An intuitive entrepreneurial gender ceiling and its impact on entrepreneurial success and access to finance

Fact Sheet

Project Information

ROLLER COASTER

Grant agreement ID: 882168

DOİ 10.3030/882168

Funded under
EXCELLENT SCIENCE - Marie Skłodowska-Curie Actions

Total cost
€ 260 840.64

EU contribution
€ 260 840.64

Coordinated by
EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH

Switzerland

Project description

Intuition’s role in the entrepreneurial gender ceiling

Gender equality in the business world has a long way to go. Women-led businesses show slower growth and less profit compared to businesses run by men. Based on the theory of feelings-as-information, subjective experiences provide specific, vital pieces of information. Questions concerning the differences between women and men-led ventures remain unanswered. The EU-funded ROLLER COASTER project will apply the stereotype content model of social-psychology theory to research the
intuitional impacts among entrepreneurs and venture capitalists. Some 200 reports of men and women entrepreneurs will be studied to explore how their emotion-driven decisions vary depending on gender in situations crucial for the survival of their businesses. The main goal is to find and break real hidden barriers hindering women entrepreneurship.

**Fields of science**

- social sciences > educational sciences > didactics
- social sciences > economics and business > business and management > entrepreneurship
- social sciences > psychology > social psychology

**Keywords**

- entrepreneurship
- intuition
- entrepreneurs’ intuition
- financiers’ intuition
- gender differences
- entrepreneurial finance
- venture capital
- stereotype

**Programme(s)**

- H2020-EU.1.3. - EXCELLENT SCIENCE - Marie Skłodowska-Curie Actions  
  MAIN PROGRAMME
- H2020-EU.1.3.2. - Nurturing excellence by means of cross-border and cross-sector mobility

**Topic(s)**

- MSCA-IF-2019 - Individual Fellowships

**Call for proposal**

- H2020-MSCA-IF-2019

See other projects for this call

**Funding Scheme**

- MSCA-IF - Marie Skłodowska-Curie Individual Fellowships (IF)
Coordinator

EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH

Net EU contribution  
€ 260 840,64

Address
Raemistrasse 101  
8092 Zuerich  
Switzerland

Region
Schweiz/Suisse/Svizzera > Zürich > Zürich

Links
Contact the organisation  
Website  
Participation in EU R&I programmes  
HORIZON collaboration network

Other funding  
€ 0,00

Partners (1)

PARTNER

PRESIDENT AND FELLOWS OF HARVARD COLLEGE

United States

Net EU contribution  
€ 0,00

Address
Massachusetts avenue 1350  
02138 Cambridge

Links
Contact the organisation  
Website  
Participation in EU R&I programmes  
HORIZON collaboration network

Other funding  
€ 165 265,92