



### **TRACK 3: Doing Gender in Entrepreneurial Forms and Industries**

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#### **Abstract:**

This track addresses critical aspects of **Doing Gender** in entrepreneurial forms and industries. The goal is to continue active conversations within the global academy on select topics in venturing as related to gender and business forms (e.g., family business, small business and new ventures) and gender constructions in key industries (e.g., including technology and creative industries). We hope to encourage and recognize fresh research, build academic networks, and actively debate and theorize about gender as enacted. We begin by defining gender as the social assignment of stereotypes in regard to expected behavior and sphere of influence of men and women. In the last ten years there has been a heightened engagement by researchers around the design and impact of these gender constructions on individuals, groups, organizations and society.

Specific topic areas of interest would include, but not be limited to:

- How women are represented and how femininity and masculinity are constructed, co-constructed and reconstructed in business forms and applications;
- How innovative programs or firms embed gender biases (or the lack of) and therefore create social cost (or benefit);
- How identity, including sex gender, is assigned and assumed in business and how intersectionality with other social assignments – family member, race and ethnicity – occurs

and impacts;

- How culturally embedded practices of gender influence entrepreneurial behavior and outcome in the private and public sector;
- How gender roles impact family business succession, management and ownership practices;
- How social systems, including technology, creative industries, media and higher education direct attitudes around women and men and entrepreneurship;
- How men and women construct and articulate their gender identities as graduates, managers, owners, researchers and academics in technology and creative industries.

Varied conceptual and empirical approaches in regional and global contexts are welcome and encouraged. We look for applications to theory, teaching and practice.

**Keywords:** gender, entrepreneurship, family business, technology, creative industries