



ESU NETWORK –Seville 2022

# ENTREPRENEURSHIP AND EMPLOYABILITY: THE ROLE OF GENDER

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& Carmen Jambrino Maldonado

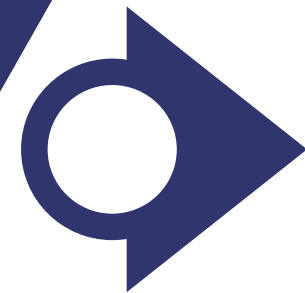


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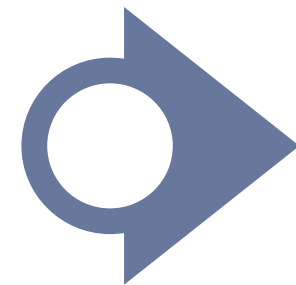




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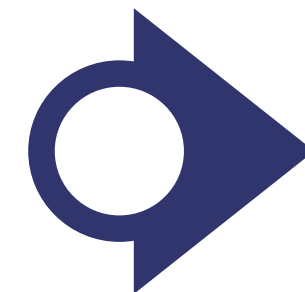
Why



Theoretical Framework



Methods



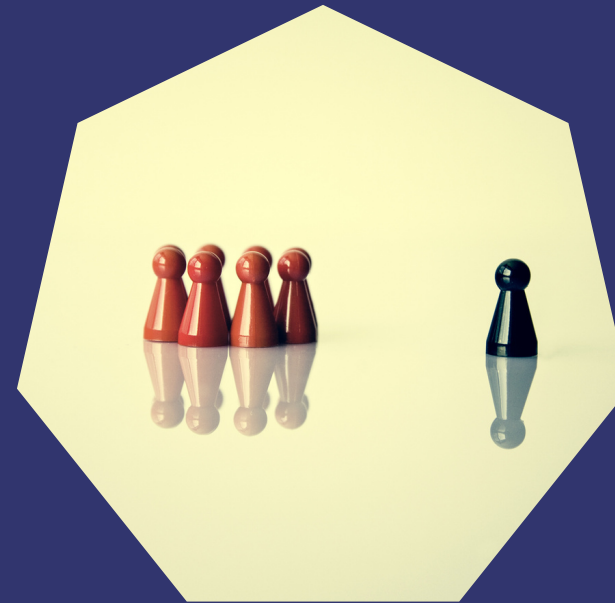
Results



Discussion and  
Conclusion



**Changing world**



**Entrepreneurial  
competencies  
acquisition form  
higher education to  
prepare graduates for  
the current reality**



**Modern education  
programmes focus  
on promoting  
entrepreneurship**

**Being entrepreneur/Entrepreneurship  
Job searching/ Employability**

**How and to what extent the employability weighs on entrepreneurship?  
Does the fact of being university women or men affect in any direction or shade the  
weight?**



# Objectives



**To identify  
connection  
between  
employability and  
entrepreneurship**



**To analyse the role of  
entrepreneurial  
competences training  
on self-perceived  
employability**



**To explore the  
moderating effect  
of gender**





# Theory Planned Behaviour in employability

## Azjen's theory

Three main factors:  
personal attitudes (PA),  
social norms (SN) and  
perceived behavioural control (PBC)  
direct effect on Entrepreneurial Intention (EI)

