



UNIVERSIDADE DE BRASÍLIA
INSTITUTO DE PSICOLOGIA
DEPARTAMENTO DE PSICOLOGIA CLÍNICA
PROGRAMA DE PÓS-GRADUAÇÃO EM PSICOLOGIA CLÍNICA E CULTURA

QUEM É A MULHER QUE EMPREENDE NO BRASIL?
perspectivas da psicodinâmica do trabalho feminino

Noemia de Moraes Santos

Brasília

2022

Universidade de Brasília

Instituto de Psicologia



Departamento de Psicologia Clínica
Programa de Pós-Graduação em Psicologia Clínica e Cultura

QUEM É A MULHER QUE EMPREENDE NO BRASIL?
perspectivas da psicodinâmica do trabalho feminino

Noemia de Moraes Santos

Texto submetido ao Programa de Pós- Graduação em Psicologia Clínica e Cultura da Universidade de Brasília, como parte dos requisitos necessários para a obtenção do título de Doutora em Psicologia.

Orientadora: Prof.^a Dr.^a Carla Sabrina Antloga

Co-orientador: Prof. Dr. Paolo Francesco Cottone

Brasília

2022



QUEM É A MULHER QUE EMPREENDE NO BRASIL?

perspectivas da psicodinâmica do trabalho feminino

Noemia de Moraes Santos

BANCA EXAMINADORA

Prof.^a Dr.^a Carla Sabrina Antloga

Universidade de Brasília – UnB

Presidente da Banca

Prof. Dr. Ronaldo Gomes Souza

Universidade Federal do Amazonas – UFAM

Membro Titular

Prof.^a Dr.^a Veruska Albuquerque

UniProjeção

Membro Titular

Prof.^a Dr.^a Sheila Giardini Murta

Universidade de Brasília – UnB

Membro Titular

Prof. Dr. Alexander Hochdorn

Universidade de Brasília – UnB

Membro Suplente

DEDICATÓRIA

Ao meu pai Geraldo Santos e a minha mãe Dimaura Rodrigues de Morais

AGRADECIMENTOS

Início os meus agradecimentos aos colegas do Instituto de Psicologia da Universidade de Brasília, em especial, a Edna Alci Beserra Torres, Onofre Rodrigues de Miranda, Prof. Aderson Luiz Costa Júnior, Profa. Isolda de Araújo Gunther, Profa. Silviane Bonnacorsi Barbato e, sobretudo, agradeço todo apoio da Profa. Wania Cristina de Souza para que eu fizesse esse doutorado.

Agradeço a todos os colegas de caminhada do PSITRAFEM e do Mestrou & Doutorou, principalmente Giselle Dantas, Flávia Oliveira, Marina Maia, Paulo Roberto, Ariana Lana de Moraes Carvalho e Mariana Andrade.

Aos colegas do UniProjeção pelo apoio e compreensão, em especial ao Prof. José Sérgio de Jesus, Prof. Emanuel Lobo, Prof. Gilson Neves e Profa. Vanessa Coelho.

A minha eterna gratidão aos meus mais queridos amigos Dayana Moreira, Marina Busanello, Regina Andrade, Augusto Vasconcelos, Ana Paula Taborda, Márcia Fernandes, Vivi Escarião, Nestor Leyton e Tatiane Araújo por não terem deixado de ser meus amigos, mesmo diante do meu desaparecimento nesses 4 últimos anos.

Agradeço, também, a minha família, que razoavelmente entendeu o meu sumiço, em especial a minha mãe, meu pai, minha irmã, meu sobrinho, minha tia Rosilda.

Muito obrigada aos membros da banca, Prof. Ronaldo Gomes Souza, Profa. Veruska Albuquerque e Profa. Sheila Giardini Murta, os quais dividem tempo e conhecimento para o aprimoramento desse projeto de pesquisa. Agradeço, também, as 26 mulheres que aceitaram fazer parte das entrevistas ao longo do projeto e que tanto me inspiraram com suas histórias, repletas de desafios e superação, me ensinando um novo significado para a palavra empreendedorA.

Agradeço ao Prof. Alexander Hochdorn que mostrou a porta para o meu sonho italiano, bem como ao Prof. Paolo Cottone, por a ter aberto. O ano de 2020, na Itália, foi inesquecível. Desde a minha infância eu sonhava com a Itália, antes mesmo de conhecê-la.

O meu agradecimento especial é para minha orientadora, professora e amiga, Profa. Carla Sabrina Antloga. Carla é uma das pessoas mais intensas que já conheci. Aviso aos iniciantes que não ousem sonhar perto dela, porque ela te fará realizar e ir além. Sendo ela professora e psicanalista do primeiro time, será muito difícil enrolá-la, mas se voce tiver um motivo justo para entregar atividades fora do prazo, ela vai entender, porque ela é humana, é mulher, é mãe, é pesquisadora, é trabalhadora, é estudiosa. Conhece o ‘real’ do trabalho como ninguém. Carla é força, é crença, é fé, é superação. Tem dor e tem delícia; tem trabalho e tem diversão. Ela é um vendaval, sua vida jamais será a mesma.

Agradeço a Universidade de Brasília por ter permitido que eu sonhasse e realizasse um doutorado. A Universidade de Padova por ter me permitido viver um doutorado sanduíche, a CAPES por ter financiado parte desse sonho e a FAP-DF por me permitir ter planos futuros.

E não menos importante, **a mim mesma**, que trabalhei incansavelmente, colocando tudo de mim neste projeto de vida que inicia com a tese de doutorado.

RESUMO

O presente trabalho tem o objetivo de propor uma nova perspectiva sobre a realidade do trabalho do empreendedorismo feminino no Brasil, com contribuições da Psicodinâmica do Trabalho. Considerando que as realidades de homens e mulheres são diferentes histórica, social e profissionalmente, os estudos sobre esse tema podem subsidiar o debate sobre o mercado de trabalho, a economia globalizada, bem como o papel que as mulheres, especialmente, as empreendedoras desempenham nesses contextos econômicos. Inicialmente, foi escrito um histórico do cenário do Empreendedorismo Brasileiro e, também, discorreu-se sobre como a Psicodinâmica do Trabalho pode contribuir com o desenvolvimento deste tema. Então, foi realizada uma revisão de literatura com o objetivo de identificar o perfil metodológico das pesquisas brasileiras sobre a temática do empreendedorismo feminino. Posteriormente, foi realizado um estudo analisando as palavras específicas dos resumos de artigos científicos em periódicos indexados com o tema mulheres no empreendedorismo. A partir de então, foi realizada uma entrevista piloto com onze mulheres empreendedoras do Distrito Federal. Em seguida, a análise foi dividida em três etapas: pré-análise, análise dos dados e discussão dos resultados. Por fim, foi realizado um estudo nacional com mulheres empreendedoras das 5 regiões brasileiras – Norte, Nordeste, Centro-Oeste, Sul, Sudeste, totalizando 25 mulheres entrevistadas. O último estudo mostra a diversidade da amostra, com empreendedoras que atuam em diferentes áreas e também destaca a mesma dificuldade comum denominada *eupreneurship*, em que o trabalhador teve que adotar múltiplos papéis e tarefas para exercer a atividade. A tese é encerrada com as considerações finais.

Palavras-chave: Empreendedorismo feminino no Brasil; mulher empreendedora brasileira; mulheres brasileiras empreendedoras.

ABSTRACT

The present work aims to propose a new perspective about female entrepreneurship work's reality in Brazil, with contributions of the psychodynamics of work. Considering that the realities of men and women are different historically, socially, and professionally studies about this theme could support the debate about the labor market, along with its global economy, as well as the role that women entrepreneurs play within these economic contexts. It has been written a background historical of Brazilian Entrepreneurship scenario as well as how Psychodynamic of Work could contribute with the discussion and development of this theme. Initially, a literature review was carried out in order to identify the methodological profile of Brazilian research on the theme of female entrepreneurship. Second, a study was conducted analyzing the particular words when researchers are speaking about women in entrepreneurship. Subsequently, a pilot interview was conducted with eleven women entrepreneurs in the Federal District. After that, the analysis was split into three stages: pre-analysis, data analysis and discussion of the results. Finally, a national study was conducted with entrepreneurship women from the 5 Brazilian regions – North, Northeast, Midwest, South, Southeast, totaling 25 women interviewed. The last study shows the diversity of the sample, with entrepreneurs who work in different areas and also highlights the same common difficulty called *eupreneurship*, in which the worker had to adopt multiple roles and tasks to perform the activity. The thesis is closed with the final considerations.

Keywords: Female entrepreneurship in Brazil; Brazilian female entrepreneur; entrepreneur Brazilian women.

Riassunto

Il presente lavoro ha l'obiettivo di proporre una nuova prospettiva sulla realtà dell'imprenditoria femminile in Brasile, con contributi della Psicodinamica del Lavoro. Considerando che le realtà di uomini e donne sono diverse storicamente, socialmente e professionalmente, studi su questo tema potrebbero supportare il dibattito sul mercato del lavoro, insieme alla sua economia globale, nonché sul ruolo che le donne imprenditrici svolgono all'interno di questi contesti economici. È stato scritto un background storico dello scenario dell'imprenditoria brasiliana e come la psicodinamica del lavoro potrebbe contribuire alla discussione e allo sviluppo di questo tema. Inizialmente, la revisione della letteratura è stata effettuata al fine di identificare il profilo metodologico della ricerca brasiliana sul tema dell'imprenditoria femminile. In secondo luogo, lo studio è stato condotto analizzando le parole particolari quando i ricercatori parlano di donne nell'imprenditorialità. Successivamente, l'intervista pilota è stata condotta con undici imprenditrici del Distretto Federale. Successivamente, l'analisi è stata suddivisa in tre fasi: pre-analisi, analisi dei dati e discussione dei risultati. Infine, è stato condotto uno studio nazionale con donne imprenditrici provenienti dalle 5 regioni brasiliane: Nord, Nordest, Midwest, Sud, Sud-est, per un totale di 25 donne intervistate. L'ultimo studio mostra la diversità del campione, con imprenditori che lavorano in ambiti diversi ed evidenzia anche la stessa difficoltà comune chiamata *eupreneurship*, in cui il lavoratore doveva assumere più ruoli e compiti per svolgere l'attività. La tesi si chiude con le considerazioni finali.

Parole chiave: Imprenditoria femminile in Brasile; Imprenditrice brasiliana; imprenditrici brasiliane.

LISTA DE TABELAS

Tabela 1: List of Selected Articles	90
Tabela 2: List of Collected Articles	117
Tabela 3: List of Selected Articles	129
Tabela 4: List of Collected Articles	147

LISTA DE FIGURAS

Figura 1: Complete list of articles accessed	79
Figura 2: Analysis of similitudes of papers published in English	102
Figura 3: Word Cloud of papers published in English	105
Figura 4: Similitude Analysis of papers published in Portuguese	106
Figura 5: Word Cloud of papers published in Portuguese	107
Figura 6: Descending hierarchical classification of papers published in English	108
Figura 7: Descending hierarchical classification of papers published in Portuguese.	109
Figura 8: Área de atuação das participantes	151
Figura 9: Participação na renda familiar	152
Figura 10: Impactos da pandemia – COVID 19	159

SUMÁRIO

LISTA DE TABELAS	20
LISTA DE FIGURAS	21
SUMÁRIO	22
INTRODUCTION	24
References	30
Manuscrito 1	34
HISTORICAL BACKGROUND OF ENTREPRENEURSHIP IN BRAZIL	34
Manuscrito 2	57
Manuscrito 3	74
Brazilian entrepreneur: integrative review of publications about the profile of the female brazilian entrepreneur	74
Abstract	75
Resumen	75
Introduction	77
Method	79
Results	80
Discussion	82
Limitations and Future Research	84
References	86
Manuscrito 4	96
Female entrepreneurship in brazil: how scientific literature shapes the social construction of gender inequalities	96
Abstract	97
Introduction	98
Methods	100
Results	102
Discussion	111
References	114
Manuscrito 5	124
Desenho Conceitual sobre o Empreendedorismo Feminino - uma investigação com entrevista semiestruturada	124
Manuscrito 6	142
Empreendedorismo Feminino Brasileiro: Cenário das Cinco Regiões	142
CONSIDERAÇÕES FINAIS	169
ANEXOS	Erro! Indicador não definido.

INTRODUCTION

The entrepreneurship activity is described, in literature, divided according to two motivations or reasons to be developed: opportunity and necessity, also known as push and pull factors. It has been observed that most women are motivated by necessities or push factors (Vale, Serafim & Teodósio, 2011; Silva, 2017). According to Carvalho (2017), men are more likely to address themselves towards opportunities, as opposed to women, who are more affine to satisfy essential duties. However, as we will see throughout this research, the situation for women is not so simple.

As Machado (2009) indicates, the performance of women entrepreneurs has promoted the economic development of various locations, either on a national level (Medeiros, 2016) or abroad (Gusmeroli, 2016). In addition, Silveira and Gouvêa (2008) state that women have actively collaborated in the creation of jobs and income in several countries (Gusmeroli, 2016; Oliveira, 2017).

According to Cassol, Silveira and Hoelgebaum (2007) the scientific production on entrepreneurship has increased, but there is still a lack of studies focused specifically on the analysis of female entrepreneurship (Lizuka, Moraes & Andrade Santos, 2015).

Complementary, in view of the increased participation of women in the labor market and the growing female entrepreneurial activity (Barbosa, 2011), the great importance due to the studies on female entrepreneurship has been highlighted. Such studies are a suitable tool for presenting indicators about the role of women while leading business.

The current study (Barbosa, 2011) may support the debate about the labor market, along with its global economy, as well as the role that women entrepreneurs play within these economic contexts. It will also bring forth some relevant contributions to the scientific literature about entrepreneurial activities performed by women.

The results of scientific studies on female entrepreneurship are expected to support women entrepreneurs and other female workers in general. Also, it may constitute an essential contribution to be implemented for the definition of public policies, promoting more equality for the positioning between men and women at workplaces.

Considering the working conditions of women in Brazilian society, it has been noted that entrepreneurial activities can be allies in order to overcome some crucial issues, such as: the barriers to achieving greater financial gains, the various forms of discrimination in the labor market and problems related to employability in large companies. As well as contributing to the empowerment of the status of women in general (Krakauer, de Moraes, Coda, & Berne, 2018).

According to Miranda, Chamorro-Mera, Rubio, and Pérez-Mayo (2017), the socioeconomic context of a specific social field influences entrepreneurship intentions. The increase of unemployment in Brazil has been caused, among other factors, by the economic crisis, which has been occurring in the country since 2015. Such economic regression motivated a large number of people to start their own business, because, at the moment, that was almost the only possible decision considering the scenario (Miranda, Chamorro-Mera, Rubio, and Pérez-Mayo, 2017; Krakauer, de Moraes, Coda, & Berne, 2018).

To Reynolds, Hay, and Camps (1999) entrepreneurship can be defined as “any attempt to create and develop new businesses or startups, such as self-employment, a new business organization, or the expansion of an existing business, for example, an individual, a team of people, or an established business”. This is the approach, commonly adopted by Global Entrepreneurship Monitor (GSM).

Analyzing the mentioned studies (Reynolds, Hay, and Camps, 1999; Krakauer, de Moraes, Coda, & Berne, 2018; Cassol, Silveira, and Hoelgebaum, 2007), we need to

highlight an important point: none of them address questions related to the differences between men and women at work, or at entrepreneurship. This point allows us to hypothesize that, as most of the studies about work, the studies about entrepreneurship are making invisible some intersectionalities of being a woman and worker and, in addition, an entrepreneur.

According to Barbosa (2011), entrepreneurial characteristics might be found in both genders. Therefore, the existing disparity and inequality related to entrepreneurship and gender cannot be explained by any gender differences. Furthermore, Baygan 2000; Vieira, Pinheiro & Gomes (2017) showed that some main factors that characterize the entrepreneurial woman are: the age-group shifting from 35 to 50 years, a binary and heteronormative representation, relegating women within a fixed role as caregivers, operating in small businesses, achieving elevated levels of higher education, starting in low-income companies, and, finally, considering female entrepreneurs' associations a significant source of knowledge acquisition, along with the promotion of various substantial contributions for the companies. Such characteristics result from the different treatment that each gender receives while undertaking.

In this context, a construct to be considered is work, which is understood as a broad category, not limited to what occurs in the office, not only during the workday, but also as a complex web of social relations of power, intertwined by political and economic aspects, among others (Antloga& Maia, 2014). Work goes beyond, transforming oneself to offer subjectivity to prove oneself, to fulfill oneself (Dejours, 2012). Subjectivity, in turn, is the object of Psychodynamics of Work (Molinier, 2003).

The psychodynamics of work is the methodological and theoretical basis chosen in the present study. It proposes analyzes of the psychic processes imbricated in the encounter of the subject and the prescriptions and impositions generated by work (Molinier, 2003; Araújo & Zambroni-de-Souza, 2015). This approach anchors the description and the knowledge of labor relations and mental health, in addition to striving to produce clinical research results from the human relationship with work (Dejours, 2012). Furthermore, work cannot be understood in isolation from the subject that undertakes it and the dynamics — both positive and negative — that emerge from this process (Gernet and Dejours, 2009).

Referring to the work, Antloga, Medeiros, Moreira, & Maia (2017) argue that it is central to the constitution and experience of the individual, acting on their subjectivity, identity and psychosocial dynamics.

Addressing female work, specifically, is dealing with much more than a set of hours worked. It is unveiling the complex set that involves women working outside: managing demands in the workplace, taking care of the house and/or its management, gestating, breastfeeding and nursing, managing aesthetics, and managing love relationships (Antloga & Maia, 2014).

The female workforce is socially and culturally undervalued, which influences, for example, in lower wages and employment in repetitive and manual labor sectors (Diogo & Coutinho, 2006). Generally, most women project their working life dealing, at the same time, with demands imposed by the domestic environment and demands imposed by the formal labor (Le Feuvre, Kuehni, Rosende, & Schoeni, 2015). Recently named unpaid work, activities like taking care of family, home, and children are, historically, delegated to women (Diogo & Coutinho, 2006; Zanello, 2018), nurturing in the collective imagination that care is naturally a female work (Guimarães, 2016).

In this way, the main question of this research is: How is female entrepreneurship described in the scientific literature, and how can the Psychodynamic of the Work contribute to evidence the reality of these women?

Given the above, this research has the aim of answering the following specific questions:

- a) How can be defined the profile of the studies of female entrepreneurship made in the Brazilian context?
- b) Which aspects of the Psychodynamic of Work of female entrepreneurship are more relevant?
- c) How can these aspects contribute to comprehend the reality of the work of these women?

Considering the research questions, the general objective of this thesis is to propose a new perspective about the real of the work of female entrepreneurship in Brazil, with contributions of the psychodynamics of work.

Specifically, this research aims to:

- Describe and analyze the profile of the participants in research on entrepreneurship in the Brazilian scenario that were published in indexed reviews;
- Identify the methodological profile of Brazilian research on the theme of female entrepreneurship;
- Analyze what is the central theme of these researches in Brazil;
- Analyze the psychodynamic of work of female entrepreneurship at the 5 Brazilian geographic regions, proposing another comprehension about the real of the work.

In a general way, we hypothesized that the research participants' profile have been precariously described in a way which it is insufficient to understand the scenario for

women entrepreneurs and, at the same time, that the psychodynamics of work can provide another view about the work reality of these women.

This hypothesis came from the fact that most part of the studies in Labor Sciences still considers irrelevant data that are crucial to understanding female work, for example: number of children and their age, if the woman takes care of elderly people in the family, or even if the woman has some physical disability, among others.

Additionally, considering that there are some similar general aspects in the work context in female entrepreneurship, Psychodynamics of Work can contribute to identify questions linking be a woman, an entrepreneur and develop business in Brazil.

The following documents present the partial results from the present work.

References

- Alperstedt, G. D., Ferreira, J. B., & Serafim, M. C. (2014). Empreendedorismo Feminino: Dificuldades Relatadas Em Histórias De Vida. *Revista de Ciências da Administração*, 16(40), 221–234.
- Antloga, C. S., & Maia, M. (2014). Gênero e qualidade de vida no trabalho: Quais as diferenças? *Em Aberto*, 27(92), 99–113.
- Antloga, C. S., Medeiros, S. N., Moreira, R., & Maia, M. (2017). O significado da aposentadoria para pessoas aposentadas de um órgão público. *Revista Trabalho (En)Cena*, 2(1), 26–39.
- Araújo, A. J. S., & Zambroni-de-Souza, P. C. (2015). Resenha: Sobre a dinâmica relação entre trabalho e psique. *Revista Psicologia: Organizações e Trabalho*, 15(3), 332–334.
- Barbosa, F. C. (2011). Empreendedorismo Feminino e Estilo de Gestão Feminina: Estudo de Casos Múltiplos com Empreendedoras na Cidade de Aracaju – Sergipe. *Revista de Micro e Pequena Empresa*, 5(2), 124–141.
- Baygan, G. (2000, november). Improving knowledge about women's entrepreneurship [Paper presentation]. In OECD Second Conference on Women Entrepreneurs in SMEs: Realising the Benefits of Globalisation and the Knowledge-Based Economy. Paris: OECD Secretariat.
- Bosma, N., Acs, Z., Autio, E., Coduras, A., & Levie, J. (2009). *2008 Executive Report. Global Entrepreneurship Monitor, GEM.*
<https://www.gemconsortium.org/report/gem-2008-global-report>
- Carvalho, G. C. (2017). Políticas públicas, gênero e empreendedorismo: uma análise do Programa Nacional Trabalho e Empreendedorismo da Mulher em Pernambuco. *Acta Scientiarum. Human and Social Sciences*, 39(1), 11–18.
- Cassol, N. K., Silveira, A., & Hoesbaum, M. (2007, setembro). Empreendedorismo Feminino: Análise da Produção Científica da Base de Dados do Institute for Scientific Information (ISI), 1997-2006. In *XXXI Encontro da ANPAD*. Rio de Janeiro. <http://www.anpad.org.br/admin/pdf/ESO-C1347.pdf>

- Dejours, C. (2012). Subjetividade, trabalho e ação: Uma visão de conjunto. In L. Sznelwar, S. Uchida & S. Lancman. *Trabalho Vivo. Trabalho e emancipação*. Brasília: Editora Paralelo 15.
- Diogo, M. F., & Coutinho, M. C. (2006). A dialética da inclusão/exclusão e o trabalho feminino. *Interações, 11*(21), 121–142.
- Guimarães, N. A. (2016). Casa e mercado, amor e trabalho, natureza e profissão: Controvérsias sobre o processo de mercantilização do trabalho de cuidado. *Cadernos Pagu, 000*(46), 59–77. <https://dx.doi.org/10.1590/18094449201600460059>.
- Gupta, V., Turban, D. B., Wasti, S. A., & Sikdar, A. (2009). The role of gender stereotypes in perceptions of entrepreneurs and intentions to become an entrepreneur. *Entrepreneurship Theory and Practice, 33*(2), 397–417. <https://doi:10.1111/j.1540-6520.2009.00296.x>
- Gusmeroli, P. (2016). *Le Eredi. Aziende vinicole di padre in figlia*. Milan: Guerini & Associati.
- Iizuka, E. S., Moraes, G. H. S. M., & Andrade Santos, A. (2015). Produção acadêmica em empreendedorismo no Brasil: análise dos artigos aprovados nos eventos da Anpad entre 2001 e 2012. *Administração: Ensino e Pesquisa, 16*(4), 723–749.
- Krakauer, P. V. de C., Moraes, G. H. S. M., Coda, R., & Berne, D. de F. (2018). Brazilian women's entrepreneurial profile and intention. *International Journal of Gender and Entrepreneurship, 10*(4), 361–380. <https://doi.org/10.1108/IJGE-04-2018-0032>
- Le Feuvre, N., Kuehni, M., Rosende, M., & Schoeni, C. (2015). Gendered variations in the experience of ageing at work in Switzerland. *Equality, Diversity and Inclusion: An International Journal, 34*(2), 168–181.
- Machado, H. V. (2009). *Identidades de mulheres empreendedoras*. Maringá: Eduem.
- Medeiros, T. C. C. V. (2016). O Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (Sebrae) e a cooperação em empreendedorismo feminino para o desenvolvimento internacional.

- Miranda, F. J., Chamorro-Mera, A., Rubio, S., & Pérez-Mayo, J. (2017). Academic entrepreneurial intention: the role of gender. *International Journal of Gender and Entrepreneurship*, 9(1), 66–86. <https://doi.org/10.1108/IJGE-10-2016-0037>
- Miranda, C. M. S., Silveira, A., & Hoelgebaum, M. (2008, june). Empreendedorismo Feminino: Características das Gestoras em uma Instituição de Ensino Superior. In *V Encontro de Estudos Organizacionais da ANPAD*. Minas Gerais. <http://www.anpad.org.br/admin/pdf/EnEO298.pdf>
- Molinier, P. (2003). Sujeito e subjetividade: questões metodológicas em psicodinâmica do trabalho. *Revista de Terapia Ocupacional da Universidade de São Paulo*, 14(1), 43–47.
- Oliveira, R. R. D. (2017). Empreendedorismo feminino no brasil e sua relação com variáveis econômicas e sociais (Unpublished master's thesis). Federal University of Santa Maria, Brazil.
- Reynolds, P. D., Hay, M., & Camp, S. M. (1999). Global Entrepreneurship Monitor 1999. *Executive Report*. Kauffman Center for Entrepreneurial Leadership at the Ewing Kaufman Foundation.
- Silva, M. S. D. (2017). Determinantes do empreendedorismo feminino no Brasil: aplicação de um modelo de escolha ocupacional usando microdados da PNAD de 2015 (Unpublished master's thesis). Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil.
- Silveira, A., & Gouvêa, A. B. C. T. (2008). Empreendedorismo feminino: mulheres gerentes de empresas. *Revista de Administração FACES Journal*, 7(3), 124–138.
- Vale, G., Serafim, A., & Teodósio, A. (2011). Gênero, imersão e empreendedorismo: sexo frágil, laços fortes? *Revista de Administração Contemporânea*, 15(4), 631–649. <https://doi.org/10.1590/S1415-65552011000400005>
- Vieira, V. L., Pinheiro, M. A., & Gomes, D. W. R. (2017). Empreendedorismo Feminino: um Estudo Bibliográfico Sobre as Características e Perfil das Mulheres Empreendedoras. *Encontro de Extensão, Docência e Iniciação Científica (EEDIC)*, 3(1).

Zanello V. (2018). *Saúde Mental, Gêneros e Dispositivos: Cultura e Processos de Subjetivação*. Curitiba: Appris.

MANUSCRITO 1

HISTORICAL BACKGROUND OF ENTREPRENEURSHIP IN BRAZIL¹

¹Manuscrito submetido como capítulo para o livro ‘Mapa do Empreendedorismo Feminino no Brasil’

Introduction

The word *entrepreneur* comes from French and was used for the first time by Richard Cantillon, an Irish-French economist who wrote *Essai sur la Nature du Commerce en Général* and is considered the father of enterprise economics. According to the theorist, the entrepreneur is the core mechanism of the productive machine, and is responsible for the purchase, production, exchange of goods —assuming the uncertainty and risks of business conduction.

When beginning to study entrepreneurship, needs and opportunities are opposed. Those two visions are not dichotomous or excluding. They somehow reflect the context of significant inequity in Brazil, because the entrepreneurship practiced there is different from that applied in other places, such as, in the United States of America, where there is an *American dream*, self-made, millionaire, masculinized, whitened, standardized context.

However, before problematizing the particularities of female entrepreneurship in Brazil, it will be described by opportunity and necessity, as well as the most referenced types of entrepreneurship in the scientific literature on the field.

