

# **Springer Proceedings in Business and Economics**

More information about this series at <http://www.springer.com/series/11960>

Paola Paoloni · Rosa Lombardi  
Editors

# Advances in Gender and Cultural Research in Business and Economics

4th IPAZIA Workshop on Gender Issues  
2018, Rome, Italy

 Springer

*Editors*

Paola Paoloni  
Department Law and Economics of  
Productive Activities  
Sapienza University of Rome  
Rome, Italy

Rosa Lombardi  
Department Law and Economics of  
Productive Activities  
Sapienza University of Rome  
Rome, Italy

ISSN 2198-7246                      ISSN 2198-7254 (electronic)  
Springer Proceedings in Business and Economics  
ISBN 978-3-030-00334-0              ISBN 978-3-030-00335-7 (eBook)  
<https://doi.org/10.1007/978-3-030-00335-7>

Library of Congress Control Number: 2018954612

© Springer Nature Switzerland AG 2019

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, express or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Springer imprint is published by the registered company Springer Nature Switzerland AG  
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

# Preface

## The New Challenges of Gender Studies: Some Thrilling Insights

Gender studies are a relevant research field in the international scenario. Thus, scholars are increasing their interest in gender issues adopting a multidisciplinary approach. If we find for “gender studies” and “gender issues” on Scopus ([www.scopus.com](http://www.scopus.com)), results are interesting with respectively over 3400 documents and 7700 documents retrieved in all research fields. Although the first documents appear on Scopus in 1976–1977, the exponential trend in publishing on “gender studies” and “gender issues” is retrieved after 2000s. At least the 30% of documents come from USA and UK. Additionally, results by Google Scholar using the same search words are impressive and promising (respectively, over 190,000 and 500,000 documents).

Our investigation field is mainly in business, management, and accounting perspectives without excluding a multidisciplinary approach. Particularly, the investigation on gender strategies adopted and tested by companies as well as the impact assessment for subsequent dissemination is the aim of IPAZIA as Scientific Observatory for Gender Studies ([www.questionidigenere.it](http://www.questionidigenere.it)). Thus, the aims of IPAZIA are to define an updated framework of researches, services, and projects, and all initiatives related to women and gender relations at the local, national, and international. In order to achieve this objective, the Observatory aims to implement the literature on gender studies, to organize, and promote relevant scientific initiatives (e.g., workshops, seminars, conferences, studies, and scientific laboratory) on these issues at national and international level adopting an interdisciplinary approach.

This book includes the results of researches on gender studies presented at the Annual Workshop of IPAZIA 2018 of Rome in Italy (9th March 2018). Thus, this book will provide innovative and rigorous analysis with the purpose of advancing the understanding of the gender researches in the light of previous contributions. This book is structured in four sections each of which addresses a specific theme on gender studies as follows.

## Part I

### **Women in Academia and in the University Contexts: A Trans-disciplinary Approach**

The purpose of this section is to analyze women's role in Academia and in the University contexts and the relationships between women and men referring to governance, scientific, and career processes. This topic aims to enhance the research field about gender issues in Academia by promoting the submission of papers both empirically and theoretically based. Conceptual papers, as well as case studies, that embrace diverse methodologies, using diachronic perspectives and different disciplinary sides, and combine two or more disciplinary perspectives, are included in this section. Moreover, proposals from academics and practitioners, as well as comparative analyses of different countries are included too. Additionally, topics included within the track mainly cover the following issues:

- Women in Academia corporate governance;
- Women in Academia in different countries;
- Women scholars career and crystal cliff;
- Women and universities planning;
- Women and sustainability in academia;
- Women and methodology of research;
- Women and scientific visibility.

