Final Theses (Bachelor/Master) – Woman Entrepreneurship

Topic:

Prior studies have uncovered an entrepreneurial gender gap in new venture creation, including opportunity identification and evaluation (DeTienne & Chandler, 2007; Hechavarría, Terjesen, Stenholm, Brännback, & Lång, 2017). Interestingly, however, a growing number of women decide to defy inequalities by starting and running their own businesses. Yet, by doing so, they face the struggle of having to live up to contradicting societal expectations: that of being a gentle, cautious, and understanding woman on the one hand, while being a strong-willed, risk-taking, and ambitious entrepreneur on the other (Ahl, 2006).

Extant research has started to tackle this topic by investigating how woman entrepreneurs navigate gendered assumptions (e.g., Marlow & McAdam, 2015; Stead, 2015). The aim of this Bachelor/Master thesis is to extend our knowledge of how women entrepreneurs navigate being a (female) woman and a (male) entrepreneur simultaneously.

Woman entrepreneurs in Latin America have already been interviewed for this study. This geographical context is considered particularly fruitful, as being a woman in Latin America implies a gender role that is associated with certain behavioural expectations among society (Turner, 1978). Still, the student is expected to make this project her/his own by specifying a research question and analysing the data at hand.

What we offer:

- Participation in an interesting, practically relevant, and timely research topic
- Committed supervision and regular interaction
- Guidance on the method and structured thesis process

What we require:

- Commitment to high academic standards
- Excellent command of Spanish (ideally Spanish native speaker)
- Participation in our institute’s final thesis seminar (for next available dates, please see TUM online)

Desirable:

- First experience in empirical research methods and qualitative data analysis
Next steps:

If you are interested, please send a full application including a motivation letter, current CV and an up-to-date transcript to Anna Wagenschwanz (anna.wagenschwanz@tum.de). Please also contact Anna Wagenschwanz for any further questions on this topic.