



How the work of women has changed – Female entrepreneurs

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Introduction

- the paper investigates female entrepreneurship in Italy
- exploring different dimensions of everyday life
- and it is aimed to offer new perspectives to social policies that can remove gender-related barriers

Integrated data sources

- Industries and Services Census, 1997
- Labour Force Survey, 2000
- Multipurpose survey on everyday life, latest years



Italy is reducing a delay

- growing female participation
33.5% in 1993 *35.8% in 2000*
- 1993-1995 low increase due to economic crisis
- 1996-2000 female labour: important element for the extension of occupational base
- 1993-2000 total people employed grew by 596,000 people
fall of 99,000 males increase of 695,000 females
- structural delay in female participation still very significant
1999: -16 points less than France and Germany
- 4 points less than Spain



The Nineties: services dragging female-run companies

- independent female workers are more or less the same

but

- strong reductions in agriculture and trade
- limited decrease in industry
- important development in services
 - ** services have cancelled out the loss of employment in other sectors



Female entrepreneurs and self-employed women



- self-employed women represent the most consistent stock of autonomous employment
- they run a company, shop, workshop, ..., participating with personal manual work
- manual work differentiates self-employed from entrepreneurs



A push towards entrepreneurial activities

From 1993 to 2000

- entrepreneurs increased from 50,000 to 108,000
- self-employed women decreased from 905,000 to 803,000
- this happened in all sectors

- trend towards entrepreneurial activities: rate of increase is higher for women than for men
- in all sectors, in all geographical areas



Profile of female-run companies (1)

in 1997

- 3.5 millions companies in Italy
- 885,000 are female-run (25%)

Female

*retail sale
services to companies
services to families
public concerns
wholesale trade*

Male

*services to companies
trade
automobile services
public concerns*



Profile of female-run companies (2)

MANUFACTURING INDUSTRIES

Female

*textile, footwear,
food, metal*

Male

*steel, food,
electrical, wood, mechanical*

ONE EMPLOYEE

Female

*services to families,
public concerns*

Male

construction, transport

TWO OR MORE EMPLOYEES

Female

*retail, public concerns,
services to families*

Male

*construction,
automobile services*



Female-run companies through the country

- **Italy:** *retail, services to companies, services to families, public concerns*
- **North East:** *retail, public concerns, services to families, services to companies (different order)*
- **North:** *real estate services*
- **Centre:** *textile industry*
- **South:** *food products*



Female impact per sector

- female-run co. are the **majority only for services to families**
- female-run co. are important for public concerns and trade
- among manufacturing, textile sector has the greatest female impact, followed by leather and footwear
- with regards to trade, retail emerges for women



Dimensions of co.

- female-run companies are smaller
- presence of female-run companies is more important among those with 1-4 employees
- as long as dimension increases, the presence of female-run co. becomes rarer



Training, research, computer equipment, ...

- training and computer: differences to the detriment of women in all sectors
- technology, research and development: higher in male-run companies
but, female-run chemical co. are very dynamic and research oriented, despite they are few
- agreements or projects with other companies: female-run co. are less integrated within the market
but, in the textile industries, female co. receive and request more orders than male-run industries



Recourse to incentives

in 1997

- 8.8% of companies resorted to incentives for investments, labour, running costs, employment
- female-run companies: 7%

the metal sector has the greatest access to incentives:
it is a small niche that emerges for female-run companies



Turnover

in 1997

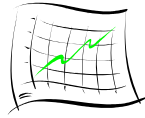
- turnover per employee of female-run co. was 32% lower than male-run ones
- fields where women overtake men are services to individuals and families and public concerns
- “the worst sectors” are textile and food industries (49% or 51% difference)



Production costs

in 1997

- production costs per employee of female-run co. was 22% lower than male-run ones
- but the difference between costs is lower than the difference between returns
- which means that female-run companies have, in proportion, less returns



Company profit

in 1997

- on average female-run co. have lower profits
- much lower turnover-cost ratio
- company income per employee for female-run co. are equal to 43% of the one for male-run co.
- profit per employee is reduced to the bear minimum when the size of the co. increases, the comparison with men becomes extremely disadvantageous



Hours worked

- n. of hours worked per week is very different: entrepreneurs working 46 hours or more: men 58.5% - women 40.6%

but

- everyday life of a woman entrepreneur is much more demanding than life of men carrying out the same profession



As compared to men and other busy women

Female entrepreneurs:

- see less their friends
- go less often to theatre, cinema, museums, concerts
- read fewer newspapers and books



Working at home at outside

- work inside at outside home:
entrepreneurs working more than 60 hours a
week: 26% men – 53.3% women
- average total number of hours worked a
week: 54 for men – 64 for women



Are they satisfied?

- women running a company state that they are satisfied with their everyday life
- they are satisfied, as men do, for results achieved in their work
- less satisfied with their free time



Conclusions

- still a disadvantage for female entrepreneurs
 - lower amount of time dedicated to company consequences for the performance
 - smaller entrepreneurial family tradition
 - overload of work inside and outside home
- but*
- strong thrust towards entrepreneurial activities by women, transversal to all sectors
 - increasing pressure of women on labour market