

Opportunities and Challenges for Female Entrepreneurship; European female entrepreneurs and social value creation in rural UK

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European Female Entrepreneurs: Embeddedness, Social value creation and identity

- ▶ In second year of my PHD and currently doing fieldwork.
- ▶ Considering migration from Entrepreneurship and Gender lens ; interested in different ways entrepreneurship might help female migrants to construct their identity in the rural context.



European Female Entrepreneurs: Embeddedness, Social value creation and identity

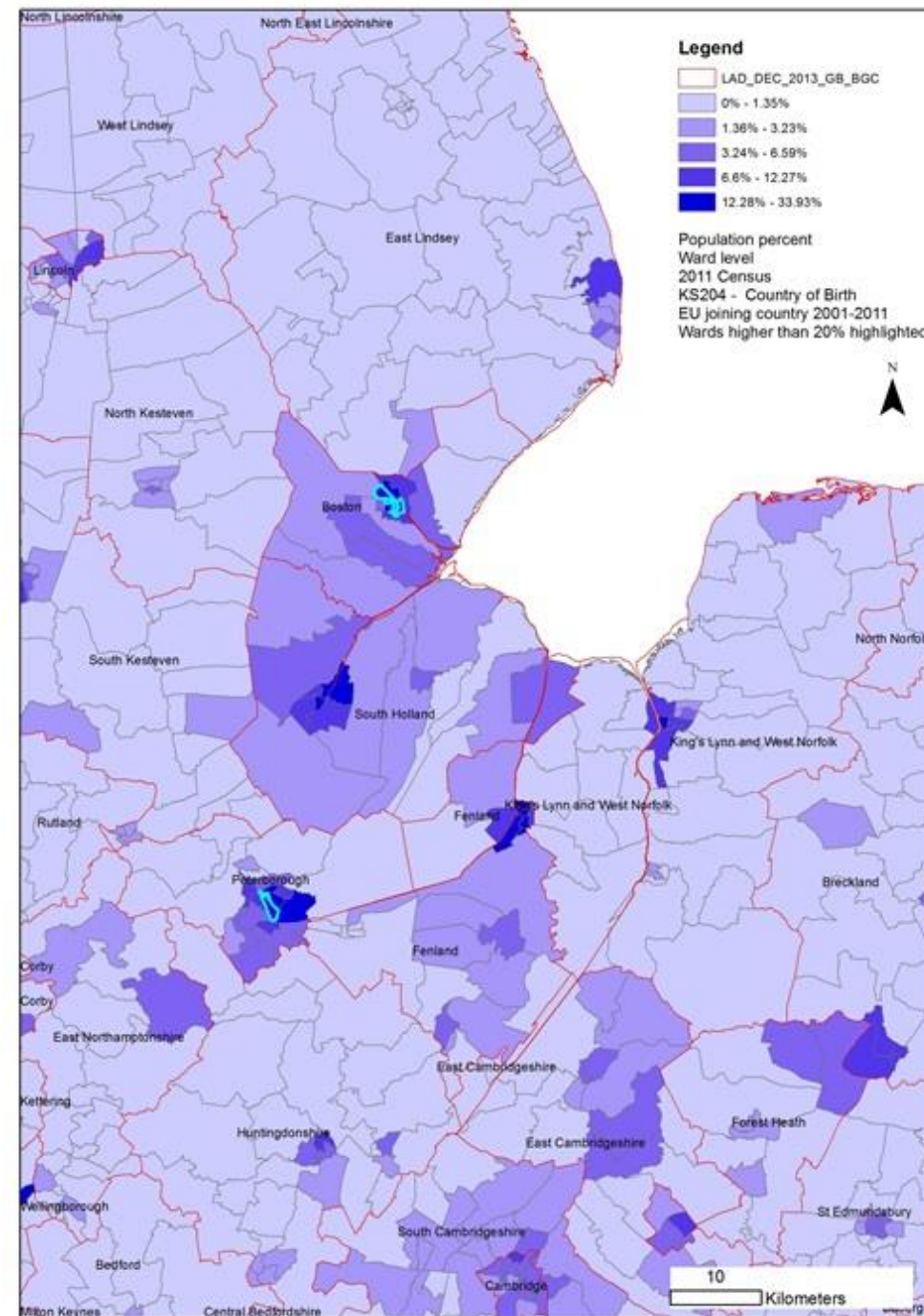
- I. Why rural Lincolnshire?
- II. Why European females?
- III. What is a female migrant business in the rural context ?
- IV. What does social value creation and embeddedness approach bring to our understanding of MFE's experience in rural Lincolnshire?
- V. What are the relationships between entrepreneurial activities and identity creation?
 - ❑ How are these experienced by a highly-skilled woman entrepreneur in rural Lincolnshire?



