

PAPER

ENTERPRISING WOMEN

**V International Workshop of Research
based on GEM**

GLORIA PRIEGO DE MONTIANO

ENTERPRISING WOMEN

Gloria Priego de Montiano
Departamento de Historia Moderna, Contemporánea y de América
Universidad de Córdoba

In retrospect, the first few women in business went unnoticed by their own society in nineteenth century. However, this same society which previously ignored their presence began to treat them on becoming widows, as guardians of the family economic interests: “home angels” for the family economy.

Certainly, on analyzing the available documents relating to that above mentioned period we can appreciate that women as widows were progressively changing their role from the home to the public sphere.

Bearing in mind these origins of bourgeois society and the various phases gone through up to the present times, it is possible to understand better some of the obstacles still experienced by women in business nowadays.

That said, this paper is part of some research which tries to analyze the situation and the circumstances of women in business in Andalucía today, focusing on Córdoba, and also to determine if the new measures taken by the Spanish Government to promote gender equality are taking effect. Probably, the results of the search could help us to establish if it is true that the present economic crisis is causing less repercussion on women’s work situation than on men’s. One of the biggest problems found in our research has been that some of the data are still not gender-orientated (“*genderwatch*”, European Technology Assessment Network of Women and Science report, 2000).

Taking the main recommendations target of Beijing UN Conference on Women (1995) and the report of ETAN from the EU Commission (2000) as a reference, one can see during the last ten years in Spain the rate of women's employment has been increasing more than 7.0 percentage-points (the rate of female employment by 2009 being 41.84%).¹ However, it is important to remember that at the start there were half as many women than men employed. But behind this scenario it is possible to perceive two disadvantages: part-time job tenures and a noticeable difference according to ages.

That is to say, women take an important place in the statistics rate when it comes to part-time jobs. In 2008 there were more than 42 points of difference between part-time and full-time jobs for women. In addition, women hold 80% of part-time jobs.² Moreover focusing on the reason for choosing these part-time jobs (of which 98, 62% are done by women), they explain the need to look after their own family or their family-in law.

By ages, statistically after thirty years old, women's tendency to find jobs decreases progressively: after fifty, the tendency is more than 20 percentage-points less and after sixty almost 47 percentage-points less, whereas men aged between thirty and sixty are the most in demand.³

Having summarized the job situation for women in Spain in the last decade and focusing on women entrepreneurs of the same period, the general tendency of growth for this sector has been increasing nearly 4 percentage-points (with some differences between entrepreneurs who employ people and those who do not).

An important point in this context is to know how many women have achieved management status. Looking at data, the number of them has increased since 2001 by more than 6 percentage-points, being nowadays 43.76 in the total count.⁴ However one must consider that the majority of this total refers to entrepreneurs in the Public Sector. Furthermore, most companies run by women have less than ten employees or even none at all. The "Consejo Nacional del Mercado de Valores" of Spain (CNMV) informs that

¹ *Mujeres y Hombres en España 2009* [en línea], Madrid: Índice ed. [ref. febrero2010] p. 33. Disponible en Web: <http://www.ine.es/prodyser/pubweb/myh/myh09.pdf>

² *Ibíd.* p.35. Encuesta *Usos del tiempo*, Instituto de la Mujer. Ministerio de Igualdad.

³ *Andalucía. Datos Básicos 2009. Perspectiva de Género*. Instituto de Estadística de Andalucía. Conserjería de Economía y Hacienda. Sevilla: IEA, 2009. pp. 44-45.

⁴ Instituto Nacional de Estadística [en línea] [ref. febrero 2010] Disponible en Web: <http://www.ine.es/igualdad/igualdad.htm>

in 2007 women managers represented only 6.43% in companies quoted on the Stock Exchange (IBEX-35).

Then, could the reason be that men receive a better all-round education? The statistics do not support this possibility. Women who complete their higher education studies are more numerous and attain better grades than men.⁵

Analyzing different sectors of production, one can observe that the one usually chosen by women in order to start up a company is the service industry; to choose a type of business entity by ranking in Andalucía: “*sociedades limitadas nueva empresa*” (SLNE); “*sociedades limitadas*” (SL) and “*sociedades anónimas*” (SA).⁶ Bearing in mind the preferences of women when it comes to creating different types of companies, it is clear that they have enterprising tendencies: one must realize that the SLNE, a recent type of company in Spain (2003), has been created in order to bolster up business and for innovation.

As for women entrepreneurs in Andalucía, the first thing to note is that the percentage of them is a little lower than the rest of Spain. Although one could establish some differences between provinces it does not seem to be relevant and it is probably according to different economic dynamics rather than to gender reasons. Nevertheless, the situation of Almería is noticeable, the province being the one which has the most significant number of female founding partners, while for other gender indexes its position is not noticeable. Still, without any data to explain that, it would be due to its importance position in the food industry, a sector dominated by women.

Considering the determining factors above mentioned, Córdoba has been chosen to be analyzed in more detail as a study case.

Before anything else, it seems necessary to mention that the province of Córdoba exhibits three different geographical areas that correspond to different economic, productive and also demographic structure. While, the North depends more on the

⁵ European Technology Assessment Network (ETAN) Informe *Política Científica de la Unión Europea*. Comisión Europea [en línea] [ref. febrero 2010] Bruselas: Disponible en Web: ftp://ftp.cordis.europa.eu/pub/improving/docs/g_wo_etan_es_200101.pdf Consejo Superior de Investigaciones Científicas. Mujer y Ciencia <http://www.csic.es/web/guest/mujeres-y-ciencia>

⁶ Instituto de Estadística de Andalucía. Consejería de Economía y Hacienda [en línea] [ref. febrero 2010] Disponible en Web: <http://www.juntadeandalucia.es:9002/socmer/index.htm>

primary sector of economy and has a lower population density, “la Campiña”⁷ and the South shows a richer economy, based principally on the “Mediterranean triad”⁸, the service industry and with a higher population density.

