CALL FOR CHAPTERS
Chapter Proposals Due: December 18th, 2015
Full Chapters Due: August 31st, 2016

WOMEN’S ENTREPRENEURSHIP: GOING BEYOND THE GENDER-NEUTRAL APPROACH

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Introduction
There is increasing recognition that female entrepreneurs are the new engines for inclusive and sustainable growth (GEM 2012). A variety of stakeholders have indicated that they are the ‘rising stars of the economies’, the ‘untapped source of economic growth and development’, ‘the way forward’, and the ‘new women’s movement’ (Vossenberg 2013). By 2020, it is estimated that 870 million women will enter the economic mainstream for the first time, which may affect GDP growth rates and productivity, increasing it by as much as 34% and 25% respectively in some countries (World Bank 2011). It is thus becoming ever more certain that women’s entrepreneurship is, and will continue to be, a formidable force of socio-economic development (Minniti and Naudé 2010).

Although women make up 48% of all entrepreneurial activity on the global scale, men overwhelmingly outnumber women in high-tech industries (GEM 2012; World Bank 2011), which receive the most attention from media and public sector (Marlow 2002). Nevertheless, women’s entrepreneurial activity is clustered in low-growth and low-skilled business sectors ‘which are pejoratively labeled as mice, failure, and plodder compared with high-growth gazelle businesses that are commonly associated with men’ (Gupta et al., 2009). Furthermore, the entrepreneurial gender-gap varies widely and in some countries female entrepreneurs represent a substantial yet unrecognized source of socio-economic development (Carter and Marlow and McAdam 2013; Henry and Kennedy 2003; Vossenberg 2013).

Although, the impressive expansion of scholarly interest and activity in the field of women’s entrepreneurship within recent years has done much to correct the historical inattention paid to female entrepreneurs and their initiatives. Nevertheless, women’s entrepreneurship literature tends to focus on a direct relationship between the general conditions and arrangements in the overall entrepreneurial environment (for both male and female entrepreneurs) and women’s entrepreneurial activity (Ahl 2006; Brush et al. 2009; Hughes et al. 2012; Tedmanson et al. 2012). This approach ignores the research which suggests that gender-differences should be conceptualized as fluid processes, rooted within a historical context, which informs and sustains the normative, hierarchical subordination that shapes women’s life chances (Marlow and McAdam 2013). As the field continues to develop and mature, there are increasingly strong calls for scholars to take their research in new directions. Most importantly, calls have been made for future research to ‘contextualize’ and enrich the ‘vastly understudied’ field of WE (De Bruin et al. 2006, p. 585) by going
beyond biologically essentialized identities and questioning gendered hierarchies and structural constructions embedded within highly informed conceptual frameworks (Ahl 2006; Ahl and Marlow 2012; Brush, de Bruin and Welter 2009; de Bruin, Brush, and Welter 2007). Thus, shifting the focus towards the ‘more silent feminine personal end’ of entrepreneurial process (Bird and Brush 2002, p. 57).

Call for Chapters
With this introduction, the aim of this book is to further explore the contextual embeddedness of women’s entrepreneurship and to co-create knowledge and expertise that can feed joint learning, innovative practices and evidence-based policymaking for successful women’s entrepreneurship promotion and gender-just inclusive growth around the globe.

We are seeking chapter contributions reflecting different perspectives, and methodological approaches that explores women’s entrepreneurship at the macro, meso or micro level of analysis, and across a range of international economic contexts, cultures or industry sectors. Chapters are particularly sought from researchers in geographic regions not currently or sufficiently represented in the women entrepreneurship literature, specifically Africa, Asia and South America. While empirical contributions are strongly encouraged, theoretical and conceptual papers which address the contextualization of women’s entrepreneurship and wider aspects of the gender debate within entrepreneurship are particularly welcome.

