

Does one size fit all? Exploring the relationship between attitudes towards growth, gender, and business size.

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## Journal of Business Venturing

Volume 13, Issue 6, November 1998, Pages 523-542

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[https://doi.org/10.1016/S0883-9026\(97\)00071-2](https://doi.org/10.1016/S0883-9026(97)00071-2)

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### Abstract

To help explain the typically smaller size of businesses headed by women, this study examines a relatively unexplored dimension on which male and female entrepreneurs are expected to differ: their attitudes towards growth. An increasing number of scholars believe that the growth of a venture is at least partially determined by the entrepreneur's motivations and intentions, yet very few have investigated whether gender differences exist. Quantitative and qualitative analyses of data collected through personal interviews with 229 small business owners in the Greater Vancouver area of British Columbia, Canada, provide novel insights into the factors affecting an entrepreneur's growth decision and desired pace of expansion.



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