EU Joining Country 2001-2011, by percent in England, Lincolnshire

Wards higher than 20% highlighted

- 13% of the East Midlands share of EU Accession migrants live in the districts of Boston and South Holland
- Boston is the least integrated place in the county (Policy Exchange, 2016)
 - Identity integration
 - Structural integration



Tracing Entrepreneurial activities in Lincolnshire

- ▶ 88% of Lincolnshire's business are microenterprises (employing fewer than 10 FTEs)
- ▶ 46,400 self-employed (10.4%) Lincolnshire – This is higher than the regional average (7.9%) and the national average (9.1%)
- ▶ 14.1% of CEE females are self-employed –higher than any other group of migrants in the UK
- ▶ 15.91% of A8 women attained the tertiary education level



European Female migrants Historical context & Gender studies

- ▶ Historical context of CEE immigration to rural areas:
 - Coastal and other leisure-centred localities (where they might engage in hospitality and catering services)
 - Short term jobs in:
 - ✓ Agriculture
 - ✓ food processing
- ▶ Females in a context of family and followers of their male partners
 - Focus on those struggling to make end meet and scrutinize different ways these females are discriminated (Morokvasic, 1984; Kofman, 2012, Pessar in this issue)
- ▶ Low level of education and how this constructs the European female identity as “other” (Pio and Essers 2014).
- ▶ little acknowledge the skills and education new females bring to rural



European Female migrants Historical context & Gender studies

- ▶ New pattern of migration to rural and diversity (Barrett and Vershinina, 2016).
- ▶ The concept “superdiversity” coined by Vertovec (2007) to encapsulate this social complexity and to question:
 - Gender identities produce as a result of intersectionality between gender, class and race which are central axes of inequality
 - Power relation and dominance to choose or alter gender identities at will
 - How the old pattern relates to the new pattern and how it impacts the way people interact with each other
- ▶ This research is going to discover: How a highly-skilled and educated European female decenter “otherness” associated with old pattern of migration and how she uses entrepreneurship to influence the power relation and produce a new identity as a “business woman”



Entrepreneurship & Social value creation

- ▶ Social value creation is mainly discussed in a context of social entrepreneurship (SE)
- ▶ Constrain our understanding of different kinds of social values attached to a wide range of entrepreneurial activities
- ▶ SE can also be manifested in profit-seeking organisations that have commitment to help society and environmental initiatives development by operating accountable businesses (Levie and Hart 2011; Henry, 2012).
- ▶ Creation of social value needs to be associated with economic outcomes in order to produce financial resources that entrepreneurs apply to attain their social mission (Dacin et al., 2010).
- ▶ In order to create social values business needs to be anchored in, the social context, particularly the local environment (Jack and Anderson, 2002).
 - Rural enterprises are known to rely on both associative and communal relationships, especially at the start up stage (Newbery and Bosworth, 2014)



Embeddedness

- ▶ Importance of embracing local cultural identity
- ▶ Highlight the role of local social capital to contribute to the business success
- ▶ The way this concept is researched has constrained our understanding of how collaboration and learning evolve between rural actors and how support networks can be developed (Tregear and Cooper, 2016).
- ▶ Embeddedness & Neo endogenous theory
 - Integrating multiplicity of cultures
 - “Complementarity and reciprocal learning” between cultures (Bock, 2016)
 - The implication is that these individuals need to embrace a “local cultural identity” in order to gain access to other key attributes, especially “local social capital” (Bosworth, 2012).