Opportunity and necessity entrepreneurship

As clarified by Silva (2015), necessity entrepreneurship occurs when entrepreneurs are motivated by the lack of satisfactory job or income alternatives, such as when there is a high unemployment rate, in case of lay off or due to the lack of income generation alternatives. In those moments, workers seek other means to survive and encounter the possibility of creating their own business, making such decisions guided by the necessity that had arisen. Usually these entrepreneurs stick to generating income for

themselves and their family nucleus, consisting of, in general, simple and hardly innovative entrepreneurial initiatives.

On the other hand, opportunity entrepreneurship, as established by the same author, occurs when entrepreneurs are motivated by the perception of a potential market niche and guided by an existing opportunity. In these cases, there is a desire nourished for some time of being a business owner, in such a way that this person had made plans before taking chances as an entrepreneur, always paying attention to opportunities. Thus, this type of entrepreneur tends to accumulate capital and get information about their niche until they can leave their job to dedicate themselves to their enterprise fully. Moreover, it is useful to describe some kinds of entrepreneurship.

Cooperative Entrepreneurship

Cooperative entrepreneurship, in turn, is characterized by the organization of individuals through a cooperative, in order to ensure the autonomy, identity, and development of each member, and meet their economic, social, cultural, and related needs. Economic and social needs are common. In this kind of entrepreneurship, members make decisions collectively about business. Thus, there is economic participation and self-management by the entrepreneurs involved, who are also entitled to business profit sharing (Zucatto & Silva, 2014).

In this respect, this is a type of joint entrepreneurship, with the aim of forming a cooperative company. In cooperative entrepreneurship, entrepreneurs must commit to working for the common good and in a democratically, be willing to share risks and rewards with the other entrepreneurs, and understanding how cooperation increases business value. Therefore, in addition to business owners, cooperative members are also users of their goods and services.

Moreover, besides investors, owners are employees, suppliers and/or consumers. It is also essential to emphasize that cooperative entrepreneurship is presented as an agent of social and economic development in order to strengthen the poorest populations, especially those who live in rural areas (Zucatto & Silva, 2014).

Corporate / Internal Entrepreneurship

Regarding corporate entrepreneurship, also known as intra-entrepreneurship, Rodrigues and Teixeira (2014) establish that it can be characterized as the entrepreneurship that occurs within existing companies. Corporate entrepreneurship is a process of developing and identifying opportunities to create through innovation. One of the objectives of this kind of entrepreneurship is to increase the company's profitability, making the company seek more agility and flexibility, that is, more competitiveness with other companies.

The authors mentioned above also argue that this type of entrepreneurship arises when an employee or a group of employees who have entrepreneurial characteristics adopts an attitude similar to that of the business owner, positioning themselves as entrepreneurs and generating advantages, innovation and growth opportunities for themselves and for the business within the market in which the company is inserted. Thus, corporate entrepreneurship is used to maximize results using a set of practices, actions, and procedures within the existing company, such as launching products or incrementing existing products and creation systems. With this, new solutions are generated to provide company growth and its adaptation to the market, as consumers' needs change over time. Therefore, corporate entrepreneurship occurs within the business environment itself, and one of its main focus is to recognize opportunities before competing companies, generating innovation and maximization of results.

Social Entrepreneurship

Social entrepreneurship can be defined as a process through which people use business to seek solutions for social problems, such as environmental destruction, human rights violation, illiteracy, diseases, to improve life in society (Filho & Pamponet, 2015).

The processes and activities of social entrepreneurship have their strength and creativity oriented towards the social impact they will generate. Such impact is closely related to the ability to create benefits for the most significant number of individuals who are affected by specific problems and causes significant changes in the structure of society (Cáceres, 2018). Thus, these entrepreneurs seek social entrepreneurship as a means to respond to their own aspirations, looking for to contribute to social development. For example, we can mention industries that use recycled raw material, which would otherwise be disposed of directly as waste, to manufacture all their products. These industries reduce the environmental impact that would be generated by waste, creating jobs and income, and stimulating the economy.

Digital Entrepreneurship

According to Pinto and Martens (2021), digital entrepreneurship is based on the creation of an enterprise focused mainly on digital media or on the transformation of existing businesses, using new technologies. For example, digital bank institutions are becoming preferred by clients, as they do not require a physical presence for business transactions. The services of digital companies also demand fewer investments, and the production of automated services becomes cheaper in them.

In digital entrepreneurship, some resources, or even all of them, that would be physically at the business, become digital. Therefore, these entrepreneurs use technology

to allow business growth beyond physical limits. In addition to digital platforms and infrastructure, some companies started using artificial intelligence as a means to make communication with numerous customers more straightforward and more efficient.

Thus, one of the main characteristics of digital entrepreneurship is the use of technology as a means to start their business. The associates of these digital enterprises, in general, may work from home or even at the office, with the possibility of having digital signature for documents and meetings via online platforms.

Innovative Entrepreneurship

Innovative entrepreneurship is a pioneering and transforming innovation, in which the entrepreneur leads a process of change that goes beyond the domains of their own business and their own sphere of activity. As an example of innovative entrepreneurship, we have businesses driven by technology, such as the creation of start-up companies, whose focus is on the development of innovative products (Kautnick, 2020).

In this type of entrepreneurship, new market opportunities are desired, with the aim of locating, mobilizing, combining, and exploring other resources in response to business opportunities. The innovative entrepreneur provides a product or service based on new technologies rather than copying a product or service available on the market with few changes according to their own commercial interests.

The innovative entrepreneur may also be characterized as someone who can transform innovative ideas into high-demand products, services, or tradeable technologies so that innovation plays a specific role as a tool to obtain innovative earnings. As characteristics of these entrepreneurs, we can mention the search for opportunities directed towards knowledge and technology, and academic education in technology-

based fields, as well as performing in an environment that enables knowledge transfer and the access to financial resources (Kautnick, 2020).

Sustainable Entrepreneurship

Sustainable entrepreneurship, in turn, simultaneously integrates economic, social, and environmental principles into its strategies. It is based on the pillars of sustainable development by searching, through their activities, actions that integrate and benefit society and the natural environment (Orsiolli & Nobre, 2016). In addition, sustainable entrepreneurship may also be understood as a source of innovation, insofar as it aims to break traditional production methods, structures and consumption patterns. These changes enable solutions that reduce environmental impact and generate benefits to society.

Also, Orsiolli and Nobre (2016) specify that sustainable entrepreneurship creates sustainable values based on economic, social, and environmental factors. The integration of these factors contributes to the company's survival in the long term, as its values are shared among its associates. Some criteria for sustainable entrepreneurship that we can mention are the following: economic growth objectives, investment, and orientation towards innovation, clear perspectives of company development in the long term, sustainability orientation as an integral part of the company's value system, use of ecological means of transportation, reduction in waste emission and material wastage, ecological management of production processes, reduction in the levels of emission, exclusion of toxicity, gender and general issues, and efficient use of energy consumed, active development of employee skills, exchange of experience with cultural activities of local/regional economy, participatory management of business goals, support to community activities.

Public Entrepreneurship

Regarding public entrepreneurship, Nunes (2019) defines it as a process in which entrepreneurial characteristics are introduced in public organizations. Public entrepreneurship refers to the evolution of activities carried out by a given public agency, mainly on institutional arrangements and development and optimization of tasks, and innovations capable of solving and/or minimizing conflicts related to the use of the public good.

In addition, this type of entrepreneurship seeks new ways and tools that provide public managers with the ability to overcome their numerous challenges by adopting entrepreneurial actions in the public sphere, building new ways to maximize productivity and organizational effectiveness. It is also noted that entrepreneurship in the public sector is a fundamental factor in promoting efficiency and making the provision of public service better, so that the process of innovation in meeting the demands of society towards that institution is emphasized.

Family entrepreneurship

In family entrepreneurship, members of the same family are present in monitoring managerial and/or operational tasks. There is also usually interaction between members of different generations in the business. This factor that can lead to conflicts within the family, due to changes in power relations and problems in the succession processes between family members (Borges, 2012). Thus, family entrepreneurship is understood as an association between the family institution and the entrepreneurial process of its members, with shareholding control in the hands of the family nucleus, which controls the administration and management of the business and its strategic direction and process succession.

Historical Background of Entrepreneurship in Brazil

The history of work in Brazil is strongly marked by years of colonialism and slavery, factors that reinforce the tremendous social inequality that is still present (Duarte, 2014). Entrepreneurship in Brazil reflects such inequality, especially if we look at female entrepreneurship, one of the few alternatives for women who don't have a privileged social-economical condition (Ferreira, Bastos, & D'angelo, 2018).

For most women entrepreneurs in Brazil, entrepreneurship was their way of entering the labor market, either because of inequalities that still exist and/or because of adjustments to manage work and family life. In any case, most of these women start their own business out of necessity rather than opportunity; thus, entrepreneurship becomes another example of the sociosexual division of labor (de Figueiredo, Nascimento Melo, Matos & Machado, 2015; Nogueira, Pestana e Rodrigues, 2020).

Faced with reality, a narrative detached from history and facts was constructed, in which individuals are responsible for their success as if there were no social, economic, and cultural antecedents. Thus, the status quo is maintained and the ways in which the Brazilian elite ensure their privileges are maintained, guaranteeing entrepreneurship by opportunity to white and financially privileged men (Siqueira, Nunes and Morais, 2018). It is also relevant to point out that female entrepreneurship in Brazil did not start in 1990. On the contrary, it has always existed.

When visiting our past and our history, well before the Brazilian re-democratization and currency stabilization, in the 1980s and 1990s, specifically, in addition to the insertion of the female figure in the labor market, it is observed that there has always been a woman, as a rule, poor, peripheral and often black trying to maintain

themselves, so that female entrepreneurship in Brazil is strongly accentuated by the coefficient of need.

From the work "The History of Innovation and Entrepreneurship in Brazil" by Stanley Loh (2016), the author recounts our history and how entrepreneurship has always been present in Brazilians' work. Some relevant aspects of Brazilian entrepreneurship deserve reflection.

Even before the arrival of Europeans in Brazil and the so-called Discovery, native peoples carried out commercial activities based on agricultural products such as cassava, beans, and corn, as well as seafood, poultry, and other animals. After the arrival of the Portuguese people, commercial activity intensified with expeditions financed by D. Manuel, King of Portugal, in search of Pau-Brazil, Brazilian redwood. After that, Brazilian redwood is replaced by sugarcane. This trade brought with it the first immigrations, both from the Portuguese, French and Dutch people and from enslaved people brought from the African continent.

According to Loh (2016), from 1700 onwards, the category called peddlers appears, perhaps the precursors of today's traders and entrepreneurs. At the time, the activity was carried out by mestizo Brazilians, free black people, Brazilian Indians, landless Brazilian natives, and women. This activity, carried out by minorities, faced strong prejudice and discrimination. However, it became one of the few "options" for this portion of the population, probably being the emergence of entrepreneurship out of necessity in Brazil.

As pointed out by the same author, it is worth mentioning that, here, the patrimonial system and the control of the Portuguese Crown did not support

entrepreneurial activities, unlike what happened in the US colonization, entrepreneurial in its essence.

After this phase, the so-called Flags and Entrances appear. Aiming to find gold and precious stones, the movement, despite countless indigenous lives taken, supposedly takes development and trade to the interior of Brazil.

Also, according to Loh (2016), the arrival of the Portuguese Royal Family in Brazil in 1808 brought with it certain economic and social development, among them the construction of roads, public companies—such as the creation of Banco do Brasil, the first bank in the country—, the opening of internal trade and the export of Brazilian raw material to other countries, so that the Brazilian society at the time experienced a frank development, even though this was accompanied by a high cost of taxes to the people, with a view to financing the royal family here.

English Government pressured the Portuguese kingdom looking for to contribute to the independence of Brazil in 1822. The result of ideals previously defended in the *Inconfidência Mineira*, fostered by society at the time, already dissatisfied with the marked Brazilian social inequality. After independence, the Empire of D. Pedro II encouraged the arrival of more foreigners to Brazil, which brought with it more demand for products and services. In addition, Brazil positions itself as a raw material supplier to England. There is more emphasis on economic development, construction of railways, creation of gas, electricity, and transport companies, and the importation of products not previously available to the people who lived here.

The late end of slavery in Brazil highlights, even more, the number of people without land, work, and livelihood, causing the creation of small jobs, odd jobs, among others, which could be categorized as the beginning of informality at work, so present

today in our economy. On the margins of land, property, access to education and training, there is a growing number of Brazilians who live as they can in search of sustenance and maintenance for themselves and their own.

Also, in Loh's work (2016), a new wave of immigration by Germans and Italians is reported between 1824 and 1875 and the arrival of Japanese and Spaniards in the early nineteenth century.

Later, agricultural and livestock activities emerged in Brazil, highlighting our tendency towards food production despite an Industrial Revolution already thriving in Europe.

The Vargas Era brings, with the creation of IBGE, Correios, Petrobrás and the establishment of rules and rights for Brazilian workers. With some rights guaranteed, this population starts to acquire products and services that were not accessible before. In 1931, higher education courses were instituted in Brazil; thus, Brazilian research and science were born. In the following year, 1932, the work performed by women was regulated in the country.

Despite being an underdeveloped country, with 2/3 of its population illiterate, 70% still living in rural areas, Brazil showed a certain degree of industrialization, which also boosted the growth of entrepreneurial activity.

Loh (2016) finally argues that the Brazil of 1950 was a promise, called the country of the future, based on the ideas of Juscelino Kubitschek, the country seemed, finally, on the development path. It was expected that the country would replace the agricultural activity with industrial activity, or at least boost the latter. It is in this context that Brazil opens its doors to foreign capital. Here, the predominance of the English commercial partnership is replaced by the American one. The capital of the United States provides for

the development of our raw materials, scientific and technological development. All this development was paid for with coffee, gold, sugar, cocoa, rubber, iron, and everything else that might interest that country.

There was, then, a great developmental plan for the country in five areas, energy, transport, food, industry, and education. The country's capital is transferred from Rio de Janeiro to Brasília, the city planned and created for this purpose, located in the central axis of the country. The Belém-Brasília highway is also built, enabling the transit of people and goods between the Center and the North. In the same period, The Fundação Universidade de Brasília, a relevant teaching and research institution in the country, was created.

However, the military coup, economic imbalance, and high inflation undermined the growth plans of a large part of the population. In the post-coup period, although there was intense growth and accumulation of capital by the elite, this resource was not accessed by the mass of workers, that is, wages remained stagnant since the protest, unionization, and the struggle for rights were prohibited, increasing, once again, social inequalities.

After Brazil's re-democratization, the government faced high inflation, increased foreign debt, and inflation. In turn, the creation of the Real Plan brings some economic stability, and subsequent public policies provide an essential basis for the country's recent development, including entrepreneurial activity, as we can see today.

Neoliberalism and the work of women

In labor terms, neoliberalism has been lined up, since its beginning, with the development of an individualist and narcissist profile (Sennet, 1999). In the neoliberal

project, strategies were developed to create the feeling of shame for dependence and, consequently, the dissolution of trust bounds, commitment feeling, and mutual commitment, as much as the notion of solidarity.

To dissolve the boundaries between the explored people and the exploring ones, through the idea of worth, the neoliberal system achieved especially the most fragile classes and, in a very particular way, the women. (Cisne & Gurgel, 2008; Falquet, 2013).

In our society, women are culturally inserted in a context that teaches them that “being a woman” depends on the construction of bounds, partnerships, and care, especially caring for men, children, and older people in the family. Despite the changes in this scenario, women are still maidenly encouraged to take care of people in general.

On the one hand, neoliberalism cages women economically because it weakens the possible socially structured support that the State should provide. They could enable developing economic value activities, mainly women with less purchasing power (Falquet, 2013). On the other hand, the system creates a dis-compass between what is shown to a woman as a trait of her womanhood (Molinier, 2004) and what is necessary to make her grow economically.

Still, at the same time, the idea of going beyond achieving professional success and financial freedom is attached to the fact that this woman should be available, disruptive, and innovative. This means the behaviors of fragility, sweetness, and worry are encouraged. These traits are assumed as high doses of virility, individualism, and narcissism (Mathieu & St-Jean, 2013). This dis-compass is even more evident if we analyze the case of entrepreneur women and the demands for them to be successful in their paths.

Entrepreneurship and female work

Entrepreneurship is a term that has many types of concepts. A concept that approaches this thesis is that defined by Howard Stevenson (Stevenson, 2006), a Harvard Business School professor, was defined entrepreneurship as the seek of opportunities despite the available resources.

Coming from a taxonomic analysis about the theories of entrepreneurship, Gedeon defined entrepreneurship as a multidimensional concept that includes: a) owning a small business (Risk Theory); b) being innovative (Dynamic Theory); c) acting as a leader (Traits Theory) or; d) starting a new business (Behavior Theory). The author also defines that entrepreneurship is also identifying opportunities to lead the market to a balance (Austrian School) or causing unbalance through “creative destruction” (Schumpeterian Theory).

Considering the analysis made by Gedeon (2010), entrepreneurship is assumed as the creation of new values based on lacking resources. Even some authors associate that the more scarcity, the better results for a more sophisticated type of entrepreneurship (Brandstatter, 2011; Koelinger, Minitti, & Schade, 2007).

In terms of market, entrepreneurship is not new as an activity. People have always opened their own companies and had their businesses. What makes it a phenomenon that awakes so much interest is, nowadays, the promise of freedom that it carries: being an entrepreneur means to depend on yourself exclusively to make whatever it is and, as a result, become someone who won, despite the system. The term conjugates, at once, all the best fantasies sold by neoliberalism: indicative, self-management, independence, and wealth become part of a being and a doing that are capable of rescuing even the most lost workers.

In the case of women workers, specifically, being an entrepreneur carries, in a more potent way, the promise of empowerment and saving, as well as configuring sort of a “curve” in the destiny of work for women. The *Saint Grail* of the paid activities promises freedom, no boss, autonomy, time with the children, the possibility of innovation, and expression of themselves. The increasing, in Brazil, of women who are entrepreneurs (Costa, Breda, Bakas, Durão, & Pinho, 2016) seems to have a relation with these promises, beyond the great necessity of obtaining an income. (Machado, St-Cyr, Mione, & Alves; 2003; Silva, Lasso, & Mainardes, 2016).

Machado, St-Cyr, Mione & Alves (2003) affirm that the decision of being an entrepreneur, for women, has, as main factors, the loss of their jobs and/or problems with the previous position, which is different from men, who become entrepreneurs more as a will than as a necessity. However, Natividade (2009) indicates that the main factor for a woman to become an entrepreneur is subsistence. Jamali (2009), Krakauer, Moraes, and Berne (2018) defend that being an entrepreneur is a way out to women towards the gender discrimination in the job market.

According to Costa et al. (2016), the inclusion of women in the job market and entrepreneurship has had an outstanding expansion. Tonelli & Andreassi (2013) also highlight the increase in the entrance of women in this segment.

However, a point seems to oppose the disruptive meaning that is associated with being a successful entrepreneur: the women are entrepreneurs in “female territories”, like education, care, selling products to women (cosmetics, clothes) or for children. They hardly want or can take a risk in “male territories” because of distinct reasons, that can be since the prejudice, going through the fear of not being capable, and even difficult to have access to resources and financings (Costa et al., 2016).

Although the data about entrepreneurship produced in Brazil might be considered weak, some messages transmitted are very consistent. For example, which stereotype is associated with gender? Even the specialized institutions incur to these stereotypes, as presented by Carvalho (2017) that reveals that in courses of training for entrepreneur women, there are still "... ideas that women are sensitive, intuitive, welcoming, caring and have tenderness, interiority, and depth; while men are rational, straightforward, assertive, materialist and can express" (Carvalho, 2017b, pp-18).

Socially speaking, women have difficulties showing the characteristics associated with men (which doesn't mean they don't have them) because what is socially expected is for the woman to be a winner but discreetly. A warrior who doesn't enjoy the facilities (the reason that is almost naturalized the difficulty women have to access financial resources in banks, for example, as Natividade elicits (2009).

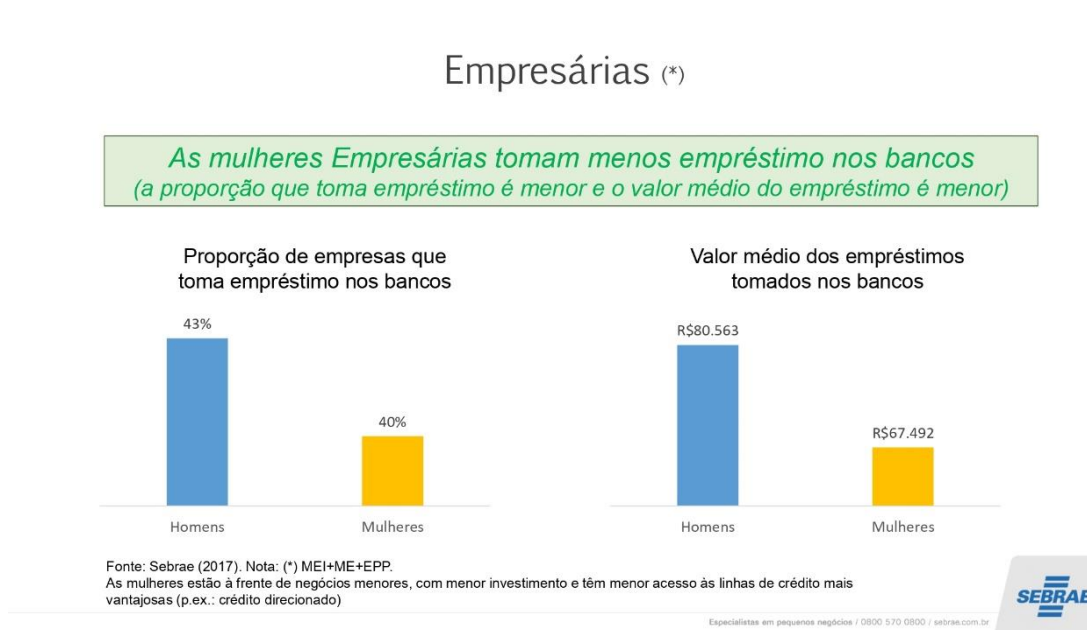
Although the profile is changing, the situation of opacity destined for women is also shown in entrepreneurship. It assumes that the communication to them, on the media, is filled with stereotypes that reinforce the place of a good girl, but, at the same time, they promise the so-dreamed freedom to them. This means entrepreneurship embraces the condition of the women in society with this sold fantasy about what it means to have power, be disruptive, and be creative.

Female Entrepreneurship in Brazil

According to Silva, Lasso, and Mainardes (2016), the profile of the woman entrepreneur is featured, in a significant part, by women who are between 30 and 49 years old, married, and with a college education diploma. However, the authors don't identify the race of these women. The study also showed that these entrepreneurs are used to running a small business from the family. It is possible to quote, as main problems faced

by them, the difficulty of balancing the household chores with the work and getting a loan from the bank and the little familiar support they receive.

Besides, the Special Report about Female Entrepreneurship in Brazil (Sebrae, 2019), made by the major organization that supports entrepreneurship in the country, the Support's Service to Small and Micro Enterprises, named as Sebrae, points out that Brazil occupies the seventh position of entrepreneurship made by women, despite 44 of these businesses are denominated as necessity entrepreneurship. The same report also shows that women receive fewer loan values, although their default rate is less, and the interest rates are higher.



The speech about female entrepreneurship in the institutions is that one that compliments female entrepreneurship for its management traits, *multitasking* differential, reinforces the gender performance related to the development of many roles, for example, triple working journey (Souza, 2020). This speech assures the social structure of the sexual division of work and the construction of asymmetric gender roles. Which is, as pointed out by Jonathan (2011), the diversity of roles is not something natural from the female behavior. On the contrary, it demands and wears them out.

It is known how extensive, hard, repetitive, and insensitive the household chores are in a way that the more members in the family structure – children, elderly, people who have special needs –, the longer and heavier these activities will be for the women at home (Federici, 2017).

Although the reproductive work is passive of being executed along with the entrepreneur activities, the entrepreneurship as an alternative for women might be a hoax, considering that, many times, it doesn't promote inclusion and independence, which makes it just one more tool of peer pressure, suggesting that women have to dispose equally conditions compared to men. Untruth to any woman who works (Scott, 2005).

References

- Austin, J., Stevenson, H., & Wei-Skillern, J. (2006). Social and commercial entrepreneurship: same, different, or both?. *Entrepreneurship theory and practice*, 30(1), 11–22.
- Borges, A. F. (2012). Empreendedorismo Familiar Multigeracional: Uma Alternativa para a Análise de Empresas Familiares Empreendedoras. *XXXVI Encontro da ANPAD*. Rio de Janeiro.
- Brandstätter, H. (2011). Personality aspects of entrepreneurship: A look at five meta-analyses. *Personality and individual differences*, 51(3), 222–230.
- Cáceres, R. B. Empreendedorismo social. *Revista Conexiones UCP2018*, 219, 50–54.
- Cisne, M., & Gurgel, T. (2008). Feminismo, estado e políticas públicas. *Ser Social*, 10(22), 69–96.
- Costa, C., Breda, Z., Bakas, F. E., Durao, M. & Pinho, I. (2016). Through the gender looking-glass: Brazilian tourism entrepreneurs. *International Journal of Gender and Entrepreneurship*, 8(3), 282–306.
- Duarte, F. S. (2014). *Dispositivos para a escuta clínica do sofrimento no trabalho: Entre a clínica da cooperação e das patologias* (Unpublished master's thesis). Universidade de Brasília, Brasília, Brazil.
- Falquet, J. (2013). O capitalismo financeiro não liberta as mulheres: análises feministas materialistas e imbricacionistas. *Crítica Marxista*, 36, 9–26.
- Federici, S. (2017). *Calibã e a bruxa*. São Paulo: Elefante.

