

GENDER ASPECTS IN ACADEMIC ENTREPRENEURSHIP:

Academic founders' motivations, constraints, and desired support and shortcomings of current TTO measures

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01 ABOUT

The data was gathered in the context of the 'Gender in Knowledge and Technology Transfer' project, which is funded by the German Ministry of Education and Research. The project seeks to develop new approaches to encourage researchers, particularly women, to engage in knowledge and technology transfer.

Motives, constraints and desired support options of scientists were studied for this aim. Additionally, an international good practice analysis of technology transfer offices was conducted.

02 METHODOLOGY & SAMPLE

QUALITATIVE APPROACH



INTERVIEWS:

90 minutes, face-to-face, semi-structured

METHOD OF ANALYSIS:

Qualitative content analysis following Mayring (2010)

SAMPLE

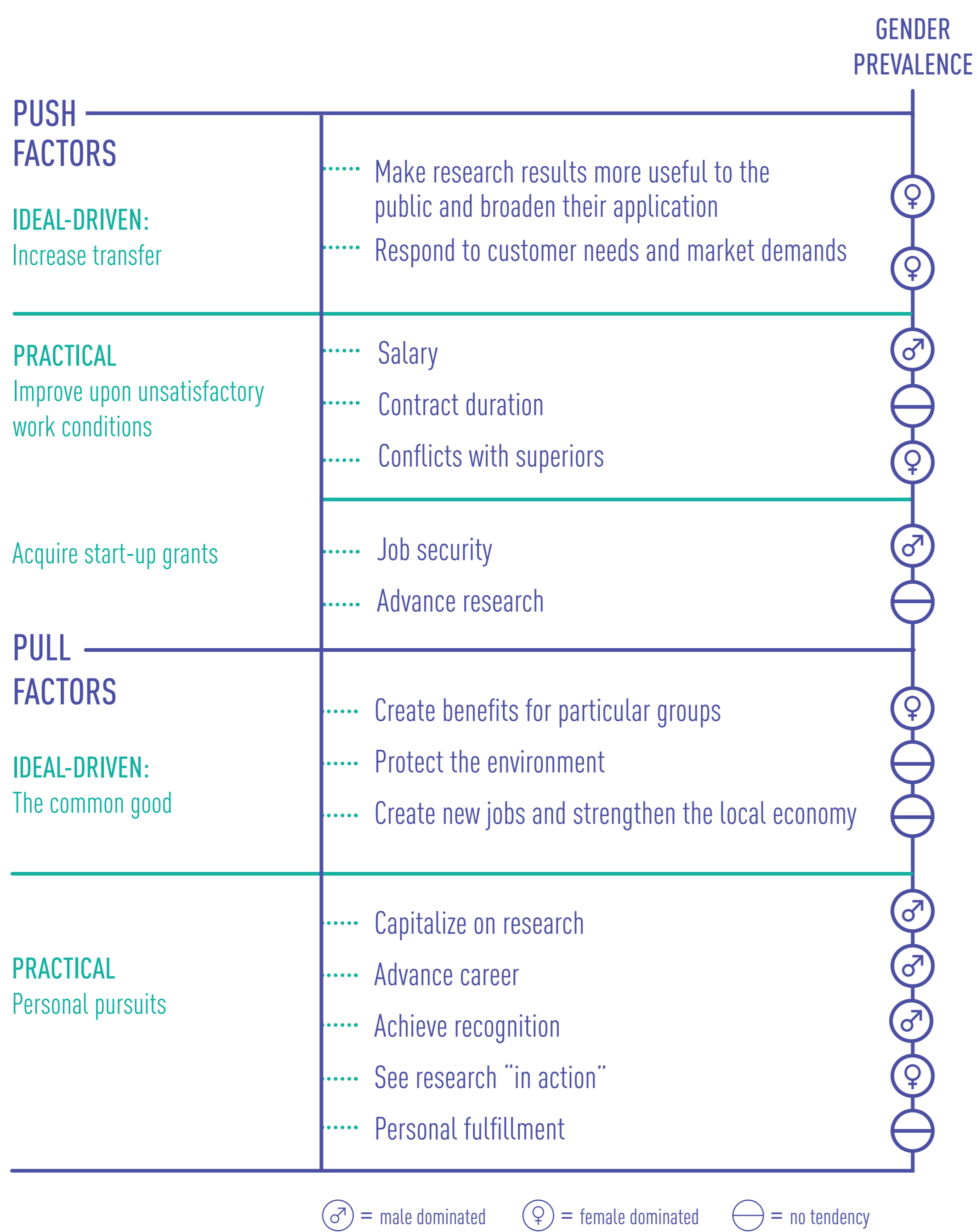
ORGANISATION

	Female	Male
UNIVERSITY	10	2
PUBLIC RESEARCH ORGANISATION	8	17
OTHER	1	2

INDIVIDUALS:

40 scientists from German universities and public research organisations, STEM background

03 MOTIVES



- ♀... Female academic entrepreneurs are often driven by the ideal of applying research results for the benefit of the common good. Financial incentives are relatively unimportant for female academic entrepreneurs and were often actively negated without being prompted.
- ♂... Male academic entrepreneurs are often driven by their career aspirations such as professional development, financial success, and recognition.

