

## **5. Country Report of People's Republic of China<sup>1</sup>**

### **5.2 Current Status of Women Entrepreneurs of People's Republic of China**

#### Women Entrepreneurs and Startups

In the statements of “women entrepreneurs” and “women startups”, some feminists showed their objection to such additional attention, they refused to label gender because the concept of women was highlighted. With a shift in social development and social values, we can see things from a neutral way, for most of the time the minority will attract more attention only because they are the minority. In the group of entrepreneurs and startups, women are less than men, the minority is the main reason for the gender label. And this label got positive value which cannot be ignored.

Social differences in roles and social division of labor for men and women are based on the physical basis of gender. When a woman leave her family and set up a new one, when a woman give birth to her baby and welcome the new family member, the life structure of individual woman is slowly undergoing major changes. The prevailing social expectation is to expect women to focus more on their own family or to maintain a balance between work and life. Women need to be responsible for a relatively large intra-household division of labor and she needs to devote more time and effort in a more direct way as she becomes a mother, she need to spend more spirit from the time their children are born to the time they grown up. This social expectation is consistent with the fact that children seem to be more attachment to their mothers in their early childhood.

In fact, women professionals are different from men. We need to know that there are differences between men and women in terms of social division of labor, social psychology, social resources, education and training, and income gaps. So whether women are out of their personal will or family needs to choose to begin their own career. Whether she is working relatively easily or as busy as a male professional, she suffers from the needs of the family and public opinion under the same conditions. On this basis, for a female entrepreneur, there will be another leap forward for her to change her identity from female professionals to female entrepreneurs.

At this time, naming the group as such gender labels, whether in term of female entrepreneur or female startups can be seen as a warm consideration for this group.

#### Group Characteristics about the Female Entrepreneurs in People's Republic of China

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At present, the proportion of Chinese women entrepreneurs is about 25% of the total number. The scale of the enterprises of women entrepreneurs is continuously expanding, the quality is constantly improving, and the overall trend of developing shows that more and more younger generation join in.

In terms of scale and attributes, the overwhelming majority of female entrepreneurs belong to the category of private-owned enterprises. The overall size of the enterprises is small but the overall development is on an upward trend.

In the assessment of the satisfaction of Chinese female entrepreneurs in their job satisfaction, 70% were satisfied and less than 2% were unsatisfied which show a good overall indicator.

Talking about the working style of female entrepreneurs, they work hard, mental endurance and tenacity, they got their ability to deal with pressure.

To see from the perspective of the female entrepreneur's management style, the unique gender characteristics of women make the day-to-day management of women entrepreneurs more emotional, showing good communication skills, keen insight, delicate emotion, flexibility and inclusiveness.

With the development of the times, women entrepreneurs in the new era are more likely to gain the advantage from both gender. They will retain those of their own gender characteristics such as keen insight, a better way of communication, at the same time they will get stronger in some other characteristics which may have been considered masculine features such as logical rigor, macro strategic thinking skills and so on.

With the development of China's economy, the contribution of Chinese women entrepreneurs in China's social economy has been growing with increasing influence.

#### Group Characteristics about the Female Startups in People's Republic of China

Women choose to start businesses in more diversified ways and cover a wider range of industries. According to relevant surveys conducted in 2016, women entrepreneurs are more concentrated in the internet, services, finance and foreign trade sectors as well as in life sciences, new agriculture, automobile, environmental protection, consulting and some other fields. A new generation of female entrepreneurs has also begun to enter the male-dominated area even in hardware technology industry.

The survey shows that the driving force of women's entrepreneurship is more pragmatic. Common motivation is family business heritage, a breakthrough personal career bottlenecks, the driving force of fun and value, social responsibility and so on. They may be more value-oriented, they care more about the growth in the entrepreneurial process.

At present, among the difficulties and obstacles faced by women's entrepreneurship, the potential prejudice of male-dominated business world, the traditional concept that women need to take care of their families and the dual pressures from working families are still the top three.

The female entrepreneurs hope to improve the ability of the main strategic capabilities of the macro, such as psychological quality of self-confidence and resilience, network and resource integration capabilities, sustained entrepreneurial momentum, learning ability and sociability.