- Ferreira, G. F., Bastos, S. A., & D'angelo, M. J. (2018). A look at women's transition from formal labor to self-employment based on endogenous stimuli. *Revista de Administração Mackenzie*, 19(2). <https://doi.org/10.1590/1678-6971/ERAMG180086>
- Ferreira, N. P. (2002). Jacques Lacan: apropriação e subversão da linguística. *Ágora*, 5(1), 113–132.
- Filho, A. C. G. M., & Pamponet, A. M. S. (2015). Empreendedorismo social: uma visão distorcida de negócio no Brasil. In M. R. Almeida, C. Rodrigues & M. C. Negas (Eds.), *Empreender para vencer: Proceedings: jornada científica*. Oeiras, Portugal: Empreend.
- Gedeon, S. (2010). What is entrepreneurship? *Entrepreneurial practice review*, 1(3), 16–35.
- Jonathan, E. G. (2011). Mulheres Empreendedoras: o desafio da escolha do empreendedorismo e o exercício do poder. *Psicologia Clínica*, 23(1), 65–85.
- Kautnick, A. M. (2020). *O empreendedorismo inovador sob uma perspectiva de gênero* (Unpublished master's thesis). Federal University of Santa Catarina, Florianópolis, Brazil.
- Loh, S. (2016). *A História da Inovação e do Empreendedorismo no Brasil e Comparação com Outros Países*. Porto Alegre. <https://www.intext.com.br/livro-inova.pdf>
- Machado, H. V., St-Cyr, L., Mione, A., & Alves, M. C. M. (2003). O processo de criação de empresas por mulheres. *RAE-eletrônica*, 2(2). <https://doi.org/10.1590/S1676-56482003000200007>

- Natividade, D. R. D. (2009). Empreendedorismo feminino no Brasil: políticas públicas sob análise. *Revista de Administração Pública*, 43(1), 231–256.
- Nogueira, C. M., Pestana, B. M., & Rodrigues, G. (2020). As relações sociais de gênero e a divisão sociosexual do trabalho. In C. Antloga, M. M. Carmo & N. M. Santos (Orgs.), *Trabalho Feminino Desafios e Perspectivas no Brasil* (pp. 21–44). Curitiba: Appris.
- Pinto, A. R., Santos, T. A., & Martens, C. D. P. (2021). Impactos da pandemia de COVID-19 sobre o empreendedorismo digital nas instituições bancárias brasileiras: uma análise à luz das forças isomórficas. *Estudios Gerenciales*, 37(158), 113–125.
- Rodrigues, D., & Teixeira, F. (2014). As contribuições do empreendedorismo corporativo à implementação de estratégias. *Revista Ibero-Americana de Estratégia – RIAE*, 14(1), 60–75.
- Scott, J. W. (2005). O enigma da igualdade. *Revista Estudos Feministas*, 13(1), 11–30.
- Sebrae. (2019). *Relatório Especial Empreendedorismo Feminino no Brasil*. Unidade de Gestão Estratégica do SEBRAE Nacional. https://www.sebrae.com.br/Sebrae/Portal%20Sebrae/UFs/GO/Sebrae%20de%20A%20a%20Z/Empreendedorismo%20Feminino%20no%20Brasil%202019_v5.pdf
- Silva, A. C. C. J. (2015). Evolução do empreendedorismo no Brasil Baseada nos Indicadores do Global Entrepreneurship Monitor (GEM). *Revista Produção Online, Florianópolis*, 15(2), 758–780.
- Silva, M. S. da, Lasso, S. V., & Mainardes, E. W. (2016). Características do Empreendedorismo Feminino no Brasil. *Revista Gestão e Desenvolvimento*, 13(2), 150–167. <https://doi.org/10.25112/rgd.v13i2.370>

- Simmie, J., & Sennet, J. (1999). Innovative clusters: theoretical explanations and why size matters. *National Institute Economic Review*, 4(99), 170.
- Siqueira, D. P., Nunes, D. H., & de Moraes, F. S. (2018). Identidade, Reconhecimento e Personalidade: Empreendedorismo da Mulher Negra. *Economic Analysis of Law Review*, 9(3), 229–242. <http://dx.doi.org/10.31501/ealr.v9i3.11055>
- Tonelli, M. J., & Andreassi, T. (2013). Mulheres empreendedoras. *GV Executivo*, 12(1), 50–53.
- Zucatto, L. C., & Silva, T. N. (2014). Empreendedorismo Cooperativo: Evidências a Partir dos Estudos Historiográficos de Duas Cooperativas de Eletrificação Rural do RS. *EnANPAD, XXXVIII Encontro da ANPAD*. Rio de Janeiro.

MANUSCRITO 2

**Contributions of the Psychodynamics of Female Work to Entrepreneurship
Undertaken by Women ²**

²Manuscrito submetido como capítulo para o livro ‘Mapa do Empreendedorismo Feminino no Brasil’

Introduction

The concept of Psychodynamics of Work (PDW) is present in Cristophe Dejours, a psychiatrist and occupational doctor, responsible for creating a conceptual and methodological approach tested empirically in France's most diverse professional categories. His approach, first and foremost considered as a praxis, concerns the relation between work, mental health, and subjectivity (Dejours, 2011).

Such praxis consists of the study of the interrelationship between the dynamics of pleasure and suffering that happen in the context of work (Souza & Antloga, 2017), and, despite the dichotomy present in its assumption, this is far from being a reductionist and crystallizing approach because it goes beyond the health-illness processes, as the objects of study are the resources mobilized by workers to perform their activities (Duarte, 2014).

For PDW, the work is central and structures reality and forms of subjectivation (Dejours, 2011). This centrality is responsible for the definition of several aspects of everyday life, as it is through labor activity that the subject gradually enters social, economic, and affective spheres.

Feelings of pleasure and suffering from the relationship with work are used by that approach. As Oliveira, Nunes, and Antloga (2020) pointed out that pleasure experience is associated with freedom and recognition, and suffering experiences are related to the impossibility of defending oneself regarding the negative aspects in the labor context. Antloga et al. (2020) state that the person who works is driven to deal with reality while performing their activities. From this emerges an essential difference between task and activity: the former is always linked to something that was prescribed and must be done; the latter is related to something real, to how one deals with the constraints imposed by work while it is being developed.

Due to its interrelational investigative nature, this epistemological consistency of PDW corroborates its use on the topic of entrepreneurship, a phenomenon that consists in the creative and innovative performance of personal or organizational projects, bearing in mind risks and opportunities (Baggio & Baggio, 2015).

This paper aims to discuss female entrepreneurship in light of the psychodynamics of female work in an intersectional manner, combining gender, race, and social class.

Free activity

Apart from the etymological origin of the term Entrepreneur, discussed in manuscript 1, currently, there is no consensus over the definition of the term, which is present in the literature in a heterogeneous manner (Dutra, Queiroz, Furukava, Costa, & Silva, 2017). Entrepreneurship corresponds to creating and expanding innovative ideas from opportunities identified in a particular activity (Pinto 2016), doing what is possible with the available tools.

Starting a business is also considered one of the most relevant dynamic forces by the *Global Entrepreneurship Monitor* (Reynolds, 2002). Entrepreneurship may even be understood as a free enterprise inserted in capitalism, where the motivation to start a business is the desire for freedom and independence regarding conventional structures of authority and wealth generation, desire for autonomy, for expressing one's creativity, pursuing innovation, and being one's own boss (Rindova, Barry, & Ketchen, 2009).

However, for Psychodynamics of Work (PDW), the discourse about the supposedly free activity is mostly fallacious: the promise of freedom is not fulfilled, and workers become their own bosses, internalizing an ideal of power that does not only depend on individual matters to be fulfilled.

Antunes (2015) emphasizes that entrepreneurship has been shaped as a disguised form of wage labor, like neoliberalism, due to allowing the productive restructuration of

several ways to turn wage, time, function, or organization more flexible, has been creating mechanisms of suffering in contemporary work.

The perspective of authors in the field, such as Dejours, Abdoucheli, and Jayet (1994), on pleasure and suffering, indicates that a freely chosen or freely organized job may offer sources of satisfaction; however, the pressures of a certain activity become potentially dangerous for the mental health of workers.

The feeling of freedom, the possibility to make decisions, and time flexibility are seen as positive aspects of free activity. Nevertheless, negative aspects also devastate the entrepreneur's biopsychosocial integrity. After all, it is a job that demands dealing with multiple and usually conflicting requirements under the constant feeling of oppression due to the internal and external requirements from the work organization (Frese, 2009).

Júnior and Macedo (2013), in an exploratory and descriptive study on the effects of work organization and relations on the physical and mental health of entrepreneurs who work formally, identified that suffering manifests as stress, anxiety, distress, and frustrations resulting from work, whose sources are task overload, absence of time for personal agency, communication and leadership difficulties, distress over the risk of failure, demands for results arising from market competitions, among others.

When analyzing entrepreneurship developed by women, it is essential to include compliance regarding inequality of opportunity and biopsychosocial losses exacerbated by power relations in the labor context, which men built to favor men. Furthermore, women face specific difficulties in entrepreneurship, such as difficulty in getting financing, double and triple duty, loneliness, lack of support, lack of specialized training, as well as being motivated to start a business for specific reasons too, such as the subsistence need, dissatisfaction, and lack of opportunities in the job market, few growth

opportunities, among others (Camargo, Lourenço & Ferreira, 2017; Menezes & Oliveira, 2018; Teixeira, Andreassi & Bofim, 2018).

When addressing the gender issue from the point of view of Psychodynamics of Work (PDW), it is necessary to consider that its elements were not deeply discussed from this perspective (Antloga et al. 2020), and studies on female entrepreneurship do not address gender relations in the corporative world evidencing entrepreneurial practices of women, and also demonstrate different factors that explain the gender gap in the business world (Silva, & Karpinski, 2021; Lima, Nelson, & Nassif, 2016). Thus, it is possible to understand potential pleasure and suffering dynamics in these female workers' reality(ies).

If we consider gender as a social construct, we can analyze it as the representation of the production process of male and female positions of power in society (Saffioti, 2013). From this perspective, the excluding, hierarchical, and unequal mechanisms sustained by a sexist and patriarchal society become evident. According to Hirata and Kergoat (2007), even though the condition of women in the workplace has significantly improved, the gap between them and men is still huge because it is assumed that the corporative world is composed by men to men (Antloga, Maia, and Cunha, in press). Hence the need to create a credible female reality (Homem & Calligaris, 2019), as, in order to work, women face elements resulting from a 'masculinized' society, both in terms of practical and statistically measurable aspects, such as salary, for example, and in terms of subjective elements, such as in the discourse and use of words and their meanings, as it will be indicated in manuscript 4.

Alperstedt, Ferreira, and Serafim (2014) emphasize that, due to the historical construction attached to the female gender, women face additional difficulties when starting a business, such as conflicting obligations, feeling of guilt, isolation, and stress

within interpersonal relationships, lack of experience as entrepreneurs, fear of financial risk and debts, lack of external references, and low assistance level. In general, they are more disadvantaged in their enterprises, as the role of businessperson is often seen in society as if it was exclusively for males (Baughn et al. 2006).

Antloga et al. (2020), in a systematic review on Psychodynamics of Female Work, indicate that, besides prescribed work, docile and maternal characteristics, certain attitudes, clothes, and even specific behaviors are expected from women, while these details are irrelevant for men.

In order to work, some women face the following challenges: double or triple work duty; emotional overload; multiple tasks; high levels of performance requirement; salary differences; appearance management; expectations regarding maternity, sexuality, and conjugal life; biological issues involving the female body that are ignored or treated as a joke; sexist practices that make inclusion more difficult; women's retention and growth in the job market (Jablonski, 1996; Rocha-Coutinho, 2003; Antloga et al., 2020)

In certain realities, the workplace is so inhospitable, unequal, unfair, and harassing those women are compelled to leave the activity. In other situations, as in being a mother, women do their best to try to maintain the double duty and not rarely end up being dismissed shortly after having children. It is not uncommon for women to be compelled to dress well wear make-up and high heels in the corporate environment. (Viana, 2017; Agência O Globo, 2021)

Women also receive lower salaries than men, are left out in promotions, occupy fewer spaces of power, in politics, in society, even though they, on average, have studied and been trained as much as or more than men. (Jaime, 2011)

Considering that the attempt to occupy double spaces is laborious for women, it is worth reflecting whether those obstacles would not be an additional attempt to dominate female bodies (Homem & Calligaris, 2019).

Entrepreneurship, Psychodynamics of Work and Social Class

The issue of social classes' development in the past and present forms appears to be also investigated by the Psychodynamics of Work (PDW). Adopting the perspective of historical-dialectical materialism, whose connections with the dynamics of workers' suffering were present since the beginning of labor activity in Brazil, it becomes possible to analyze the structure of these interconnections.

Social classes constitute groups of people who differ from each other by the places they occupy in a historically defined system of economics and social production; that is, they have a specific relationship with the means of production and play a role in the organization of work according to the achievable methods for acquiring the share of social wealth (Stavenhagen, 1973). Still, class relations are established by the unequal distribution of rights, powers, and access to the basic productive resources of society (Wright, 2004); that is, they are social determinants of the level of health, income, working conditions, among others.

Nowadays, the class structure forms complex bundles of powers and rights over productive resources instead of a simple and binary structure of property rights (Santos, 2005). Based on this premise, it is possible to approach the question of class from an intersectional perspective, after all, factors such as gender and race are considered crucial when investigating social disparities, as intersectionality not only takes into account the multiplicity of systems of oppression, but also it postulates the interaction in the production and reproduction of inequalities (Bilge, 2009).

As for the relationship between the Psychodynamics of Work (PWT) and the question of class, it is necessary to consider, as Duarte (2020) points out, that the study of work in Brazil is markedly Eurocentric since to study work in this country, there is to take into account their past, as set out in manuscript 1.

According to Bento and Santos (2020), the ills resulting from extreme social inequality are present in Brazil; after all, it is not a poor country without resources, but a country that does not distribute its wealth (Barros, Henriques and Mendonça, 2000). According to Garcia (2003, p.4), Brazil was founded on the sign of inequality, injustice, exclusion, consisting of hereditary captaincies, large estates, slavery, indigenous genocide, authoritarianism, and the anti-popular and racist ideology of national elites. Until then, the classes as they were constituted reflect the impacts of our past of colonization, exploitation, and slavery, whose results today involve underemployment and precariousness of work (Duarte, 2014).

Lima, Nelson, and Nassif (2016) postulate that social classes are equipped with different social and cultural capitals to undertake, considering that resource barriers are self-reproducing in the lower classes, given the variety of factors that limit the development of an entrepreneurial culture.

Matter of color

The openness to the issue of color in the psychodynamics of work is essential to understand the pragmatics of female entrepreneurship in the Brazilian scenario; its relevance is accentuated by the impact of structural racism on the historical, political, cultural, economic, and psychological dimensions of black women. When adopting an intersectional perspective, it is necessary to consider the inequality, prejudice, and discrimination experienced by black women in different contexts, especially in entrepreneurial activities.

The miscegenation present in the social genesis of the Brazilian population has not been enough to alleviate the weight of racial discrimination, which has accompanied us since the slavery period, in which black women suffered the most perverse forms of violence (Karasch, 2000).

In this historical relationship with systemic violence, barriers are established, and social vulnerabilities are accentuated. According to Carneiro (2003), the acceptance of black women in the labor market is closely associated with underemployment and self-employed work, thus reflecting the fragility of the maintenance of rights in various sectors of their lives, which corroborates Santos' (2009) statement. For black and/or Afro-descendant women, the market reserves less qualified positions, the worst salaries, informality, and disrespect.

It is noticeable that black women find themselves in double inequality of opportunities, suffering both from institutional racism and being a woman, often resulting in their inferiority in the context of entrepreneurship. One of the barriers pointed out by the authors Siqueira, Morais, and Nunes (2018) refers to the lack of structuring and formalization of the entrepreneurial activity; they note that the challenge is not only when opening the company but also when maintaining it.

The structural form of racism provides the basis for the existence of dynamics of pleasure and suffering regarding the working experiences of black women; this consideration is both necessary and challenging since representation is still low and the discourse is generally exclusive in as far as black entrepreneurship is concerned.

Final considerations

As we deepen into the Psychodynamics of Work (PDW) research, we come in contact with the scarcity of literary productions on female work, especially in the specificities of women entrepreneurs who are also inserted in the Dejourian dynamics of

pleasure and suffering. In methodological terms, PWD has as one of its research tools the formation of groups for a specific activity, listening, and intervention (Takaki and Antloga, 2020).

Despite the little depth, given its epistemological consistency, it is possible to make an intersectional reading of these dynamics crossing gender, class, and race. Regarding female work, it should be noted that PDW considers both productive and reproductive work since, for women, both overlaps. In the question of class, through the historical-dialectical materialism, the social structures, their ailments, and potentialities present in the contemporary Brazilian context are analyzed. Based on this premise, it is understood that entrepreneurship is often considered a survival strategy, an alternative to neoliberalism.

When women undertake, their power is limited in business because a large part of their praxis is not named as work, with a lack of legitimacy and recognition. Thus, it is worth questioning how many successful books on the subject, seen as “biblical” truths by their readers, can genuinely contribute to women.

In entrepreneurship, in general, the personal life merges with the working life. This specific issue will be pointed out in the sixth manuscript, where it will be emphasized how this praxis occurs for women. Also, in the same chapter, it will explain why entrepreneurs will hardly use mediation strategies, especially collective ones, as the vast majority of them do not form a work collective, either in the activity itself or outside it, notably exercised individual entrepreneurship.

Furthermore, a series of problems were identified about the recognition and legitimacy of entrepreneurs, as women are commonly no longer recognized. After all, there is an expectation that women develop activities simultaneously, as well as the normalization of the mix of productive and reproductive activities also adds to the

“feminine” character of particular enterprises, which makes it difficult for women to enter the business world, as they are a priori “socially oriented”.

A certain cynicism in the entrepreneurial discourse is common, which is present through meritocratic and religious considerations and the narrative that free activity is not consistent with the results to be presented and discussed in the sixth chapter. Such phenomena will be considered in subsequent investigations.

When evaluating female entrepreneurship in Brazil, especially which by necessity, linked to a class as a general rule, one can see the result of class differences. This woman, then, has no formal employment, and in this power play, she is in an under privileged position with regard to gender and class, as reflected in historical materialism.

In this context, PDW must pay attention to how much anguish and lack of support this woman experiences in an attempt to maintain herself. As a general rule, the number of children disadvantaged women have is also included. So, this activity will be mostly for survival and not for opportunity.

Thus, PDW cannot escape the class and gender debate, as much as the racial debate, since both blackness and whiteness dictate a position in entrepreneurship as well. Therefore, one must pay attention to the ways of subjectivation of being a woman and a worker; to be a poor and working woman; being a poor woman and a white/non-white worker; being a woman, poor, working, white/non-white, with children/no children. PDW needs to contribute with what it knows how to do best; analyze this real.

Therefore, it is known that for PDW, the circulation of the word is essential (Duarte, 2014; Souza & Mendes, 2016) and the construction of public spaces for discussion. In this sense, for women who undertake it would be of great value to establish psychotherapeutic groups, since many women carry out such activity alone and do not have many spaces for speech, support, and backup, however, due to the loneliness that

marks the activity, as well as from the limited availability of time, a paradox that has not yet been discussed opens up.

References

- Agência O Globo. (2021). Gol é condenada a pagar maquiagem, manicure e depilação de funcionárias. *Exame*, setembro, 2021.
- Alperstedt, G. D., Ferreira, J. B., & Serafim, M. C. (2014). Female entrepreneurship: difficulties reported in life stories. *Revista de Ciências da Administração*, 16(40), 221–234.
- Anderson, A. H., & Woodcock, P. (1996). *Effective entrepreneurship: a skills and activity-based approach*. Oxford, UK/Cambridge, MA: Blackwell Publishers.
- Antloga, C., Maia, M., & Cunha, B. (no prelo). Labor Clinic for whom? Methodological reflections on the psychodynamics of female work.
- Antloga, C., Monteiro, R., Maia, M., Porto, M., & Maciel, M. (2020). Female Work: A Systematic Review of the Literature on Psychodynamics of Work. *Psicologia, Teoria e Pesquisa*. 36(spe). <https://doi.org/10.1590/0102.3772e36nspe2>
- Antunes, R. (2015). *The meanings of work: an essay on the affirmation and denial of work*. São Paulo: Boitempo Editorial.
- Baggio, A. F., & Baggio D. K. (2015). Entrepreneurship: Concepts and Definitions. *Revista de empreendedorismo, inovação e tecnologia*, 1(1), 25–38.
- Barreto, L. P. (1998). Entrepreneurship education. *Educação Brasileira*, 20(41), 189–197.
- Barros, R. P., & Mendonça, R. (2000). Unacceptable stability: inequality and poverty in Brazil. In R. Henriques (Org.), *Desigualdade e pobreza no Brasil* (pp. 21–48). Rio de Janeiro: Ipea.
- Baughn, C. C., Chua, B. L., & Neupert, K. E. (2006). The normative context for Women's participation in entrepreneurship: A multicountry study. *Entrepreneurship: Theory and Practice*, 30(5), 687–708.

- Bento, C., & Santos, G. (2020). Black Women and the Labor Market in Brazil. In C. Antloga, M. Carmo, & N. Santos (Orgs.), *Trabalho Feminino Desafios e Perspectivas no Brasil* (pp. 45–61). Curitiba: Appris.
- Bilge, Sirma. (2009). Théorisations féministes de l'intersectionnalité. *Diogène*, 1(225): 70–88.
- Camargo, R. A. M. M. D., Lourenço, M. L., & Ferreira, J. M. (2018). Mulheres empreendedoras no Brasil: quais seus medos?. *Revista Brasileira de Gestão de Negócios*, 20, 178-193.
- Carneiro, S. (2003). Women in movement. *Estudos Avançados*, 17(49), 117–132.
- Colcerniani, C., D'Ávila Neto, M., & Cavas, C. (2015). The participation of women in the labor market from the perspective of Nancy Fraser's theory of social justice and concepts related to decent work. *Cadernos de Psicologia Social do Trabalho*, 18(2), 169–180.
- Dejours, C. (2011). *From psychopathology to the psychodynamics of work* (5th ed.). Brasília: Paralelo.
- Dejours, C., Abdouchelli, E., & Jayet, C. (1994). *Psychodynamics of work: contributions of the Dejourian school to the analysis of the relationship between pleasure, suffering and work*. São Paulo: Atlas.
- Duarte, F. S. (2014). *Devices for clinical listening of suffering at work: Between the clinic of cooperation and pathologies* (Unpublished master's thesis). Universidade de Brasília, Brasília, Brazil.
- Duarte, F. S. (2020). *Workers on the couch: contributions from the clinical psychopathology of work* (Unpublished doctoral dissertation). Universidade de Brasília, Brasília, Brazil.

- Dutra, L. D. A., Queiroz, J. V., Furukava, M., Costa, J. A. F., & Silva, C. L. D. (2020). Entrepreneurial intention and academic entrepreneurship: a bibliometric analysis in the context of university management. *International Journal for Innovation Education and Research*, 8, 136–156.
- Frese, M. (2009). Towards a Psychology of Entrepreneurship: A Theory of Action Perspective. *Revista de Psicologia*, 1(1), 9–32.
- Garcia, R. C. *Social Inequality in Brazil: An approximation and an attempt at dimensioning*. IPEA (text for discussion). Brasília, agosto de 2003.
- Hirata, H., & Kergoat, D. (2007). New configurations of the sexual division of labor. *Cadernos de Pesquisa*, 37(132), 595–609.
- Homem, M., & Calligaris, C. (2019). *Girl thing?: A conversation about gender, sexuality, motherhood and feminism*. Campinas: Papirus Editora.
- Jablonski, B. (1996). Conjugal roles: conflict and transition. Love relationship, marriage, separation and couple therapy. *Coletâneas da ANPEPP*, 1, 113–123.
- Jaime, P. (2011). Para além das pink collars: gênero, trabalho e família nas narrativas de mulheres executivas. *Civitas-Revista de Ciências Sociais*, 11(1), 135-155.
- Júnior, E. H. G. (2013). Entrepreneur's Health and Work: a study in Work Psychodynamics. *Revista Fragmentos de Cultura – Revista Interdisciplinar de Ciências Humanas*, 23(3), 335–347.
- Karasch, M. (2000). *The life of slaves in Rio de Janeiro, 1808-1850*. São Paulo: Companhia das Letras.
- Lima, E. O., Nelson, R., & Nassif, V. M. J. (2016). Gender, Social Class and Entrepreneurship: Focus on University Students from an Emerging Country. *Revista de Administração da UFSM*, 9(4), 579–605.
- Mendes, A. M. (Org.). (2007). *Psicodinâmica do trabalho: teoria, método e pesquisas*.

São Paulo: Casa do Psicólogo.

- Menezes, R. S. S., & de Oliveira, J. L. (2013). Análise do discurso de “mulheres de negócio” associadas à business professional women. *Rege-Revista de Gestão*, 20(4), 425-440.
- Oliveira, F., Nunes, T., & Antloga, C. (2019). Dynamics of pleasure and suffering of black college students in Brasília – Epistemicide, racism and sexism. *Psicologia Revista*, 28(1), 103–124.
- Pinto, R. B. (2016). Entrepreneurship and gamification in professional development. *Linha D'Água*, 29(1), 167–179.
- Reynolds, P. D., Bygrave, W. D., & Autio, E. (2002). *Executive Report*. GEM Global Entrepreneurship Monitor.
- Rindova, V., Barry, D., & Ketchen, D. J., Jr. (2009). Entrepreneurship as emancipation. *Academy of Management Review*, 34(3), 477–491.
- Rocha, C. (2003). When the executive is a “lady”: the woman, career and family relationships. In T. F. Carneiro (Org.), *Família e casal: arranjos e demandas contemporâneas* (pp. 57–77). Rio de Janeiro: Editora PUC Rio/Loyola.
- Santos J. A. F. (2005). A socioeconomic classification for Brazil. *Revista Brasileira de Ciências Sociais*, 20(58), 27–45.
- Santos, W. C. S. (2009). A mulher negra brasileira. *Revista África e Africanidades*, 2(5).
- Silva, J. M. C., & Karpinski, C. (2021). Female entrepreneurship: contributions for discussion in Information Science. *Revista Ibero-Americana de Ciência da Informação*, 14(1), 238–258.
- Siqueira, D., Nunes, D., & Moraes, F. (2018). Identity, Recognition and Personality: Black Women's Entrepreneurship. *Economic Analysis of Law Review*, 9(3), 229–242.

- Souza, R. G., & Antloga, C. S. (2017). Psicodinâmica do trabalho masculino e a defesa da virilidade. *Trabalho (En) Cena*, 2(2), 18-38.
- Stavenhagen, R. (1973). *Class structure and social stratification*. Rio de Janeiro: Zahar.
- Takaki, K., & Antloga, C. (2020). Psychodynamics of Work: a rescue of the worker's protagonism. In E. R. Lazzarini, M. C. Maesso, P. H. A. Costa & S. E. S. Oliveira. (Orgs.), *Psicologia Clínica e cultura contemporânea 5* (pp. 321–332). Curitiba: Editora CRV.
- Teixeira, R. M., Andreassi, T., & Bomfim, L. C. S. (2018). Uso das redes sociais empreendedoras por mulheres no processo de criação de agências de viagens. *Revista Brasileira de Pesquisa em Turismo*, 12, 102-132.
- Viana, R. (2017). O impacto da vestimenta feminina como comunicação não verbal nas organizações. Trabalho de Conclusão de Curso. Faculdade de Tecnologia de Americana.
- Wright, E. (2004). Social class. In G. Ritzer (Ed.), *Encyclopedia of social theory* (pp. 718–725). Thousand Oaks: Sage.

MANUSCRITO 3

Brazilian entrepreneur: integrative review of publications about the profile of the female brazilian entrepreneur³

³Artigo publicado pela Revista Negócios em Projeção em setembro de 2021.

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

Resumen

El emprendimiento se está convirtiendo en una alternativa para la fuente de renta para mujeres, considerando las actuales relaciones laborales que aún son desiguales en función del género. Un gran número de mujeres termina optando por emprender, visto que hay pocas oportunidades de empleo formal. Sin embargo, la imagen de las mujeres

emprendedoras descrita en una literatura académica no coincide con estos datos. Este estudio presenta una revisión integradora de la literatura, tanto nacionales como extranjeras, sobre el perfil que han retratado a las mujeres emprendedoras brasileñas. A partir de la consulta en las bases de datos *ProQuest*, *Web of Science* y EBSCO, fueron buscadas las siguientes palabras-clave: emprendedoras brasileñas, emprendedoras en Brasil, emprendimiento femenino en Brasil, así como sus traducciones en inglés y portugués. Fueron seleccionados 40 artículos sobre el tema, que contenían algún tipo de descripción del perfil sociodemográfico y económico de las mujeres participantes. Se observaron aspectos individuales como: estado civil, número de hijos, color, raza y etnia, educación, edad y clase social. Estas características se consideraron importantes para comprender la realidad de las mujeres emprendedoras, las cuales no fueron suficientemente exploradas o ni siquiera fueron descritas en los artículos enumerados. La ausencia de estos datos deja información engañosa sobre quién es la mujer emprendedora en Brasil, enmascarando la relevancia de estas características para un análisis pragmático de las condiciones laborales en Brasil. Estos resultados revelan la necesidad de realizar más estudios con mayor profundidad teórica y metodológica sobre el emprendimiento femenino, con el objetivo de construir un perfil más fiel de la mujer actual que emprende en Brasil.

Palabras clave: emprendimiento femenino; perfil de la emprendedora brasileña; mujeres brasileñas; mujeres emprendedoras; emprendimiento brasileño.

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 (Carvalho, 2017; Estivaleta, Andrade e Costa, 2018).

Most entrepreneurialships 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 as pointed out in manuscript 1.

