

Women entrepreneurship

Key findings: Japan

Who wants to be an entrepreneur?

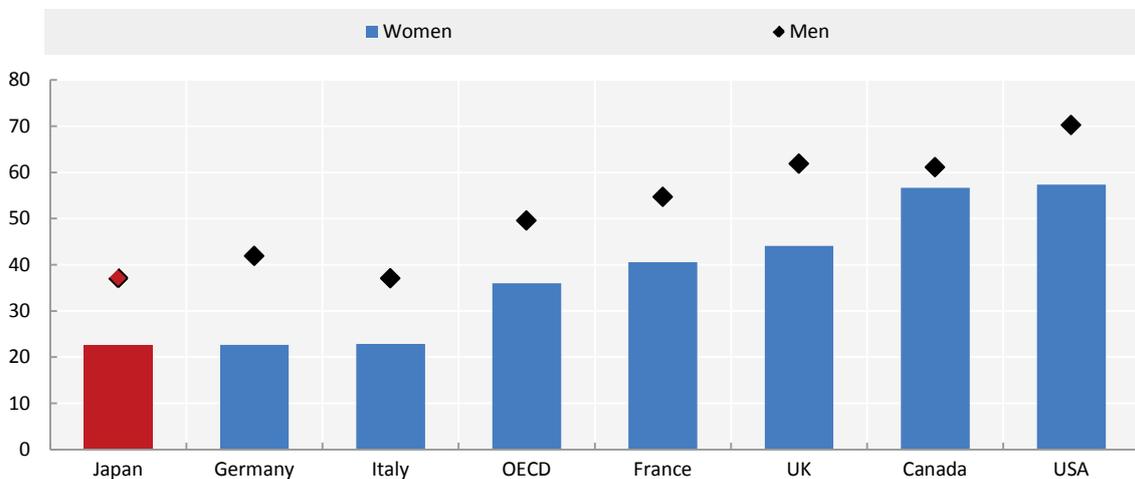
Entrepreneurship is crucial to economic development, promoting social integration and reducing inequalities. *OECD Entrepreneurship at a Glance* presents an original collection of indicators that measure the state of entrepreneurship, providing an important reference for policy insights and policy making.

Perceived risks are higher for women...

One important determinant of entrepreneurship relates to the relative risk involved, or rather assessment of risk. This is to a large extent determined by risk of failure but also reflects other factors, such as social security safety nets, access to finance, access to child-care, and indeed potential rewards; which helps to explain the significant differences across countries on how entrepreneurial risk is perceived. One pattern however, is remarkably consistent: women, the world over, are less prone to taking the entrepreneurial plunge.

Japan is no exception to this pattern (see Figure 1), with 37% of men but only 22% of women expressing a preference for starting their own business rather than working for someone else. These shares fall close to those of Germany or Italy, but are well below the OECD average and very low compared to the countries with the highest values in this measure, such as the United States, where 57% of women and 70% of men declare a preference for the entrepreneurial risk.

Figure 1. How is the entrepreneurial risk perceived?
Percentage of individuals who agree with the statement “I would rather take a risk and build my own business than work for someone else”, 2013

