



An Examination of the Meta-Analysis of the Influence of Cultural Attitude on the Formation of Women's Social Entrepreneurship

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ABSTRACT

Introduction

The study sheds light on the globally recognized role of women in contemporary entrepreneurship, emphasizing their significant contributions to job creation, societal, and economic growth. Despite this acknowledgment, the intersection of women's entrepreneurship and cultural attitudes remains underexplored. The research aims to fill this gap by synthesizing existing knowledge and exploring the relationship between cultural attitudes and women's social entrepreneurship. Globally, women, particularly in upper-middle-income countries, constitute one-third of successful entrepreneurs. Despite these achievements, insufficient cultural support and limited celebration of female founders persist, indicating gaps in recognizing women's entrepreneurial success. This underexplored intersection is crucial for understanding the multifaceted dynamics influencing women's participation in entrepreneurship. Cultural attitudes play a pivotal role in shaping societal perceptions and expectations, impacting women's entrepreneurial choices and the level of support they receive.

Methodology

In conducting this study, a meticulous analysis of 1547 articles published between 2010 and 2021 was undertaken. From this extensive pool, 305 articles were judiciously selected through a rigorous process, employing the robust methodologies of meta-analysis and the Comprehensive Meta-Analysis software (CMA2). This meticulous selection process aimed to ensure a representative and diverse sample for a nuanced exploration of the intersection between cultural attitudes and women's social entrepreneurship. The chosen methodology, centered on meta-analysis and CMA2, goes beyond the mere scrutiny of statistics. It employs a sophisticated approach to dissect correlation coefficients, ultimately revealing a robust effect size of 1.345. Beyond quantitative analysis, the study delves into interdisciplinary insights that bridge the realms of entrepreneurship and sociology, enriching the understanding of the multifaceted relationship between cultural attitudes and the success of women entrepreneurs. The significance of the methodology lies in its capacity to provide a comprehensive understanding of the intricate relationship between cultural attitudes and women's social entrepreneurship. By utilizing meta-analysis and advanced software tools, this research transcends the limitations of conventional statistical analyses. It peels back the layers of the complex interplay between cultural perceptions and the trajectories of women entrepreneurs, offering a deeper and more nuanced exploration of the subject matter. Furthermore, the practical implications of this methodology extend beyond statistical insights. The study advocates for the creation of environments that actively support women's entrepreneurial endeavors. By intertwining rigorous statistical analysis with broader interdisciplinary insights, the methodology positions itself as a robust foundation for understanding and addressing the challenges and opportunities at the intersection of cultural attitudes and women's entrepreneurship.

Results

The exploration of the global landscape provides insights into the evolving role of women in

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entrepreneurship, revealing that they constitute one-third of successful entrepreneurs on a global scale. The sectoral distribution emphasizes the significant presence of women in wholesale/retail and public services, surpassing their male counterparts. Despite these remarkable achievements, studies underscore a concerning lack of cultural support, contributing to the perpetuation of gender stereotypes. Less recognized female founders experience inadequate celebration, contributing to a cultural bias against women in entrepreneurship. Establishing a more inclusive entrepreneurial narrative becomes imperative to duly recognize and value the diverse accomplishments of all women. The interdisciplinary approach is a key strength of this study, allowing it to incorporate a variety of research methodologies. This inclusivity enables the study to capture the multifaceted aspects of cultural attitudes and their impact on women's entrepreneurial journeys. The inclusion of focal articles ensures a representative cross-section, enriching the overall understanding of the subject and providing a more holistic view of the intricate dynamics involved. Furthermore, the discussion section delves into the practical implications derived from the research findings. Policymakers, armed with these insights, have the opportunity to create environments that more effectively support women's entrepreneurial endeavors. The understanding gained from the study equips policymakers with the knowledge needed to formulate informed policies addressing cultural barriers faced by women entrepreneurs, thus contributing to the reduction of existing gaps. Business leaders and educators can leverage these insights to champion initiatives that foster diversity, inclusivity, and cultural sensitivity within entrepreneurial spaces. The comprehensive nature of the discussion extends beyond theoretical considerations, providing actionable guidance for those in policymaking, business leadership, and education to actively contribute to a more supportive and inclusive entrepreneurial landscape.

Conclusion

The outcomes reveal a statistically significant correlation (1.345) between cultural attitudes and women's social entrepreneurship. Beyond statistics, the study emphasizes the interdisciplinary nature of cultural attitudes in shaping women's entrepreneurial trajectories. Practical implications extend to policymakers, business leaders, and educators. Policymakers can leverage insights to formulate policies addressing cultural barriers for women entrepreneurs, fostering a supportive ecosystem. Embracing cultural attitudes' positive influence becomes imperative for sustained growth and success in women's entrepreneurship. The research highlights the necessity of considering specific cultural variables within the intricate tapestry of Iranian society, urging further field studies for a nuanced understanding. In conclusion, this study adds a valuable layer to the existing body of knowledge on women's entrepreneurship and cultural attitudes. The statistical affirmation of the correlation between cultural attitudes and women's social entrepreneurship underscores the need for recalibrated strategies and policies. The interdisciplinary approach contributes to a more holistic understanding of the multifaceted factors influencing women's participation and achievements in entrepreneurship. The call to explore Iranian cultural nuances signifies the study's commitment to inclusivity. Recognizing the diversity within Iranian society, the research advocates for further field studies to capture the nuanced dynamics at play. This forward-looking approach positions the study as a catalyst for future research endeavors that delve deeper into the cultural landscape of women's entrepreneurship. Ultimately, the study serves as a clarion call for societal change. By understanding and reshaping cultural attitudes, we pave the way for a more inclusive and supportive environment for women entrepreneurs. The enduring importance of cultural attitudes in fostering women's entrepreneurial success resonates through this research, echoing the need for concerted efforts towards a more equitable entrepreneurial landscape.

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