
Gender differences in entrepreneurial attitudes and intentions: the case of Brand Dubai

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Abstract: In this age of economic development and growth, entrepreneurship is regarded as an important factor for the promotion of economic growth, employment, social welfare in gender justice. This study is a study of entrepreneurial intentions of men and women in the Emirate of Dubai in UAE with the sample numbering 476. Entrepreneurship replete with a number of factors of entrepreneurial attributes, which however may vary over time and space and between genders. They may be universal too, which is established by this study. The result show that, the sample entrepreneurial class of women and men emerge as the one with good attitudes of ‘self’ and ‘social’, and not with the intention of just making a profit but also of creative achievement. Dubai is endowed by a well-motivated and well-intended, young and educated native and expatriate entrepreneurial class, which calls for policy and physical support from government and all concerned.

Keywords: gender; entrepreneurial; attitudes; intentions; Dubai.

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1 Introduction

What moves the entrepreneurs, the makers of businesses, which produce goods and services for consumption and human welfare and advancement. Are there any gender differences in this? In recent years, in view of the increasing attentions being paid by governments particularly in developing countries and development agencies like the World Bank, to entrepreneurship as a vehicle of development and gainful employment, especially of women, entrepreneurial intention and attitudes of men and women or female and males, have become an important topic of management research (Krueger et al., 2000).

Entrepreneurship is in developing stage in the developing and emerging economies like that of Dubai and other constituent emirates of the young (1971) but fast developing United Arab Emirates, wherein entrepreneurial attitude and intentions of its men and women assume importance for entrepreneurial promotion policy purpose. Brand Dubai is an entrepreneurially is a humming emirate, later on, in this study, more is to be sow about Brand Dubai, the case study of this study.

It is well-known fact that entrepreneurship is associated with risk, but also reward of profit which is at the back every business endeavours. Profit the sole intention of entrepreneurship? There are likely to be other intention, gone into by entrepreneurial theory and literature, in a dynamic theoretical and practical setting. Similarly, an entrepreneurial attitude may be 'self' or 'social' or service. Entrepreneurial literature is likely to give a glimpse of entrepreneurial attitudes and intentions, gender and otherwise too.

Dubai has changed dramatically over the last three decades, becoming a major global business centre with a dynamic and diversified economy made-up of trade, transport, tourism, industry and finance, enjoying a strategic location and serves as the biggest re-exporting centre in the Middle East. Its low logistical and operational costs and excellent infrastructure, projects relating to Dubai hosting the activities of the 2020 World Expo, expansion of the Dubai network of airports and the Etihad Rail network, air and maritime transport means, in addition to roads, transportation, tourism facilities, e-infrastructure and e-logistics, real estate, financial services, industry and support existing activities built on the knowledge-based economy relying on research and innovation, beside of creating new sectors such as Islamic economy capital, all of which and liberal government policies attract entrepreneurs in a big way. The Global Entrepreneurship Index (GEI) Score comparison of UAE with other countries in which UAE stand tall with 19th rank, surpassing its major trading partners China, India and many other OECD countries. On its own, Dubai is a 'star' and forward economic state, well-known for its entrepreneurial activities and mega projects and many super brands.

There is a gender gap of 38.6% due to a large number of foreign male workers who do not relocate with their families due to socio-economic factors; many of them are construction workers living in labour camps. However, when the non-immigrant Dubai population is taken into account the sex ratio is more or less likely to be quite balanced $\pm 50\%$. Women are employed in administration as well as business.

Entrepreneurship is an oft-repeated focus of both federal and emirate-level government agencies which have developed laws and established fund such as Khalifa Fund, and a dedicated division of the Department of Economic Development to help support SMEs (UAE Ministry of Economy, 2014). These efforts are at variance with many governments of developing economies which do not do enough to stimulate entrepreneurship (Mehrez, 2014; Tong et al., 2012), especially of women. With the ultimate goal of SMEs contributing 70% to the country's gross domestic product (GDP) by 2021 and an increase in youth-founded enterprises (UAE Ministry of Economy, 2014), the hosting of Expo 2020 by Dubai, and the UAE Vision 2021 National Agenda, the promotion of entrepreneurship and innovation (Dubai SME, 2013; Expo 2020 Dubai, 2016; Prime Minister's Office, 2010), which are all conducive for flourishing of enterprises and entrepreneurship. Dubai is more inclined to the development of women in all respects, including entrepreneurship.

For entrepreneurial probes and the male and female dimensions of entrepreneurship, the Arab world being on an economic upsurge, and Dubai apart from being important in itself, is taken to hold a mirror to the Arab world. The Global Entrepreneurship Monitor Report (2015/16), in 69%–78% cases, 'opportunity' is the prime entrepreneurial factor, which is found in abundance in Dubai (GEI, 2016; GEM, 2016).

The Emirate of Dubai turns out to be very favourable for women entrepreneurship, because of the policy of the Government of Dubai which gives a good fillip to women entrepreneurs. Far more, with women turning out to be good entrepreneurs, women entrepreneurship may lend much needed stability to the business sector, apart from drawing women into the expanding business sector. In fact, there appears to be a need for all-women business enterprises. The matter to be investigating in the Emirates of Dubai is whether women stand on with men in respect of entrepreneurial intentions. The current study addresses this issue.

The study is organised as follows, first the introduction, then critically review of the earlier literature, which is followed by methodology, results analysis, conclusions, implication, recommendation and suggestions, and at the end study limitations and future research.

2 Literature review

Interest in entrepreneurial studies stretches over a long period of time and entrepreneurial literature is quite voluminous and is still being added to in respect of various dimensions of entrepreneurship in which attitudes and intentions strike first as a matter of entrepreneurial interest. Historically, researchers have investigated the possible reasons underpinning the entrepreneurial behaviours which are organisations, and innovating new products, process and materials and markets (Schumpeter, 1934).

However, recent literature has focused on the utility derived from choosing self-employment or entrepreneurship over traditional career opportunities and options open to individuals if the utility derived from this choice exceeds the utility derived from 'wage' employment (Ahmed, 2014; Douglas and Shepherd, 2000; Eisenhauer, 1995). There may be other factors of entrepreneurship which may come to light in new explorations of the problem.

Meanwhile, there is a rise in the number of women entrepreneurs. For example, companies founded by women accounted for over \$3 trillion of the USA's GDP (Chamorro-Premuzic, 2012), giving a momentum to the States' growth, as well as to research on women's entrepreneurship in all its dimensions, including motives, attitudes, and intentions and comparing them, among other things, with that of men.

In the entrepreneurship history of more than one hundred years, gender dimensional studies, though flagged-off in 1961 (McClelland, 1961) had mostly picked up in the 1990s (Blau, 1998; Hurley, 1999; Snyder, 1995), explaining how female entrepreneurship is linked to variables such as the allocation of family resources, childbearing decisions, opportunities, opportunity perceptions, self-confidence and poverty (Minniti, 2010). Yet, the identity, belief and value system of female entrepreneurs remained unknown, and there are calls from researchers like de Bruin et al. (2006) and Greene et al. (2007) for a vibrant enquiry into the phenomenon of female entrepreneurship factors and intentions, as there are still discrepancies between men and women in economic participation, opportunities and entrepreneurial activities (Boz and Ergeneli, 2014; Ergeneli and Boz, 2013), in particular when it comes to their attitudes and intentions, which matter much.

3 Gender and entrepreneurial development

In the past, entrepreneurship was considered to be a male-dominated sector (Brush, 1992; Berg, 1997). Women entrepreneurship was traditionally neglected both in society in general and in the social sciences, considering that mainstream research, policies and programs tend to be ‘men streamed’ (Baker et al., 1997; OECD, 2004). According to Baker et al. (1997), women’s entrepreneurship was ‘invisible’ to the media, as well as management entrepreneurship scholars. But, today, it is different.

Evidence of literature from the Western, industrialised countries suggests that male and female entrepreneurs tend to share more similarities than differences (Brush, 1992; Gatewood et al., 2003). Fagenson (1993) found that both males and females had a high value for self-respect, freedom, and accomplishments. Cooper and Artz (1995) found high levels of optimistic expectations regarding their ventures amongst both genders. On similar lines, no statistical differences between male and female rates of entrepreneurship were reported in countries like Thailand, China, and South Africa (Minniti et al., 2005).