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

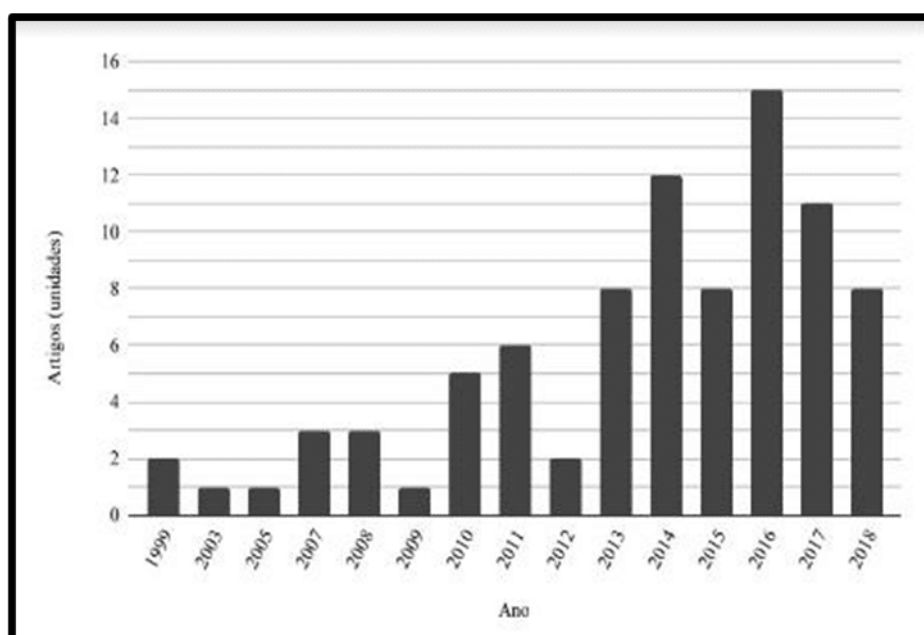
As a method, an integrative literature review was chosen, which aimed to gather and synthesize research results on a given subject or theme, in a synthesized and ordered manner (HOCHDORN ET AL., 2018; NASCIMENTO & SCHORSOLINI-COMIN, 2018; RIBEIRO & FLEITH, 2018).

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.

References

- Amorim, R. O., & Batista, L. E. (2012). Empreendedorismo feminino: razão do empreendimento. *Núcleo de Pesquisa da FINAN*, 3(3), 1–14.
- Azevedo, P. M., & Andrade, M. O. (2018). Empreendedorismo de Mulheres Artesãs: caminhos entre o capital social e a autogestão. *Revista de Ciências Sociais - Política & Trabalho*, 1(47), 173–189. <https://doi.org/10.22478/ufpb.1517-5901.2017v1n47.36214>
- Bandeira, P. B., Amorim, M. V., & Oliveira, M. Z. (2020). Empreendedorismo feminino: estudo comparativo entre homens e mulheres sobre motivações para empreender. *Revista Psicologia Organizações e Trabalho*, 20(3), 1105–1113. <http://dx.doi.org/10.17652/rpot/2020.3.19694>
- Barbosa, F. C., Carvalho, C. F., Simões, G. M. M., & Teixeira, R. M. (2011). Empreendedorismo feminino e estilo de gestão feminina: estudo de casos múltiplos com empreendedoras na cidade de Aracaju – Sergipe. *Revista da Micro e Pequena Empresa*, 5(2), 124–141.
- Bruschini, M. C. A., & Ricoldi, A. M. (2009). Família e trabalho: difícil conciliação para mães trabalhadoras de baixa renda. *Cadernos de Pesquisa*, 39(136), 93–123. <http://dx.doi.org/10.1590/S0100-15742009000100006>
- Bruzamarello, D., Patias, N. D., & Cenci, C. M. B. (2019). Ascensão profissional feminina, gestação tardia e conjugalidade. *Psicologia em Estudo*, 24. <https://doi.org/10.4025/1807-0329e41860>
- Caldwell, K. L. (2000). Fronteiras da diferença: raça e mulher no Brasil. *Revista Estudos Feministas*, 8(2), 91–108. <https://doi.org/10.1590/%25x>
- Cappellin, P. (2008). Política de igualdades de oportunidades: Grandes empresas no Brasil e na Europa. In A. O. Costa, A. Sorg, C. Bruschini & H. Hirata (Eds.), *Mercado de trabalho e gênero: Comparações internacionais* (pp. 125–140). Rio de Janeiro: FGV Editora.
- Carvalho, G. C. (2017). Políticas públicas, gênero e empreendedorismo: uma análise do Programa Nacional Trabalho e Empreendedorismo da Mulher em Pernambuco. *Acta*

Scientiarum. Human and Social Sciences, 39(1), 11–18.
<https://doi.org/10.4025/actascihumansoc.v39i1.33544>

- Costa, C., Brenda, Z., Bakas, F. E., Durao, M., & Pinho, I. (2016). Through the gender looking-glass: Brazilian tourism entrepreneurs. *International Journal of Gender and Entrepreneurship*, 8(3), 282–306. <https://doi.org/10.1108/IJGE-07-2015-0023>
- Estivaleta, V. D. F. B., de Andrade, T., & Costa, V. F. (2018). Contribuições do empreendedorismo social para o aumento da participação das mulheres no mercado de trabalho. *Revista Eletrônica de Ciência Administrativa*, 17(2), 172-191.
- Fávero, M. H. (2010). Psicologia do gênero: Psicobiografia, sociocultura e transformações. *Revista da Sociedade de Psicologia do Rio Grande do Sul*, 12(1), 96–98.
- Ferdman, B. M. The color and culture of gender in organizations: Attending to race and ethnicity. In G. N. Powell (Ed.), *Handbook of Gender & Work* (pp. 17-34). Thousand Oaks: Sage Publications. <http://dx.doi.org/10.4135/9781452231365.n2>
- Ferreira, J. B., Sadoyama, A. S. P., Correia, A. F. C., & Gomes, P. A. (2015). Diversidade e Gênero no Contexto Organizacional: um Estudo Bibliométrico. *Revista Pensamento Contemporâneo em Administração*, 9(3), 45–66. <https://doi.org/10.12712/rpca.v9i3.571>
- Ferreira, J. M., & Nogueira, E. E. S. (2013). Mulheres e suas histórias: razão, sensibilidade e subjetividade no empreendedorismo feminino. *Revista de Administração Contemporânea*, 17(4), 398–417. <https://doi.org/10.1590/S1415-6552013000400002>
- Hochdorn, A., Faleiros, V. P., Camargo, B. V., Bousfield, A. B. S., Wachelke, J. F. R., Quintão, I. P., & Gregori, D. (2018). Obese children are thin in parents' eyes: A psychologically, socially, or culturally driven bias. *Journal of Health Psychology*, 23(1), 114–126. <https://doi.org/10.1177/1359105316676328>
- Instituto Brasileiro de Geografia e Estatística. (2016). *Demografia das empresas e estatísticas de empreendedorismo*. Rio de Janeiro: IBGE. <https://www.ibge.gov.br/estatisticas/economicas/industria/22649-demografia-das-empresas-e-estatisticas-de-empreendedorismo.html?edicao=22650&t=resultados>

- Instituto Brasileiro de Geografia e Estatística. (2018). *Estatísticas de gênero: Indicadores sociais das mulheres no Brasil*. Rio de Janeiro: IBGE. https://biblioteca.ibge.gov.br/visualizacao/livros/liv101551_informativo.pdf
- Jamali, D. (2009). Constraints and opportunities facing women entrepreneurs in developing countries: a relational perspective. *Gender in Management: An International Journal*, 24(4), 232–251. <https://doi.org/10.1108/17542410910961532>
- Janssen, N. (2020). *A importância do empreendedorismo para o crescimento econômico e suas barreiras no Brasil* (Unpublished bachelor's thesis). Federal University of Rio Grande do Sul, Porto Alegre, Brazil. <https://www.lume.ufrgs.br/bitstream/handle/10183/216673/001120583.pdf?sequence=1>
- Jonathan, E. G. (2005). Mulheres empreendedoras: medos, conquistas e qualidade de vida. *Psicologia em Estudo*, 10(3), 373–382. <http://dx.doi.org/10.1590/S1413-73722005000300005>
- Jonathan, E. G. (2011). Mulheres empreendedoras: o desafio da escolha do empreendedorismo e o exercício do poder. *Psicologia Clínica*, 23(1), 65–85. <https://doi.org/10.1590/S0103-56652011000100005>
- Krakauer, P. V. C., Moraes, G. H. S. M., Coda, R., & Berne, D. F. (2018). Brazilian women's entrepreneurial profile and intention. *International Journal of Gender and Entrepreneurship*, 10(4), 361–380. <https://doi.org/10.1108/IJGE-04-2018-0032>
- Lasso, S., Mainardes, E., & Motoki, F. (2018). Types of technological entrepreneurs: A study in a large emerging economy. *Journal of the Knowledge Economy*, 9(2), 378–401. <https://doi.org/10.1007/s13132-017-0470-4>
- Lino, L. D. S. (2020). *Empreendedorismo feminino: uma análise da questão do gênero na área da tecnologia* (Unpublished bachelor's thesis). Federal University of Uberlândia, Uberlândia, Brazil.
- Matos, M. G. D., & Magalhães, A. S. (2014). Tornar-se pais: Sobre a expectativa de jovens adultos. *Pensando Famílias*, 18(1), 78–91.

- Mota-Santos, C. M., & Carvalho Neto, A. M. (2017). O papel da família na trajetória profissional de mulheres executivas e empreendedoras. *Revista Alcance*, 24(1), 36–49. <http://dx.doi.org/10.14210/alcance.v24n1.p036-049>
- Natividade, D. R. D. (2009). Empreendedorismo feminino no Brasil: políticas públicas sob análise. *Revista de Administração Pública*, 43(1), 231–256. <http://dx.doi.org/10.1590/S0034-76122009000100011>
- Ribeiro, M. P., & Fleith, D. S. (2018). Criatividade e multiculturalismo: Revisão de literatura. *Trends in Psychology*, 26(2), 943–956. <https://dx.doi.org/10.9788/tp2018.2-15pt>
- Scott, J. (2016). O papel das políticas públicas no combate às opressões de gênero e classe no Brasil sob uma perspectiva interseccional. *Cadernos de Resumo*, 22.
- Silva, M. S., Lasso, S. V., & Mainardes, E. W. (2016). Características do empreendedorismo feminino no Brasil. *Revista Gestão e Desenvolvimento*, 13(2), 150–167. <https://doi.org/10.25112/rgd.v13i2.370>
- Souza, C. G. D. (2020). A mulher de negócios no discurso do trabalho feminino. *Revista Katálysis*, 23(3), 700–706. <http://dx.doi.org/10.1590/1982-02592020v23n3p700>
- Tonelli, M. J., & Andreassi, T. (2013). Mulheres empreendedoras. *GV Executivo*, 12(1), 50–54.
- Zanello, V. (2018). *Saúde mental gêneros e dispositivos: Cultura e processos de subjetivação*. Curitiba: Appris.

Tabela 1: LIST OF SELECTED ARTICLES

	TITLE	AUTHORS	YEAR	MET*	AREA**	LANGUAGE**
1	Valores pessoais das mulheres empresárias: aplicação da Escala LOV	Ivana Carneiro Almeida, Luiz Henrique de Barros Vilas Boa, Ricardo de Souza Sette and Alessandro Silva de Oliveira	2010	2	MAN	P
2	Empreendedorismo Feminino: dificuldades relatadas em histórias de vida	Graziela Dias Alperstedt, Juliane Borges Ferreira and Maurício Custódio Serafim	2014	1	MAN	P
3	Aprendizagem Social para sustentabilidade: a experiência de um programa empresarial de mulheres empreendedoras em situação de pobreza	Diego Gama Amaral and Janette Brunstein	2015	1	MAN	P
4	Empreendedorismo de mulheres artesãs: caminhos entre o capital social e a autogestão	Patrícia Morais Azevedo and Maristela Oliveira de Andrade	2017	1	PRL	P
5	Empreendedorismo feminino e estilo de gestão feminina: estudo de casos múltiplos com empreendedoras na cidade de Aracaju – Sergipe	Felipe Carvalhal Barbosa, Camila Fontes de Carvalho, Gessica Maria de Matos Simões and Rivanda Meira Teixeira	2011	1	MAN	P
6	Competências gerenciais requeridas em empresas familiares: um olhar feminino	Lydia Maria Pinto Brito and Nilda Maria de Clodoaldo Guerra Pinto Leone	2012	2	MAN	P

7	Mulheres empreendedoras no Brasil: quais seus medos?	Raquel Adriano Momm Maciel de Camargo, Mariane LemoLourenço and Jane Mendes Ferreira	2018	1	MAN	P
8	Latin American female business executives: an interesting surprise	Cárdenas, Eagly, Salgado et al.	2014	1	PSI	E
9	Políticas públicas, gênero e empreendedorismo: uma análise do Programa Nacional Trabalho e Empreendedorismo da Mulher em Pernambuco	Géssika Cecília Carvalho	2017	1	SSC	P
10	Contribuições do Empreendedorismo Social para o Aumento da Participação das Mulheres no Mercado de Trabalho	Vania de Fátima Barros Estivaleta, Tais de Andrade and Vivian Flores Costa	2018	1	MAN	P
11	Cross-cultural differences in the entrepreneurial activity of men and women: a fuzzy-set approach	Nuno Fernandes Crespo	2016	1	ECO	E
12	A Look At Women'S Transition From Formal Labor To Self-Employment Based on Endogenous Stimuli	Gisélia F. Ferreira, Sérgio A. P. Bastos, and Marcia J. d'Angelo	2018	1	ECO	E
13	Mulheres e Suas Histórias: Razão, Sensibilidade e Subjetividade no Empreendedorismo Feminino	Jane Mendes Ferreira and Eloy Eros Silva Nogueira	2013	1	MAN	P
14	Empreendedorismo feminino no artesanato: uma análise crítica do caso das rendeiras dos Morros de Mariana	Marina Dantas de Figueiredo, Auristela do Nascimento Melo, Fátima Regina Ney Matos and Diego Queiroz Machado	2015	1	MAN	P
15	Empreendedorismo Sustentável e a Identificação de	Rony Klay Viana de Freita and Rivan	2016	1	MAN	P

	Oportunidades: História Oral de Empreendedores que Criaram Negócios Sustentáveis	da Meira Teixeira				
16	Female Entrepreneurship as Subject of Research	Almiralva Ferraz Gomes, Wesley Gusmão Piau Santana, Uajará Pessoa Araújo and Caroline Miriã Fontes Martins	2014	1	MAN	E
17	Para além das pinkcollars. Gênero, trabalho e família nas narrativas de mulheres executivas	Pedro Jaime	2011	1	SSC	P
18	A trajetória de um Conselho de Empreendedoras e sua institucionalização	Marcos Ferreira Jesus and Hilka Vier Machado	2010	1	MAN	P
19	Mulheres empreendedoras: medos, conquistas e qualidade de vida	Eva Gertrudes Jonathan	2005	1	PSI	P
20	Mulheres empreendedoras: o desafio da escolha do empreendedorismo e o exercício do poder	Eva Gertrudes Jonathan	2011	1	PSI	P
21	Empreendedorismo feminino: tecendo a trama de demandas conflitantes	Eva Gertrudes Jonathan and Taissa M. R. da Silva	2007	1	PSI	P
22	Empreendedorismo Sustentável e a Identificação de Oportunidades : História Oral de Empreendedores que Criaram Negócios Sustentáveis	Rony Klay Viana de Freitas and Rivan da Meira Teixeira	2014	1	MAN	P
23	Criação de empresas por mulheres: um estudo com empreendedoras em Natal	Hilka Pelizza Vier Machado, Sebastião Gazola and Miguel Eduardo Moreno Anez	2013	2	MAN	P
24	Determinantes e dificuldades de crescimento para mulheres empreendedoras	Hilka Pelizza Vier Machado, Alexandre Guedes, and	2017	2	MAN	P

		Sebastião Gazola				
25	Alerta empreendedor: estudo da influência de características do indivíduo e do empreendimento	HilkaPelizza Vier Machado, Valter da Silva Faia and Juliano Domingues da Silva	2016	2	MAN	P
26	Características Do Empreendedorismo Feminino no Brasil	Mariana Santos da Silva, Emerson Wagner Mainardesand Sarah Venturim Lasso	2016	2	MAN	P
27	Can stigma become a resource? The mobilisation of aesthetic–corporal capital by female immigrant entrepreneurs from Brazil	Malheiros & Padilla	2015	1	SSC	E
28	Análise Do Discurso De “Mulheres De Negócio” Associadas À Business Professional Women	Raquel Santos Soares Menezes and Janete Lara de Oliveira	2013	1	MAN	P
29	Critical incidents among women entrepreneurs: Personal and professional issues	Vânia Maria Jorge Nassif, Tales Andreassianand Maria José Tonelli	2016	1	MAN	E
30	Empoderamento no programa "mulheres sim" do IFSC	Jacir Leonir Casagrande, Nei Antonio Nunes, Juliana Pereira Michelsand Paula Clarissa de Souza	2018	1	MAN	P
31	Criação de empresas a luz do modelo de decisão effectuation: um estudo com mulheres empreendedoras de um município do nordeste brasileiro	Emanuelly Alves Pelogio, Luiz Célio Souza Rocha, Hilka Vier Machado and Miguel Eduardo Moreno Añez	2015	1	MAN	P
32	As mulheres estão quebrando as três paredes	Carolina Maria Mota Santos,	2016	1	MAN	P

	de vidro? Um estudo com empreendedoras mineiras.	Antonio Carvalho Neto, Mariana Caeiro, Fernanda Versiani and Fernanda Versiani				
33	Potencial Empreendedor De Empresárias Do Setor Turístico De Florianópolis	Maria José Barbosa de Souza, Fernanda de Magalhães Trindade Robson Freire and Freanciane Reinert Lyra	2016	½	MAN	P
34	A Influência do comportamento empreendedor no desempenho do profissional de secretariado	Ricardo Dalla Stella, Sara Regina Hokai and Sara Regina Hokai	2016	2	ESE	P
35	Empreendedorismo feminino e o conflito trabalho-família: estudo de multicasos no setor de comércio de material de construção da cidade de Curitiba	Márcia Regina de Campos Strobino and Rivanda Meira Teixeira	2014	1	MAN	P
36	Empreendedorismo feminino e os desafios enfrentados pelas empreendedoras para conciliar os conflitos trabalho e família: estudo de casos múltiplos	Rivanda Meira Teixeira and Lea Cristina Silva Bomfim	2016	1	TOU	P
37	Uso das redes sociais empreendedoras por mulheres no processo de criação de agências de viagens	Rivanda Meira Teixeira, Tales Andreassi, Lea Cristina Silva Bomfim	2018	1	TOU	P
38	Perspectivas e Desafios da Preparação de Sucessores para Empresas Familiares	Sayonara de Fátima Teston and Eliane Salette Filippim	2016	1	MAN	P
39	A Atuação feminina em cargos de liderança: a realidade de algumas empresas de uma cidade	Polyana Martins Thimóteo Marcia	2015	1,	MAN	P

	da mesorregião central do Paraná.	Aparecida Zampierand Silvio Roberto Stefano				
40	Women Entrepreneurs and Family Firm Heterogeneity: Evidence from an Emerging Economy	Welsh, Kaciak, Trimi et al.	2018	1 / 2	ECO	E

*Method 1 - Qualitative / 2 - Quantitative

** Area - MAN - Management / PSI – Psychology/ ECO - Economia / PLR – Public Relations / SSC - Social Sciences / ESE – Executive Secretariat / TOU - Tourism

*** Language - P - Portuguese / E – English

MANUSCRITO 4

Female entrepreneurship in brazil: how scientific literature shapes the social construction of gender inequalities⁴

⁴ Artigo submetido em 23/03/2021 para Revista Humanities and Social Sciences Communications

Abstract

The study describes that gender conceptions, understanding what is considered masculine or feminine, have impacted the women's activity named entrepreneurship. Attention is drawn to the fact that in Latin languages, such as the Portuguese language, there is a predominance of grammatical sexism, using male predicates to indicate male gender as well as human gender. In that scenario, this paper presents a literature review focused on female entrepreneurship in Brazil by gathering 88 articles in English and Portuguese throughout the following bibliographic sources online: ProQuest, Web of Science and Lilacs. The data were categorized and analyzed using R, a software environment for statistical computing. In that regard, a text-mining analysis has been carried out by adopting the statistical package IRAMUTEQ or performing computed assisted lexicometrical analysis. The overall frequency of linguistic utterances (explorative statistics), a simplified factor analysis about absolute frequency (word cloud), and a hierarchical descendant classification of stable lexical classes are used. Results indicate that even when the topic is women's entrepreneurship, female terms are not mentioned or considered when discussing entrepreneurship and its professional aspects. It seems that it is necessary to listen to the voice of women if the literature intends to produce knowledge about entrepreneurship in Brazil in the way it promotes impact and social relevance.

Keywords:Female entrepreneurship in Brazil, Brazilian entrepreneurship, women's entrepreneurship, text-mining analysis

Introduction

With the rise in the number of enterprises in Brazil carried out by women, there is also an increase in the number of studies on the subject (Gomes, Santana, Araújo & Martins, 2014). Scientific studies of this nature are an important source for the formulation of public policies and the definition of lines of financing that can benefit women. In addition, they can also be used to support women's entrepreneurial possibilities. In Brazil, women have less funding possibilities than men; women tend to undertake more out of necessity than opportunity, and most of the businesses conducted by women are related to fashion, food, beauty, and care (Malheiros&Padilha, 2014; references). In a way, businesses are delimited by gender stereotypes that prevail in our society, which limits, for example, female ventures in different areas, considered "male areas".

In addition, despite the fact that the scientific literature is not read by most micro and small entrepreneurs, it is known that scientific speech is powerful enough to influence society. As Gramsci (1977) wrote, the words are not naive and each word carries in itself a world of meanings and senses; that has the power to shape our reality (Nascimento & Sbardelotto, 2008), especially the reality of women and their possibilities. Thus, the proposal of this article is situated from a critical perspective and reflection on the possible implications of what is said about women entrepreneurs.

Gender conceptions – what is considered masculine or feminine – have impacted the sectors of economic activity and professional careers, as well as having consequences for the career paths of men and women (Jaime, 2011). Attention is drawn to the fact that in Latin languages, such as the Portuguese language, there is a predominance of grammatical sexism, using male predicates to indicate male gender as well as human

gender. In this sense, there is a nomenclature of words that compose positions and professions (Mäder, 2015) in masculine, but considered “neutral”.

Aspects such as the composition of words may seem unimportant when it comes to the professional lives of women. Still, they have a significant consequence on the design of society and the treatment of women in it (Gonçalves, 2018). In the sexist context propagated in Brazil, individuals are already born with tasks divisions and professions that must be followed, classifying them into “boy activities” and “girl activities”.

The volume of symbolic and cultural meanings that is disseminated by different cultural environments and vehicles impacts the composition of society. Further influencing the conception that men would be superior to women since these “boy activities” are usually generated towards intellectual and strength activities and “girl activities” would be caring and housework activities (Araujo, 2007).

The intersection of all the cultural and linguistic aspects already mentioned is essential for the theme of entrepreneurship when one considers that society grows together with its language and that it reinforces established stereotypes about women, their professions, and careers (Viana, 2016).

In the Brazilian entrepreneurship universe, the percentage of businesses led by women or created by them is around 30%. Also, enterprises created by women, as a rule, are smaller and have less access to financing. It is even more difficult for women to access credit than for men. In this context, a company opened by a woman tends to be smaller (Sebrae Nacional, 2018).

The objective of this research was to analyze how female entrepreneurship has been described in scientific papers and which kind of words has been used in this context. Therefore, the present work sought to catalog the abstracts from 88 articles on

the topic of female entrepreneurship in Brazil. From the abstracts, a summary has been created in English and Portuguese, based on the period from 1999 to 2018.

Abstracts have been used because they are the first part of a paper when a literature review is initiated. Also, usually, it is written in English, even when this is not the language of the document as a whole. They are, so, a part of offering international visibility to the paper, being a portrait of what has been accomplished.

Methods

A literature review was conducted, covering publications in the last twenty years, following a qualitative approach, analyzing the abstract's content (in English and Portuguese) of 88 articles published on female entrepreneurship in Brazil. ProQuest, Web of Science and Lilacs have been used for data collection.

A string of different keywords linked throughout "Boolean connectors" has been specifically developed, containing the following terms: female entrepreneurship in Brazil, women entrepreneurship in Brazil, Brazilian entrepreneurial women and their versions in Portuguese.

This study analyses the abstracts of all retrieved publications in order to make emerge the modalities in which the scientific literature deals with female entrepreneurship in Brazil. No specific exclusion criteria have been defined because of the minimal number of papers.

In a first instance, articles produced in English have been separated from those published in Portuguese. Afterward, according to each of the two languages used for the retrieved publications, two distinct corpora of textual data have been prepared.

In that regard, a text-mining analysis has been carried out by adopting the statistical package IRAMUTEQ for performing computed assisted lexicometrical analysis. Among the different tools offered by the software, the following statistics have

been chosen: Overall frequency of lexical utterances (explorative statistics), a simplified factor analysis about absolute frequency (word cloud), and hierarchical descendent classification of stable lexical classes.

The data were categorized and analyzed using IRAMUTEQ (R Interface for Multidimensional Text Analysis and Questionnaire) software. Pierre Ratinaud developed this software in the French language, which was the only language available until 2009. It currently has complete dictionaries in several languages, and it has been used in Brazilian research since 2013 (Souza, Wall, Thuler, Lowen & Peres, 2018).

Among the advantages of IRAMUTEQ is its anchorage in the software R and the Python programming language (Souza et al., 2018). In addition to the different types of analysis it has brought, it also optimizes data organization and recovery of context in the analysis process (Salvador, Gomes, Rodrigues, Chiavone, Alves, Bezerril & Santos, 2018). These factors enable greater methodological rigor.

It is noteworthy that the use of the software is not a data analysis method. Researchers as Salvador, Gomes, Rodrigues, and others (2018) claim that IRAMUTEQ is a tool for processing data and does not complete the analysis, which gives the researcher the responsibility for interpretation and systematization.

The following analyses were performed twice in the software: frequencies, word cloud, word tree, and delay/reinert analysis method. It was made from two split corpora, the first consisting of 37 abstracts of English texts and the second that gathers 51 abstracts in Portuguese.

The frequencies performed focused on the number of abstracts, total number of words contained in the corpus, number of active and supplementary words, number of words that appear only once, and the arithmetic mean of occurrences per text.

