

The role of sexual orientation in entrepreneurial intention:

The case of Parisian LGB people

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Who we are:

**Research Chair « Women &
Economic Renewal »**

The Chair is held by Grenoble
Ecole de Management. It gathers a
collective of engaged scholars who
are seeking to integrate minorities
into the Economic Renewal

Objectives

- Understand the behavior of actors who are categorized as to be part of a minority in terms of entrepreneurial intention
- Identify the antecedents that lie behind such an entrepreneurial intention
- **Know whether sexual orientation (as potential source of discrimination) can impact entrepreneurial intention (as a space solution for finding any job or getting emancipated)**

Methodology

- A study that focuses on LGB persons in Paris
- A sample of 266 persons (who declare to be LGB or not)
- A data analysis that is based on Linear Regressions

Key Results

- The study reveals that LBG people, even in Friendly LBG geographical areas might still suffering from a lack of self-esteem.
- Sexual orientation positively impacts the three antecedents of entrepreneurial intention, namely attitudes as regard to entrepreneurship (is it a good or a bad idea), perceived behavioral control (« I believe that if I want it, I can do it ») or subjective norms (persons are like encourage to the creation of the venture)
- LBG people have a specific reaction as regards to venture creation. Therefore, they react differently to that of other minorities (such as women), which tends to confirm that LBG entrepreneurial norms and beliefs are not really the same as those of the dominant culture

Implications

- The social networks of LBG persons in Paris would remain to be investigated (who are these persons who are playing the role of « social norms »)?
- Lack of self-esteem for finding a job in an established firm is a key to entrepreneurial intention when social capital is there and play a great role
- The LBG community : A source of inspiration for other minorities who also declare to suffer from a lack of self-esteem and for which there is a need to find an economic place.

A research conducted by scholars from:

