

You are cordially invited to attend the Science Tuesday on **24 January, 2023** at **1 pm** when Dr. **Valerija Botrić** will present the paper

Gender differences in management styles during crisis and the effect on firm performance

The paper is joint work with **Sonja Radas** and **Bruno Škrinjarić**. Please join the presentation using the following Zoom link: <https://us06web.zoom.us/j/81677719655?pwd=cm9nWGcyMkNTc1BXZ25XWk1XMCTJUT09>

Working language of the presentation is English.

Abstract:

This paper aims to shed light on gender differences in firm performance in a period that entails an unprecedented crisis with specific effects on gender roles, i.e., COVID-19 pandemic. The analysis is focused on Croatian high-tech manufacturing and knowledge-intensive service sector SMEs. Previous literature indicates that the obstacles the SMEs face may be even more significant for women-owned firms. Specifically, women entrepreneurs find it more challenging to secure social and financial capital. Women often face constrictions on their work time due to societal pressure and familial obligations, and they are rarely well-connected because they are often not members of influential business networks. Literature also suggests that the usual pressures on female work time have disproportionately increased during lockdowns imposed due to the COVID-19 pandemic, so the general expectation is that women entrepreneurs were not able to cope equally with the changed market circumstances. In this study, we consider a causation-effectuation management framework to investigate how women- and men-owned SMEs used these management styles to address the business challenges in the COVID-19 crisis. Our contribution aims explicitly to answer the call from the recent literature for exploring how gender influences the effects of the four dimensions of effectuation on firm performance.

About the speaker:

Dr. Valerija Botrić is a Senior Research Fellow in permanent position at The Institute of Economics, Zagreb.