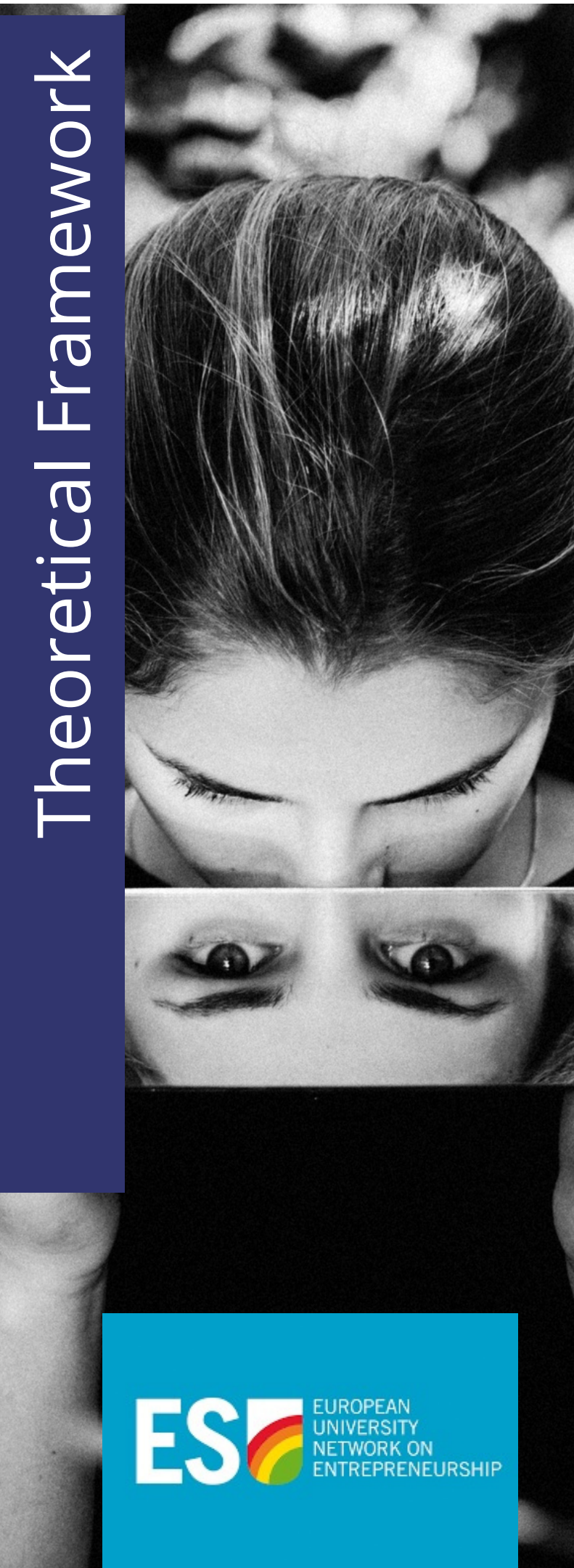
The novelty of this study is precisely the introduction of both in TPB: EI and employability

H1. Employability is dependent on:

H1.a.: PA  
H1.b: SN  
H1.c: PBC

H2. EI is dependent on:

H2.a: PA  
H2.b: SN  
H2.c: PBC



# Entrepreneurship image influences on Entrepreneurial Intention

The perception of entrepreneurs can influence the entrepreneurial intention

Díaz-Casero et al. (2012) focus on desirability and feasibility to set up a business according the institutional contexts

Laguía and Moriano (2021) connection with image broadcast on mass media

Fayolle & Gailly (2008) Jena (2020), Iglesias-Sánchez et al. (2019) and Rasli et al. (2013) The image of entrepreneur derived from entrepreneurial education programme points out the studies

**H3. Positive image of entrepreneurship improves EI**





# Connections between Entrepreneurial intention and employability

The positive effects of entrepreneurial competences such as creativity, proactivity among others for EI as well as employability (García-Aracil & van der Velden, 2008b; Liñan, 2008; O'Leary, 2017; UNESCO, 2016)

Pardo-Garcia & Barac (2020), Laguna-Sánchez et al. (2020), Iglesias-Sánchez et al. (2019) highlight the connection between employability and EI.

Moore and Morton (2017)  
The value of this set of competences is perceived by students and lecturers and, additionally by companies

**H4.  
Employability  
affects EI  
positively**

## EI and employability from a gender approach

### employability

Employability & gender is under-researched and with opposite results Chung et al. (2017), (Baek, 2018), Kwon (2021), (Vargas et al., 2018; López-Delgado, Iglesias-Sánchez and Jambrino-Maldonado, 2019)

Pardo-Garcia & Barac (2020), Laguna-Sánchez et al. (2020), Iglesias-Sánchez et al. (2019) highlight the connection between employability and EI.