## Part II

### **Gender Issues, Corporate Social Responsibility and Reporting**

Several ideas, concepts, and recommendations for improving corporate reporting have risen over the past two decades. The relevance of companies providing more nonfinancial information (Eccles et al. 2011) has been recognized by all different approaches to communicate a fair picture of current and future business activities. Gender-related information are included into the more general topic of diversity by the European Commission that requires (all European large companies and groups) to disclose nonfinancial and diversity information by the fiscal year 2017 (EU/95/2014). Moreover, stock markets and investors are encouraging listed companies to adopt diversity objectives and policies to support gender equality in workplace recommending the reporting on different diversity metrics ([www.SSEinitiative.org](http://www.SSEinitiative.org)). The shift from voluntary to mandatory disclosure on gender information can influence not only corporate financial performance but also social or environmental performance. Thus, gender disclosure can be useful to enhance Corporate Social Responsibility and legitimize business activities to the firm's stakeholders.

This section points the following topics keeping contributions by academics and practitioners empirical and conceptual levels:

- Gender issues and nonfinancial information: voluntary *versus* mandatory disclosure;
- Gender-related information and international regulations or best practices;
- Gender disclosure indicators and information quality;
- Gender issues in sustainability and integrated reports;
- Gender-related information and corporate governance disclosure;
- Gender-related information and financial performance;
- Gender-related information and social/environmental performance;
- Gender and Corporate Social Responsibility practices;
- Gender, sustainability and Sustainable Development Goals (SDGs), in particular SDG 5 Gender Equality.

## **Part III**

### **Woman in Business and Female Entrepreneurship**

The purpose of this section is to examine the convergence among entrepreneurship organizations, relationship, creativity, and culture from a gender perspective in woman in business. So far the male perspective has been widely dominant inside organizations; however, the extant literature has identified the existence of some differences between men and women entrepreneurs in terms of propensity to innovation, approach to creativity, decision-making, resilience, creativity, and co-creation. We wonder if these differences may affect women's approach towards information and communication technologies, the new knowledge architecture, and the fundamental features to cope with the increasing complexity and turbulence of today's business landscape.

This topic aims to contribute to research into gender issues in a woman in business and female entrepreneurship. Although we encouraged the submission of empirical or conceptual papers with different research methodologies, theoretical streams, and disciplines by academics and practitioners, the contributions are on the following themes:

- Female entrepreneurship;
- Corporate governance;
- Relational capital;
- Glass ceiling;
- Women in business and social media.

## Part IV

### Women in Family Business

Family firm is the oldest business model and continues to be a dominant organizational form all over the world. Family businesses are deeply characterized by the interaction of the family and the business, two systems that are highly interconnected and influencing each other. According to Ridgeway (2011), gender effects are especially noticeable in the spheres of work and home, which are the main domains of family businesses. Thus, traditional gender-based family roles and rules are often reproduced in the business affecting the status of women involved in the firm.

Consequently, gender represents a highly topical issue in the family business research, particularly in the age of growing women's involvement in the ownership, management, and leadership of family firms. However, only few scholars have started to deal with this topic and important gaps in the literature persist. Several authors (Hytti and Heinonen 2011; Hytti et al. 2016; Nelson and Constantinidis 2017) pointed out that a male perspective still prevails and call for further research in order to better understand how women's participation in the ownership, management, and leadership of family business may influence its behaviors, goals, resources, strategies, and performance.

This section includes submission from academics and practitioners, which addresses these topics also adopting different theoretical perspective and disciplines. Both empirical and conceptual papers based on diverse research methodologies are included in order to shed light on our latest understanding of women in family business. In this perspective, topics included in this section are the following:

- Female-led family businesses;
- Gender and leadership in family businesses;
- Gender and family business performance, innovation, internationalization and growth;
- Matriarchal succession;
- Gender and succession process in family firms;
- Gender and culture in family firms;
- Gender identity construction within family firms;
- Gender stereotypes in family business context;
- Gendered methodological challenges in researching family firms.