In entrepreneurial literature, women entrepreneurs are held not only as a means of women advancement but also of economic development (Vossenbergh, 2013). Apart from the natural gender dimensions to any socio-economic problem, anywhere, in the context of development of the developing world, gender-oriented entrepreneurial probes are held imperative by Broadbridge (2010), Eroglu and McCrohan (2008), Gallant et al. (2010), Hughes et al. (2012), Kargwell (2012), and Kelley et al. (2011). Gender is important in entrepreneurship in respect to economic development, equity, empowerment, and creativity and self and wage employment, pertaining to women.

According to Minniti and Naudé (2010), the interest in women entrepreneurs goes hand in hand with a general interest in the role of entrepreneurship in economic growth and development by way of adding more entrepreneurial numbers to the business sector. As such, women are often assigned a special role as facilitators of development due to their cautious expenditure patterns (Horrell and Krishnan, 2007). For entrepreneurial development of women to be achieved, a lot of organisations including civil society organisations and NGO’s, charities, religious organisations, knowledge institutes, private companies, social entrepreneurs and public-private partnerships have been involved with vibrate programs to engage women in entrepreneurship promotion. It is a good timing for general and women economic development.

3.1 Entrepreneurial attitudes and intentions

Entrepreneurial attitudes and intentions have been explored in various climes as Asia in general (Indarti et al., 2010). Malaysia (Zain et al., 2010), Europe (Liñán and Chen, 2009; Turker and Selcuk, 2008), Iran (Zarafshani, 2011), Caribbeans (Devonish et al., 2010), Australia (Schwarz et al., 2009) and from Emirati (UAE) (El-Sokari et al., 2013; Tipu and Ryan, 2016). These suggest that there are many factors determining entrepreneurial attitudes and intentions such as gender, age, education and working experience, profit and creativity personality traits such as extraversion and conscientiousness (Engle et al., 2010; Joyce et al., 2010), need for achievement, and self-efficacy (Douglas and Shepherd, 2002; Liñán et al., 2005; Ryan et al., 2011; Zeffane, 2013a), and national culture and economic development, (Liñán and Fernandez-Serrano, 2014).

Entrepreneurial researchers have expanded the examination of entrepreneurial intentions to include business environmental factors such as structural support, capital availability, information access, and social networks (Indarti et al., 2010), and contextual factors such as perceived support, perceived barriers and close support (Devonish et al., 2009). These findings are separated into psychological and behavioural approaches of entrepreneurial intentions.

Entrepreneurial intention according to Ajzen (1991) has the ability to predict both individual behaviour and organisational outcomes such as survival, development and growth. As observed by Krueger and Brazeal (1994), intentions prove to be the best predictors of individual behaviours, particularly when the behaviour is rare, hard to observe or involves unpredictable time lags. Consistent with these observations, Bird (1988) identifies the establishment of new ventures and the creation of new value in existing ones to be the outcomes of entrepreneurial intentions. She defines entrepreneurial intention as a state of mind directing a person's attention (and therefore experience and action) toward a specific object (goal), or a path, in order to achieve something (mean). Tubbs and Ekeberg (1991) state that an intention can be described as a cognitive representation of both the objective (and goal) one is striving for and the action plan one intends to use to reach that objective. At the centre of both definitions is the role of the objectives (or goals) and their ability to foster and influence intentions. Shane and Venkataraman (2000) support the view that the two objectives (or goals) that mainly characterise entrepreneurship are the establishment of new independent firms, and the creation of new value in existing ones. In line with this view, entrepreneurial intention can be defined as a cognitive representation of the actions to be implemented by individuals to either establish new independent ventures or to create new value within existing companies.

It is certainly true that entrepreneurial ideas begin with inspiration; though intentions are needed in order for them to get manifest consistent with this approach, Krueger et al. (2000) argue that individuals do not start a business as a reflex, but they do it intentionally. Shane and Venkataraman (2000), posit that the presence and accessibility of an apparently lucrative opportunity is a necessary precursor for the creation of a new organisation, and an important consideration in the entrepreneurial process, the ability to raise capital, expand a business and so on, and the attitudes to independent decision-making, risk, and hard work constitute the bedrock of entrepreneurial intentions.

The number of studies dealing with environmental aspects has increased since the early 1990s. Ahl (2002), for instance, shows that the intention of starting up and running a business can be influenced by environmental factors, technological advancements, e-commerce and World Wide Web, international opportunities and supportive government for new businesses.

