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""Chapter 4 From Marginality to Centre Women's Entrepreneurship Policy Challenges Government's Gender Neutrality in Finland""""Women Entrepreneurship and Equality Problems in Finnish Society""; ""Facts and Specifics of Equality and Women Entrepreneurship""; ""Sectoral Differences, Small Firms and Lower Security for Self-Employed Women""; ""Horizontal Segregation""; ""Vertical Segregation""; ""Gender Lenses as Methodological Approach from Marginality to Centre""; ""Gender Lenses to Women Entrepreneurship Research""; ""Reality of Men as the Idol and Bases for Women Entrepreneurship Research"" ""The Comparison Phase, Women Compared to Men's Reality"""" Women Become Visible with their Own Reality""; ""Case Finland: Government Fosters to Break Gender Neutrality""; ""New Demands by the New Act of Equality""; ""The Entrepreneurship Policy Programme in Finland""; ""Gender Specific Activities in Policy Program""; ""Conclusion""; ""Theoretical and Practical Implications""; ""References""; ""Part II Gendered Nature of the Social Capital in Entrepreneurship""; ""Chapter 5 Organisational Entrepreneurs in the Public Sectors - Social Capital and Gender""; ""Introduction""; ""Methodology"" ""The Healthcare Entrepreneur The Person""

Sommario/riassunto

Human resources are the social capital of a firm or business, based on trust as well as on expertise, values, and cultural diversity. This calls for cross-cultural knowledge - an understanding of gender issues and individual differences in the social capital of the firm and society. The dialogue between women entrepreneurship and social capital theory/ research strengthens the fragmented voice of women entrepreneurship, providing the landscape for women entrepreneurs as creators of, and created by, social capital. It indicates how women entrepreneurs appear to have a special position in forming, developing, and reorganizing the social capital in the business world. This book explores social capital in the multiple relationships between gender, management, and entrepreneurship. Twenty-six researchers, representing a variety of disciplines from different parts of the world, provide findings on diverse aspects of the dialogue between women entrepreneurship and social capital. As a consequence, the central concepts - social capital, entrepreneurship, and gender - are given a variety of meanings. Women entrepreneurs and business owners - regardless of their cultural context, branch, and education - provide interesting ideas to the global debate on equality and social capital.