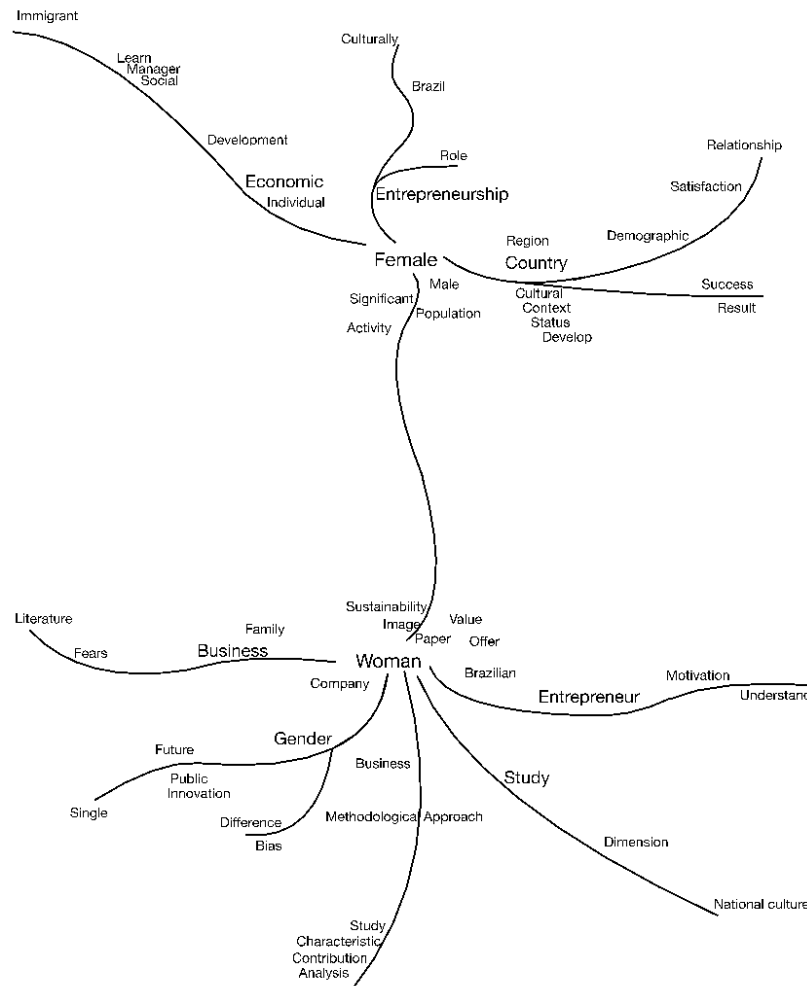
The word cloud makes it easy to identify keywords in the corpus, as this analysis organizes words graphically according to their frequency (Kami, Larocca, Chaves, Lowen, Souza &Goto, 2016). Subsequently, a word cloud facilitates the identification of the keywords present in the corpus (Kami et al., 2016).

In addition, the word tree offers the identification of the structure of the corpus since IRAMUTEQ analysis proposes indicators of connectivity between words (Krug, 2017).

Results

The following tree diagram shows the existing links between lexical classes, which distribution has been calculated according to the proximity and weight of each reduced form of the analyzed vocabulary. The correlations between the classes have been individualized through the repetition of different X-square tests. The publications analyzed within this statistical procedure are those produced in the English language.

Figura 2: Analysis of similitudes of papers published in English



Out of this diagram emerges two linguistic positioning. On the one hand, the utterance “woman” in the lower part of the graph and the occurrence of “female” in the upper part. Among these two terms, the word woman shows a higher frequency compared to the female noun word. Such a statistical spread between two similar synonyms is due to an epistemological distinction used in social sciences between sex and gender:

“Sex, we told students, was what was ascribed by biology: anatomy, hormones, and physiology. Gender, we said, was an achieved status: that which is constructed through

psychological, cultural, and social means”

(West & Zimmerman, 1987, p. 125).

As underlined by former studies (Scott, 1986; Hochdorn et al., 2016), indeed, the reifying properties of Western languages, especially Romanic idioms, promote a mostly masculine-driven representation of reality. Above all, these latter linguistic families substituted the neutral grammatical gender, once characteristic of traditional Latin, with the male one. Thus, general and universal means are mainly expressed through the male gender. Although such a semantic structure seems to depend on a merely lexical organization, as language is considered a logical-grammatical system (Wittgenstein, 2013), it enhances, moreover, a wider *Weltanschauung*, or Social Representation, due to a masculinized vision of society, which has been maintained over the centuries and which survives even today (Bourdieu, 2001). It follows, therefore, that such a lexical matrix does not simply agree with a pragmatic choice, but it imposes an intra-, inter-, and extra-subjective perception, which fosters a psychological, cognitive, and cultural structure, according to which men are highly advantaged, whether compared to women. Neo-Latin languages, at that regard, split linguistic processes into two clusters of symbolic means, which ‘transformed an ascribed status into an achieved status, moving masculinity and femininity from natural, essential properties of individuals to interactional, that is to say, social, properties of a system of relationships’ (West & Zimmerman, 2009, p. 114).

Despite the dichotomous structure of Romanic languages, especially Italian and Portuguese, the semantic constraints of nearly all linguistic systems worldwide have been implicitly permeated by a dominant patriarchal conception of human civilization. According to which priority and overriding means are identified with the male, as the first and most important of the sexes. Language, in this sense, represents a co-constructor of

sexualized meanings; its “grammatical usage involves formal rules that follow the masculine or feminine designation” (Scott, 1986, pp. 1053-1054).

Indeed, it is interesting to notice that the women’s scenario is linked to gender, future, and innovation, underlining the importance of implementing woman activities in Brazilian entrepreneurship in order to promote modernization of this enormous post-colonial Latin-American national context.

Otherwise, the noun “female” is linked to the noun economic, entrepreneurial, entrepreneurship and country, which might seem that the status of women is, in the entrepreneurship scenario, related to economic and entrepreneurial aspects of the country, their productivity and their economic development. Such a nearly dichotomous distinction could be explained, considering the unfair status of women in the Brazilian business world, whether compared to male counterparts.

As emerged out of recent research (Octavio, 2019), such a hyper professional attitude of women and LGBTQ+ people is due to a heteronormative hegemony (Schilt, 2006), in which individuals in these categories, such as women, in general, often have to produce more in order to have the similar or fewer results than a white man in the same activity.

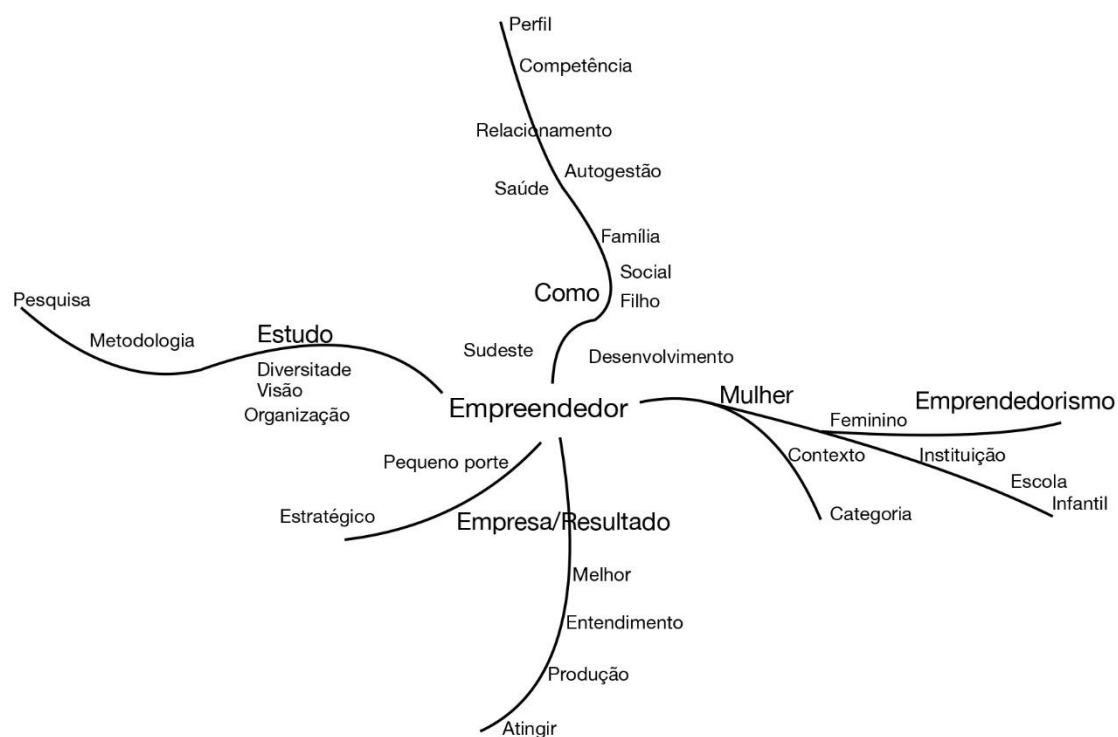
Figura 3: Word Cloud of papers published in English



Out of the word cloud, due to simplified factor analysis of absolute frequencies across the overall corpus of textual data, the word “woman” occupies either a central position or presents the most significant occurrence. This morpheme, such as in the former graph (see above), splits the cloud into two halves: gender in the lower part linked to the country, economic and entrepreneurial, underlining the importance of female activities for promoting the technological and industrial growth of Brazil.

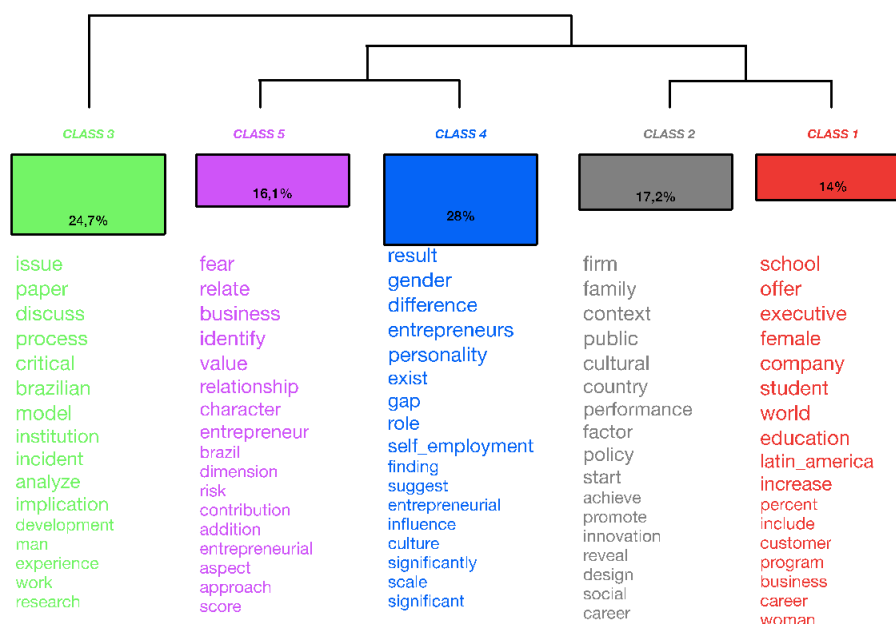
Otherwise, the upper part of the cloud, similar to the analysis of similitude, female results linked to high activity, business, and personality. The last utterance leads to think about people's personality traits in leading positions, occupations that have been traditionally executed just by men. Such data, indeed, underlines how women in the Brazilian society must claim a personality, conforming to heteronormative, masculine domination (Schilt, 2006).

Figura 4: Similitude Analysis of papers published in Portuguese



By comparing findings of the corpus of abstracts in the English language (see above) and those produced in Portuguese, some significant differences emerge. The central key-term in the upper graph is “*empreendedor*”, a word in the masculine. Such data underlines, differently in the English language corpus, how Portuguese language, as a neo-Latin idiom, reifies a widespread vision of a society where men claim a central, universal, and predominant reference in Brazilian society. Such data is in line with former studies (Hochdorn, Faleiros, Camargo & Cottone, 2016), showing that languages like Portuguese and Italian are constructing two discursive universes, a male and a female one. As also shown by Joan Scott (1989), the latter one is relegated within a historical category, semantically and lexically circumscribed, and consequently subversive compared to the leading male gender in these romance languages.

Figura 6: Descending hierarchical classification of papers published in English

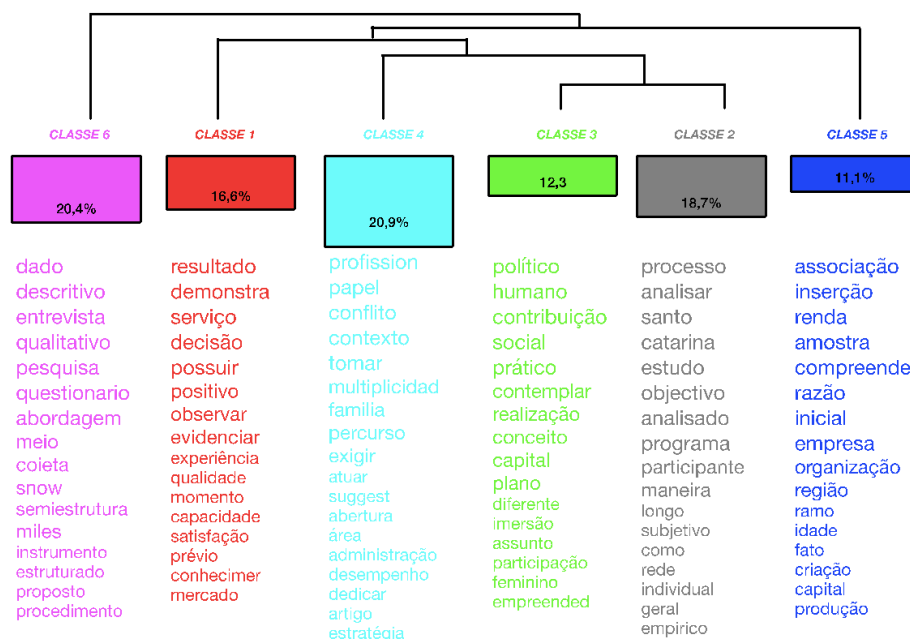


Ultimately, the descending hierarchical classification is observed, resulting in five interrelated categories (called stable classes), as defined: 1 (red) – Training of Businesswoman; 2 (gray) – Business Sociocultural Context; 4 (blue) – Results of Gender Difference Between Entrepreneurs; 5 (purple) – Fear Related to the Business and; 3 (green) Critical Discussion of the Brazilian Model.

Indeed, the most representative class out of the overall number of scientific papers published in English, is class 4, which represents 28% of the analyzed occurrences (the reduced forms). The most frequent words are the noun “result”, which correlates significantly and directly with the substantives “gender”, “difference,” and finally “personality”, highlighting explicitly how the imparity between women and men emerges among “entrepreneurs”. Implicitly, according to a critical perspective of discourse studies (Van Dijk, 2006), the noun “personality” alludes to a condition called blue-color professions (Schilt, 2006), where it is more suitable to claim as most as possible a masculinized representation of society.

Otherwise, when considering the distribution and frequency of the most significant occurrences across the overall amount of papers published in Portuguese, some structural and organizational differences could be observed (See Figure 6).

Figura 7: Descending hierarchical classification of papers published in Portuguese.



First of all, it seems that an explicit discourse on how women claim in the business world is nearly absent. Indeed, none of the 6 stable classes contains references to gender, sex, men, and women. Interestingly, the second most representative class, namely class 6, contains exclusively occurrences, alluding to methodological questions and research procedures. These studies, indeed, pay a lot of concern to the research-assessment itself rather than to epistemological, intersectional, and critical issues.

Furthermore, as the second most representative class contains just words regarding methods and procedures, it shows that there is a lack of coherency among methods, on the one hand, and the study subject itself, on the other. The statistical evidence that reality has been adapted to the methodological procedures is also shown by the way that class 6 is the only one correlating with all other classes, underlining the priority given to formal and organizational variables.

The most representative class, class 4, contrary to the English sample of publications, contains words alluding mostly to the professional roles (*papel profissional*), which generate conflicts (*conflito*) within the working context (*contexto*). Such conflicts are due to diversity (*multicplidade*), which, considering the topics the retrieved papers have been focused on, consists of gender differences, though it is not explicitly defined.

Such a conclusion could also be confirmed, whether considering the link among class 4 and classes 2 and 3, respectively. Especially class 3 contains as the most representative occurrences the words “político” (politician), “humano” (human), “contribuição” (contribution), “social” (social), and finally “prático” (practical). Those seem to emerge a conflict of interest between the political sphere and the commercial one in Brazil. The political dimension, indeed, is more interested in human contribution (*contribuição humana*), while in business terms, socially more practical aspects result in being much more relevant.

Discussion

The salient result of the present study is the absence of the word “women” in the last analysis, even though it appears in the word cloud. This result allows us to infer that even when the theme is female entrepreneurship and women the “object” of analysis, there is no mention of the feminine, feminine at work or feminine when undertaking a professional activity.

As in other realities in the labor market, the discourse is centered in masculine terms, in which men have been the focus of the discourse (Ferreira, 2012). Not even in a research context like this, the woman is the axis of analysis. She does not appear in the discourse, not even an attempt to understand how female entrepreneurship occurs or how women behave when undertaking.

Although it may seem that the defense of the need to build a female vocabulary does not come, *strictosensu*, from the results of this research, figure 4 presents the word “entrepreneur” in its singular version in the masculine form, whatsoever in Portuguese, there is the possibility of using the term in the feminine, both in the singular and in the plural form, that is, “entrepreneurial”. Again, we call Gramsci (1977) to defend that words have meaning, significance, and purport. It makes a difference to use terms masculine or feminine when there is no gender-neutral. More than that, the patriarchal system itself materializes in the standardization of the use of masculine terms as a neutral term.

Concerning female behavior in the professional world, masculinizing yourself, or representing “*savoir-faire*”, in whole or in part, still seems to be an alternative to enter the job market, remaining, and achieving positions of relevance in entrepreneurship, as well as in other activities. Entrepreneurship also seems to impel women to act and represent predominantly male behavior, allowing people to suppose that this is another barrier that women face in this activity.

Even “(un)making gender” masculine (Butler, 1999), there is no guarantee that this woman will be inserted into the labor market. Neither there is a guarantee that their competences will be recognized. Somehow, it seems to be that there is no right response, and women occupy a “non-place”, characterized by masculinity (Bourdieu, 2001).

In a way, the nomenclatures used in the masculine gender in neo-latin languages indicate “how gender and norms are conveyed by discursive universes, culturally situated” (Hochdorn et al., 2016), that is, the communicative processes through which the margins between the social and individuals are negotiated (Gambirasio & Martins, 2019).

Therefore, in addition to the methodological and conceptual challenges, the area of entrepreneurship in Brazil must create a feminine vocabulary, based on the speech of women, respondents of studies. To create such a vocabulary, women need to be heard. It

seems obvious, but today we are dealing with a job market, a science, a society that still uses the masculine to express plurality (Defendi & Gomes, 2019).

To approach the feminine is to open up to the new, too little discussed and studied, to specificity and particularity. The road is long to produce relevant knowledge for women in entrepreneurship.

Those women must be heard to produce for themselves and society.

Finally, in response to the question that originated this article, namely how scientific literature shapes the sociocultural construction of gender inequalities, it is of paramount importance that the scientific community understands its role in the production of knowledge and the political and social impacts that its discourse has, so that we can begin to address of the differences as they appear and we no longer make them invisible by means of a pseudo “neutrality” in the use of language. It is important to emphasize that language is built in the midst of time and history since each world produces a discourse, and each discourse is produced by a world (Lacan, 1953).

References

- Araujo, D. (2007). *As palavras e seus efeitos: o sexismo na publicidade* (Unpublished master's thesis). Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil. <http://tede2.pucrs.br/tede2/handle/tede/2226>
- Bourdieu, P. (2001). *Masculine domination*. Redwood City: Stanford University Press.
- Braga, N. P., Araújo, N. M., & Maciel, R. H. (2019). Condições de trabalho da mulher: uma revisão integrativa da literatura brasileira. *Psicologia: Teoria e Prática*, 21(2), 211–231. <https://doi.org/10.5935/1980-6906/psicologia.v21n2p232-251>
- Butler, J. (1999). *Gender Trouble: Feminism and the Subversion of Identity*. New York and London: Routledge.
- Carvalho, G. C. (2017). Políticas públicas, gênero e empreendedorismo: uma análise do Programa Nacional Trabalho e Empreendedorismo da Mulher em Pernambuco. *Acta Scientiarum. Human and Social Sciences*, 39(1), 11–18. <https://doi.org/10.4025/actascihumansoc.v39i1.33544>
- Costa Nogami, V. K., & Machado, H. V. (2011). Atividade Empreendedora nos Países do BRIC: uma análise a partir dos relatórios GEM no período de 2000 a 2010. *Revista da Micro e Pequena Empresa*, 5(3), 114–128. <https://doi.org/10.6034/233>
- Defendi, C. L., & Gomes, T. R. (2019). Alternativas que buscam neutralizar o gênero gramatical: Usos e motivações. *The ESPecialist*, 40(1). <https://doi.org/10.23925/2318-7115.2019v40i1a7>
- Dijk, T. A. (2006). Discourse, context and cognition. *Discourse Studies*, 8(1), 159–177. <https://doi.org/10.1177/1461445606059565>
- Ferreira, J. B. (2012). *Empreendedorismo feminino em Santa Catarina: um estudo a partir do relato de mulheres participantes do prêmio SEBRAE* (Unpublished master's thesis). Universidade do Estado de Santa Catarina, Florianópolis, Brazil. <https://doi.org/10.5007/2175-8077.2014v16n40p221>
- Gambirasio, G., & Martins, A. C. S. (2019). The Evolution of Sexism: A Modern View. *OSF Preprints*. <https://doi.org/10.31219/osf.io/g6zmd>

- Gomes, A. F., Santana, W. G. P., Araújo, U. P., & Martins, C. M. F. (2014). Female Entrepreneurship as subject of research. *Revista Brasileira de Gestão de Negócios*, 16(51), 319–342.
- Gonçalves, D. S. (2018). Por uma língua feminista: uma breve reflexão sobre o sexismo linguístico. *Revista Interdisciplinar em Cultura e Sociedade*, 4(1), 99–115.
- Gramsci, A. (1977). *Pasado y presente*. Barcelona: Granica.
- Hochdorn, A., Faleiros, V. P., Camargo, B. V., & Cottone, P. F. (2016). Talking gender: how (con) text shapes gender – The discursive positioning of transgender people in prison, work, and private settings. *International Journal of Transgenderism*, 17(3–4), 212–229. <https://doi.org/10.1080/15532739.2016.1222923>
- Jaime, P. (2011). Para além das Pink Collars. Gênero, trabalho e família nas narrativas das mulheres executivas. *Civitas*, 11(1), 135–155. <https://doi.org/10.15448/1984-7289.2011.1.6811>
- Jonathan, E. G., & Silva, T. M. D. (2007). Empreendedorismo Feminino: Tecendo a trama de demandas conflitantes. *Psicologia & Sociedade*, 19(1), 77–84. <https://doi.org/10.1590/S0102-71822007000100011>
- Jonathan, E. G. (2011). Mulheres empreendedoras: o desafio da escolha do empreendedorismo e o exercício do poder. *Psicologia Clínica*, 23(1), 65–85. <https://doi.org/10.1590/S0103-56652011000100005>
- Kami, M. T. M., Larocca, L. M., Chaves, M. M. N., Lowen, I. M. V., Souza, V. M. P., & Goto, D. Y. N. (2016). Trabalho no consultório na rua: uso do software IRAMUTEQ no apoio à pesquisa qualitativa. *Escola Anna Nery*, 20(3). <https://doi.org/10.5935/1414-8145.20160069>
- Krug, F. S. (2017). *Iramuteq em um Acervo Literário: amostra de um trabalho possível* (Unpublished master's thesis). Universidade de Passo Fundo, Passo Fundo, Brazil.
- Lacan, J. (1953). *Le symbolique, l'imaginaire et le réel*.
- Mäder, G. R. C. (2015). *Masculino genérico e sexismo gramatical* (Unpublished master's thesis). Federal University of Santa Catarina, Florianópolis, Brazil. <https://repositorio.ufsc.br/xmlui/handle/123456789/158447>

- Malheiros, J., & Padilla, B. (2015). Can stigma become a resource? The mobilisation of aesthetic–corporal capital by female immigrant entrepreneurs from Brazil. *Identities*, 22(6), 687–705.
- Nascimento, M. I. M., & Sbardelotto, D. K. (2008). A escola unitária: educação e trabalho em Gramsci. *HISTEDBR On-line*, 30, 275–291.
- Salvador, P. T. C. O., Gomes, A. T. L., Rodrigues C. C. F. M., Chiavone F. B. T., Alves K. Y. A., & Bezerril M. S. (2018). Uso do IRAMUTEQ nas pesquisas do Brasil. *Revista Brasileira em Promoção da Saúde*, 31, 1–9. <https://doi.org/10.5020/18061230.2018.8645>
- Scott, J. W. (1986). Gender - a Useful Category of Historical-Analysis. *American Historical Review*, 91(5), 1053–1075. <https://doi.org/10.2307/1864376>
- Schilt, K. (2006). Just one of the guys? How transmen make gender visible at work. *Gender & Society*, 20(4), 465–490. <https://doi.org/10.1177/0891243206288077>
- Sebrae Nacional. (2016). *Os desafios da mulher empreendedora* (Resource document). Sebrae Nacional. <http://www.sebrae.com.br/sites/PortalSebrae/artigos/os-desafios-da-mulher-empreendedora,e74ab85844cb5510VgnVCM1000004c00210aRCRD>.
- Souza, M. A. R., Wall, M. L., Thuler, A. C. M. C., Lowen, I. M. V., & Peres, A. M. (2018). The use of IRAMUTEQ software for data analysis in qualitative research. *Revista Escola de Enfermagem USP*, 52. <https://doi.org/10.1590/S1980-220X2017015003353>
- Viana, H. A. (2016). *Sexismo na docência universitária: Evidências da persistência dos estereótipos de gênero* (Unpublished master's thesis). Federal University of Paraíba, João Pessoa, Brazil. <https://repositorio.ufpb.br/jspui/handle/123456789/11620>
- West, C., & Zimmerman, D. H. (1987). Doing gender. *Gender & society*, 1(2), 125–151. <https://doi.org/10.1177/0891243287001002002>
- West, C., & Zimmerman, D. H. (2009). Accounting for Doing Gender. *Gender & Society*, 23(1), 112–122. <https://doi.org/10.1177/0891243208326529>
- Wittgenstein, L. (2013). *Tractatus logico-philosophicus*. London: Routledge.

