components which cover the specific features of women's thinking and behavior. There ought to be a framework for developing their strengths and compensating for shortcomings. Relying on the results of our research, we propose, on the basis of the Entrepreneurship Support Centers in the regions, to develop areas of priority for the development of women's entrepreneurship based on the needs of the economy and social sphere of the regions. We also suggest creating clusters of women's entrepreneurship within selected spheres. Within the cluster, it is necessary to develop accelerating programs for women's start-ups and, thereby, launch a mechanism for its development.

Therefore, there is a significant overlapping of the main trends of women's entrepreneurship across the regions of Russia and a visible difference from typical male projects. All that makes it possible to talk about the need to create clusters within the ecosystem of women's entrepreneurship for the growth and support of start-ups in Russia.

References

- [1] <http://opora.ru/projects/zhenskoe-predprinimatelstvo/> last accessed 2018/05/04
- [2] <http://opora.ru/projects/zhenskoe-predprinimatelstvo/> last accessed 2018/05/04

- [3] https://gender.academic.ru/388/Женское_предпринимательство/ last accessed 2018/05/04
- [4] Semyonova Yu. A. Women's entrepreneurship in modern Russian society: features and perspectives. Proceedings of the Saratov University. Ser. Political science. Sociology. T.14.iss.2 (2014)
- [5] <https://deloros.ru/v-delovoj-rossii-proshlo-rasshirennoe-zasedanie-komiteta-po-zhenskomu-predprinimatelstvu/> last accessed 2018/05/04