

EMPREENDEDORISMO

## **INDIGENOUS FEMALE ENTREPRENEURSHIP: A QUALITATIVE STUDY IN THE CONTEXT OF BOLIVIA**

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### **ABSTRACT**

Indigenous entrepreneurship and the gender approach to entrepreneurship are areas that have grown in interest in the entrepreneurship literature in recent years. This paper combines both research streams with the aim of analysing the social and individual factors affecting indigenous *quechua* female entrepreneurs of Bolivia. Based on the analysis of qualitative data from forty-two face-to-face interviews to indigenous entrepreneurs (female and male), the specific characteristics of these entrepreneurs, the barriers and the facilitators of entrepreneurial activities by women, as well as the role of social capital were extracted. The existence of a sexist and patriarchal culture has been found. However, regarding production, family becomes the production unit; the woman and the man have specific and complementary roles. In addition, there is growing individualism that results in a loss of indigenous values.

### **KEY WORDS**

Indigenous entrepreneurship, Female entrepreneurs; Indigenous communities; Quechua, Bolivia.

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