Moore and Morton (2017)  
The value of entrepreneurial competences from students, lecturers and companies point of view

Employability is not gender neutral (Andrews, 2009; Eurostat, 2020, O'Leary (2021)

ONS (2019) and Cifre et al. (2018) or Pitan & Muller (2019) self-perception about the employability differs between women and men.

### EI

EI & Gender have been extensively analysed (Díaz-García and Jiménez-Moreno, 2010; Giner and Climent, 2012; Verheul et al., 2012; Alexandre-Leclair, Aloulou and Redien-Collot, 2013; Karimi et al., 2013; Birch et al., 2017; Liñán, Jaén and Martin, 2020; Gomes et al., 2021; Villanueva-Flores et al., 2021b)

The narrowing of the gender gap in entrepreneurial intention and number of women entrepreneurs (GEM, 2021a)

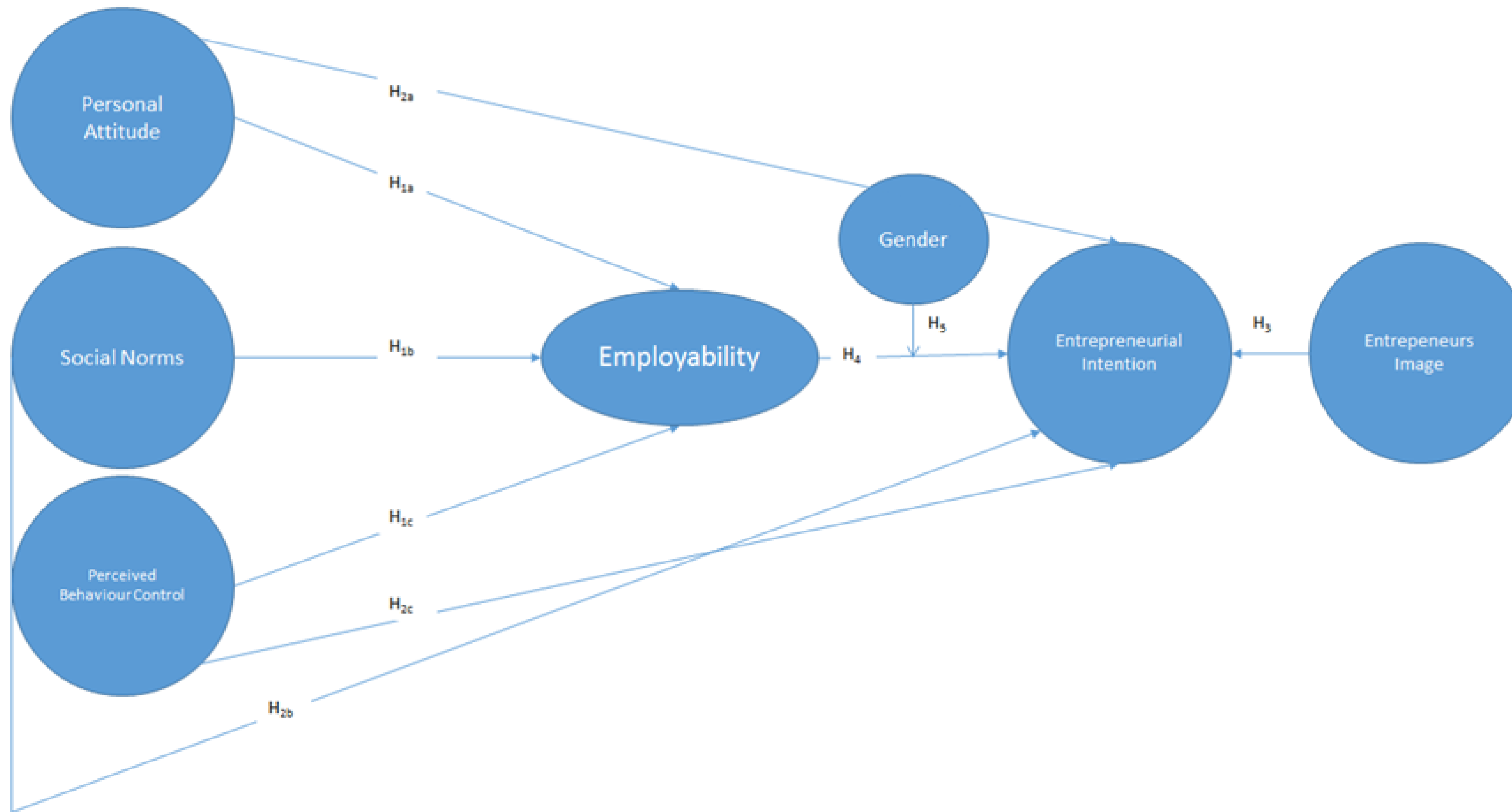
Attention: countries, STEMS and Startups