Tabela 2: LIST OF COLLECTED ARTICLES

ArticleName	Authors	Year of publication
“As Pertaining to the Female Sex”: The Legal and Social Norms of Female Entrepreneurship in Nineteenth-Century Rio de Janeiro, Brazil	Kari Zimmerman	2016
A Atuação feminina em cargos de liderança: a realidade de algumas empresas de uma cidade da mesorregião central do Paraná.	Polyana Martins Thimóteo, Marcia Aparecida Zampier, Silvio Roberto Stefano	2015
A cross-national assessment of the values of Latin America managers: Contrasting hues or shades of gray?	Tomasz Lenartowicz e James P. Johnson	2003
A influência do comportamento empreendedor no desempenho da profissional de secretariado	Ricardo Dalla Stella, Sara Regina Hokai e Fernanda Moreti de Souza	2016
A Look At Women'S Transition From Formal Labor To Self-Employment Based on Endogenous Stimuli	Gisélia F. Ferreira, Sérgio A. P. Bastos e Marcia J. D'angelo	2018
A organização das mulheres extrativistas na região Sudoeste mato-grossense, Brasil	Maurício Ferreira Mendes, Sandra Mara Alves da Silva Neves, Ronaldo José Neves e Tânia Paula da Silva	2014
A trajetória de um Conselho de Empreendedoras e sua institucionalização	Marcos Ferreira Jesus e Hilka Vier Machado	2010
Alerta empreendedor: estudo da influência de características do indivíduo e do empreendimento	Hilka Pelizza Vier Machado, Valter da Silva Faia e Juliano Domingues da Silva	2016
Análise Do Discurso De “Mulheres De Negócio” Associadas À Business Professional Women	Raquel Santos Soares Menezes e Janete Larade Oliveira	2013
Aprendizagem social para sustentabilidade: a experiência de um programa empresarial de mulheres empreendedoras em situação de pobreza.	Diego Gama Amaral e Janette Brunstein	2017
As mulheres estão quebrando as três paredes de vidro? Um estudo com empreendedoras mineiras.	Carolina Maria Mota Santos, Antonio Carvalho Neto, Mariana Caeiro, Fernanda Versiani e Mariana Geisel Martins	2016
Business DNA: an Analysis of Micro and Small Companies in the State of Santa Catarina	Jackson André da Silva, Nério Amboni, Anacleto Ângelo Ortigara e Alexandre Marino Costa	2014
Can stigma become a resource? The mobilisation of aesthetic–corporal capital by female immigrant entrepreneurs from Brazil	Jorge Malheiros e Beatriz Padilla	2015
Características de personalidade e qualidade de vida de gestores no Rio Grande do Sul	Simoni Missel D'Amico e Janine Kieling Monteiro	2012

Características Do Empreendedorismo Feminino no Brasil	Mariana Santos da Silva, Sarah Venturim Lasso e Emerson Wagner Mainardes	2016
Career success and satisfaction: A comparative study in nine countries	Betty Jane Punnett, Jo Ann Duffy, Suzy Fox, Ann Gregory, Terri Lituchy, John Miller, Silvia Inés Monserrat, Miguel R. Olivas-LujáneNeusa Maria Bastos F. Santos	2007
Competências gerenciais requeridas em empresas familiares: um olhar feminino.	Lydia Maria Pinto Brito; Nilda Maria de Clodoaldo Guerra Pinto Leone	2012
Constructing an ethnic identity: Brazilian immigrants in Boston, Massachusetts	Teresa Sales	1999
Contribuições do Empreendedorismo Social para o Aumento da Participação das Mulheres no Mercado de Trabalho	Taís de Andrade, Vania de Fátima Barros Estivalet e Vívian Flores Costa	2018
Criação de empresas à luz do modelo de decisão Effectuation: um estudo com mulheres empreendedoras de um município do nordeste brasileiro	Emanuelly Alves Pelogio, Luiz Célio Souza Rocha, Hilka Vier Machado e Miguel Eduardo Moreno Añez	2016
Criação de empresas por mulheres: um estudo com empreendedoras em Natal, Rio Grande do Norte	HilkaPelizza Vier Machado, Sebastião GazolaIe Miguel Eduardo Moreno Anez	2013
Critical incidents among women entrepreneurs: Personal and professional issues	Vânia Maria Jorge Nassif, Tales Andreassi e Maria José Tonelli	2016
Cross-cultural differences in the entrepreneurial activity of men and women: a fuzzy-set approach	Nuno Fernandes Crespo	2017
Decisões para o crescimento da Multieventos	Anete Alberton, Daniele Cristine Maske, Pedro Mascarenhas de Souza Pinheiro e Rosana Arruda Cruz	2013
Determinantes e dificuldades de crescimento para mulheres empreendedoras	HilkaPelizza Vier Machado, Alexandre Guedes e Sebastião Gazola	2017
Dimensões do empoderamento feminino: autonomia ou dependência?	Taize dos Santos Fernandes, Gisele Silveira Coelho Lopes, Melissa Watanabe, Cristina KeikoYamaguchie ChristianeKleinubing Godoi	2016
Diversidade e gênero no contexto organizacional: um estudo bibliométrico	João Batista Ferreira, Adriana Santos Prado Sadoyama, Aline Ferreira Campos Correia e Pietro Aguiar T. de P. Gomes	2015
Does lending to women lower sustainability of microfinance institutions? Moderating role ofnationalcultures	WiboonKittilaksanawongHongyu Zhao	2018
Empoderamento no programa "mulheres sim" do IFSC	Jacir Leonir Casagrande, Nei Antonio Nunes, Juliana Pereira Michels e Paula Clarissa de Souza	2018

Empreendedorismo de mulheres artesãs : caminhos entre o capital social e a autogestão	Patricia Morais Azevedo e Maristela Oliveira de Andrade	2017
Empreendedorismo feminino e estilo de gestão feminina: Estudo de casos múltiplos com empreendedoras na cidade de Aracaju-Sergipe	Felipe Carvalhal Barbosa, Camila Fontes de Carvalho, Géssica Maria de Matos Simões e Rivanda Meira Teixeira .	2011
Empreendedorismo feminino e o conflito trabalho-família: estudo de multicasos no comércio de material de construção da cidade de Curitiba	Márcia Regina de Campos Strobin, Rivanda Meira Teixeira e Marcia Nakatani.	2014
Empreendedorismo feminino e os desafios enfrentados pelas empreendedoras para conciliar os conflitos trabalho e família: estudo de casos múltiplos em agências de viagens	Rivanda Meira Teixeira e Lea Bomfim Cristina Silva	2016
Empreendedorismo feminino no artesanato: uma análise crítica do caso das rendeiras dos Morros de Mariana	Marina Dantas de Figueiredo, Auristela do Nascimento Melo, Fátima Regina Ney Matos e Diego de Queiroz Machado	2015
Empreendedorismo feminino no Brasil: políticas públicas sob análise	Daise Rosas da Natividade	2007
Empreendedorismo feminino: dificuldades relatadas em histórias de vida	Graziela Dias Alperstedt, Juliane Borges Ferreira e Maurício Custódio Serafim	2014
Empreendedorismo feminino: tecendo a trama de demandas conflitantes	Eva G. Jonathan e Taissa M. R. da Silva	2007
Empreendedorismo Feminino: Um Estudo sobre sua Representatividade no Município de Toledo – Paraná	Fernanda Cristina Sanches, Carla Maria Schmidt, Ivanete Daga Cielo e Marta Karina Schmitz Kühn	2013
Empreendedorismo Sustentável e a Identificação de Oportunidades : História Oral de Empreendedores que Criaram Negócios Sustentáveis	Rony Klay Viana de Freitas e Rivanda Meira Teixeira	2014
Equipes gerenciadas por mulheres: representações sociais sobre gerenciamento feminino	Tânia Maria Fontenele Mourão e Ana Lúcia Galinkin	2008
Escolhas profissionais no curso de Administração: tendências empreendedoras e gênero.	Verônica Peñaloza, Camila Gomes Diógenes e Sara Jamile Aragão Sousa	2008
Estratégia em pequenas empresas: uma aplicação do modelo de miles e snow	Fernando A. P. Gimenez, Cleufe Pelisson, Eugênio G. S. Krüger e Paulo Hayashi Jr.	1999
Examining entrepreneurial attributes of Latin American female university students	Marcia Villasana, Rafael Alcaraz-Rodríguez e Mario Moisés Alvarez	2014
Fatores motivadores do empreendedorismo e as decisões estratégicas de pequenas empresas.	Siomara Elias Vicenzi; Sergio Bulgacov	2013

Female Entrepreneurship a comparison between Mexico, Brasil and Chile	María Eugenia Elizundia	2014
Female entrepreneurship and economic activity	Maria Minniti	2010
Female Entrepreneurship as Subject of Research / Empreendedorismo feminino como sujeito de pesquisa	Almiralva Ferraz Gomes, Wesley Gusmão Piau Santana, Uajará Pessoa Araújo e Caroline Miriã Fontes Martins ⁴	2014
Female entrepreneurship in Latin America and the Caribbean: Characteristics, drivers and relationship to economic development	Siri Terjesen e José Ernesto Amorós	2010
Gender and informal livelihoods: Coping strategies and perceptions of waste pickers in Sub-Saharan Africa and Latin America	Ana Carolina Ogando, Sally Roever e Michael Rogan	2017
Gender gap in innovation: An institutionalist explanation	Inmaculada Carrasco	2014
How focused are the world's top-rated business schools on educating women for global management?	Kevin Ibeh, Sara Carter, Deborah Poff e Jim Hamill	2008
Identificação de oportunidades empreendedoras por mulheres	Rony Klay Viana de Freitas e Rivanda Meira Teixeira	2016
Informal Social Networks and Incubated Business Performance	Elisabeth Loiola e Gerson Volney Lagemann	2013
Latin American female business executives: An interesting surprise	María Consuelo Cárdenas , Alice Eagly , Elvira Salgado , Walkyria Goode , Lidia Inés Heller , Kety Jauregui , Nathalia Galarza Quirós , Naisa Gormaz , Simone Bunse , María José Godoy , Tania Esmeralda Rocha Sánchez , Margoth Navarro , Fernanda Sosa , Yenny Aguilera , Marion Schulmeyer , Betania Tanure , Mónica Naranjo , Beatriz Helena Soto , Silvana Darre e Rubén Carlos Tunqui	2014
Microfinance and Gender: Is There a Glass Ceiling on Loan Size?	Isabelle Agier e Ariane Szafarz	2013
Migration in Times of Crisis: Can Entrepreneurship be a Solution? The Case of Brazilian Entrepreneurs in Lisbon (Portugal)	Suelda de Albuquerque Ferreira, Manuela Rau de Almeida Callou, Gevson Silva Andrade e Fernanda de Mello Dias Guimarães	2017
Mulheres e Suas Histórias : Razão , Sensibilidade e Subjetividade no Empreendedorismo Feminino Women and Their Stories : Reason , Sensibility and Subjectivity in Women	Jane Mendes Ferreira e Eloy Eros Silva Nogueira	2013
Mulheres empreendedoras no Brasil: Quais seus medos?	Raquel Adriano Momm Maciel De Camargo; Mariane Lemos Lourenço e Jane Mendes Ferreira.	2018

Mulheres Empreendedoras: Medos, Conquistas E Qualidade De Vida Entrepreneurial Women: Fears, Achievements and Quality of Life	Eva Gertrudes Jonathan	2005
Mulheres empreendedoras: o desafio da escolha do empreendedorismo e o exercício do poder	Eva Gertrudes Jonathan	2011
O Papel Da Família Na Trajetória Profissional De Mulheres executivas e empreendedoras	Carolina Maria Mota-Santos e Antonio Moreira Carvalho Neto	2017
Para além das pinkcollars. Gênero, trabalho e família nas narrativas de mulheres executivas	Pedro Jaime	2011
Personality and the gender gap in self-employment: A multi-nation study	Martin Obschonka ,Eva Schmitt-Rodermund e Antonio Terracciano	2014
Perspectivas e Desafios da Preparação de Sucessores para Empresas Familiares	Sayonara de Fátima Teston e Eliane Salette Filippim	2016
Planejamento estratégico em empresas do setor educacional: um estudo de caso em uma instituição de ensino infantil	Rachel Niza Brandão e Alexandre Luzzi Las Casas	2014
Políticas públicas, gênero e empreendedorismo: uma análise do Programa Nacional Trabalho e Empreendedorismo da Mulher em Pernambuco	Géssika Cecília Carvalho	2017
Potencial Empreendedor De Empresárias Do Setor Turístico De Florianópolis (Sc) Entrepreneurial Potential of Businesswomen in the Tourism Sector in Florianópolis (Sc) La Potencialidad Emprendedora De Empresarias Del Sector Turístico De Florianópolis (Sc)	Maria José Barbosa de Souza, Fernanda de Magalhães Trindade, Robson Freire e Franciane Reinert Lyra	2016
Psychodynamics, gender, and reactionary entrepreneurship in metropolitan Sao Paulo, Brazil	Kellye Jones	2000
Self-control, self-management and entrepreneurship in Brazilian creative industries	Pedro F. Bendassolli ¹ , Jairo Eduardo Borges-Andrade e Sonia Maria Guedes Gondim	2016
Sobrevivência de Empresas Nascentes: Influência do Capital Humano, Social, Práticas Gerenciais e Gênero	Mariana Bertolami ¹ , Rinaldo Artes, Pedro João Gonçalves, Marcos Hashimoto e Sergio Giovanetti Lazzarini	2018
Strategic Settings in Micro and Small Business: an analysis on the performance of women entrepreneurs of services sector in Londrina - PR	Gabriel Varea Gonçalves, Saulo Fabiano Amâncio Vieira, Gerson Antonio Melatti, Fernando Antonio Prado Gimenez e Letícia Fernandes de Negreiros	2017

Tecnológica e Inovadora : Perspectiva da Atuação da Mulher em Empreendimentos Sociais Brasileiros	Edileusa Godói-de-sousa, Andréa Costa Van Herk, Lizandra Ariane Machado de Castro e Jose Eduardo Ferreira Lopes	2017
The Atualidades Project – a generator of improvement in the teaching-learning process: report of a teaching method carried out in a higher education institution	OrlandyOrlandi e IvoneJunges	2015
The influence of technology readiness index in entrepreneurial orientation: a study with Brazilian entrepreneurs in the United States of America.	Daniel Penz, Bianca Costa Amorim, Sabrina do Nascimento e Carlos Ricardo Rossetto	2017
Through the gender looking-glass: Brazilian tourism entrepreneurs	Carlos Costa, Zelia Breda, Fiona Eva Bakas, Marilia Durão e Isabel Pinho	2016
Trajetórias e estratégias de mulheres: um estudo conquistense	Almiralva Ferraz Gomes, Weslei Gusmão Piau Santana, Luiz Marcelo Antonialli e Elizabeth LÍlian Flores Correia	2009
Uso das redes sociais empreendedoras por mulheres no processo de criação de agências de viagens.	Rivanda Meira Teixeira, Tales Andreassi e Lea Cristina Silva Bomfim3	2018
Criação de empresas por mulheres: um estudo com empreendedoras em Natal, Rio Grande do Norte	HilkaPelizza Vier Machado, Sebastião Gazola e Miguel Eduardo Moreno Anez	2013
Atividade Empreendedora nos Países do BRIC: uma análise a partir dos relatórios GEM no período de 2000 a 2010	Vitor Koki da Costa Nogami e Hilka Vier Machado	2011
Valores pessoais das mulheres empresárias: aplicação da escala LOV	Ivana Carneiro Almeida, Luiz Henrique de Barros Vilas Boas, Ricardo de Souza Sette e Alessandro Silva de Oliveira	2010
Empreendedorismo Feminino: desafios enfrentados por empreendedoras na gestão de pequenos negócios no setor de turismo	Lea Cristina Silva Bomfim e Rivanda Meira Teixeira	2015
Gênero, Imersão e Empreendedorismo : Sexo Frágil , Laços Fortes ?	Gláucia Maria Vasconcellos Vale, Ana Carolina Ferreira Serafim e Armindo dos Santos de Sousa Teodósio	2011
Comportamento estratégico de mulheres empresárias: estudo baseado na tipologia de Miles e Snow	Ivana Carneiro Almeida, Luiz Marcelo Antonialli e Almiralva Ferraz Gomes	2011
What do we know about the patterns and determinants of female entrepreneurship across Countries?	Maria Minniti e Wim Naudé	2010
What Motivates Females to Start a Business? The Case of a Female Entrepreneurship Programme in South Africa	Johann Landsbergh e Natanya Meyer	2017

Women's Rights & U.S. Foreign Policy	Melanne Verveer	2012
From editors abroad into business women back in Brazil	Marcia Triunfol Elblink	2013
Women Entrepreneurs and Family Firm Heterogeneity: Evidence from an Emerging Economy	Dianne H. B. Welsh, Eugene Kaciak, Silvana Trimi e Emerson Wagner Mainardes	2018

MANUSCRITO 5

**Desenho Conceitual sobre o Empreendedorismo Feminino - uma investigação com
entrevista semiestruturada⁵**

⁵Artigo submetido a Revista Psicologia, Teoria e Pesquisa

Abstract

The present article is inserted in the debate about female entrepreneurship in the Brazilian reality, considering that the realities of men and women are different historically, socially, and professionally. This study was conducted by using a qualitative approach and adopting a female narrative perspective, in which 11 women were invited to talk about their business. Regarding the obtained results, it was noticed that the family aspect, that is, marital status and if the woman has children or not is one relevant aspect in the entrepreneurs' lives. These aspects, understood as family status, bias not only the female entrepreneurial activity, but the female work in general sense. Most of the women believe that a relationship can muddle professional performance, especially for women who work with entrepreneurship. Also, according to the interviewees, previous relationships were negatively regarded with this aspect. In that way, one of the recurring elements in the entrepreneurs' speech is about personal life and marital status, both in current and former relationships. The entrepreneurs also report the challenge of taking care of the family and children, reaffirming the reality of a woman who "works outside the home". Another relevant point is that seven of the respondents declared herself *parda*, bring a new point of discussion of black women agenda. Recognizing that studies on female work already point to the construction of the white woman's career based on the work of the black woman, it is necessary, therefore, to deepen this discussion to understand the intricacies of Brazilian female entrepreneurship, especially in peripheral regions, a fruitful environment of entrepreneurship due to necessity in the country.

When talking about entrepreneurship, especially in the Brazilian context, it is not new - neither in practice nor in theory - that men have advantages over women, in view of the historical gender inequality within the labor market that still persists in the current scenario. In a study about women entrepreneurs, Alperstedt, Ferreira and Serafim (2014), showed that they suffer prejudices related to gender in their entrepreneurial experiences and difficulties, such as the lack of respect and credibility from people with whom they work in the scope of their business, especially when the sector of enterprise is considered as a male sector, mainly.

Evidence of the difficulties faced by women is already present in the definition of entrepreneurship itself. According to Hisrich and Peters (2002), entrepreneurship is “an ability to identify opportunities and create something innovative under conditions of uncertainty, assuming the risks involved there.” If we consider that most women undertake out of necessity and, in most cases, in areas traditionally linked to the work performed by women - care, beauty and food - (Barbosa, Carvalho, Simões & Teixeira 2011), it is verified that, strictosensu, there is some difficulty in naming what women do as an entrepreneurship.

In this sense, it is also important to notice that not every entrepreneur is a businesswoman. Despite the aura of glamour that involves the activity of entrepreneurship, in the case of most women, some businesses do not become a company. Business is the work that these women were able to do between the midst of caring for their families and the lack of opportunity in the formal job market.

For women, entrepreneurship requires dealing with activities in the personal and professional spheres, since they are still seen, firstly, in the role of wife, mother and housewife, to later be seen as workers and providers - when they are, as shown by a study conducted with entrepreneur women. (Barbosa, Carvalho, Simões & Teixeira 2011).

According to these authors, indeed, a common dilemma is the struggle to conquer the predominantly male-driven public work space. Along with this situation, the question of marriage is brought up, where sometimes the partner is considered as an obstacle for her career.

The work-family relationship is an aspect that frequently permeates the reality of these women, as domestic activities are still delegated to them most of the time, which women have to work due to the difficulty of conciliating both, being a caregiver and a breadwinner at the same time they have their professional activities (Strobino & Teixeira 2014). Such an overcharge between professional and domestic demands, businesswomen who are used to being exposed to in Brazil, seems to be a common trait among most Neo-Latin cultures, either in South America (ibid.) or in Mediterranean Europe (Bimbi, 2006; 2016).

According to investigations made by the Instituto Brasileiro de Geografia e Estatística - IBGE (2019), women dedicate, on average, eight more hours, or more than this, in domestic and family facilities, if compared to men. Such data reflects, once again, how entrepreneurship becomes more difficult for women than for men. In addition, the same study also shows that daughters are more demanded for household activities (84.4%) than sons (66.5%). With such an unequal division of tasks since childhood, women's overcharge between care and professional identity seems to promote a trend for future generations too, which hardly is expected to change.

The family relationship constitutes another aspect, which is deeply impacting on women's social identity, both for its socio-cultural value and as a support to carry out the entrepreneurial activities (Bomfim & Teixeira, 2015). The family context too, indeed, takes over either negatively or positively. If there are reports that the family contributes to professional growth, on the other hand the main difficulties encountered by women

entrepreneurs in the creation of their businesses are related to the lack of family support, difficulty in taking care of young children and lack of time to participate in networks, as pointed out by Macho and Anez (2013).

Because of the responsibilities women are expected to face regarding overall household and family-related activities, female entrepreneurs usually conduct a double journey, as caregivers and breadwinners, whenever they decide to dedicate themselves to a professional career. Therefore, reconciling the multiple roles of wife, mother and entrepreneur, often represents a real existential struggle (Alperstedt, Ferreira & Serafim, 2014).

Moreover, further studies about female entrepreneurship should promote a general resignification in the production of new and integrated knowledge about such complex reality, which already represents a lack in scientific literature. Strobino and Teixeira (2014) brought up some of the difficulties faced by women entrepreneurs, as well as the actions taken to deal with these conflicts. Among these actions, there are several attempts: in order to change the way women position themselves within the working environment and control their emotions to avoid conflicts arising from work stresses, prioritize family instead of work, share domestic chores to avoid work overload, among others (Strobino & Teixeira, 2014).

The current paper is focused on the actual debate about female entrepreneurship in the Brazilian reality, adopting a female narrative perspective by involving 11 participants in a discussion focused on the issues mentioned above, considering the reality of men and women as different in a historical, social, cultural and, for sure, professional perspective.

In order to achieve these goals, women were invited to talk about their business, as women's speeches and talks focusing how gender is experienced in society more

generally. Thus, a non-structured interview has been used, by applying a semi-structured draft of questions, which will just serve as a mental guide for the interviewer.

It is also important to keep in mind certain relevant key points: women's specific motivations to become entrepreneurs, their life contexts, their ambitions/dreams, and whether they seek training (courses) and technical information related to their enterprise, as well as personal life, family, domestic aspects and, finally, whether they have support (of any kind) to carry out their work or not.

METHOD

The current research consists on a descriptive study, by using a qualitative approach. Eleven women who work with entrepreneurship were interviewed. Those interviews focused on the aspects mentioned above. After signing the Informed Consent Form - ICF (attachment 1), which explained the objectives of the research, as well as reinforcing the voluntary nature of participation and the confidentiality of the data collected, an interview was conducted with ten previously established questions that compose the instrument of this present study (attachment 2).

The instrument has been submitted to a sample of women from 31 to 76 years old, who had been working as an entrepreneur for at least one year in Brazil. Within those women, approximately 64% had at least one child at the time of data collection and 54% were married. Regarding the level of education of the participants, only 4 of the interviewees have full higher education. To preserve the identity of the interviewees, they will be identified in the data analysis by fictitious names, which refer to the names of flowers. The table below contains the socio-demographic traits of the participants:

Table 3. Sample characteristics.

Participants	Age	Marital Status	Color ofSkin	Children	Education
Azalea	33	Married	<i>parda</i>	1	Higherincomplete
Daisy	54	Single	brown	None	higher complete
Hydrangea	33	Single	brown	None	high schooldegree
Jasmine	31	Single	brown	None	Higherincomplete
Rose	52	divorced	White	3	Higherincomplete
Lis	76	Married	White	3	high schooldegree
Violet	56	Married	brown	2	high schooldegree
Camellia	34	Married	brown	2	high schooldegree
Sunflower	35	Single	White	1	pos-graduated
Íris	33	Single	White	None	higher complete
Mary Flower	44	Married	White	1	pos-graduated

The selection of the participants has not been carried out randomly. The interviewees were chosen regarding the possibilities of access to our research field and sample. Furthermore, the interruption of data collection occurred when it was realized that the information began to be repeated in the subjects' talk, which characterized a saturation of the data (Flick, 2009).

The structure adopted for the inventory used in order to conduct the interviews (attachment 2), was due to the objective of identifying the following key points: motivation of the participants to undertake, ambitions regarding the enterprise, strategies they found to balance professional and domestic activities and, finally, possible sources of financial, technical and emotional support regarding work.

Preliminarily, the data have been processed throughout content analysis; a technique used psychological, social and historical sciences, among others. Content analysis, in our perspective, consists of “a set of communication analysis techniques, which uses systematic and objective procedures to describe the content of messages” (Bardin, 1977, p.38).

The analysis was split into three stages: pre-analysis, data analysis and discussion of the results - inference and interpretation. In the pre-analysis, the transcription, the organization of the data and the “floating reading^[A2]” were performed in order to emerge significant contents of the transcribed corpus (Bardin, 1977; Câmara, 2013).

Afterwards, the material emerged from the data was critically investigated. In this step, the criteria of lexical recurrence has been used in order to define the registration units (themes). The themes were identified and grouped into categories according to the questions and topics faced during the interviews.

In the last step of the content analysis process, the results were analyzed through inference and interpretation. In this sense, in the discussion section of this article, the empirical categories obtained were analyzed in the light of the scientific literature about entrepreneurship.

In this study, a group was formed with 3 different judges, who were responsible for analyzing the content of each group of questions (1, 3 and 4); (5, 6 and 7); and (8, 9 and 10). The results were analyzed in the next session, based on conceptual products

about the theme in the Brazilian scenario. The question 2 was “how many years are you working with entrepreneurship?”.

RESULTS

Regarding the results obtained in the present study, initially, we addressed the family aspect, which is, marital status, if the woman has children or not. These aspects, understood as familiar status, affect not only the female entrepreneurial activity, but the female work in general.

Eleven women have been interviewed, of whom four were in a relationship and seven were not. Among the relevant comments, it is worth mentioning that most of them believe that a relationship can muddle professional performance, especially for women who work with entrepreneurship. *Lis: It disturbs... All my life he has got in the way of my business.* According to the interviewees, previous relationships were negatively regarded with this aspect. *Hydrangea: Look, it would hinder if I had married my ex-boyfriend*^[A2]. In addition, these women believe that a man would have problems with dealing with a woman who works hard. *Jasmine: You work too much! You can't work this hard... you need to get some vacation. You realize it is a halter that the person is trying to put on you.*

Seven out of the eleven respondents had children, in which 3 had one child, 2 had two children and 2 had three children. Women with children replied that they seek more than one support to be able to work, such as: caregiver, daycare, taking her child to work, and relying on husband, sister's or mother's help. *Rose: I took my child to the store to be with me part time and on the next day I had the nanny.* *Violet: ... my sister moved in with me, so she took care of them. Then I started to put a maid to take care of them and on the weekends they stayed with me at the store.* *Sunflower:... During the week he stays at the nursery, but on the weekends I have to bring him to work, 'cause there is no other way.* Here, two aspects of the literature are reaffirmed, the gender aspect of the caregiver

(Zanello, 2018), being, in most cases, a female figure and entrepreneurship by necessity (reference), a condition in which women adhere to entrepreneurship due to the context of life which she finds herself in.

Another aspect analyzed in this study concerns the search for information and / or training on your own business and enterprise. Out of the eleven interviewees, six (54.5%) stated that they use the internet to search for this information, especially Google and YouTube. Despite the internet sources, 36.3% of these women obtain information by training at courses and workshops (both online and in person) and at SEBRAE; 18.1% in books and magazines; and, finally, 27.2% in conversations with other professionals.

When they were asked to talk about who is the primary income source of the family, 90,9% responded that they are self-reliant. *Sunflower: I'm not married, I don't have a husband, so everything is on my back. If the company goes bad, I can't say "Baby, help 'cause the company is not doing well", you see? I have to work my way out and go forward.* In a few cases, women share this responsibility with others in their household: mother or husband.

They were also asked about why they do this current entrepreneurial activity and four main factors appeared as motivation. The most recurring reason they brought is concerned with the necessity and secondly they say they have identification with the activity performed. Opportunity is the third factor that frequently appeared throughout the interviewees' answers, regarding the duty of carrying out working activities and, finally, the family's influence factor (the majority due to the mother's influence). It was possible to identify that sometimes the motivations appeared together. For example, the necessity factor linked to the opportunity: *"I was sent away from work... I stayed at home all the time doing nothing, just wearing a nightgown all day, and then I went to a mother's*

dayevent at church and saw a friend who also had a young daughter selling a famous trademark of products for cosmetical care. So that's the way it started.”

Regarding the time dedicated to entrepreneurial activity, 36.3% of the interviewees reported that they had been engaged in these activities for less than 7 years, 27.2% had been active between 7 and 18 years and 36.4% had been active for more than 18 years.

Although none of the participants declared themselves as black women *preta*, 7 of them declared themselves to be *parda* brown. The Instituto Brasileiro de Geografia e Estatística (IBGE) considers the categories black or brown as black people, and this point raises relevant questions. In previous literature reviews on female entrepreneurship has been pointed out that the color of the participants was not described. Here they described themselves as *parda*. How should future studies be conducted in this point is a relevant issue to be discussed.

When the interviewees were asked to talk about their aspiration, the answers were focused on their jobs and they were divided between growing or increasing the business, having financial stability and becoming a reference.

The most recurring answer among respondents was the aspiration that their business would grow and the sales would increase. Furthermore, the answer that came up most frequently concerned the dream of having financial stability in their own business, so that they will not depend on another income. And, finally, the dream of being recognized and becoming a reference within their business. Only one of the interviewees replied that she had no desire to modify her enterprise and that she was satisfied as it is at the moment. It is important to notice that this interviewee had a second source of income despite her business.

