

Women and Entrepreneurship: The Role of Postsecondary Pedagogy in Shaping Identity, Values, and Aspirations

Research Team: Rosemary A. McGowan (Wilfrid Laurier University), Leighann C. Neilson (Carleton University), Colleen Sharen (Brescia University College), Wendy Carroll (St. Mary's University), and Tasnuva Chaudury (Carleton University)

This exploratory project is reviewing postsecondary entrepreneurship programs at both AACSB and non-AACSB accredited schools in Canada to identify the range and types of academic offerings, and where possible, the level of participation of women in those programs. In addition, work has begun on collecting and analyzing pedagogical materials associated with entrepreneurship programs at the four participating schools (Carleton University, St. Mary's University, Wilfrid Laurier University and Brescia University College) in order to assess the representation of women in cases, textbooks and other teaching materials. The project seeks to identify ways to reveal existing perceptions and representations with a goal of fostering and supporting women's interest in entrepreneurship as a means of economic development. The project will provide baseline data regarding the representation of women entrepreneurs in pedagogical materials as well as develop recommendations for authors when choosing and writing up cases and instructors when choosing pedagogical materials.