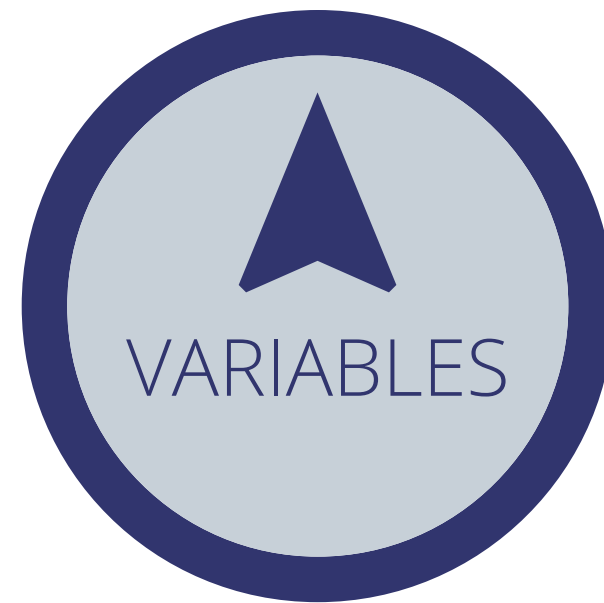
The self-efficacy perceived by gendered groups can condition their entrepreneurial choice. (Wilson, Kickul and Marlino, 2007; Dempsey and Jennings, 2014; López-Delgado, Iglesias-Sánchez and Jambrino-Maldonado, 2019; Mozahem, 2021)

### H5. Gender moderating effect



# Theoretical Framework





- TPB (SN, AP, PBC & EI)
- Entrep. Image
- Employability



- A Partial Least Squares Structural Equation Modeling (PLS-SEM)
- A bootstrapping procedure
  - SmartPLS 3.3.3

- Three academic years 2018-2019, 2019-2020, 2020-2021 in a Spanish public university
- 516 students (Economic & Business & Management degrees vs. non-Economic & Business & Management degrees)
- Participants in EEP
- Measurement before and after training EC





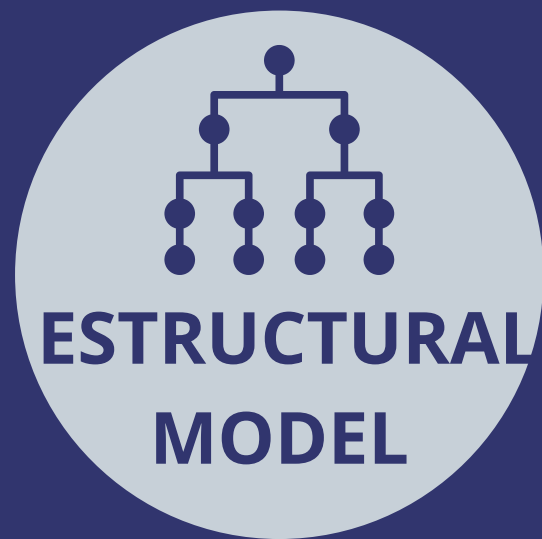


## MEASUREMENT MODEL EVALUATION

The individual reliability --> factor loadings (0.7).  
The reliability of the constructs --> Cronbach's alpha, composite reliability, and the Dijkstra-Henseler (0.703 to 0.954).  
Internal consistency of constructs --> AVE ( $<0,5$ ).  
The discriminant validity --> The Fornell-Larcker criterion.  
The fit of the model ---> standardised square root residual (SRMR) (not exceed 0.08).  
The evaluation of the predictive relevance of the dependent constructs --> the blindfolding method and the QB2 statistical test