Rome, Italy

Paola Paoloni  
Rosa Lombardi

# Contents

<b>Part I Women in Academia and in the University Contexts: A Trans-disciplinary Approach</b>	
<b>1 The Exiled Queen Maria Casimira Sobieska in Rome: Gender, Culture and Politics</b> . . . . .	3
Giulia Vincenti	
<b>2 Emilia Morelli: A Historian in Italian Academics During the Second Post World War Period</b> . . . . .	13
Silvio Berardi	
<b>3 Women and Editorial Leadership of Scientific and Academic Journals: An Explorative Study</b> . . . . .	29
Mara Del Baldo	
<b>4 Women and Science: Models of Participation</b> . . . . .	43
Massimiliano Ruzzeddu	
<b>5 Toward the Theory of Enterprise: Dialogue Between Business and Economics Women Scholars</b> . . . . .	59
Maria Gabriella Baldarelli, Antonietta Cosentino, Mara Del Baldo and Angela Magistro	
<b>6 Gender Differences in Intellectual Capital Research: An Exploratory Study</b> . . . . .	83
Maria Serena Chiacchi, Marco Giuliani and Simone Poli	
<b>Part II Gender Issues, Corporate Social Responsibility and Reporting</b>	
<b>7 A Robust Approach to Composite Indicators Exploiting Interval Data: The Interval-Valued Global Gender Gap Index (IGGGI)</b> . . . . .	103
Carlo Drago and Andrea Gatto	



<b>8</b>	<b>Interlocking Directorship Networks and Gender: A Bibliometric Analysis</b> . . . . .	115
	Carlo Drago and Livia Amidani Aliberti	
<b>9</b>	<b>European Women on Boards and Corporate Sustainability</b> . . . . .	137
	Francesca Gennari	
<b>10</b>	<b>The Presence of Female Directors on Boards. An Empirical Investigation About Its Effects on CSR</b> . . . . .	151
	Daniela Coluccia, Stefano Fontana and Silvia Solimene	
<b>Part III Woman in Business and Female Entrepreneurship</b>		
<b>11</b>	<b>The Role of Women on Board for Innovation: Lessons from the High-tech Companies</b> . . . . .	169
	Sara Sagese and Fabrizia Sarto	
<b>12</b>	<b>Women Entrepreneurship and Digital Technologies: Towards a Research Agenda</b> . . . . .	181
	Paola Paoloni, Giustina Secundo, Valentina Ndou and Giuseppe Modaffari	
<b>13</b>	<b>Analysing the Diffusion of the Ideas and Knowledge on Economic Open Problems on Female Entrepreneur in US Over Time: The Case of Wikipedia (Year 2015–2017)</b> . . . . .	195
	Paola Paoloni and Carlo Drago	
<b>14</b>	<b>Women Enterprises, Relational Capital and Corporate Strategy: A Multiple Case Study</b> . . . . .	205
	Paola Paoloni, Rosa Lombardi and Paoloni Niccolò	
<b>15</b>	<b>Born to Be Alive? Female Entrepreneurship and Innovative Start-Ups</b> . . . . .	219
	Paola Demartini and Lucia Marchegiani	
<b>16</b>	<b>Female Entrepreneurship and Management in the Immigrant Reception Sector in Italy</b> . . . . .	237
	Paola Paoloni and Marco Valeri	
<b>17</b>	<b>A Fourfold Classification of Female Entrepreneurship Concept</b> . . . . .	259
	Paola Paoloni and Gabriele Serafini	
<b>18</b>	<b>Gender and Work-Life Balance: A Contest Analysis on Nurse Schools in Palermo</b> . . . . .	275
	Ignazia Bartholini	

**19 Social Media as a New Opportunity for Female Entrepreneurs:  
An Analysis of the Fashion Industry . . . . . 287**  
Raffaele Trequattrini, Simone Manfredi, Alessandra Lardo  
and Benedetta Cuzzo

**Part IV Women in Family Business**

**20 Susanna Agnelli. Between Family Business and Politics . . . . . 301**  
Matteo Antonio Napolitano

**21 Which Drivers Affect the Presence of Women Directors  
on Corporate Boards? Evidence from Italian Medium-Sized  
Family Firms . . . . . 313**  
Francesca Maria Cesaroni, Annalisa Sentuti  
and Denisse Chamochumbi Diaz