

Roles Models & Entrepreneurial intention among Women Students in Health Sectors

GEM LAB Studies
Studies & Expertises
Grenoble Ecole de Management

Project Team

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Complete study can be downloaded through the link:

<http://renouveau-economique-entrepreneuriat-feminin.fr/>

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Who are we?

FERE – Femmes & Renouveau Economique (Women & Economic Renewal)

This research Chair, under the supervision of the Fondation de France aims at preparing, coaching & measuring the impact of Women in the Economic Renewal.

Objectives

- Identify WHO are the *roles models* that young female students in health sectors consider as inspiring for their own career.
- Understand the impact of these *roles models* on the entrepreneurial intention of these young female students.

Methodological Insights

- A Study that is sponsored and financed by EIT Health (WE EIT Health 2019)
- A survey conducted on a sample of 111 women students in higher Education - Health Sectors & Disciplines (medicine, nursery, management) in France, Spain & Italy
- Topics that have been investigated:
 - The Entrepreneurial intention as expressed by these students (as potential career choice, one day).
 - The Attitude towards entrepreneurship, the social pressure & norm students could perceive and the perceived behaviour control as regard Entrepreneurship.
 - The figures of Role Models.
 - The impact these Role Models might have on entrepreneurial intention, social norms, attitude towards entrepreneurship and, finally, on the perceived behavioural control that are expressed by these women.
- Results have been obtained through Statistical regressions



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Key results

- ➔ The most cited impacting *role model* is an entrepreneur who is the mother, the father and a good friend

<i>Role Models</i>	<i>(n=111)</i>
Mother	38 (28,1%)
Father	14 (10,4%)
Friend (male or female)	15 (11.1%)
Professor	15 (11.1%)
Brothers / Sisters	11 (8.1%)
Others (family excepted)	11 (8.1%)
Other relatives	5 (3.7%)

- ➔ The *role model* has a positive impact on the expressed entrepreneurial intention only if the entrepreneurial experience is successful
- ➔ The *role model* influences only 1 out of the 3 antecedents of the entrepreneurial intention that are expressed by students : The behavioural control the young woman perceive for creating and managing any new venture. The influence gets positive under two conditions: (1) The student gets implicated into the entrepreneurial activity of the Role Model (at least she knows how the activity is doing) & (2) The Role Model and the student have regular contacts.

Implications

- ➔ A questioning of the real efficiency of roundtables, prices, conferences (etc.) to inspire young women students and influence their entrepreneurial intention.
- ➔ (Entrepreneurial) Parents, and moreover the mother, remain the key Role Models to influence entrepreneurial intention of the daughter.
- ➔ Being / becoming friend with entrepreneurs: The track to explore for enhancing entrepreneurial intention among your women students? => **The key role of friendly networks?**



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