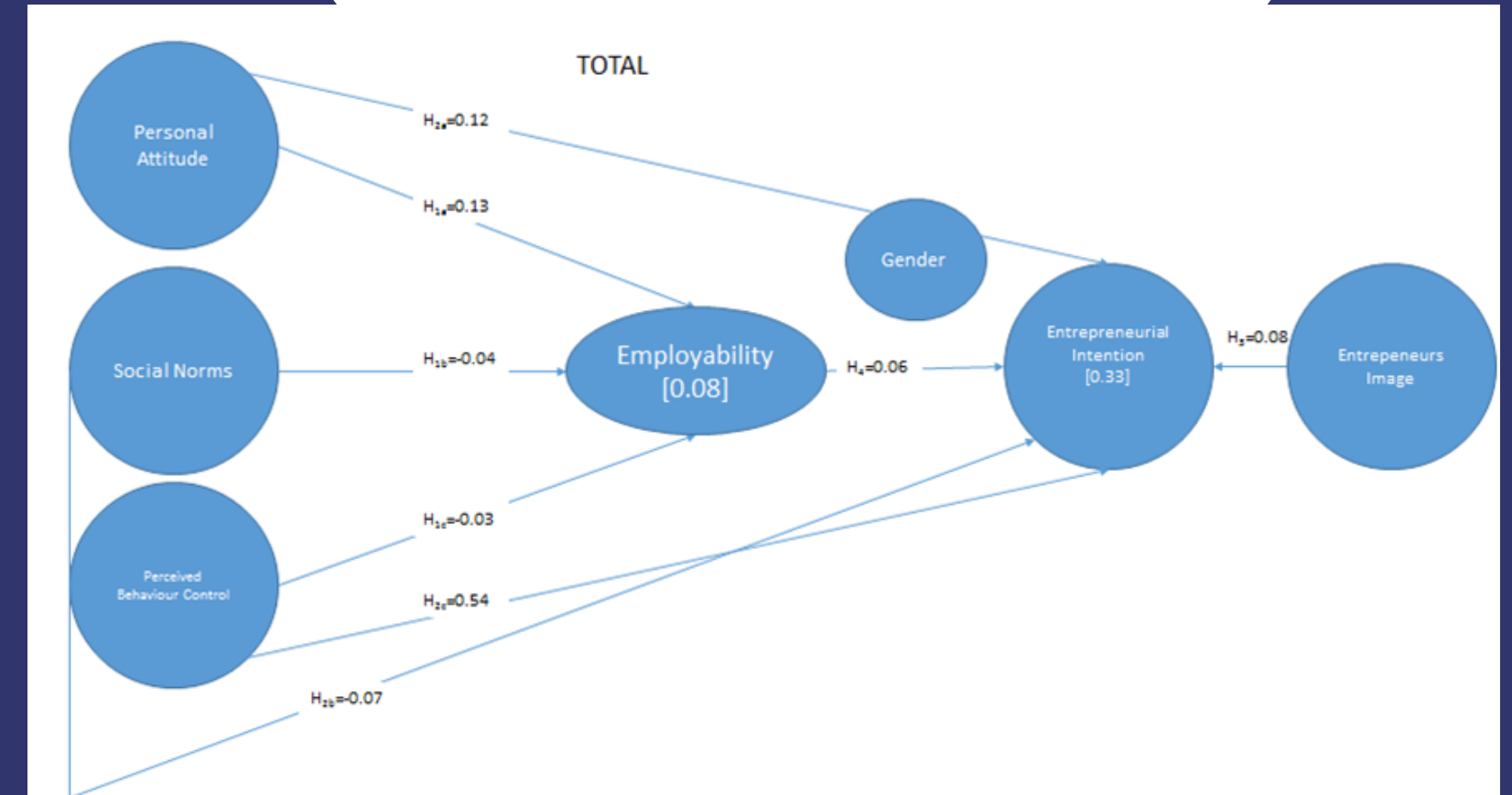
**The results confirm the satisfactory explanatory qualities of the model**





Assessment of the structural model.

