

## Women Entrepreneurs

The European Commission disbursed close to 1 million ECUs under its aid program between 1986 and 1988 to help launch businesses created by women. It should be stressed that half of this sum was allocated in 1988 alone, the first year in which the program benefited from a special additional endowment of 400,000 EUCs/year. The trend in the number of projects subsidized each year: 4 in 1983, 9 in 1984, 12 in 1985, 36 in 1986 and 56 in 1987, reflects the steady rise in the number of women who are taking the initiative.

### U.S.A

There are a large number of American Association of University Women (AAUW) fellows who study business. One of the AAUW's most famous fellows is a renowned businesswoman: Maria von Neumann Whitman, a 1962-63 American Fellow and current Vice-president for General Motors Corporation.

The AAUW Foundation recognizes that supporting women in business is one important component of its large mission - ensuring a full range of choices for women. Since 1980, the Selected Professions M.B.A. fellowships have helped launch 101 business careers.

Though the traditional preparation for a business career is an M.B.A. degree, several AAUW fellows are capitalizing on other expertise and experience.

Irma Ortiz, a Selected Professions Fellow and an M.B.A. candidate at the University of California at Los Angeles Anderson School of Management, is concentrating on entrepreneurial management.

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### UNITED KINGDOM

What prompts women to set up their own business? Two recent studies - **Female Entrepreneurs** by Sarah Carter (Scottish Enterprise Foundation of the University of Stirling) and **Edinburgh Entrepreneuses** by Elke Heiss (Department of Business Organization, Heriot-Watt University) - give some interesting answers to this question. Close to 25% of self-employed workers are women running their own companies. Of the 100 undertakings listed in the Edinburgh study, 27 are in the garment business, 20 in the decorative arts, 13 are management consultancies, 11 restaurants or travel agencies, and 9 in knitted goods. Who are these women of London, Galsgow, and Nottingham?

«Young achievers» who want to express themselves fully, «go-getters» who want to fuel their motivations and ambitions, «great creators» crowning their already successful careers, women who are returning to work after raising their children, and «traditionalists» who follow the family's course, according to the first survey.

### FRANCE

A first in the history of female entrepreneurship: the Guarantee Fund for women entrepreneurs set up at the instigation of Michele Andre, Secretary of State (Junior Minister) for Women's Rights, opened for business on 25 March. The association INITIELLES is in charge of informing and helping women entrepreneurs to put together their financial folders and applications for aid from the fund.

Women of Europe, No. 60 - June/July 1989

### PORTUGAL

The Ferreira company, already famous for its port wine, is announcing the creation of the **Maria-Adelaide Ferreira Prize** to be conferred on a Portuguese woman who distinguishes herself in running or managing a private company. This prize, which will be awarded annually, was created in memory of the entrepreneurial spirit and managerial talent of the company's former directress.

### BELGIUM

The president of the Belgium association of women entrepreneurs, Femmes chefs d'entreprises Belge (FCEB), Tinou Dury, who was Honorary President of the World Association of Women Entrepreneurs from 1979 to 1988, recounts the history and anecdotes of the FCEB's forty years of existence in an unusual reference book that successfully combines information, anecdotes, humour, and pictures. Maria Grazia Randi Gatti, of Italy, is the current FCEM president. (FCEM, 25 avenue de l'Orée, Box 1, 1050 Brussels).

## Publications

**Time Management** by Suhail Fahad Salameh. Published by the Arab Organization of Administrative Sciences, Amman, 1988, (in Arabic).

**Women Managers - Changing Organizational Cultures** by Gisele Asplund. John Wiley & Sons Ltd., New York & Distribution Centre, 1 Oldlands Way, Bognor Regis, West Sussex, PO.22 9SA.



## The Syrian-Lebanese Women's Organization of Greater Boston

In 1934, a small group of young women, under the leadership of Katherine Makanna - a member of a prominent business establishment, and Theodora Scaff-Librarian at one of the Boston Public Library Branches, founded a Club whose motto is:

«The foundation of every home, is the education of its youth».

At that time very few Syrian or Lebanese girls had access to higher education; boy's education being considered more important. The aim of the Club therefore, was two fold:

- 1 - To promote education and cultural advancement of its members and of the Syrian-Lebanese community of greater Boston;
- 2 - To establish a scholarship fund for deserving girls of Syrian-Lebanese origin to pursue a college education.

The club started its activities modestly, by holding debates, lectures, mock trials and other educational programs, as well as social events. However, they soon realized that more effort was needed if they were to achieve their goal for scholarship programs. Work was then directed towards acquiring funds to meet that need.

Awards are granted on the basis of financial need, academic achievement and good character. The first scholarship was awarded in 1949. To-date 116 scholarships have been granted. It is notable to mention that most of the recipients have since made significant contributions to the community.

The Institute for Women's Studies in the Arab World received a contribution from the Syrian-Lebanese Women's Organization of greater Boston for their project entitled «Income Generating Activities for Displaced Lebanese Women».

Many thanks and good wishes go to the Club with the hope that it may continue to prosper and grow for many years to come.

## Why Girls Write Better

Girls write better than boys, not because of any genetic differences but because they get more encouragement, researchers say.

Writing samples from 43,563 students on five continents indicate girls are better at expressing their ideas on paper, said the International Association for the Evaluation of Educational Achievement<sup>(1)</sup>.

Alan Purves, Chairman of the Association and Director of the New York State University at Albany's center for writing and literacy, said the differences in the five-year, 14-nation study have to do with how students are taught. He stated that sexual stereotypes are very strong in the classroom; that girls get more encouragement to develop their writing just as boys are more often encouraged to excel in math and science; and that most high school language teachers are women and children are more likely to annulate a teacher of the same sex.

New York Times - 16 May 1989

## Women and Careers

Many women in high-level jobs manage, very successfully, to combine careers and family lives. Three women executives with Generale de Banque have given their recipe for success to a woman journalist from *Le Soir* (The capital's leading French-language daily). The main ingredients: Efficient management of one's time and women's solidarity.

Women are climbing the corporate ladder. Whereas they were nowhere to be seen ten years ago, they are now earning their stripes in Belgian companies although their chances for high-level promotion are still slim.

A survey conducted by Generale de Banque shows that men are still reluctant to have a member of the «weaker sex» as their boss; to succeed, women have to imitate the behaviour of their male colleagues; and having children is often put off until their career goals have been achieved. This last finding has been confirmed by the International Active Woman Association (IAWA, rue Osseghem 46, 1080 Brussels), which was created recently by a group of high-level self-employed women and businesswomen.

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(1) The I.F.A., based in Stockholm, is a network of research institutions in nearly 40 countries.