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# A QUALITATIVE EXPLORATION OF HOW TO IMPROVE MENTORING FOR WOMEN ENTREPRENEURS

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# A QUALITATIVE EXPLORATION OF HOW TO IMPROVE MENTORING FOR WOMEN ENTREPRENEURS

- What model of entrepreneurship is practised by women entrepreneurs?
- What is the definition of success for women entrepreneurs?
- Does the experience of mentoring contribute to business success?
- What are the effects of the rural context on the suitability of mentoring for women entrepreneurs?
- What are the elements of a successful mentoring relationship for women entrepreneurs in a rural economy?
- Does the gender of mentors affect the success of mentoring relationships for women entrepreneurs?
- What do successful mentors feel about the importance of mentoring for women entrepreneurs.

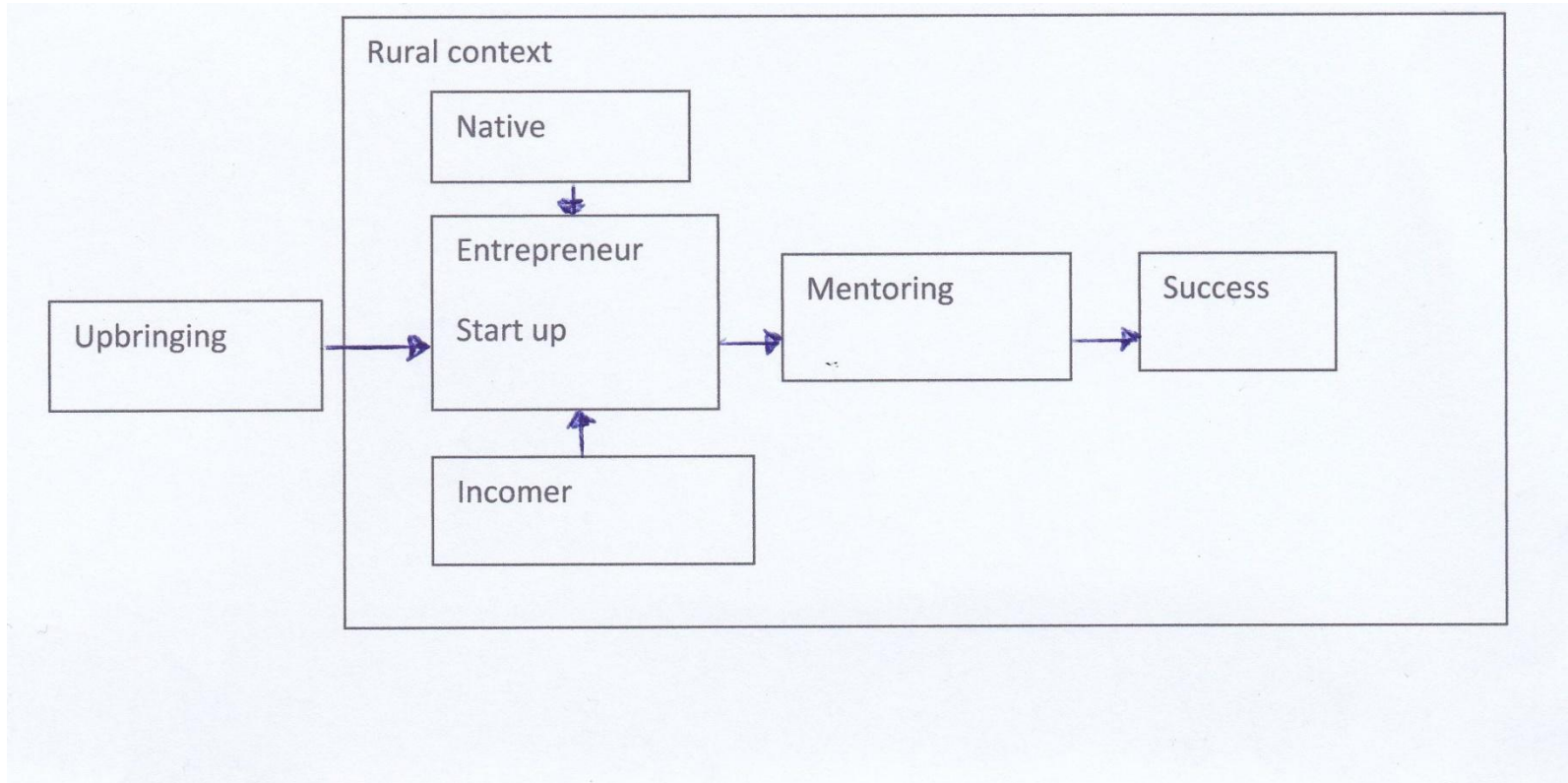


# LITERATURE — MODELS AND FRAMEWORKS

- Women entrepreneurs: the untapped potential. (FSB, 2016)
- Parental role models (Eesley and Wang, 2017).
- “Nexus” entrepreneurs: “externally financed non-family, profit-focused growth ventures in developed economies.. .run by...educationally and economically privileged men with their eyes on the prize of a lucrative 'exit' event” (Baker and Welter, 2017)
- “rural entrepreneurship” (RE) or “entrepreneurship in the rural” (EIR) (Korsgaard, Muller and Tanvig, 2015).
- Incomers (joia) or natives (bijuteria)? Nelson, Santana and Wood (2016)
- Mentoring roles (St Jean, 2012)



# CONCEPTUAL FRAMEWORK



# METHODOLOGY

- 24 in depth, qualitative interviews
  - 12 natives
  - 12 incomers
- 6 interviews with mentors
  - Sourced by snowball sampling from respondents
- Data analysis
  - Thematic analysis
  - Gioia et al (2006) method
- Limitations
  - Small sample size, Devon
  - Embedded researcher
  - Mentored/successful women only



# FINDINGS

- Themes:
  - upbringing;
  - motivation to become an entrepreneur;
  - elements of mentoring;
  - gender;
  - rural context;
  - success
- Aggregate dimensions:
  - entrepreneurial enablers,
  - entrepreneurial motivation
  - entrepreneurial support.



# CONCLUSIONS

- Implications for research
  - Mentoring is only part of the picture
  - What other factors are important for success for women entrepreneurs in a rural context?
- Implications for policy
  - Entrepreneurship should be introduced to the curriculum
  - The rural context is changing. Internet connection blurs RE:EIR
  - Peer mentoring should be resourced rather than general business mentor programmes.





# REVISED CONCEPTUAL FRAMEWORK