Eisenhauer (1995) noted that the motivation to behave entrepreneurially is explained by the utility-maximising theory of entrepreneurial behaviour. The notion that the 'individual is motivated to become self-employed (or otherwise behave entrepreneurially) because that course of action promises the greatest psychic utility' (Douglas and Shepherd, 2002). Underlying this motivation is the strength of the individual's abilities (human capital) and his/her attitudes to elements provided by entrepreneurship, which include autonomy, risk, work effort, income, and net perquisites and his/her intentions such as desires and risk-taking (Miller, 1983). In general, individuals desiring more income, more independence, and more net perquisites are more likely to want to engage in entrepreneurial behaviour. Likewise, Douglas and Shepherd (2000) elucidate that an

individual with a higher tolerance for risk and less aversion to work effort should be expected to be more likely to want to engage in entrepreneurial pursuits. The means to pursue an entrepreneurial opportunity are required to successfully create a new organisation and include financial and human capital.

Following the above, our concern here is confined to the individual's human capital. Specifically, we are concerned with the human capital required to pursue an entrepreneurial venture and we consider entrepreneurial human capital in terms of an individual's entrepreneurial abilities and entrepreneurial attitudes. Entrepreneurial human capital is composed of general human capital (for example, age or business experience), social capital, and entrepreneurship-specific human capital such as the abilities to perceive opportunities, raise capital, expand a business and so on, and the attitudes to independent decision-making, risk, and hard work, which is an attitude to take-up entrepreneurship in spite of risk and uncertainty involved.

It is of interest to touch-upon Arab, UAE and Dubai studies as regions of entrepreneurial activity, and economic upsurge.

4 Arab, UAE and Dubai studies

The Global Entrepreneurship Monitor (2016/17) report has categorised the UAE as an innovation-driven economy, where the focus of growth 'lies more on dynamics and simulating new combinations of products and market', even among the 20 innovation-driven economies in the world (Germany, Japan, the UK, the USA, etc.) the entrepreneurial capability, and intention were the highest in the UAE, coupled with the lowest fear of failure. In this context, the significance and importance of individual entrepreneurial activity become very crucial in the UAE, in general, and its constituent seven emirates, among which the Emirate of Dubai appears to stand out, as a business brand.

Gallant et al. (2010) found that female students were positive regarding the role that universities can play in fostering their interest in entrepreneurship. The Government in the UAE is found promotive of gender equity in every walk of life (Al Maktoum, 2013; Al Qasimi, 2016) in the Emirates, exceptionally. They are always the focus of attention to the Government of the UAE and individual emirates. Another study found that young female students in the UAE showed a more positive attitude and motivation towards entrepreneurship than their counterparts across the globe (Varadarajan et al., 2010). Ryan et al. (2011) found that motivation was an important factor in explaining entrepreneurial success, especially among Emirati women. Madichie and Gallant (2012) found that encouraging changes in the government policies and the socio-cultural environment had resulted in an increase in the number of Emirati women entrepreneurs in the United Arab Emirates, a new and developing state.

The Arab world has been witnessing a dramatic growth of interest in women entrepreneurs, resulting in their growing numbers. It is being increasingly considered, though not uniformly accepted, that women's economic security is vital for the sustainability of their own lives, that of their families, and their empowerment (Itani et al., 2011), and family is felt to play a key role in the success of businesses operated by Emirati woman (Jabeen et al., 2015). Cautious optimism (Sidani, 2016), cultural identity and convergence of western attitudes and beliefs and that of the Arab ones in the

United Arab Emirates (Amponsah et al., 2016; Hills and Atkins, 2013), Zeffane (2013b) are said to facilitate the entrepreneurial prospects for the young men and women in the UAE. It is a pleasant surprise that the UAE, including Dubai, was attracted a good deal of scholarly attention in respect of entrepreneurship, especially of women.

According to Shaikha Lubna Al Qasimi, UAE Minister of State for Tolerance, gender equality has become a reality in the country, as UAE is going beyond from empowering women to empowering society through women. UAE women currently account for two-thirds of the labour force with around 21,000 women controlling wealth amounting to over Dh 12 billion (US \$3.26 billion) in the country. In addition, Emirati women are on the path of financial independence and prosperity because of the way they have exploited the full potential of entrepreneurship to their advantage by creating jobs for themselves and others (Al Qasimi, 2016).