Specific topics that would be of interest to the special issue editors include, but not exclusively so, the following:

- Why does the entrepreneurial gender-gap persist? Examples of successful initiatives, policies and resources for closing the gender-gap.
- Regulatory institutional embeddedness; legal barriers and procedures; lack of government support in terms of policy, laws and services; inheritance, property and marriage laws; access to capital.
- Normative institutional embeddedness; gender role attitudes; women empowerment and gender equality; cultural and religious constraints; association of entrepreneurship with traditional male stereotypes.

Regardless of the specific topic, we look for two types of contributions:

1. Literature reviews that survey critical points in current literature relevant to the topic. Reviews should describe, summarize, and critically evaluate previous work relating to the topic. These reviews must make a significant contribution to our understanding of the topic by providing integrative framework(s) and paths for further research.
2. Conceptual, methodological, or empirical studies, such as meta-analyses, qualitative studies, experiments, or surveys, that contribute in some of the following ways:
   i. A conceptual study might improve conceptual definitions of original constructs, develop an improved theoretical rationale for existing linkages, identify and conceptually define additional constructs to include within existing conceptual frameworks, or develop theoretical linkages along with an accompanying rationale that suggest more comprehensive integrative frameworks for understanding the topic.
   ii. Methodological entries might examine changes in the design of prior studies or modifications in experimental procedures that, for example, enhance the validity of statistical conclusions or increase the experimental realism of the experiment.
   iii. An empirical study could examine how, at a practical level, organizations deal with the complexities of sustainability when designing, developing, implementing, or making...
incremental changes to entrepreneurship. Such examinations could span the corporate, organizational, and managerial levels, as well as different functional departments.

The text will be published in English. To ensure an engaging text for the target audience (see below), chapters should be accessible; something similar to Harvard Business Review’s style would be ideal. Although the methodology should be described, especially in conceptual, methodological, and empirical papers, the focus in most chapters should be less pronounced than it would be in traditional academic articles; part(s) of the methodology even might appear in an appendix or sidebars. All chapters should include theoretical contributions and implications for different stakeholders. The editors will be happy to discuss whether a particular chapter is of an appropriate style.

Target audience
This text will target various audiences, including the following: academics who teach and/or research the impact of women’s entrepreneurship; policy makers and practitioners; and doctoral students in the discipline.

Submission process
1. **Expression of Interest and chapter proposal:** Potential authors are invited to submit, on or before December 18th, 2015, a brief, **two page proposal** that clearly explains the intended contributions of their chapter, as well as the intended methodology/approach. Proposals submitted must not have been published, accepted for publication, or under consideration for publication anywhere else. The first page of the proposal should contain the title of the intended chapter, as well as the authors’ names and full contact details. Proposals should be submitted via e-mail in a single Word file (as ‘.doc’) to:

   Shumaila Yousafzai: YousafzaiS@cf.ac.uk

2. **Confirmation of invitation to submit full chapter:** The purpose of reviewing the proposals is to identify those potential chapters that fit the overall theme of the research anthology. In some cases, we may propose suggested changes to align the proposed chapter better with the anthology; such changes will take place in a dialogue with the authors. By January 31st, 2016, potential authors will be notified about the status of their proposed chapter and, when accepted, receive further information regarding the submission process, including the formatting guidelines.

3. **Final Submission:** Final submissions should be approximately 5,000 - 6,000 words in length, excluding references, figures, tables, and appendices. All chapters will be double-blind reviewed by colleagues knowledgeable about social responsibility, value chain management, and related disciplines; authors therefore should not identify themselves in the body of their chapter. Full chapters should be submitted no later than by the final deadline of August 31, 2016 via an e-mail in a single Word file (as ‘.doc’) to: YousafzaiS@cf.ac.uk.

4. **Timetable:** The book is scheduled to be published in Fall 2017. The following timetable/deadline dates are given for your information:
   (1) Submission of the full Chapters – by August 31st 2016.
   (2) First Feedback from reviewers – by October 31st 2016.
   (3) Submission of the revised papers – by December 31st 2016.
   (4) Expected delivery date to the Publisher – by May 2017.

References


Vossenberg, S. 2013. "Women Entrepreneurship Promotion in Developing Countries: What explains the gender gap in entrepreneurship and how to close it?" Maastricht School of Management