

Gender Gap in Entrepreneurial Potential in Finland and Reflecting Its Underlying Causes in the Model Country of Equality

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Abstract

The gender gap in entrepreneurship is a widely recognized phenomenon meaning that women are less likely to start a business than men. However, increased gender equality is believed to remove barriers to female entrepreneurship. We used secondary data collected for Global Entrepreneurship Monitor from 2003, 2009, 2015, and 2021 to get closer to this phenomenon in Finland, a model country of gender equality. The aim of the study was to clarify the gender gap in entrepreneurship potential in Finland during recent decades, taking into account different age groups. We found that the gender gap exists in entrepreneurial potential and has not narrowed in the 21st century in any age group. The clear gender gap was also found in fear of failure in starting a business and perceived skills in entrepreneurship. Finally, the underlying causes of the gender gap in the Finnish context are discussed.

Keywords: gender gap, female entrepreneurship, fear of failure, gender segregation, gender mainstreaming, entrepreneurial potential, GEM.