Ahmed's works (2014, 2015a, 2015b) regarding the UAE and Dubai are noteworthy for bringing out the flourishing of entrepreneurship in the United Arab Emirates, because of all-out encouragement to young men and women entrepreneurs, especially the latter. In Dubai, he has found so many encouraging and facilitating factors of entrepreneurship, such as world-class or even more than world-class infrastructure facilities, top banking, etc. a large expatriate population. The UAE is lucky in having an excellent political leadership which is visionary, enterprise promoting and very considerate of interests of women and their entry into-entrepreneurship. This is being taken care of by no less than His Excellency, Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Supreme Ruler of Dubai (Al Maktoum, 2013).

Unlike previous studies discussed above, the present study is an exploration of gender differences in the entrepreneurial intentions in the Emirate of Dubai, extending the frontiers of gender differences in entrepreneurial intentions. Unlike previous studies that predominantly utilised student samples (e.g., Gallant et al., 2010; Varadarajan et al., 2010; Manumdar and Varadarajan, 2013) to examine gendered entrepreneurial intentions in higher education, the current study employs adult sample to address the problem of inter-gender differences in the entrepreneurial attitudes and intentions in the Entrepreneurial supportive Emirate of Dubai, which is a global business brand entity (Ahmed, 2015a, 2015b). Dubai makes an interesting and useful case study of male and female entrepreneurial attitude and intentions of the world in general and the UAE in particular.

5 Sample, data and methodology

Data for this study were collected using a self-administered survey from people from the Emirate of Dubai in the United Arab Emirates. The survey was administered to a convenience sample of 550 people, resulting in 476 usable completed questionnaires. In this study, the convenience sampling approach was used purposely to ensure that the sample consists of aspiring entrepreneurs. The participants responded to the items that shed some light on entrepreneurial attitudes and intentions.

The respondent characteristics are as in Table 1. About 33% of the participants were 31 years of age, followed by about 30% of 21 to 25 years, 25% 26 to 30 years and 12% under 21 years of age. Gender-wise, the majority of them were females (63.4%). Nationality-wise, Emirate of Dubai accounts for (287, 60.3%), Arab expatriates (101, 21.2%), and other expatriates (88, 18.5%).

Table 1 Sample description

	<i>Frequency</i>	<i>Percentage</i>
Age (in years)		
Less than 21	56	11.8
21–25	142	29.8
26–30	120	25.2
31 and above	158	33.2
Gender		
Male	302	63.4
Female	174	36.6
Nationality		
Emirati	287	60.3
Arab Expatriate	101	21.2
Other Expatriate	88	18.5
<i>Total</i>	<i>476</i>	<i>100.0</i>

5.1 Measures/variables

5.1.1 Profit

In the traditional economic or entrepreneurial theory, the entrepreneurs and his entrepreneurship's and enterprise's, motivation or intention is profit or profit making. Profit is reward or remuneration for entrepreneurship, of risk and uncertainty. Where there is profit, there is enterprise, entrepreneur and entrepreneurship. He or She entrepreneur has no other intention. Entrepreneurship is a factor of production or producer of goods and services for human consumption and further production. The other factors of production are land, labour and capital (Schumpeter, 1934). Profit is even now an entrepreneurial variable or function, but it is not the only variable or the sure of an intention, may not be even the first factor. In our measure also, it comes next to opportunity.

5.1.2 Opportunity

Today, as brought out by this study and otherwise and by other studies also, entrepreneurial intentions are multidimensional. In this study, 'opportunity', meaning chances, emerges as the first factor of entrepreneurial intentions. In the United Arab Emirates people in the age group of 18–65, which may be called entrepreneurship commencing age group, have enticing opportunities of becoming entrepreneurs, and also the entrepreneurial field is wide to choose from or has an immense opportunity of starting enterprises and growing. The government is encouraging with, say Khalifa Fund for Enterprise Development (KFED), and skill and training facilities – a sort of work-over entrepreneurial facilities or opportunities. Everyone is ready to extend a helping hand to budding and prospective entrepreneurs. Say, banks are ever ready to fund workable entrepreneurial projects. It is a worldwide phenomenon, more pronounced across the UAE's Seven Emirates. There are immense entrepreneurship-opportunities, especially for

women in the UAE for citizens, almost offered on a platter. For, all said, Dubai is an entrepreneurial state and a state of immense business opportunities especially in education, health, retailing and so on, appears to overtake risk.

