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## Book Review

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**Women's Entrepreneurship in Global and Local Contexts**  
**by: Cristina Díaz-García, Candida Brush, Elizabeth Gatewood and**  
**Friederike Welter (Eds.)**  
**Published 2016**  
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In the past, entrepreneurship was considered to be a male-dominated sector (Anggadwita et al., 2015; Berg, 1997; Brush, 1992). Today, women entrepreneurs are growing in numbers as is their importance in society. Women entrepreneurs and their role in the economy are of interest to researchers, policymakers and the general population (Colette and Johnston, 2007; Hisrich et al., 2006; Welter and Smallbone, 2010; Ramadani et al., 2013, 2015; Ratten, 2016). There are several reasons for this interest and the need for research in this area (Baker et al., 1997; OECD, 2004):

- a Male entrepreneurs have been recognised as an important source of economic growth, considering that they create new jobs for themselves and others, provide different solutions to management, organisation and business problems and obstacles as well as the exploitation of new business opportunities.
- b Male entrepreneurship was traditionally neglected both in society in general and in the social sciences, considering that mainstream research, policies and programs tend to be 'men streamed'.

Despite the obstacles women face while starting and managing their businesses, more and more women establish their own enterprises. Although women entrepreneurship is on the rise, might growth increase further if barriers are eliminated or at least reduced? We are in favour of structural reforms to facilitate the creation new ventures as suggested by OECD (1998):

- 1 *Economic*: Women entrepreneurs create jobs for themselves and others. The creation of private firms by women allows capitalisation of experience, acquired skills and obtained trainings.

- 2 *Sociological*: The establishment of private enterprises as an alternative to unemployment of women would give them the opportunity to balance work and family responsibilities, and there will also be achievement in family welfare and improvement of social cohesion. This will be the real challenges for women entrepreneurs.
- 3 *Political*: Establishment of small enterprises owned by women can help in reducing the disparity between men and women, it would increase women's autonomy and their opportunity to have a more active and representative role in the country's economic and political life.

The book *Women's Entrepreneurship in Global and Local Contexts*, edited by leading scholars in the field of women entrepreneurship, Cristina Díaz-García, Candida G. Brush, Elizabeth J. Gatewood and Friederike Welter is the fifth in the series of books published in partnership between Edward Elgar Publishing and Diana International Research Network. It represents a comprehensive state-of-the-art picture of women entrepreneurship issues and beside theoretical background, provides a mosaic of empirical evidence that is very likely to offer a brighter view of this field from the perspective of different countries and contexts. In this line, the renowned scholar from Babson College, Patricia Greene will say:

“This carefully curated set of papers moves the gendered discussion of women's entrepreneurship from the micro to macro perspective while looking at critically important topics such as political empowerment, innovation and technology, industrial distribution, and, of course, access to capital. The book is especially important in looking at these issues across a variety of global environments. The papers are thoughtful and well-researched and provide a strong foundation for anyone looking to learn and advance this field”.<sup>1</sup>

This book is an outcome of long lasting endeavour and it includes contributions of 33 motivated scholars from a wide range of countries. The authors have done a tremendous job of pulling together all the information on women entrepreneurship in the local and global context. In addition, the included information and statistics in the book are current and well-researched.

This book, beside introduction, consists of 13 chapters, cleverly organised into three parts:

- 1 institutional factors explaining women entrepreneurship
- 2 meso-organisational structures and institutions influencing women entrepreneurs
- 3 women entrepreneurship as embedded agency: entrepreneurial intention, firm creation and management.

Part one, *Institutional factors explaining women entrepreneurship*, features four chapters, such as: The role of gendered institutional contexts in the rate and type of women's entrepreneurship across countries (written by Matilde Ruiz Arroyo, Maria del Mar Fuentes and Ana Maria Bojica); Business and occupational crowding: implications for female entrepreneurship development and success (Ruta Aidis); Innovation and women's entrepreneurship – (why) are women entrepreneurs less innovative? (Teita Bijedic, Siegrun Brink, Kerstin Ettl, Silke Kriwoluzky, Friederike Welter); Strategies and policies influencing entrepreneurial start-up decisions: evidence from Tanzanian female entrepreneurs (Dina Nziku).

Part two, *Meso-organisational structures and institutions influencing women entrepreneurs*, consists of five chapters: The gendered contextualisation of SME cooperation in urban East Africa (Malin Tillmar); Management in small firms run by women: a case study of handicraft exporters (Janina V. León); Supporting artisan communities through social entrepreneurship in Kenya: an exploration of Soko (Alanna Ford and Sarah Cooper); Empowering women through social entrepreneurship with innovative business models: cases from Turkey (Duygu Uygur, Elif Bezal Kahraman and Gonca Gunay); Financing high-growth women-owned enterprises: evidence from the United States (Susan Coleman and Alicia Robb).

Part three, *Women entrepreneurship as embedded agency: entrepreneurial intention, firm creation and management*, features four chapters: The entrepreneurial potential of Spanish university women based on a psychosocial model (José C. Sánchez-García and Brizeida R. Hernández-Sánchez); Entrepreneurial intention of young Lebanese students; an overview of a gender study (Laurice Alexandre); An exploration of Icelandic marketing women entrepreneurs (Guja Armandottir, Clare Brindley, Carley Foster, Daniel Wheatley and Christopher Pich); Women entrepreneurs and performance: evidence from Italy (Michela Mari, Sara Pogessi and Luisa De Vita).

We expect that these assembled chapters will draw attention and bring an interesting and considerable contribution to the field of women entrepreneurship, primarily in terms of elucidating the importance of this field in specific contexts. We trust this book would be very welcomed by students, scholars, practitioners, policymakers all over the world, who are interested to know more about women entrepreneurship in global and local contexts. We would highly recommend this book to all entrepreneurship scholars as a great, well written and fascinating book. This book is absolutely a key reference book and the most comprehensive examination of women entrepreneurship research in the world. Overall, we found the book a delight to read.

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## Notes

- 1 [https://www.amazon.co.uk/d/cka/Womens-Entrepreneurship-Global-Local-Contexts-Cristina-Diaz-Garcia/178471741X/ref=sr\\_1\\_9?ie=UTF8&qid=1484422807&sr=8-9&keywords=candida+brush](https://www.amazon.co.uk/d/cka/Womens-Entrepreneurship-Global-Local-Contexts-Cristina-Diaz-Garcia/178471741X/ref=sr_1_9?ie=UTF8&qid=1484422807&sr=8-9&keywords=candida+brush).