TOTAL	Path	SD	T-value	f <sup>2</sup>	95CI	VIF	H	Supporte d
PA -> EMPL	0.135	0.131	2.741**	0.0	[0.044;0.213]	1.07	H <sub>1a</sub>	Yes
SN -> EMPL	-	-	0.327	0.0	[-	1.13	H <sub>1</sub>	No
PBC -> EMPL	-	-	0.633	0.0	[-	1.10	H <sub>1c</sub>	No
PA -> EI	0.116	0.114	2.736**	0.0	[0.044;0.182]	1.09	H <sub>2a</sub>	Yes
SN -> EI	0.072	0.041	1.583	0.0	[-0.12;0.035]	1.14	H <sub>2</sub>	No
PBC -> EI	0.542	0.538	14.036**	0.3	[0.472;0.600]	1.11	H <sub>2c</sub>	Yes
IM -> EI	0.080	0.084	2.045*	0.0	[0.023;0.148]	1.05	H <sub>3</sub>	Yes
EMPL -> EI	0.065	0.071	1.455	0.0	[-	1.05	H <sub>4</sub>	No
R <sup>2</sup>								
EMPL	0.017							
EI	0.327							
MEN	Path	SD	T-value	f <sup>2</sup>	95CI	VIF	H	Supporte d
PA -> EMPL	0.184	0.085	2.159*	0.0	[0.048;0.313]	1.02	H <sub>1a</sub>	Yes
SN -> EMPL	-	-	0.946	0.0	[-	1.05	H <sub>1</sub>	No
PBC -> EMPL	0.050	0.074	0.670	0.0	[-	1.07	H <sub>1c</sub>	No
PA -> EI	0.231	0.068	3.407***	0.0	[0.114;0.342]	1.08	H <sub>2a</sub>	Yes
SN -> EI	0.001	0.088	0.013	0.0	[-	1.11	H <sub>2</sub>	No
PBC -> EI	0.460	0.061	7.51***	0.2	[0.367;0.562]	1.08	H <sub>2c</sub>	Yes
IM -> EI	0.086	0.089	0.969	0.0	[-	1.06	H <sub>3</sub>	No
EMPL -> EI	0.054	0.062	0.866	0.0	[-0.156;0.051]	1.07	H <sub>4</sub>	No
R <sup>2</sup>								
EMPL	0.062							
EI	0.309							
WOMEN	Path	SD	T-value	f <sup>2</sup>	95CI	VIF	H	Supporte d
PA -> EMPL	0.109	0.081	1.678*	0.0	[0.037;0.219]	1.11	H <sub>1a</sub>	Yes
SN -> EMPL	-	-	0.040	0.0	[-	1.20	H <sub>1</sub>	No



Total Model Results

	MODEL TOTAL	1.	MODEL MEN	2.	MODEL WOMEN	3.	Hypothesis
PA → EMP	?		?		?		H1.a
SN → EMP	?		?		?		H1.b
PBC → EMP	?		?		?		H1.c
PA → EI	?		?		?		H2.a
SN → EI	?		?		?		H2.b
PBC → EI	?		?		?		H2.c
IM → EI	?		?		?		H3
EMPL → EI	?		?		?		Not for men
							H4
							Only for women