5.1.3 Social factors and intentions

According to the ancient Greek philosopher Aristotle, man is a social being, who cares for the social distinctions-entrepreneurial class is a distinct socio-economic class distinguished by the enterprise, distinction, responsibility, wealth creation, employment generation, wealth, etc. which command social respect and appreciation. Many a time are distinguished by philanthropy, social service. Entrepreneurship is a social service which contributes to social welfare. UAE entrepreneurs, industrialists, business and services people have made entrepreneurship a distinguishing social activity. They are not just entrepreneurs, but social entrepreneurs.

5.1.4 Risk-taking

Entrepreneurship is risk-taking and swimming against many odds to make a success of her/his enterprise, from micro to mega. It is no mean work and achievement. It is not a 9–5 corporate or government work, but a 24/7/365 one, giving a lot of self-satisfaction and doing something worthwhile self-fulfilling and socially useful. It is a supportive. It is value creation. It is a famous philosophy of Adam Smith, the author of famous economic and business text, *The Wealth of Nation* (Smith, 1776), that entrepreneurial class propel the economy forward from a state of want to plenty, which is quite adventurous. Therefore, it is not surprising the adventure and risk of entrepreneurship is appealing to the sample respondents. According to Smith, there cannot be profit without good business or entrepreneurial products and services.

5.1.5 Responsibility

The entrepreneur feels bound to his customers, employees and society at large, which is not the case with the non-entrepreneurs, which is a course to take up an entrepreneurial career rather than a paid job. Because, these people are dependent on his goods and services or responsibility comes first before the self.

5.1.6 Supportive

When thinking of an entrepreneurial career, one is sure, especially women of support from family members, instead of feeling all alone. Especially parents are interested in their wards entrepreneurial success. They have always their family, particularly parents to depend upon. In the case of married ones, spouses and mother-in-laws too in addition to parents. The UAE is a collectivist or close-knit family relations society and the supportive factor is found not only in this study but also in other studies. Movingly, the concern and support of the near and dear, especially of parents, is life-long and in all circumstances.

5.1.7 Personal

There appear to be some entrepreneurial persons. They want to be employers rather than employees, want independence. Desire freedom of action have a firm and business of their own which has no retirements. In their case, there is no conflict between wage and salary employment. They are straight away intended upon an entrepreneurial career. There is any number of cases of young women and men leaving well paid jobs and taking themselves on an entrepreneurial career for services, satisfaction and self-fulfilment. There are entrepreneurial personalities. Especially women may feel quite feel at home in self or entrepreneurial employment.

The entrepreneurial traits are education, training, skills, market knowledge, independence, etc. They start small and make it big. Today's start-up movement in various numbers of fields is due to the personality traits of the youngsters to be their own and make the fruits of entrepreneurship reach the common people. There can be said to be an entrepreneurial revolution sweeping East and West.

5.1.8 Environmental (factor)

Everywhere, it is well-known, that the 'case of doing business' and the entrepreneurial environment, which is an environment encouraging to the present and future of aspiring entrepreneurs of micro, small, medium enterprise and entrepreneurship and economic and business development. The economic and business environment conducive to business or is business friendly is always encouraging to entrepreneurship and entrepreneurial intentions.

5.1.9 Entrepreneurial intentions

Not the least, the adage 'where there is a will, there is a way' applies to entrepreneurship also. One can take an animal to a pound, but one cannot make it drink unless it has a desire for water. So, it is necessary to know whether one is an entrepreneur by incident or intention.

Participants responded to the items in the questionnaire on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). In the first part of the questionnaire, questions related to participants' background information was sought, while in second part included items pertaining to the entrepreneurial factors (e.g., opportunity, profitability, risk-taking, responsibility and supportive, personal and environmental, entrepreneurial intentions). All scales demonstrated good reliability (Cronbach's alphas > .84 for all factors) above the recommended level of 0.70.

6 Results analysis

The results of the statistical analysis of the sample data in Table 2 reveal that the 'opportunity', by the values of mean on standard deviation, is the most important determinant (M = 4.22, SD = 0.509) followed by 'social' (M = 4.17) and 'profitability' (M = 4.14). 'Personal' (M = 4.05) and 'environmental' (M = 4.06) factors are also found to be significant. The intentional values are M = 2.11 and SD = 0.829.