DISCUSSION

One of the recurring elements in the entrepreneurs' speech is about personal life and marital status, both in current and former relationships. The entrepreneurs also report the challenge of taking care of the family and children, reaffirming the reality of a woman who "works outside the home" (Strobino & Teixeira 2014).

In the current study, women said they could count on two or more sources of support, which were enough, in order to perform the task of childcare while working. They also reported that they chose to become entrepreneurs because they believed that this activity would facilitate the performance of the different roles of caregiver and worker, confirming what has been pointed out by scientific literature.

It should be absolutely necessary to carry out more scientific research about the condition of black female entrepreneurship, especially within a country such as Brazil, in which more than half of its populations is black (IBGE, 2019). There are several studies that already concern the position of white businesswomen, which are supported by female Black labor forces (Gouvêa, Santos & Paniza, 2019). A new perspective about their situation, therefore, should be taken into consideration in order to better understand the struggle black female entrepreneurs have to face the fact that the structural racism wiped out this Brazilian context, as pointed by a research called "Black Entrepreneurship in Brazil 2019" (<https://drive.google.com/file/d/1GnwdImOWngqmriBukMRfgityOC37IP7c/view>) done by Instituto Feira Preta, in partnership with JP Morgan and Plano CDE.

Another aspect that emerged from the current study regards the need of training courses for female entrepreneurs. Many of them reported using platforms such as YouTube to search for information and acquire knowledge. This result indicates a lack of professional training courses about management, finances, material as well as human resources, among others. It also indicates a tendency to seek knowledge at a distant,

accessible, available and convenient way, because women who do not have much time to enhance professional learning can receive specific knowledge.

Most of the respondents affirmed that they have been engaged into entrepreneurship activities for more than 10 years, and gained, therefore, a considerable experience in their professional field. These women reported having been influenced by a family member or even by their own living-conditions, which they have to constantly balance among caregiving activities and work (Bimbi, 2014).

It is important to emphasize the importance of the family's influence on the context of female entrepreneurship. As shown by Lin, Lu, Hsieh and Liu (2018), from a systematic review, most women tend to share with the family (most of the time being represented by her husband) her idea of starting an enterprise, due to the central role that family plays in their lives. However, the studies reviewed by the authors showed that only a small percentage, about 7%, of the husbands demonstrated support for these women's entrepreneurship, which corroborates the interviewees' statements that a husband would hinder business.

We reflected on the real context in which women's entrepreneurship takes place. This context is marked by the few options offered to women in the labor market and in entrepreneurship more generally, especially after, the birth of children. It has also been noticed that women are able to overcome barriers and create new niches to work, in order to contribute to the support not only for their own family, but even more for those family members, which do not directly take part of their everyday live (grandmothers, siblings living outside home, aunts, etc.).

Finally, in terms of aspirations and future projects, the female entrepreneurs reported to wait until their business has grown and become stable, as well as to become a reference in their respective professional field. These statements highlight the

increasingly recurrent aspiration of a considerable part of women to see themselves represented in the labor market as successful women. The results of this study, therefore, indicate that women not only want to support themselves and their families, but also to achieve success at their workplace.

References

- Alperstedt, G. D., Ferreira, J. B., & Serafim, M. C. (2014). Empreendedorismo Feminino: Dificuldades relatadas em histórias de vida. *Revista de Ciências da Administração*, 16(40), 221–234.
- Barbosa, F. C., de Carvalho, C. F., de Matos Simões, G. M., & Teixeira, R. M. (2011). Empreendedorismo feminino e estilo de gestão feminina: Estudo de casos múltiplos com empreendedoras na cidade de Aracaju-Sergipe. *Revista da Micro e Pequena Empresa*, 5(2), 124–141.
- Bardin, L. (1977). *Análise de conteúdo*. Lisboa: Edições 70.
- Bimbi, F., & Trifiletti, R. (Eds.). (2006). *Madri sole e nuove famiglie: declinazioni inattese della genitorialità (Vol. 139)*. Roma: Edizioni Lavoro.
- Bimbi, F., & Sola, V. (2016). 5. Italy: Policy without Participation. In J. Jenson & M. Sineau (Eds.), *Who Cares?* (pp. 118–145). Toronto: University of Toronto Press. <https://doi.org/10.3138/9781442683389-006>
- Bimbi, F. (2014). Symbolic violence: Reshaping post-patriarchal discourses on gender. In Emerald Group Publishing, *Gendered Perspectives on Conflict and Violence: Part B (Advances in Gender Research, Vol. 18B)* (pp. 275–301). Bingley: Emerald Group Publishing. <https://doi.org/10.1108/S1529-21262014000018B015>
- Bomfim, L. C. S., & Teixeira, R. M. (2015). Empreendedorismo Feminino: Desafios enfrentados por empreendedoras na gestão de pequenos negócios no setor de turismo. *Revista Pensamento Contemporâneo em Administração*, 9(2), 48–69.
- Câmara, R. H. (2013). Análise de conteúdo: Da teoria à prática em pesquisas sociais aplicadas às organizações. *Revista Interinstitucional de Psicologia*, 6(2), 179–191.

- Flick, U. (2009). *Introdução à pesquisa qualitativa* (3rd ed., Joice Elias Costa, Trans.). Porto Alegre: Artmed.
- Hochdorn, A., Cottone, P. F., Camargo, B. V., & Berri, B. (2013). Textos Genderizados em Contextos Afetivos: Experiências e relações podem prevenir a violência de gênero na prisão? *La Camera Blu: Revista di Studi di Genere*, 11, 304–326.
- Hisrich, R. D., & Peters, M. P. (2002). *Entrepreneurship* (5th ed.). Boston: Irwin/McGraw Hill.
- Instituto Brasileiro de Geografia e Estatística. (2019). *Pesquisa Nacional por Amostra de Domicílios Contínua - PNAD Contínua*. Rio de Janeiro: IBGE.
- Lin, T. L., Lu, T. Y., Hsieh, M. C., & Liu, H. Y. (2018). From conception to start-up: who and what affect female entrepreneurship. *Contemporary Management Research*, 14(4), 253–276.
- Machado, H. P. V., Gazola, S., & Anez, M. E. M. (2013). Criação de empresas por mulheres: um estudo com empreendedoras em Natal, Rio Grande do Norte. *Revista de Administração Mackenzie*, 14(5), 177–200.
- Strobino, M. R. de C., & Teixeira, R. M. (2014). Empreendedorismo feminino e o conflito trabalho-família: estudo de multicasos no setor de comércio de material de construção da cidade de Curitiba. *Revista de Administração*, 49(1), 59–76.
- Zanello, V. (2018). *Saúde mental, gênero e dispositivos: cultura e processos de subjetivação*. Curitiba: Appris.

ATTACHMENTS

InformedConsentForm (ICF)



UNIVERSIDADE DE BRASÍLIA

TERMO DE CONSETIMENTO LIVRE E ESCLARECIDO

Você está sendo convidado a participar da pesquisa "Desenho Conceitual sobre o Empreendedorismo no Brasil", sob responsabilidade da doutoranda Noemia de Moraes e das alunas Letícia Carolina, Juliana Vasconcelos e Maria Eduarda Sobral. O objetivo desta pesquisa é oferecer subsídios conceituais e metodológicos acerca da temática empreendedorismo no Brasil.

Assim, gostaria de consultá-la sobre seu interesse e disponibilidade de cooperar com a pesquisa. Você receberá todos os esclarecimentos necessários antes, durante e após a finalização da pesquisa, e seu nome não será divulgado, sendo mantido o mais rigoroso sigilo mediante a omissão total de informações que permitam identificá-la. Os dados provenientes de sua participação na pesquisa, ficarão sob a guarda das pesquisadoras responsáveis. A coleta de dados será realizada por meio de entrevista individual com aplicação de questionário com 10 perguntas.

Espera-se com esta pesquisa compreender melhor várias situações provenientes da atividade empreendedora, suas características e seus desafios, visando uma contribuição para o enriquecimento literário acerca do tema pesquisado. Sua participação é voluntária e livre de qualquer remuneração ou benefício. Você é livre para recusar-se a participar, retirar seu consentimento ou interromper sua participação a qualquer momento. A recusa em participar não irá acarretar qualquer penalidade ou perda de benefícios. O contato de e-mail da pesquisadora responsável é santos.morais.noemia@gmail.com. Em caso de dúvida ou sugestões, entre em contato. Este documento foi elaborado em duas vias, uma ficará com o(a) pesquisador(a) responsável pela pesquisa e a outra com o senhor(a).

NOEMIA DE MORAIS SANTOS
PESQUISADORA

PARTICIPANTE

Questionário sobre Empreendedorismo Feminino

Programa de Pós-Graduação em Psicologia Clínica e Cultura

Prof.^a Dra. Carla Sabrina Xavier Antloga

Noêmia de Moraes Santos; Ariana Lana; Mariana Barbosa; Letícia Carolina e Juliana Vasconcelos e Maria Eduarda.

Questões Socio-demográficas

Idade: _____
 Escolaridade: _____
 Tempo na atividade: _____
 Horário de trabalho: _____
 Estado Civil: _____
 Filhos NÃO () SIM – Quantos? _____
 Com qual cor se identifica? _____
 Onde mora? _____
 Onde trabalha? _____

Questões de Pesquisa

- 1 – Por que você exerce essa atividade?
- 2 – Há quanto tempo você exerce essa atividade?
- 3 – Já exerceu alguma atividade anterior a atual? Se sim, por que você deixou o seu último emprego?
- 4 – Qual é o seu sonho?
- 5 – Quando você precisa de informação ou treinamento sobre o seu empreendimento, como você faz?
- 6 – Se você fosse fazer um curso de empreendedorismo, quantas horas você teria na sua semana para realizá-lo? Qual é o melhor formato? Quanto você pagaria por um curso desses?
- 7 – Quem é a principal fonte de renda da sua família?
- 8 – Você é casada? Se sim, seu marido te ajuda ou atrapalha?
- 9 – Você tem filhos? Se sim, quem cuida deles para você trabalhar?
- 10 – Quem é a pessoa que te dá mais suporte neste trabalho do empreendedorismo?

MANUSCRIPT 6

Brazilian Female Entrepreneurship: the Scenario of the Five Regions⁶

⁶Article in preparation

Entrepreneurship is defined by the *Global Entrepreneurship Monitor* as any business creation activity, either as the expansion of an existing enterprise or of an activity that is autonomous, individual or involving employees. It is also considered to be a motor for a country's economic development. Recently, the presence of women increased the economic and technological impact of entrepreneurship as a whole, especially in emerging and developing countries (GEM, 2019).

The participation of women in the context of Brazilian entrepreneurship has become widely spread. According to the Brazilian Micro and Small Business Support Service [*Serviço Brasileiro de Apoio às Micro e Pequenas Empresas*] (SEBRAE, 2019), from 2001 to 2011, the rate of female entrepreneurs increased by 21%, while the rate of male entrepreneurs only increased by 9%. However, despite this visible growth, women come from a more modest financial background and face significant obstacles that do not only have to do with economic aspects, but also the processes of subjectivation of work in the business world. Commonly, the praxis of female entrepreneurs is riddled with barriers and challenges that come from the historical and detrimental gender asymmetry (GEM, 2019; Melo, Silva & Almeida, 2019).

If we carefully observe the gender theme from the perspective of Psychodynamics of Work (PDW), even though this theme constitutes a target of theoretical-practical centrality (Dejours, 2017), it is shown to be limited to social relations between men and women in the organizational context. Such outline is not enough for us to understand the *reality* of the female entrepreneur's work, which transcends the organizational scenario and presents itself in the very act of starting a business when it goes beyond the limits of the mere performance of tasks determined by an organization (Guedes, 2020 p. 20).

If the entrepreneurial action is work and, therefore, an act of continuous invention and discovery of the path to be taken between what is prescribed and what is real, PDW

should be dedicated to a configuration of work that is typical of entrepreneurship, and even more when it comes to female entrepreneurship, a theme that in itself needs more research in the Brazilian territory (de Souza, Trindade, Freire, & Lyra, 2016; Santos et.al, 2016; Pelogio et. al., 2017; Santos, Antloga, Carvalho, de Andrade & Guimarães, 2021).

Of note, most activities of Brazilian female entrepreneurs are individual and informal, especially in the beginning (Pelogio et. al, 2017). This lone scenario leaves no doubt about our need to think about work recognition, as it is vital to recognize work for it to be a source of health, that is, the possibility of transforming suffering into pleasure rests in recognition (Dejours, 1999).

It is also verified that the distanced relation between entrepreneurship and PDW results in the poor identification of the experience of failure arising from real work. Thus, questions should be posed as to how failure occurs and its respective impacts on female entrepreneurs, in addition to gender, class, and race issues, in the case of this study. In this way, it is crucial to consider failure not only because it is the path that enables the presentation of what is real, but also because it contrasts with the success discourse alluringly spread by the neoliberal political-economic system, a background of the dynamics of pleasure and suffering.

Based on this scenario and considerations, the general objective of this research was to analyze the experiences of female entrepreneurs in the five Brazilian geopolitical regions. Specifically, this work intended to understand better the needs and difficulties, mostly in terms of management of the double duty, racialized experiences, education and training means, as well as emerging topics in their respective life stories, and also see such processes of work subjectivation from an intersectional perspective and through the lens of PDW.

Method

This study can be defined as qualitative and descriptive. According to Sampieri, Collado, and Lúcio (2013), a qualitative research aims to explore and deepen the analysis on social realities from the participants' subjective perceptions, taking into account the personal interpretation of their own experiences, and, therefore, it focus on experiences, opinions, and meanings that are socially shared and culturally reified. On the other hand, a descriptive study relies on the identification, analysis, and recording of the characteristics of phenomena or of a certain population, taking into account the variables involved and their respective relations (Gil, 1994; Nelson et. al., 2016).

Thus, with this outline, the creation of a space to talk about the reality(ies) of Brazilian female entrepreneurs was analytically and critically sought, in order to obtain a varied sample, featuring women of several ages, from several regions, sexual orientations, marital status, academic backgrounds, and heterogeneous fields of work.

Participants

Fourteen female entrepreneurs from the five Brazilian regions (North: 3; Northeast: 3; Central-West: 3; Southeast: 2; and South: 3) from 20 to 58 years old participated in the study. Regarding their marital status, 8 out of 14 participants stated that they are married, and, among them, 1 participants stated she is homosexual. Regarding their academic background, 4 had completed secondary education, 6 had completed higher education, 2 had completed postgraduate studies, and 3 were taking a higher education course. In this sample, 9 respondents stated that they have at least one dependent. In terms of ethnic-racial self-declaration, 6 participants identified themselves as White-Caucasian, 6 as *Parda* [Mixed-race], and 2 as Black. The study did not feature any representative that self-declared as Indigenous. The following table presents the participants' sociodemographic data.

Table 4 *Participants' Sociodemographic Data*

Name	Age/experience time	State	Marital Status / Dependents	Color	Education/ Profession
Sunflower	35 8	Distrito Federal	Single 0	White	Higher Level Digital Market
Hydrangea	27 5	Rio Grande do Sul	Single 0	White	Higher Level Astrologer
Waterlily	58 20	Amazonas	Married 4	Parda	High School degree Dressmaker
Carnation	30 7	Pará	Divorced 1	Parda	Post-Graduation Psychologist
Tulip	34 2	Paraná	Single 1	Parda	Incomplete Higher Education Clothing Store
Azalea	20 1	São Paulo	Single 0	White	Incomplete Higher Education Social Media Manager
Water Hyacinth	42 2	Mato Grosso	Married 2	Parda	Higher Level Coffee Shop
Ipe	44 2	Goiás	Divorced 4	Black	High School degree Music School
Orchid	32 9	São Paulo	Married 0	Black	High School degree Candy Shop
Hibiscus	27 6	Maranhão	Married 0	White	Incomplete Higher Education Restaurant And Bar

Rosemary	39 12	Ceará	Married 1	Parda	Higher Level Social Entrepreneur
Bromelia	26 6	Pará	Single 0	Parda	Higher Level App Developer
Cactus	54 5	Paraíba	Divorced 4	White	Higher Level Craftsman
Fuchsia	44 20	Rio Grande do Sul	Married 2	White	High School degree Beautician

Note: Made by the author (2021)

Procedure

It is emphasized that the study adopted the “snowball” technique, and every participant was asked to name another female entrepreneur from their social media. According to Bockorni & Gomes (2021), this technique is useful in qualitative studies as it helps in the general understanding of factors related to populations, mainly those that are not well known or explored. Also, to Vinuto (2014), by using this observation and data collection, the researcher may benefit from a wider set of potential contacts in terms of the population taken into consideration.

Instrument

Narrative interview was used as a data collection tool, considering that it makes the interaction and (co)construction of meanings regarding the themes faced (Janesick, 1998) possible. It was prepared based on a script for narrative interviews by Santos et. al. (attachment 1) and comprises 11 questions whose themes were organized in the following lines: I) Work: management modality, professional experience, and reason why the participant dedicates herself to the activity; II) Family: dependents and type of support;

III) Education: professional development; IV) Pandemic: impacts of COVID-19; and V) Accomplishments: ambitions and future projects.

Procedures

During the performance of the interviews, the participants could have the description of the nature and objectives of the research, as well as the explanation of the concept of entrepreneurship present in scientific literature. The voluntary nature of the research was emphasized, and they could choose to drop out and/or withdraw their own contribution at any time.

It should be emphasized that the confidentiality of information was ensured and that the participants authorized audio recordings, which were arranged by signing a document. The agreement to participate was documented and expressed in the Informed Consent Form (ICF) (attachment 2). Afterwards, the interviews of 27- to 52-minute duration were carried out.

This study obtained approval from the Ethics Committee of the Human and Social Sciences Institute of the University of Brasília, through process No. 42725820.7.0000.5540 on March 31, 2021. In order to keep the participants' identity secret, their names were replaced with names of flowers that are typical of their respective geographical regions.

Results

At this stage of the study, the results are exposed based on the characterization of the entrepreneurs' profile. The data are arranged according to the theme lines that composed the interview script and discussed considering the five Brazilian regions.

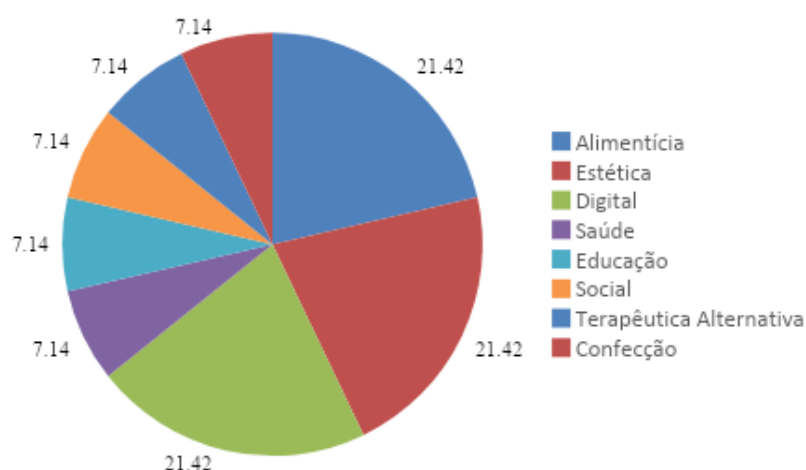
Entrepreneurs' Profile

Starting from the age group, it was verified that 7 (50%) participants are aged between 31 and 50 years, 5 (35.7%) are aged between 18 and 30 years, and 2 (14.2%) are over 50 years. In terms of race, there was both 6 (42.8%) White participants and 6 (42.8%) *Parda* participants. Also, it was found that 6 (42.8%) participants are married and 6 (42.8%) have completed higher education, and, among them, only 4 (28.5%) have children. In addition, 3 (21.4%) participants own family business and 5 (35.7%) come from families with female entrepreneurs among their mothers, grandmothers, sisters, and parents.

Regarding time, 10 (71.4%) participants started their own business more than 5 years ago and their business are predominantly in the service industry, as indicated in Figure 1. This result supports the data from a research carried out with approximately 800 women by Rede Mulheres Empreendedoras- RME (2019), which demonstrated the presence of more than half of the companies created and managed by women in Brazil in the above-mentioned industry.

Figure 8

Participants' fields of work



Source: Made by the author (2022)

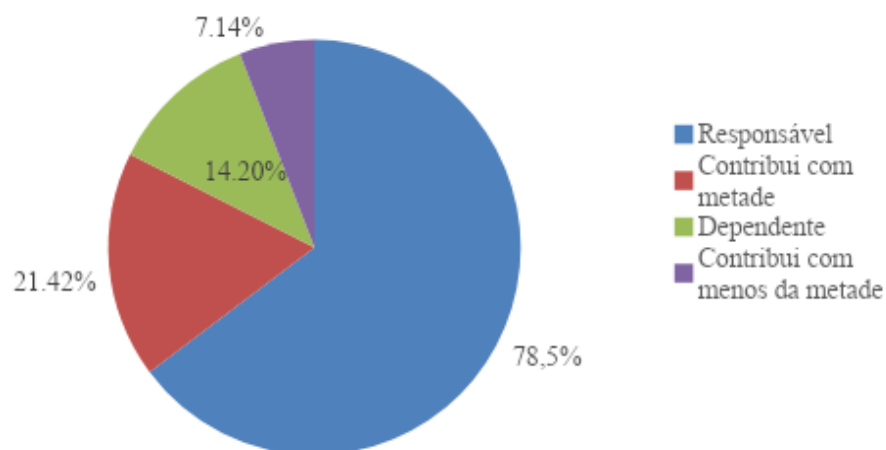
Also, according to RME (2017), there ended up being a preference for businesses that do not rely on great investments in stock, infrastructure, or physical facilities.

Necessity was pointed as the main motivation for business, which is in line with the results of GEM (2021), in which job scarcity is the main reason why Brazilian women start their own business, as there is a lower probability of them mentioning wealth creation as a motivation in comparison to men.

Figure 2 illustrates that most women are responsible for their family income, which is in line with the Continuous National Household Sample Survey [*Pesquisa Nacional por Amostras de Domicílios Contínua*] - PNAD (IBGE, 2018), whose results, from the second quarter of 2017 on, showed that the head of household position was higher than the spouse position, indicating that female entrepreneurs are gradually becoming economic leaders in their families.

Figure 9

Family Income



Note: Made by the author (2022)

Based on the results, it is inferred that the entrepreneurs' profile corresponds to a White and/or *Parda* woman considered to be mature, from 31 to 50 years old, educated, in charge of the family income and who works alone and out of necessity in the service industry, with an emphasis on the aesthetics, food, and digital fields, and a significant

degree of business involvement. The similarity to the profile of the Brazilian female entrepreneur identified by Silva, Lasso & Mainardes (2016), in which most women ended up being mature women, from 30 to 49 years old, who had completed higher education and were the only people in charge of their businesses, as in the study mentioned, is noteworthy.

In addition, diversity is highlighted as a key factor in the sample, whose expression went beyond sociodemographic aspects, as the narrative interview enabled the apprehension of subjective, social, and cultural representations of the meanings of experiences, challenges, projects, and perspectives in the face of the act of starting a business through the discursive pathway.

When it comes to work, more than half of them said that their main difficulty is related to financial matters, which is evident in the discourse of Ype “*I think the financial aspect is the hardest to start a business, because everything requires investment*”, and Rosemary “*It’s really hard for me because I don’t have much capital.*”, which is similar to what has been found in research studies that point out financing and access to credit as some of the main obstacles faced by female entrepreneurs (Silva, Lasso & Mainardes, 2016; Jonathan , 2005; RME, 2021).

Another troublesome factor concerns business promotion, as pointed by Hydrangea “*The difficulty of getting a chance to speak about my product, my service*” and Orchid “*I have to think about how I’m going to promote, how I’m going to sell this cake, how to make people desire to buy my product [...], today I can’t afford hiring someone or paid traffic*”. Other factors are related to prejudice, motivational barriers, lack of support, competition, and bureaucracy.

Another highlight observed lies in the reconciliation with daily life activities when doing business from home, where 10 (71.4%) participants say that their main challenge

is time and task management, and 2 (14.2%) participants naturalized this work setting both due to familiarity, as indicated by Bromélia “*Ever since I can remember, this is a home and a company*”, and due to a wide variety of advantages, as indicated by Waterlily “*We don’t have to leave home, take a bus, and so on, so working like this is very good.*”. Also, 9 (64.2%) participants rely on the support of family members and friends, 3 (21.4%) participants state that they are supported by mental health professionals, and 3 (21.4%) participants state that they are supported by other entrepreneurs, and only 1 (7.1%) rely on political and institutional support.

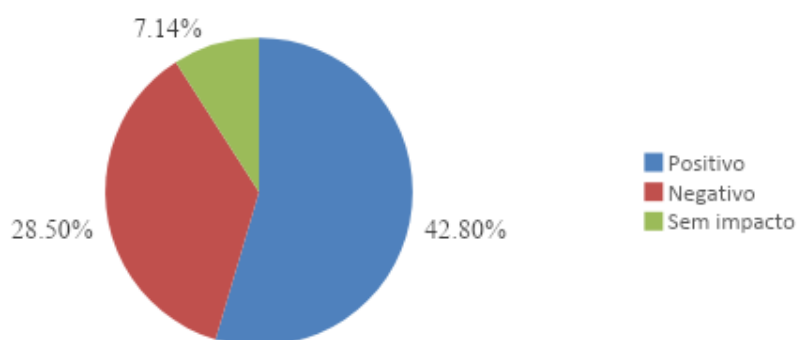
Out of the interviewees, 9 (64.2%) have dependents and received predominantly female support, as evidenced by the following speeches: Carnation “*My sister is the one who helps me [...] and also my grandmother on my father’s side*”, Rosemary “*At home, I count on the support of another woman, my employee*”, Waterlily “*A female neighbor*”. In an interview, the respondent *Tulip* mentions that her family structure is composed of her, her mother, one sister, and one niece. Together, those three women are responsible for the financial costs of the structure and do not rely on the contribution of any male figure, as happens in almost half of the Brazilian homes, which are run by women (IBGE, 2020).

Regarding professional development through education, 5 (35.7%) participants took or are taking business-related courses, most of them offered by the Brazilian Micro and Small Business Support Service [*Serviço Brasileiro de Apoio às Micro e Pequenas Empresas*] (SEBRAE) in the online modality. On the other hand, 6 (42.8%) entrepreneurs did not do any courses and gained knowledge from other sources, as evidenced by the speech of Waterlily “*On Pinterest there is everything you need*” and Hibiscus “*I’ve learnt everything living my life, with my family.*”

In regard to the COVID-19 pandemic, it was evidenced that the pandemic has affected the interviewees' work and income in a different manner, and most of them consider that the impact on their business was positive.

Figure 10

Impact of the COVID 19 pandemic



Note: Made by the author (2022)

As illustrated by the statements of Carnation “*It was something good for the clinic*”, Orchid “*It was wonderful for me. If it wasn't for the pandemic, I wouldn't be here*”, and Azalea “*It was good for me, it brought gains*”. On the other hand, some of the interviewees indicated the need for professional restructuring and reinvention during this period that is considered to be negative, as expressed by Ype's stories: “*We were preparing to go to the airport when the pandemic hit [...] I had an income and it plummeted. Zero income.*” Rosemary affirmed that “*Everything was on hold. We didn't even have money for ourselves*” and Tulip affirmed that “*It was terrible, it was awful. There was one time when the store was closed for 27 days*”. Based on the participants' speech, it is possible to notice the multifaceted nature of the pandemic in terms of economic and psychosocial consequences, which makes the qualitative perspective essential in this type of investigation; after all, the reality observed comes from experience, from the daily lives of the women mentioned. It should be noted that the

7.14% percentage called “No impact” refers to the participant who was not an entrepreneur when the pandemic emerged. This information corroborates the RME study (2020) about the consequences of the pandemic for businesses, which resulted in 36% of female entrepreneurs having no significant impacts on revenue, with variations in terms of increase.