- ♀... "We may be too idealistic here, my co-founder and I. Our goal is not to make more profit. That couldn't be all there is to it."
- ♂... "Commercialization provides the rare opportunity to improve at least your own financial prospects. The common good, yeah, that's a good point. I'd never thought of that before."

"I didn't want for it to just 'be left to rot on the vine.' [...] I see it way too often how great research results never find their way into industry. And not because they're not good enough, but because apparently, there are all these obstacles to make sure they never do. [...] And so I said, 'Alright, I guess the only choice is to do it myself.'" Female University Founder

04 CONSTRAINTS

- BUSINESS IDEA AND CONCEPT
- LACK OF SUPPORT FROM MANAGERS AND PEERS
- LACK OF TIME AND FINANCIAL RESOURCES
- LACK OF HUMAN RESOURCES
- STRICT REQUIREMENTS OF FUNDING PROGRAMMES

GENDER PREVALENCE

05 DESIRED SUPPORT

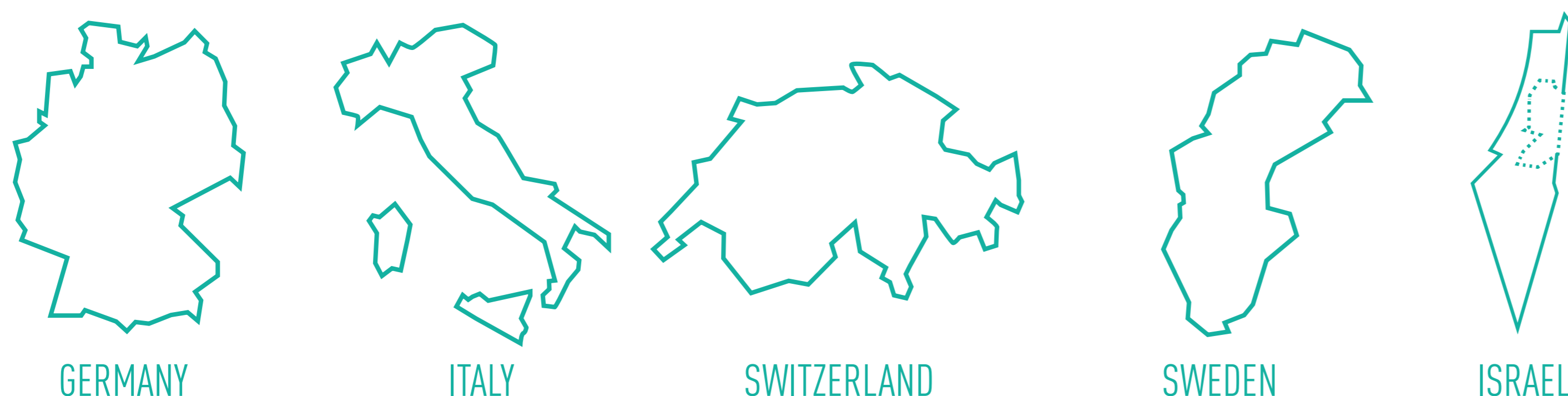
♀ TOP SUPPORT OPTIONS FOR WOMEN

- EXCHANGE MEETINGS WITH ALUMNI, EXPERIENCED FOUNDERS, AND RELEVANT STAKEHOLDERS
- TRAININGS AND CONSULTING PROGRAMMES LINKING BUSINESS ADMINISTRATION AND STEM DISCIPLINES
- TTOs WITH EXPERTS, EXPERIENCED FOUNDERS, AND RELIABLE NETWORKS

♂ TOP SUPPORT OPTIONS FOR MEN

- MORE TIME AND FREEDOM FOR THE DEVELOPMENT OF IDEAS
- RETURN OPTIONS, FLEXIBLE SOLUTIONS AND TRANSITION MODELS
- ESTABLISHMENT OF AN ENTREPRENEURIAL CULTURE AT AN EARLY STAGE

06 INTERNATIONAL ANALYSIS OF TECHNOLOGY TRANSFER OFFICES



As female and male scientists differ in their motivations and the constraints they experience, specific TTO support measures are necessary in order to address their diverse needs. Based on interviews with 34 individuals in 27 different research organisations, however, we conclude that current support measures do not account for gender-specific needs.