

Fear-of-Failure and Woman Entrepreneurship: Comparative Analysis Austria Versus USA

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Abstract : The advancement of woman entrepreneurship in the last decade has been a vital driver for social and economic development. Despite the positive evolution, women entrepreneurs are still underrepresented in entrepreneurial ecosystems. Fear-of-failure is a major factor affecting their entrepreneurial activity. This survey-based research focuses on aspiring and established entrepreneurial women in Austria and in the USA. It explores and compares the extent to which fear-of-failure influences their self-employment and their aspirations to become self-employed.

Keywords : entrepreneurial ecosystems, fear-of-failure, female entrepreneurship, woman entrepreneurship

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