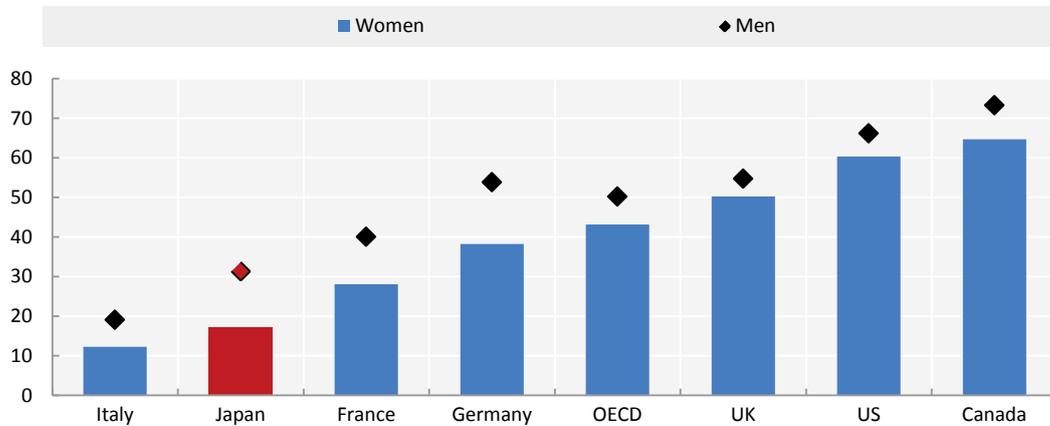


Source: OECD based on Gallup data.

...reflecting perceived gaps in opportunities for: training...

Most countries in the OECD area exhibit a significant gender gap with regards to access to training to create and grow a start-up, a characteristic that is also true for Japan (Figure 2), where 31% of men and 17% of women declare to have access to training on how to start or grow a business. These shares stay in a sharp contrast with the OECD average, where 50% of men and 43% of women declared to have access to such training.

Figure 2. Is it possible to access training on how to start or grow a business?
 Percentage of individuals who consider they have access to formal or informal training on how to start or grow a business, 2013



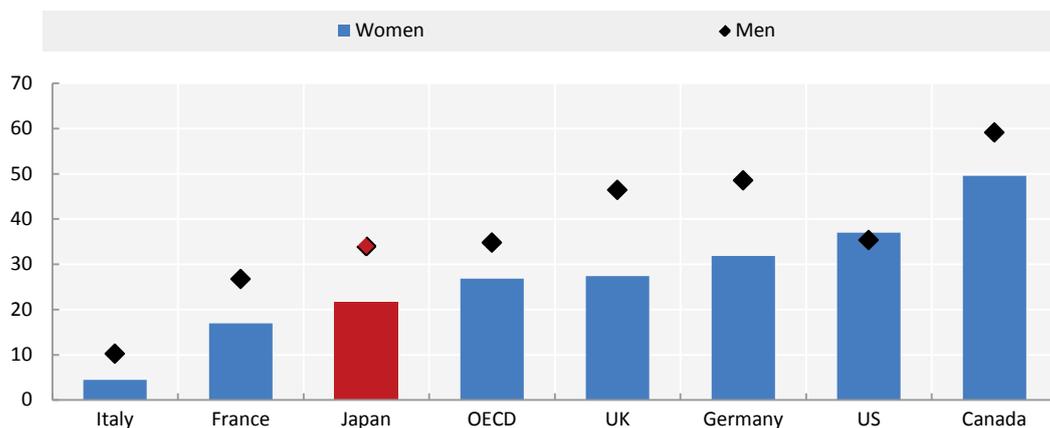
Source: OECD based on Gallup data.

...and finance

Similar gender gaps exist across the world regarding access to finance. Only 21% of Japanese women declare that access to money is not a barrier to starting a business while the equivalent share for men is 34% (Figure 3).

Figure 3. Is it possible to access money to start a business?

Percentage of individuals who consider they have access to money (own savings or any other source) they would need if they wanted to start or grow a business, 2013

