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TAKE 2020 Submission 103

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Submission 103

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| Title: | Women's Entrepreneurship and Internationalization |
| Author keywords: | Female Entrepreneurship Internationalization Innovation Factor Analysis Multiple Linear Regression Cluster Analysis |
| Abstract: | <p>The main objective of this study is to analyze the role that female entrepreneurship plays in the process of internationalization of companies. The research was based on a quantitative analysis of data from companies belonging to 35 countries in Europe and Central Asia. In this analysis, several multivariate statistical techniques were used, namely Factor Analysis, Multiple Linear Regression, as well as Cluster Analysis with the intention of achieving the originally established purpose. Nevertheless, in a first phase, a literature review was carried out, fruitful for the identification of the hypotheses under study as well as the recognition of a set of explanatory variables of internationalization, female entrepreneurship and innovation.</p> <p>The results of the study suggest that female entrepreneurship does not play a major role in the process of internationalization of companies, which can be justified by the high capital constraints to which women entrepreneurs are subject. There are cultural and social barriers that affect the decision of women entrepreneurs to internationalize. Nevertheless, it is concluded that there is indeed an interdependence between internationalization and innovation. Internationalized companies benefit from internationalization, because they have more opportunities to learn and improve organizational knowledge than national companies, which can lead to innovation as well as companies that innovate are motivated for international diversification to obtain greater returns on their investments in innovation.</p> |
| Submitted: | May 31, 18:19 GMT |
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