Focusing on the villages and towns of the province of Cordoba, one can see the majority of them repeat the same proportion of men and women entrepreneur as the capital: 65% for men and 35% for women. Paying attention to this population, we should even distinguish between two different groups: firstly one which includes native Spanish residents and secondly the foreigners.

Looking at the result of the native group, we find that in no case are there more women than men entrepreneurs. Meanwhile, we have found two villages with a little difference in numbers of men and women entrepreneurs: one of them in the South, the other in “la Campiña”. On the other hand, seven villages show significantly less women than men: three in the North and four in the South. Due to the North being a traditional area which could partially explain this result, it is more difficult to understand in the case of the towns in the South. However, it must be emphasized that even if this southern area of the province is characterized by a more open-minded mentality, these villages are the exception in their surroundings.

Returning to the other group above mentioned, that is to say the foreign entrepreneurs, we can divide it into villages with equal number of women and men entrepreneur and villages with more women than men, with one exception, all of them in the valley (la Campiña) and in the South.

It is worth mentioning that by both causes, native group and foreign group, the villages with less presence of women entrepreneurs have more traditional mentality. This seems to indicate that the hypotheses that the influences of the mentality on the behaviors of the population could be supported by this sample study. Because of this, we have begun to study the psychological aspect of population of this specific area, although it is soon to make more conclusions, we still are in first phase of this research.

⁷ A zone crossed by the main river, Guadalquivir, and around the capital.

⁸ Wheat, olives and the vine.

Primary Sources and Bibliography

Libros de Asientos del Registro Mercantil de Córdoba años 1886- 1903.

“Science Policies in the European Union: Promoting excellence through mainstreaming gender equality” Report from the ETAN Expert Working Group on Women and Science European Commission Research Directorate-General, University of Bristol, 2000.

“Igualdad de Género. La Lucha por la Justicia en un mundo desigual” Instituto de Investigación de la Naciones Unidas para el Desarrollo Social, 2005. ISBN: 92-9085-055-8.

LIFSHITZ, O *“Dynamic Female Labor Supply”*, Center of Economic Policy Research <http://www.cepr.org/>

“Pay Discrimination. Women and children last” Center of Economic Policy Research <http://www.cepr.org/>

Baker, D *“Surge Women´s Employment Brings Unemployment Rate Down to 9.7 Percent”* Center of Economic Policy Research <http://www.cepr.org/>

“Female Employment” Child Care and Mothers” <http://www.cepr.org/>

GÁLVEZ MUÑOZ, L-TORRES LÓPEZ, J, *“Feminismo ante la crisis XIX Taller de Política Feminista”* Madrid, Granada y Valladolid. Abril-mayo, 2009, pp. 15-30.

MORENA PRECIADOS, R “*La crisis económica y sus efectos en el empleo de las mujeres Una visión sindical y feminista sobre las políticas anticrisis*”, Madrid, Granada y Valladolid. Abril-mayo, 2009, pp. 51-62.

“*Federación Española de Mujeres Empresarias de Negocios y Profesionales*”
<http://www.femep.net/>

CEOE “*Confederación Española de Organizaciones Empresariales*”
<http://www.coee.es/>

OMEGA “*Organización de Mujeres Empresarias y Gerencia Activa*”
<http://www.mujersempresarias.org/>

Cámara de Comercio e Industria de Córdoba. <http://www.camaracordoba.com/>

Consejo Superior de de Cámaras de Comercio, Industria y Navegación de España. <https://www.camaras.org/>

Conserjería de Empleo. Conserjería de Innovación, Ciencia y Empresa. Centros de Empleo. <http://www.andaluciaemprende.es/>

Instituto Nacional de Estadística. <http://www.ine.es/>

Instituto de Estadística de Andalucía <http://www.juntadeandalucia.es:9002/>

PELEGRÍ PEDROSA, L.V., “Aspectos del crédito y la economía agraria: 1768-1862” en *Actas del III Congreso De Historia De Andalucía. Andalucía Cotemporánea*, t. II, Obra Social y Cultural CajaSur, Córdoba, 2003, pp. 229-232.

ABREU SERNÁNDEZ, L F., “Los Libros de Sociedades del Registro de Comercio: 1866-1885 y del Registro Mercantil:1886-1940, de la Provincia de Pontevedra” en *El Registro Mercantil: una fuente para la Historia Económica*, Granada, 2003, pp. 53-79.

EIZAGUIRRE, J M^a., *El Derecho Mercantil en la Codificación del siglo XIX*, Bilbao, 1987.

FERNÁNDEZ RODRÍGUEZ, C., *El Registro Mercantil*, Madrid, 1998.

MADDOCK, S-PARKIN, D “Gendered cultures women’s choices and strategies at work”, *Women in Management Review*, 8 (1993), 3-9

MARSHALL, J, “Organizational cultures and woman manager: exploring the dynamics of resilience”, *Applied Psychology: An International Review*, 42 (4), 313-322.

METCALFE, B, “Women I management: Organizational socialization and assessment practices that prevent career advancement, *International Journal of Seleccion and Assessment*, (2), 68-83.

POWELL, G.N, *Women and men in management*, California, 1991.

Ramos, A; Sarrió, M; Barberá, E; Candela, C, “Mujeres directivas y demandas organizacionales”, *Revista de Psicología Social*, (2002)

SÁCHEZ APELLÁNIZ, M *Mujeres, dirección y cultura organizaional*, Centro de Investigaciones Sociológicas- Federación de mujeres directivas, ejecutivas, profesionales y empresarias, Madrid, 1997.