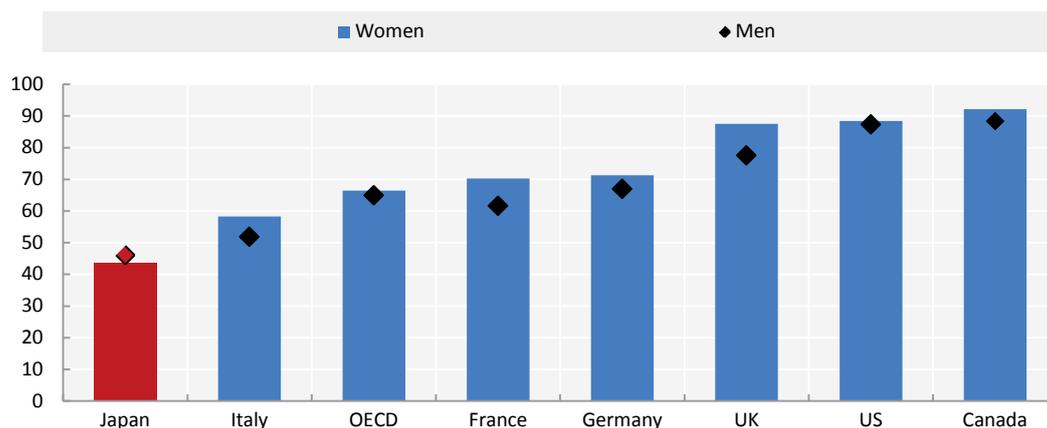


Source: OECD based on Gallup data.

But perceptions towards entrepreneurship show little gender bias

An interesting supplement to the findings in Figures 1 to 3 is the extent to which entrepreneurship is perceived as virtuous in a country. In Japan, relatively few people consider entrepreneurs as good role model (Figure 4). Unlike in most other OECD countries, in Japan this perception is less positive among women than men.

Figure 4. In my country, people who run their own business are considered good role model for youth
Percentage, 2013



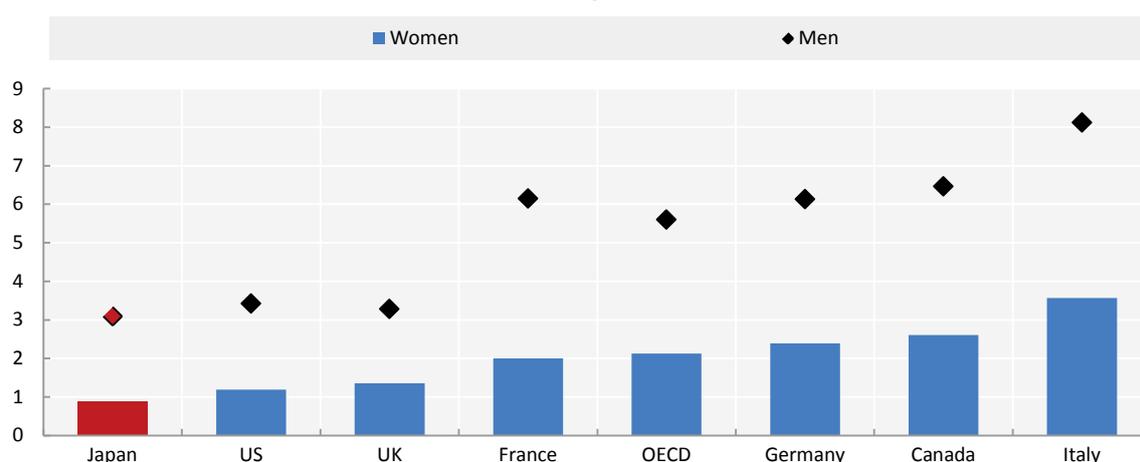
Source: OECD based on Gallup data.

Current trends in women entrepreneurship

Self-employment rates are often used as an important indicator of entrepreneurialism. The shares of employed Japanese women who are self-employed with employees (0.9%) or are own-account workers (4.4%) are the lowest among G7 countries, and lie significantly below the OECD average (Figure 5 and Figure 6).