Table 2 Means, standard deviations, and correlations among study variables

	<i>M</i>	<i>SD</i>	1	2	3	4	5	6	7	8	9
1 Opportunity	4.22	.509	1								
2 Profitability	4.14	.721	.589**	1							
3 Social	4.17	.773	.552**	.535**	1						
4 Risk taking	3.82	.668	.113*	.124**	.114*	1					
5 Responsibility	3.89	.670	.207**	.103*	.159**	.593**	1				
6 Supportive	3.94	.661	.264**	.240**	.217**	.184**	.207**	1			
7 Personal	4.05	.687	.463**	.341**	.347**	.131**	.212**	.475**	1		
8 Environmental	4.06	.569	.448**	.306**	.325**	.173**	.211**	.336**	.448**	1	
9 Entrepreneurial intention	2.11	.829	-.014	-.060	.041	-.094*	-.051	-.151**	.003	-.001	1

Notes: * $p < .05$ (two-tailed), ** $p < .01$ (two-tailed).

As shown in Table 2 all entrepreneurial factors used in the study (i.e., opportunity, profitability, social, risk taking, responsibility, supportive, personal, and environmental) are found correlated with one other ($p < .01$). Thus, a number of factors account for the making of the entrepreneur and entrepreneurship.

Thus, the Dubai is found an enlightened lot in their entrepreneurial decisions, with the Emirate offering wide entrepreneurial opportunities. Therefore, it is not surprising to find different nationalities thriving in the entrepreneurship sector in the Emirates (Tong et al., 2012).

6.1 Gender differences

Table 3 presents the differences in entrepreneurial intentions between male and female. The results show that both males and females demonstrate strong tendency to become future entrepreneurs as the average scores of all variables are similar for men and women respondents. Further, the independent samples t-tests show that there were no significant differences in mean attitudes and intentions between men and women since the p-values were greater than 0.05 for all the factors except the social factor (Table 4). However, women's entrepreneurial intention was marginally higher than that of males for all factors except for profitability and personal, which show women's upward entrepreneurial mobility. It is significant that, female mean values are found generally higher than that of men. Does it mean women are more careful entrepreneurs? It is an interesting proposition for investigation.

Table 3 Mean value of variables by gender

	<i>Gender</i>		<i>Total</i>
	<i>Male</i>	<i>Female</i>	
Opportunity	4.22	4.23	4.22
Profitability	4.16	4.11	4.14
Social	4.13	4.25	4.17
Risk taking	3.81	3.83	3.82
Responsibility	3.88	3.91	3.89
Supportive	3.91	3.99	3.94
Personal	4.09	3.98	4.05
Environmental	4.04	4.09	4.06
Entrepreneurial intention	2.09	2.13	2.11
<i>Total respondents</i>	<i>302</i>	<i>174</i>	<i>476</i>

Table 4 t-test for equality of means

	<i>Levene's test for equality of variances</i>				<i>t-test for equality of means</i>					
	<i>F</i>	<i>Sig.</i>	<i>T</i>	<i>df</i>	<i>Sig. (two-tailed)</i>	<i>Mean difference</i>	<i>Std. error difference</i>	<i>95% CI</i>		
								<i>Lower</i>	<i>Upper</i>	
Opportunity	1.009	.316	-.081	474	.936	-.00392	.04849	-.09921	.09137	
Profitability	.348	.556	.676	474	.499	.04643	.06865	-.08846	.18133	
Social	5.918	.015	-1.606	474	.109	-.11799	.07345	-.26232	.02635	
Risk taking	1.144	.285	-.447	474	.655	-.02848	.06365	-.15355	.09659	
Responsibility	1.867	.172	-.431	474	.666	-.02754	.06384	-.15298	.09789	
Supportive	.064	.800	-1.279	474	.202	-.08041	.06288	-.20396	.04314	
Personal	.101	.751	1.773	474	.077	.11570	.06526	-.01253	.24394	
Environmental	.919	.338	-.976	474	.329	-.05283	.05411	-.15916	.05351	
Entrepreneurial intention	2.622	.106	-.542	474	.588	-.04278	.07900	-.19801	.11245	

Note: CI = confidence interval of the difference.