Method

- ▶ It is a case study designed to inform the PhD research
- ▶ Part of a larger, ongoing project of “dynamics of social capital creation”
- ▶ Qualitative data collected through an in-depth and follow-up interviews
- ▶ It is written as a journal article (Work, Employment and Society, On the Front Line)
- ▶ Ultimately be turned into a thesis chapter



The case of PAB Translation Company



Awards:

- Contribution to Boston Award, 2010
- Agri-food Sector Business Award, 2013



Key findings , Construct of new Identity

► Iwona 's personality & identity

- “I came to the UK to improve my English at advanced level as one of the requirements for the University. But I enjoyed the **independence** and the feeling of **liberty** that it offered”
- “where I am now actually brought all my **dreams** and my **career expectations** together in a different **environment** and in a different **role**”.
- “My parents and rest of my well established family wanted that my professional career progresses in Poland, under their umbrella and they **did not like** the idea of being a **migrant**.”
- “I usually can be a very **stubborn** person and the best way to motivate me is often to say “She is **not able** to do that”, she is **not capable** of doing that”.
- “I really **value my freedom**, freedom of **choices** and freedom of **movement**. I think if the opportunity arises anywhere I would grab it and go for that. “

- ## ► She challenges the power relation to confer her “female immigrant’s identity” by not seeing herself as an immigrant where she says “I am not an immigrant; I am a **freelancer**” and not seeing herself **restricted**, follower and dependent by not accepting to encounter particular barriers ascribes to the gender by other female immigrants.



Key findings, Experience of being embedded in rural culture

- ▶ “By the time, my experiences proved that people often take culture for granted. They assume that attitudes, behaviour and standards are transferable throughout the Europe. Each country is unique, and the same applies to trust”.
- ▶ “I learnt that we cannot assume that others will perceive honesty and transparency the same way what we do and that others may not share the same values as we do.”
- ▶ “Our contribution to community is through offering our advice to all who want it, whether it is speaking at events or supporting school students’ career aspirations through participating in mentoring programmes. Wherever possible we take the opportunity to **share and gain knowledge**, and to share the benefit of our experience with others”.



Key findings , Social value creation & Networking

- ▶ “I always had that dream of being very involved in societies, building bridges and bringing people together. One of the first things that we did was to get to know our business neighbours better. So, we organised an open day and we invited our neighbours, businesses and then we invited public as well just to be together and share experience and learning about each other. Because I think it is a human nature we are more reluctant if we do not know the other person but once we know them a little bit the communication gets somewhere and we can build relationship beyond circles”.

- Her ambition to create value for different communities:

“I feel like my initial idea and perception of myself as being actively involved has evolved over years. Today, I actively encourage and works within networks with people who share the same values. The greater interaction between not only PAB and organisations working towards the same aims but the newly arrived people generates a greater sense of community spirit”.

- A value driven business to create value:

“I can see what helps us to walk the talk is that our business culture and practices are founded upon a common set of core values. It helps with our relationships with customers, employees, suppliers, and the communities in which we operate.”



Conclusion

- ▶ Iwona's story has challenged the stereotype of female immigrants in rural areas.
- ▶ Her narrative demonstrates how an educated, highly skilled and determined woman creates an agency in decentring otherness.
- ▶ This account sheds light on networking power of entrepreneurship that enables entrepreneur to communicate her values and even challenge the dominant perception.
 - Entrepreneurship gives her legitimacy to strengthen her social networks and to develop a support network which enables her to influence the power relation in a structure of society to create a new identity.
- ▶ Her story echoes her motivation to build a strong community. Her values which are strongly embodied in her business practices were externalise through the networks she has developed with locals.
- ▶ She could access endogenous social capital available within the community through embedding in rural culture and therefore she is not only reducing the need for state support but also providing service more attuned to the needs of her clients.





Thank you, any questions?

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