Regarding expectations and future projects, the discourse of most entrepreneurs considers business expansion as an objective to be reached, as demonstrated by Azalea: “*Expanding my brand*”, Hibiscus “*Transforming the burger joint into a franchise*”, and Tulip: “*Opening stores in other places*”. Later, the insertion in the digital market, which may also be understood as a way to expand, was also indicated as a medium- and long-term goal, as exposed by Tulip, when she affirms that “*Selling on the internet, I bought an e-commerce course*”, and Carnation, who says that “*I want to work in the digital market*”. In this respect, the RME research (2021) exposed that, to 62% of the women who start their own business, the impact of digitalization was positive for business, which helps digital marketing being seen as a potential work space. In addition, the future is associated with the brand’s success, as highlighted by Rosemary: “*My dream is that the street market turns into a brand*” and Waterlily: “*Having my atelier and my logo registered*”.

Lastly, personal recognition, related to turning into a reference in female entrepreneurship, is demonstrated by Bromélia: “*I want to show that a woman’s place is everywhere.*” and Orchid: “*I’m encouraging other women, showing them my reality [...] Today I want financial independence and to help other women*”.

Discussion

In light of the data obtained, it is possible to consider diversity as a condition for Brazilian Female Entrepreneurship and, therefore, a predominant aspect in the sample.

Despite all of them having in common the process of starting a business, that is, dedicating time and effort to assume financial and psychosocial risks in aid of financial autonomy, personal fulfilment and satisfaction (Carrijo & Ferreira, 2007), this cannot be considered sufficient for a homogeneous definition of their praxis, as not only were they found in different regional scenarios, but they also showed to be diverse regarding fields of work, interests, ambitions, and lifestyle, as well as in terms of challenges and possibilities of their own entrepreneurship.

Starting from the age aspect, the largest gap occurs between Waterlily and Azalea, respectively 58 and 20 years old, that is, there is a 38-year gap in the sample. Azalea's speech "*The younger you are, the less authority you have*" exposes a phenomenon called ageism or age-based prejudice, which, according to Butler (1980), is a process of systemically stereotyping and discriminating individuals based on age. In this respect, being young ironically is shown to be yet another barrier for female entrepreneurs.

Bromélia's story about the beginning of entrepreneurship corroborates the context explained: "*As I was very young, people would not trust me very much. Both because I was young and because I'm a woman.*" In this excerpt, the lexical redundancy of the adverb "very" is noteworthy, that is, in the main sentence, "very" is being connected to the concept of young, rhetorically opposed in the subordinate clause to the delegitimization of her own credibility.

In fact, the young, in the semantic sense, are connoted with negative attributions, which confirms, as affirmed by Butler (1980) regarding ageism, a discrimination that has already been mentioned by the other above-mentioned interviewee. The same excerpt is followed by a thought that creates lexical correspondence between the prejudice against young people and the socially subordinate condition of being woman, which guides the analysis of the relation between age and gender variables. It should be emphasized that

even though the term ageism can be directed towards the young and adults, most research studies are focused on the elderly (Silva, 2021). However, young women also face this additional barrier when starting their own business.

The second aspect that deserves attention is the gender aspect. The participants revealed a plurality of stories on how sexism penetrates their personal and professional realities, and consequently affects their self-perception as female entrepreneurs. Azalea's speech "*I've already given quotations that clients considered to be too expensive, but I know how much they pay when the company is run by a man.*" may be explained from the Brazilian social, historical, and cultural context pointed by Vieira (2007), in which Brazilian women are still facing prejudice, such as having lower wage levels, caused by the devaluation of their labor, which is considered to be inferior to that attributed to men. One can notice here the maintenance of the overvaluation of male work as compared to female work, a phenomenon that comes from a patriarchal and phallogocentric society, as previously described in manuscript 2.

Later on, the discourses of Bromélia "*Discrediting everything I said*" and Hydrangea "*It seems that our speech is my greatest difficulty, defending my knowledge.*" explain the recurrent systematic silencing and effacement of women's voice in the patriarchal context. Also, this issue can be understood from the perspective of Butler (2014), which follows a tradition in which discourse can perform a regulatory operation of power that tends to naturalize the hegemonic instance and exclude the possibility of thinking about its disruption, corroborating the findings of manuscript 4, in which we discussed the terms used to address female entrepreneurship.

Notably, the discourse in effect is the one of silencing the voice of women, female workers, and female entrepreneurs. The male hegemony of power is noticeable in Rosemary's speech "*Entrepreneur circles are always with men.*"

According to the Brazilian Institute of Geography and Statistics - IBGE (2019), women dedicate more hours to household chores and care, despite being in occupational situations that are similar or equal to men's. According to the annual research carried out with 2,736 female or male entrepreneurs by RME (2021), 75% of female entrepreneurs believe that household and family care hinder more women than men who intend to start their own business, which corroborates Souza's (2020) position that household service is added to the work universe in the reality of women. Such phenomenon leads them to take on long working days and to accumulate intra- and extra-domestic tasks, as illustrated by Water Hyacinth "*Because women's work duty is triple: we're mothers, wives... then we've got to take care of the home and do everything. We've got to stay pretty.*"

Another issue that should be raised is the financial one: a large part of the interviewees is in charge of their family, that is, these women are responsible for the income and maintenance of resources and actively work in aid of more autonomy and economic independence. According to Alberdi (2005) and Carneiro & Oliveira (2008), economic dependence on husband increases fragility, vulnerability, and devaluation in which women are found. The search for financial independence from the partner is well summarized in Water Hyacinth's story "*Today, depending on your husband is terrible. Sooner or later you're gonna get hurt. So, women do need to have their independence*".

From an intersectional perspective, by analyzing and intervening in the world, it is crucial to consider the mechanisms of gender and racial oppression that impact each other interdependently and consequently become intrinsic in racist and sexist constructions of the social representation of Black women (Kilomba, 2019). Ype tells her experience of being a Black female entrepreneur and understands that there is a barrier "*Because of skin color, of the black color*". She also affirms that "*This music style, people*

even expect it to be a Black voice”, introducing the stereotype and classification of Black women within a certain musical genre.

All elements discussed in this article are within the neoliberal economic and political paradigm, from which entrepreneurship does not escape. The stimulation of competition and individualism is exhaustively trumpeted as a way to achieve success, among other values of free market (Dardot & Laval, 2016).

According to Bourdieu (1998):

Neoliberalism tends to favor the separation of economy from social realities and, therefore, the construction, in reality, of an economic system that fits its description in pure theory, which is a type of logical machine presented as a chain of restrictions that regulate economic agents. (p.3).

It is in the process of separation between economy and social reality that entrepreneurship occurs, and such division falls upon the subjectivation processes in the entrepreneurial action. Women are found in such circumstances, and they face challenges, insecurities, and difficulties alone.

Competitiveness is one of the characteristics of the neoliberal ideology, whose competitive nature leads individuals to believe that they are in a game (Carmo et al., 2021). This phenomenon is present in the reality of female entrepreneurs and ends up increasing isolation, as the sharing of ideas, experiences, and information with other female entrepreneurs - mainly the ones in the same field of work - happens within the competitive and individualistic neoliberal atmosphere. Once female entrepreneurs do not count on peer identification, they become “players”.

In analyses that interrelate entrepreneurship and PDW, it is essential to take the lack of parity into consideration, as it is an element of significant influence on pleasure and suffering, especially in terms of pleasure. It is through parity that symbolic reward

occurs, which is an essential link that may only be built with others who somehow have had similar experiences regarding the reality of work (Guedes, 2020). Parity is intrinsic to recognition and, according to Dejours (2007), it is the specific form of symbolic moral reward given by ego, as a compensation for their contribution to the efficacy of work organization, that is, for the engagement of their subjectivity and intelligence. (p. 56)

After all, where does work recognition come from? Who can be considered a peer? Who is in a position to express judgments? This issue appears as a complex “theoretical knot”, typical of PDW in the theme of entrepreneurship. When Guedes (2020) elaborated on the issue, he points out collective grouping as a way to favor recognition for female entrepreneurs; however, as previously said, this grouping occurs in a neoliberal, competitive, and individualistic context, which constitutes a questionable “parity”.

Lastly, this study sought to contribute to the understanding of the substantial plurality of female entrepreneurship in the Brazilian regions, as well as addressing the inequalities, barriers, and challenges that go through the participants’ experience in an intersectional manner, considering the variables of gender, race, the impact of domestic work, pandemic, double work duty, and challenges of starting a business in the neoliberal political and economic scenario.

It should be emphasized that the research does not constitute a crystallized and mature theoretical body. Moreover, it keeps alive a critical and analytical stance regarding the discourses, which are *per se* characterized by the specific complexity of the journeys, experiences, ambitions, and challenges of Brazilian female entrepreneurs.

Addressing entrepreneurship through the lens of PDW constitutes a complex act, not only because it transcends the organization walls, but also because of the careful

exercise of investigating the subjectivation process and the influence of entrepreneurship on women's personal and professional identities.

It is emphasized that PDW has epistemologically limited itself to work and its phenomena in the organizational context. Thus, some doors are opened for the study of entrepreneurship in terms of work sciences that adopt such theoretical perspective.

References

- Alberdi, I. (2005). Cómo reconocer y cómo erradicar la violencia contra las mujeres. Programa de Prevención de la obra social "la Caixa". Violencia: tolerancia cero. *La Caixa*, 9–87.
- Bockorni, B. R. S., & Gomes, A. F. (2021). A amostragem em snowball (bola de neve) em uma pesquisa qualitativa no campo da administração. *Revista de Ciências Empresariais da UNIPAR*, 22(1), 105–117.
<https://doi.org/10.25110/receu.v22i1.8346>
- Bourdieu, P. (1998). The essence of neoliberalism. *Le Monde Diplomatique*.
<https://mondediplo.com/1998/12/08bourdieu>
- Butler, J. (2014). Regulações de gênero. *Cadernos Pagu*, (42).
<https://doi.org/10.1590/0104-8333201400420249>
- Butler, R. N. (1980). Ageism: a foreword. *Journal of Social Issues*, 36(2), 8–11.
- Camargo, B. V., & Justo, A. M. (2013). IRAMUTEQ: um software gratuito para análise de dados textuais. *Temas em Psicologia*, 21(2), 513–518.
- Carneiro, A., & Oliveira, S. (2008). Violência intrafamiliar baseada em gênero com implicação de risco de vida: mulheres abrigadas na Casa Abrigo Maria Haydeé/Rio Mulher/Rio de Janeiro. *XVI Encontro Nacional de Estudos Populacionais*. Caxambú.
<http://abep.org.br/~abeporgb/publicacoes/index.php/anais/article/viewFile/3413/3272>
- Carrijo, M. C., & Ferreira, S. R. R. (2017). Empreendedorismo feminino no Brasil: uma análise a partir de dados do Global Entrepreneurship Monitor (GEM). *Empreendedorismo, Gestão e Negócios*, 6(6), 200–225.
<https://fatece.edu.br/arquivos/arquivos-revistas/empreendedorismo/volume6/12.pdf>

- Dardot, P., & Laval C. (2016). *A nova razão do mundo: ensaio sobre a sociedade neoliberal*. São Paulo: Boitempo.
- Dejours, C. (1999). *Banalização da Injustiça Social* (Luiz Alberto Monjardim, Trans.). Rio de Janeiro: Editora Fundação Getúlio Vargas.
- Dejours, C. (2005). *O fator humano* (Maria Irene Stocco Betiol & Maria José Tonelli, Trad.). Rio de Janeiro: Editora Fundação Getúlio Vargas.
- Dejours, C. (2017). *Psicodinâmica do Trabalho: casos clínicos*. Porto Alegre: Dublinense.
- Elam, A. B., Hughes, D., Guerrero, M., Hill, S., Nawangpalupi, C., et al. (2021). Women's Entrepreneurship 2020/21. *Global Entrepreneurship Monitor*. London: Global Entrepreneurship Research Association. <https://www.gemconsortium.org/report/gem-202021-womens-entrepreneurship-report-thriving-through-crisis>
- GEM Brasil. (2019). *Empreendedorismo no Brasil 2019*. Global Entrepreneurship Monitor. <https://ibqp.org.br/wp-content/uploads/2021/02/Empreendedorismo-no-Brasil-GEM-2019.pdf>.
- Gil, A. C. (1994). *Métodos e técnicas de pesquisa social*. Barueri: Atlas.
- Guedes, A. M., (2020). *Subjetivação da Ação Empreendedora por Mulheres na Perspectiva da Psicodinâmica do Trabalho* (Unpublished doctoral dissertation). Universidade Estadual de Maringá, Maringá, Brazil. <http://www.ppa.uem.br/documentos/020-alexandre-marcelo-coutinho-guedes.pdf>
- Instituto Brasileiro de Geografia e Estatística. (2018). *A posição de chefe de família supera a de cônjuge nos domicílios das mulheres*. Pesquisa Nacional por Amostra de Domicílios (PNAD). Rio de Janeiro: IBGE.

- Instituto Brasileiro de Geografia e Estatística. (2019). *Mulheres dedicam mais horas aos afazeres domésticos e cuidado de pessoas, mesmo em situações ocupacionais iguais a dos homens*. Pesquisa Nacional por Amostra de Domicílios (PNAD). Rio de Janeiro: IBGE.
- Instituto Rede Mulher Empreendedora. (2017). *Perfil do Empreendedorismo no Brasil*. São Paulo: Instituto Rede Mulher Empreendedora.
- Instituto Rede Mulher Empreendedora. (2020). *Empreendedoras e Seus Negócios 2020: Recorte dos Impactos da Pandemia*. São Paulo: Instituto Rede Mulher Empreendedora.
- Instituto Rede Mulher Empreendedora. (2021). *Estudo anual “Mulheres Empreendedoras 2021”*. São Paulo: Instituto Rede Mulher Empreendedora.
- Janesick, V. J. (1998). *Stretching exercises for qualitative researchers*. Thousand Oaks: Sage Publications.
- Jonathan, E. G. (2005). Mulheres empreendedoras: medos, conquistas e qualidade de vida. *Psicologia em Estudo*, 10(3), 373–382. <https://doi.org/10.1590/S1413-73722005000300005>
- Kilomba, G. (2019). *Memórias da plantação: episódios de racismo cotidiano*. Rio de Janeiro: Editora Cobogó.
- Melo, F. N. B., Silva, R. R., & Almeida, T. N. V. (2019). Gênero e Empreendedorismo: Um Estudo Comparativo entre as Abordagens 'Causation e Effectuation'. *Brazilian Business Review*, 16(3), 273–296.
- Nelson, T. D. (2011). Ageism: The Strange Case of Prejudice Against the Older You. In R. Wiener & S. Willborn (Eds.), *Disability and Aging Discrimination*. Nova York: Springer. https://doi.org/10.1007/978-1-4419-6293-5_2.

- Pelagio, E., & Rocha, L. (2017). Modelo de Decisão Effectuation: Uma Alternativa para o Estudo da Criação de Novos Negócios. *Holos*, 8, 211–224. <https://doi.org/10.15628/holos.2016.3140>
- Sampieri, R. H., Collado, C. F., & Lucio, P. B. (2013). *Metodologia da Pesquisa*. Porto Alegre: Penso.
- Santos, C. M., Neto, A. C., Caeiro, M., Versiani, F., & Martins, M. G. (2017). As Mulheres Estão Quebrando As Três Paredes De Vidro? Um Estudo Com Empreendedoras Mineiras. *Economia & Gestão*, 16(45), 126–149. <https://doi.org/10.5752/P.1984-6606.2016v16n45p126>
- Santos, N. M., Antloga, C. S., Carvalho, A. L., Andrade, M. B. (2021). Brazilian Entrepreneur: Integrative Review of Publications About the Profile of the Female Brazilian Entrepreneur. *Revista Negócios em Projeção*, 12(1), 127–143. <http://revista.faculdadeprojecao.edu.br/index.php/Projecao1/article/view/1715>
- Sebrae. (2019). Empreendedorismo Feminino Como Tendência De Negócios. Salvador: Sebrae. https://www.sebrae.com.br/Sebrae/Portal%20Sebrae/UFs/BA/Anexos/Empreendedorismo_feminino_como_tend%C3%Aancia_de_neg%C3%B3cios.pdf
- Silva, M. F., Silva, D. S. M., Bacurau, A. G. M., Francisco P. M. S. B., Assumpção D., Neri A. L., et al. (2021). Ageísmo contra idosos no contexto da pandemia da covid-19: uma revisão integrativa. *Revista de Saúde Pública*, 55(4). <https://doi.org/10.11606/s1518-8787.2021055003082>
- Silva, M. S. da, Lasso, S. V., & Mainardes, E. W. (2016). Características do Empreendedorismo Feminino no Brasil. *Revista Gestão E Desenvolvimento*, 13(2), 150–167. <https://doi.org/10.25112/rgd.v13i2.370>
- Souza, C. (2020). A mulher de negócios no discurso do trabalho feminino. *Revista Katylisis*. <https://doi.org/10.1590/1982-02592020v23n3p700>

- Souza, M. J., Trindade, F., Freire, R., & Lyra, F. R. (2016). Potencial Empreendedor de Empresárias do Setor Turístico de Florianópolis (SC). *Alcance*, 23(4), 455–474. <https://doi.org/10.14210/alcance.v23n4>
- Vieira, A. (2007). *A Expansão do Trabalho Feminino no Setor de Serviços: Uma análise nas Cinco Regiões do Brasil* (Final Paper). Universidade Federal de Santa Catarina, Florianópolis, Brasil. <https://repositorio.ufsc.br/xmlui/handle/123456789/122178>
- Vinuto, J. (2014). A amostragem em bola de neve na pesquisa qualitativa: um debate em aberto. *Temáticas*, 22(44), 203–220. <https://doi.org/10.20396/tematicas.v22i44.10977>

Attachments

Attachment 1



Universidade de Brasília

Programa de Pós-Graduação em Psicologia Clínica e Cultura

Roteiro de Entrevista sobre Empreendedorismo Feminino

Questões Sociodemográficas

Idade: _____
 Escolaridade: _____
 Tempo na atividade: _____
 Horário de trabalho: _____
 Estado Civil: _____
 Filhos () NÃO () SIM – Quantos? _____
 Com qual cor se identifica? _____
 Onde mora? _____
 Onde trabalha? _____

Questões de Pesquisa

1 – Me conte a história do que te levou a empreender?

Necessidade/oportunidade

Histórico familiar

Gestão casa/trabalho

Falta de oportunidade no mercado de trabalho formal

2 – Há quanto tempo você exerce essa atividade?

3 – Quais são os desafios que você enfrenta para empreender?

4 – Como a pandemia do COVID-19 impactou o seu empreendimento?

5 – Das dificuldades enfrentadas, você acha que algumas delas ocorrem por ser mulher? Mulher e Negra?

6 – Você já fez algum curso sobre empreendedorismo ou sobre o seu negócio, especificamente? Um curso desses deveria ter que formato?

7 – Com quanto você contribui para a renda da sua família?

8 – Status civil; filhos; quantos; idade; típica? Você é responsável pelo cuidado de alguém da sua família?

A literatura científica sobre o empreendedorismo feminino aponta que essa atividade acaba sendo uma – única – opção para mulher conciliar trabalho e família. Como foi isso para você?

IPD



Programa de Pós-Graduação em Psicologia Clínica e Cultura

Os estudos também indicam que para cuidar de filhos, casa e trabalho, as empreendedoras recorrem a diferentes fontes de suporte. No seu caso, você conta com algum suporte? Quem?

9 – Em algumas situações o empreender ocorre no ambiente doméstico. Como isso ocorre para você?

10 – Quando você pensa no seu negócio, quais sonhos te vêm em mente?

11 – Quando você precisa falar sobre o seu negócio, com quem você fala?

IPD

Universidade de Brasília, Instituto de Psicologia, Campus Universitário Darcy Ribeiro, 70.910-900 Brasília, DF
Telefones (61) 3107-6817 – E-mail: ipd@unb.br – Home Page: www.ip.unb.br

Attachment 2



UNIVERSIDADE DE BRASÍLIA

TERMO DE CONSETIMENTO LIVRE E ESCLARECIDO

Você está sendo convidado a participar da pesquisa “Desenho Conceitual sobre o Empreendedorismo no Brasil”, sob responsabilidade da doutoranda Noemia de Moraes e das alunas Letícia Carolina, Juliana Vasconcelos e Maria Eduarda Sobral. O objetivo desta pesquisa é oferecer subsídios conceituais e metodológicos acerca da temática empreendedorismo no Brasil.

Assim, gostaria de consultá-la sobre seu interesse e disponibilidade de cooperar com a pesquisa. Você receberá todos os esclarecimentos necessários antes, durante e após a finalização da pesquisa, e seu nome não será divulgado, sendo mantido o mais rigoroso sigilo mediante a omissão total de informações que permitam identificá-la. Os dados provenientes de sua participação na pesquisa, ficarão sob a guarda das pesquisadoras responsáveis. A coleta de dados será realizada por meio de entrevista individual com aplicação de questionário com 10 perguntas.

Espera-se com esta pesquisa compreender melhor várias situações provenientes da atividade empreendedora, suas características e seus desafios, visando uma contribuição para o enriquecimento literário acerca do tema pesquisado. Sua participação é voluntária e livre de qualquer remuneração ou benefício. Você é livre para recusar-se a participar, retirar seu consentimento ou interromper sua participação a qualquer momento. A recusa em participar não irá acarretar qualquer penalidade ou perda de benefícios. O contato de e-mail da pesquisadora responsável é santos.morais.noemia@gmail.com. Em caso de dúvida ou sugestões, entre em contato. Este documento foi elaborado em duas vias, uma ficará com o(a) pesquisador(a) responsável pela pesquisa e a outra com o senhor(a).

NOEMIA DE MORAIS SANTOS
PESQUISADORA

PARTICIPANTE

FINAL CONSIDERATIONS

Starting a business is not being a businessperson. Starting a business is doing the impossible with scarce resources in the face of adverse situations. This is what women do in several contexts to live, survive, study, work. Although entrepreneurship has shown to be a solution for women, we cannot delegate to this activity a responsibility that should be borne by society and state in terms of proposition of labor equity between men and women.

When one thinks about entrepreneurship as something every woman does in several contexts, I believe that it is important to talk about me here (so as not to make the mistake of making the efforts in female work invisible...), as a woman, as a researcher, and as an entrepreneur: I used all possible resources that were available to me the best I could so that today I could dare to be the first PhD student in my family. It was an absolutely arduous and very lonely journey, but I can say that I won. How many women win? How many women get lost on the way? The creation of public policies that guarantee some kind of equity to Brazilian women when they undertake their projects. One has to apply to education, care work support, access to financing, continuing education, networking, among other forms of support for women.

In regard to the **contributions** of this doctoral thesis, the intention is that, with the fulfillment of the objectives proposed initially, it is possible to raise awareness among authorities about the urgency of a deep debate on female entrepreneurship, as well as on immediate and urgent support actions for female entrepreneurs.

Regarding manuscript 1, it is necessary to recognize the existence of a dominant elite in Brazil so that, from this, public policies that minimize the dimension of social inequality can be created. Without this, work relations will continue to be unequal in

terms of gender, race, and class. From slavery to underemployment and jeopardization, work relations are, as a general rule, defined, even though exceptions can be observed.

Manuscript 2 addresses female entrepreneurship in light of the psychodynamics of female work, in which themes such as race and social class deserve attention. Talking about less privileged women who start businesses is talking about “**eu**preneurship”, that is, a woman who needs to work and who, due to several reasons, was her own employer, employee, and work tool.

Resorting to Nogueira, Pestana, and Rodrigues (2020), one can defend the need for a sociosexual division of care work, all the work performed within the private scope, taking care of the domestic structure, of children, the elderly, all the dependents in general, so that women can work in better conditions, not only in entrepreneurship, but in all fields. Besides, the psychodynamic approach, based on aspects of philosophy, sociology, psychology, and linguistics, has much to offer regarding the work performed by women in entrepreneurship.

In manuscript 3, a review of the literature on Brazilian Female Entrepreneurship is presented. In the study, it was possible to see how the research theme has been developed in the country. The fragility of some studies shows us some paths yet to be explored, such as a better description of sociodemographic data, like race/ethnicity; number of children; social/professional context, among others. Moreover, a higher incidence of qualitative studies and the prevalence of Administration as the field with the highest number of articles. And, also, the need for internationalization of these studies through publishing translations into English.

Manuscript 4, in turn, brought a reflection on the etymology of the Portuguese term *empreender*, as well as its use in masculine, even when referring to a group of women. Believing that words carry along stories of social transformations, this work does

not only defend the use of a gender-neutral language, but also the use of feminine when referring to women in Portuguese.

The study intended, through the software *Iramuteq*, to present the terms resulting from the analyses of abstracts in Portuguese and English, when the central theme of the studies were Brazilian Female Entrepreneurship. In this context, the study presented the term *Empreendedor* at the center of the discourse, even when in Portuguese language the feminine version could be adopted, that is, *empreendedora*. It is essential to use terms in feminine when referring to women.

In regard to **manuscript 5**, a pilot study was proposed with female entrepreneurs in the Federal District, in Brazil. In this study, the results pointed that women with children counted on more than one source of support to start their own business. It was also verified that, to some of them, having a partner was defined as a negative impact for the activity. In addition, most of them were the only or main provider of the family nucleus.

Regarding study/training, most respondents said that they use Sebrae courses and/or digital platforms such as YouTube and Google, and most of them also mentioned that they started their own business out of necessity.

In the referred sample, none of the respondents declared to be Black, but 7 declared to be *Parda* [mixed-race]. The result emphasizes the importance of more studies that show the particularities and difficulties that Black, *Parda*, Indigenous, Trans women have when starting a business, especially in a country in which 52% of the population is not White and where 40% of the productive activity happens informally. Hearing the so called “minorities” may enrich the debate on entrepreneurship.

These women declared, as aspirations, that they desired that the enterprise and sales grew and that they could become a reference in their respective fields.

Lastly, **manuscript 6** points out that informal activities impact formal activity. Thus, '*eupreneurship*' brings relevant overload and prevents the creation of collective coping strategies. Corroborating prior studies, this research also indicated the financial issue as an obstacle for the creation and maintenance of businesses created by women. Moreover, reproductive work intersectionalities demonstrated a relevant impact on productive work.

The lack of a quantitative research instrument, as well as the access to more samples and distinguished contexts for a potential data generalization, are pointed out as **limitations** of this doctoral thesis.

Lastly, this research project was developed during the COVID-19 pandemic, a time in which contact between people became more restricted, plans, projects, and outlines went through changes, as well as physical and emotional problems, all of which, in certain moments, precluded the full development of the activities.

Regarding the research agenda, it is proposed: a) to search for a quantitative research instrument for translation and validation in Brazil; b) to develop a study with data collection in Italy; to carry out a cross-cultural data analysis.

Considering that this study was developed in a postgraduate studies program in clinical psychology and culture, we understand that an intervention agenda also becomes relevant. Thus, events for the promotion of the results, lectures for raising awareness with organizations that work with entrepreneurship and search for announcements that may finance a national study on the theme, with intersectional characteristics, are planned.

References

Antloga, C., Monteiro, R., Maia, Porto, M. & Maciel, M. (2020). Trabalho Feminino:

Uma Revisão Sistemática da Literatura em Psicodinâmica do Trabalho.

Psicologia Teoria e Pesquisa. 36. 10.1590/0102.3772e36nspe2.

Nogueira, C. M., Pestana, B. M. & Rodrigues, G.(2020). As relações sociais de gênero e

a divisão sociosexual do trabalho. In Antloga, C., Carmo, M. M. & Santos, N.

M. (Orgs.). Trabalho Feminino: Desafios e Perspectivas no Brasil. (pp. 21-44).

Curitiba: Appris.