7 Conclusions and implications

The results of the study show that there are no gender-specific significant differences between men and women in entrepreneurial attitudes and intentions (i.e., opportunity, profitability, social, risk taking, responsibility, supportive, personal environmental and entrepreneurial intentions) in the well-developed developing Emirate of Dubai taking full entrepreneurial care of its people, particularly women (Al Maktoum, 2013). These findings are contrary to previous studies that reported gender differences in which either males (Brush, 1992; Sánchez-Escobedo et al., 2011) or females (Varadarajan et al., 2010; Gallant et al., 2010) are found to show higher level of entrepreneurial attitudes and intentions. The rationale for the result could be the nature of sample; unlike previous studies that utilised college student sample (e.g., Varadarajan et al., 2010; Gallant et al., 2010; Manumdar and Varadarajan, 2013), the present study utilised adult population that may indicate that students and adult population may not respond to entrepreneurial intentions in the same manner.

However, the results are in line with the literature from the Western, industrialised countries suggesting that male and female entrepreneurs tend to share more similarities than differences (Brush, 1992; Gatewood et al., 2003; Minniti et al., 2005). These results clearly suggest that both men and women are equally likely to emerge as entrepreneurs in Dubai. This may suggest that the women in Dubai appear not to face any ‘glass ceiling’ in entrepreneurial aspirations, suggesting that the Emirate of Dubai comes in as ‘fair to women’ Emirate (Gallant et al., 2010). One implication of this is that the Government of Dubai should continuously give more attention to women entrepreneurship as the government policies can promote Emirati women entrepreneurship (Madichie and Gallant, 2012). The government and other agencies like banks can provide entrepreneurial facilities for more men and women to take-up the entrepreneurship route of self-employment, wealth and employment creation and self and national and international development. Educational institutions can play an important role in fostering students’ interests towards entrepreneurship by providing ‘hands-on’ entrepreneurship education and training as a part of business curricula (Gallant et al., 2010). There may be exclusive entrepreneurship courses in university and colleges, leading to degrees or diplomas.

The study contributes to the body of literature by adding to the paucity of literature on entrepreneurial intentions in the emerging Dubai market economy, identifying factors that influence venture creations, and delimiting the factors of promotions in creating and promoting entrepreneurship in Dubai.

Therefore, it is suggested that not only Dubai but also the other Emirates of the UAE need to fully make use of their aspiring people, especially higher aspiring women, in the entrepreneurial field for self and national development, social welfare and economic and gender justice.

8 Recommendation and suggestion

The main policy suggestions that follow from the study are that in view of good entrepreneurial impulses among the emirate women, but their under-representation in the entrepreneurial class, the enlightened and concerned Leadership of the Emirate of Dubai,

headed by H.H. Sheik Mohammed Bin Rashid Al Maktoum, need to strive for more women's representation in entrepreneurial ventures. What applies to Dubai, also applies to other emirates of Abu Dhabi, Sharjah, Fujairah, Ras Al Khaimah, Ajman, Um Al Quwain.

Further proposed that a special women entrepreneurship policy may be formulated. An examination may be made of the specific requirements of women entrepreneurship and the policy may be formulated accordingly. Needless to say, the concerned governments of Dubai and other emirates need to have a continuous monitoring system for entrepreneurship ventures for their sustainable development and keep their mortality rate to the bare minimum, if not zero. Of course, Emirati first is to be the policy focus, with special provision. 'Women first' means whole family development, for women especially of children and their education, health and careers. A special women entrepreneurship fund may be constituted. Women ventures are whole family ventures, with whole family involvement, especially of daughters.

Dubai is home to a large number of entrepreneurship favouring SMEs, (Dubai SME, 2013), which need further impetus for sustainable development. And, the entrepreneurship drives among commence from the entrepreneurship aspiring collegians (Zeffane, 2013b). And, not the least a concerned entrepreneurial policy will have widespread benefits and pay for Dubai and its other emirate as well (Baumol, 1993)

9 Limitations and further research

This study is not a final word in the entrepreneurial impulses of men and women in Dubai and following it in the other emirates of the UAE. The entrepreneurship function and the entrepreneurial impulses, intentions in number and relative importance may change over time and space.

It is a small sample study. A bigger sample may yield different results. It is a mixed study of Emirati and non-Emirati. There is a further sub-division – non-Emirati into Arabs and non-Arabs. It is a quick small study bound by the limitations of time, resources, and manpower personal. Dubai is a cosmopolitan emirate, with a lot of exposure to global influence and trends which may not be the case with other emirates of the UAE. So, within the UAE, similar studies may be undertaken for the other Emirates of the United Arab Emirates for their overall development.

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