

Female founders in Burgenland: Expectations, opportunities and limits - empirical findings

by Maria Laura Bono | ICG Public Management

The challenges faced by self-employed women are generally well known. However, what is the specific situation of women in Burgenland who have founded a company in recent years? What do they experience as beneficial? On the other hand, what is a hindrance for their business activities? And who or what could support women in realizing their own professional goals? The paper analysis the results of a survey conducted in March 2022 among female entrepreneurs in Burgenland with focus on education, business sectors and development targets.

Starting a business in Austria, like in neighboring Germany and in other European countries, is becoming less and less attractive. While 37,329 companies were founded in 2010, in 2019 there were only 27,165. What is interesting, however, is the strong and constant female participation in starting a business in Austria. The gender-specific segregation by industry is strong: the proportion of women is particularly high in the areas of personal counseling and personal care, foot care/cosmetics and massage, direct sales and personal services. The differences in the life phases of self-employed women and men are also striking. While the proportion of women among founders under 20 is only 25.6%, this rises to over 50% for over 30-year-olds and reaches a value of 67% at the age of 60+.

Knowing the situation of women in Burgenland is the prerequisite for developing effective measures - whether these are at the micro level (as aimed for in the above-mentioned ESF/Land Burgenland project for 2022) or at the macro level of a federal state or an interest group. The findings of the survey, which are expected to be available in April 2022, will be the focus of the input at the CloudEARTH conference.

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