
Contents

Introduction	ix
Chapter 1. Entrepreneurship and High Heels	1
1.1. Entrepreneurship by women	2
1.1.1. Definition	2
1.1.2. The GEM Special Report: Women's Entrepreneurship	3
1.1.3. Portraits of three famous female entrepreneurs . .	5
1.2. Research on female entrepreneurship	6
1.2.1. Evolution of the research on female entrepreneurship	7
1.2.2. Entrepreneurial motivations of women	9
1.3. Female entrepreneurship: a variety of profiles	11
1.3.1. When necessity means female entrepreneurship . .	11
1.3.2. Entrepreneurship as a transition career for high-qualified women	14
1.3.3. Mompreneurs or the art of conciliating all the roles of women in society	16
1.4. Summary	22
Chapter 2. Entrepreneurship for All Ages	25
2.1. Young entrepreneurs: values and motivation of generation Y	26
2.1.1. Who are millennials?	26
2.1.2. Generation Y: young entrepreneurs who want more than money?	28

2.1.3. Entrepreneurship by the young: developing the sense of initiative	31
2.2. Mid-career managers: from employment to entrepreneurship	34
2.2.1. The phenomenon of the gray ceiling	34
2.2.2. Mid-career: new entrepreneurs by choice	35
2.2.3. Mid-career nascent entrepreneurs taking over a business	38
2.3. Seniorpreneurs: starting a business in retirement	40
2.3.1. Definition	41
2.3.2. The main factors explaining the rise of elderly entrepreneurship	42
2.3.3. Entrepreneurship of the elderly: another way of thinking and managing economic creation	44
2.4. Summary	45
Chapter 3. Entrepreneurship Without Limits	47
3.1. Social entrepreneurship: what is it really about?	48
3.1.1. Definition	48
3.1.2. Challenges of social entrepreneurship	49
3.1.3. Back to the basics	51
3.2. Social entrepreneurs doing business beyond profit	54
3.2.1. Boundaries of social entrepreneurship	54
3.2.2. Social entrepreneurs and their motivations	59
3.2.3. Sources of social entrepreneurship	63
3.3. Handpreneurs: integrating disabled people through business creation	64
3.3.1. The integration of disabled people in the job market	64
3.3.2. A handpreneur is a person with a disability who decides to create a business	66
3.3.3. Disability, a factor of entrepreneurial motivation?	68
3.4. Summary	70
Chapter 4. The Entrepreneurial Connection	73
4.1. The importance of the social network.	74
4.1.1. Strong and weak ties	75
4.1.2. Networking and entrepreneurship	80
4.2. The development of social capital for the creation of business	83
4.2.1. Social capital and trust.	85

4.2.2. Social capital and entrepreneurship	87
4.3. Summary.	91
Chapter 5. Improving the Expansion of Business Creation	93
5.1. The role of incubation in the creation and growth of start-ups	94
5.1.1. The different types of incubators.	96
5.1.2. Selection of projects and support.	100
5.2. The teaching of entrepreneurship within higher education institutions	106
5.2.1. Can entrepreneurship be taught?	107
5.2.2. Entrepreneurial learning: a focus on France	110
5.3. Summary.	114
Chapter 6. Building New Theories to Understand Entrepreneurship	115
6.1. A fresh approach to the study of entrepreneurial motivation	116
6.1.1. The opportunity/necessity model of entrepreneurship	117
6.1.2. A disaggregated model of entrepreneurial motivation.	120
6.2. Effectuation and bricolage as original ways to succeed a business creation	126
6.2.1. The effectual point of view	127
6.2.2. Bricolage in entrepreneurship	131
6.3. Summary.	135
Conclusion	137
Bibliography	145
Index.	167