



## What Next for Women's Enterprise Policy?

10.00 - 14.00, 12<sup>th</sup> March 2020

WBS London Campus, 17<sup>th</sup> Floor, The Shard, London

Women are much less likely to found or grow a business than men. Given that girls are surpassing boys at school and women's economic activity is nearly equal to men's, this gender gap is startling. It also raises serious questions for the ecosystem of services that support small firms: why are they not more successful in enabling women's enterprise? In fact, women's self-employment has risen significantly in recent years. But, at the same time, income from self-employment is worsening and the gender pay gap in entrepreneurship persists. This raises concern that many women may not be generating 'good work' via entrepreneurship. How can we develop an enterprise ecosystem that supports women to develop successful and sustainable businesses and avoid poverty-level self-employment? This seminar hosted by the ERC and the ISBE Gender and Enterprise Network (GEN) will explore these questions and discuss the future of women's enterprise policy.

Programme	
10.00-10.30	<b>Arrival, tea and coffee</b>
10.30-10.40	<b>Welcome and introduction</b> Dr Vicki Belt (Enterprise Research Centre, Warwick Business School) and Professor Julia Rouse (Manchester Metropolitan University)
10.40-10.55	<b>Is time up for the hero male entrepreneur? A review of enterprise discourse and its effects</b> Dr Lorna Treanor (University of Nottingham) and Dr Sally Jones (Manchester Metropolitan University)
10.55-11.10	<b>How does gender shape entrepreneurial resources and practices?</b> Professor Julia Rouse (Manchester Metropolitan University)
11.10-11.25	<b>What do we know about ethnic and migrant women entrepreneurs?</b> Professor Haya Al Dajani (MBS College, Saudi Arabia) and Professor Natalia Vershinina (Audencia University, France)
11.25-11.40	<b>Is expanding women's self-employment a good thing?</b> Dr Angela Martinez-Dy (Loughborough University)
11.40-12.00	<b>Coffee Break</b>
12.00-12.15	<b>A review of assumptions underpinning women's enterprise policy initiatives</b> Professor Julia Rouse (Manchester Metropolitan University) and Professor Kiran Trehan (University of Birmingham)
12.15-12.30	<b>Supporting disadvantaged entrepreneurs to build better business resilience</b> Maria Wishart (Enterprise Research Centre, Warwick Business School)
12.30-12.45	<b>A hopeful direction? New women's enterprise policy in Wales</b> Christine Atkinson (University of South Wales) in conversation with Professor Kiran Trehan (University of York)
12.45-13.00	<b>Final comments and Q&amp;A</b>
13.00-14.00	<b>Networking lunch</b>