Hyphothesis and testing by model

RESULTS

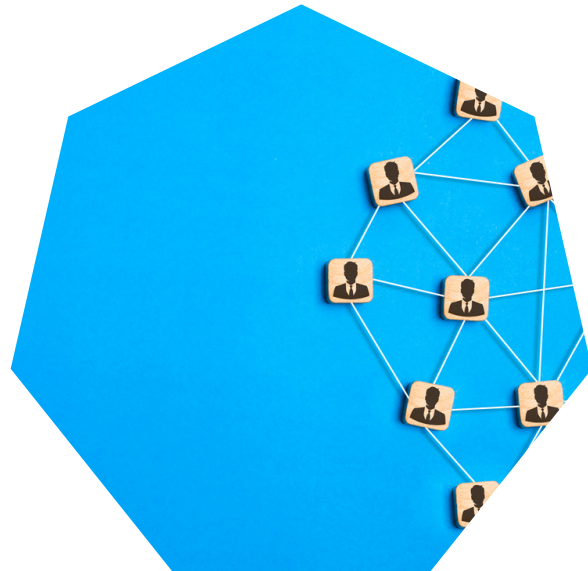


MULTIGROUP  
ANALYSIS  
GENDER

MGA y MICOM show significant differences between genders.  
Correlation is greater than 5% and all p-values are higher than 0.05.  
A permutation test --> discrepancy between group in EMPL effect on EI and the PA effect on EI  
Non-parametric MGA and Welch-Satterthwait test

H5.  
Gender has a moderating effect on the relationship between EMPL and IE





## Azjen's TPB Model

Confirming all variables TPB with EI  
consistent with previous literature.

Also positive influence on  
employability  
coherence with recent studies.  
the connection between .

**\*\*\*Azjen's proposal has not  
widely applied with employability  
neither connection EI &  
Employability through TPB**

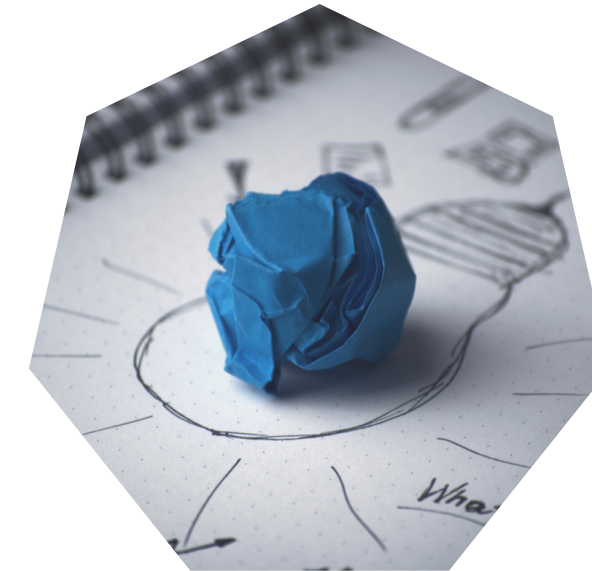


## Gender approach & IM

Gender mediating effect.  
Previously point out but not  
with a holistic view and neither  
with that of influencing self-  
perceived employability.

**New insight due to the  
greater explanatory value  
between employability and  
EI for women.**

Design EEP and even  
employment policies.



## Employability & EI

Connection between  
employability and EI consistent  
with previous literature.

**The entrepreneurial skills in  
degrees promotes positively  
both orientation: self-  
employed and employed-  
work**

The comitment with  
sustainability of educational  
institutions



# LIMITATIONS AND FUTURE RESEARCH LINES

The context of the research work (Spanish University) --> Replication HE in other countries .

Employability and EI are measured as a self-perception:

- The labour market evaluation of that improvement in employability
- How many intentions of be an entrepreneur are becoming reality.

A longitudinal study to analyse the evolution over the time and to allow time comparisons.

The focus on sustanaibility of business creation and jobs achieved in general and specifically for women ´s groups would be necessary.





Positive relationships between EI and employability, analysing in EEP in HE.

The mediating effect of gender.

EI being higher for male university students.

PBC reaching better ratios for women after the entrepreneurial training activities.

The design EEP from a gender approach at universities due to connection between EMP and EI for women.

The discussion regarding women's entrepreneurship and employment.

The influence of entrepreneurial image on the desirability to set up a company.







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# THANK YOU



CREDITS. This presentation is created with CANVA even icons, infographies and pictures



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