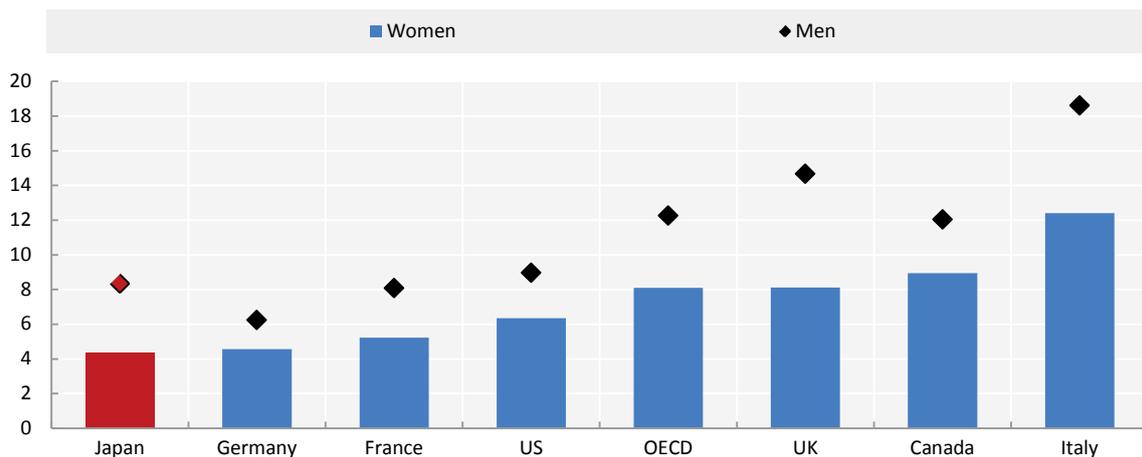
Differences across countries partly reflect ‘push’, notably limited paid employment opportunities, as well as ‘pull’ factors. In most OECD countries, however, the gap between the proportions of male and female entrepreneurs with employees (3.5 percentage points on average) is similar to the gender gap between the shares of own-account workers (4.1 percentage points on average). In Japan, these gaps are less pronounced, with 2.2 percentage points in case of employers and 3.9 percentage points in case of own-account workers.

Figure 5. Share of employed women and men who are self-employed with employees
Percentage, 2014



Source: *Entrepreneurship at a Glance 2016*, forthcoming, OECD Publishing, Paris.

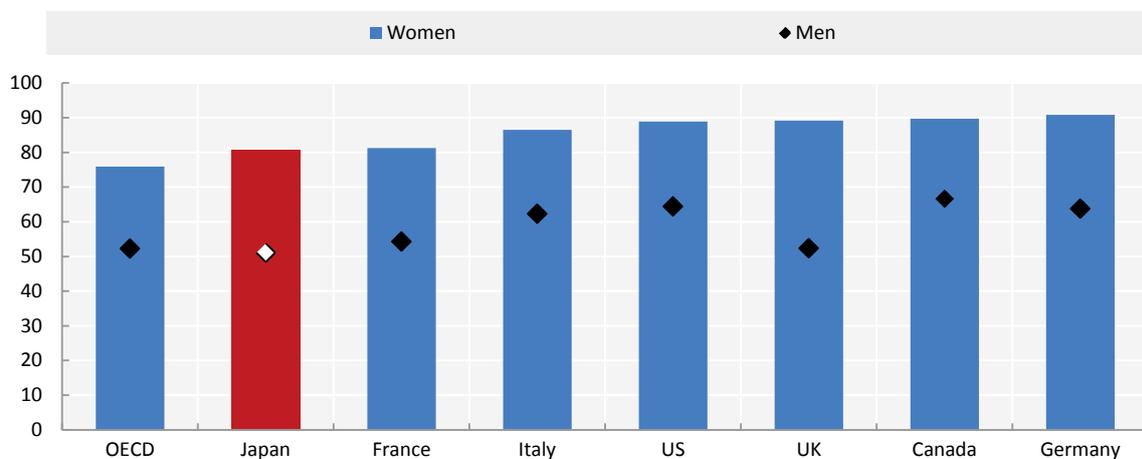
Figure 6. Share of employed women and men who are own-account workers
Percentage, 2014



Source: *Entrepreneurship at a Glance 2016, forthcoming*, OECD Publishing, Paris.

Japanese women entrepreneurs work predominantly in the services sector, as is also the case in most other OECD countries (see Figure 7). In many countries, however, evidence for young female entrepreneurs points to considerable diversity.

Figure 7. Self-employed whose activity is in services
Percentage, 2014



Source: OECD Gender Data Portal.

Further reading

Entrepreneurship at a Glance, OECD publishing, Paris. http://www.oecd-ilibrary.org/industry-and-services/entrepreneurship-at-a-glance_22266941

OECD Gender Data Portal: <http://www.oecd.org/gender/data/entrepreneurship.htm>