The Impact of Gender Equality in Foreign Countries on the Propensity to Export by
Women-Owned Canadian SMEs

Organization: Global Affairs Canada
Topics: Trade, Gender, Econometrics

Increasing participation in exporting by women-owned small and medium enterprises (SMEs) is an important objective for the government of Canada and Global Affairs Canada. Women-owned SMEs may not export for a number of reasons including that they tend to be in less export-intensive sectors and are smaller on average. They may also have reduced access to capital or have weaker professional networks. An under studied aspect of why women-owned firms do not export, however, is that some export destinations are less welcoming to women entrepreneurs. This study would attempt to explore to what extent the level of gender equality in the destination market impacts on the decision of women-owned SMEs to export to that market.

A using a unique data-set on the distribution by gender of the ownership of Canadian privately controlled corporations that exporter to the Canada's 50 most important export destinations will be supplied by global affairs Canada. This directed research project would develop an empirical model based on this data which would include a measure of gender openness in foreign countries, as well as more traditional measures that are commonly used to explain trade patterns.

This project will result in a research study of approximately 10-12 pages and consist of three parts. The first part will be a brief overview of the literature on the participation of women-owned business in exporting with a focus on how the gender environment in the destination country could affect the decision on where to export. The second part will be to identify potential measures of gender openness for the destination countries. This data will then be combined with other explanatory variables and an estimation model/technique identified. Part 3 will consist of an econometric estimation of the role of gender equality in destination country to export decisions of Canadian women-owned businesses.

This directed research project will give the student experience in using econometric techniques in a policy context and to contribute to an important policy question for the government of Canada.

References:


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