WOX Grant Application Form for 2016
01/01/16

This template is required for submission of your grant. Insert your cursor into the text box provided under each section and begin typing. The box will expand and there is no character limit.

The completed WOX Grant Application must be emailed to ernstg@XAVIER.EDU and a paper copy with appropriate signatures mailed to Anne Ernst, Alumni Building ML 5430 by 5 p.m. March 1, 2016.

NOTE: Proposal review and assistance is available through the Office of Grant Services. Please contact Shari Howell at 513-745-1904 or email at howells3@xavier.edu.

PROPOSAL FOR WOX GRANT

Include the following info in the following order:

Title of Proposed Project:

☐
Too few Women Entrepreneurs: Perceived barriers for women entrepreneurship in for-profit and non-profit sectors

Name of Each Applicant and Their Associated Position:

☐
Rashmi Assudani, Chair & Associate Professor of Management and Entrepreneurship, XU (Lead Author)
Imane Khayat, Adjunct Faculty of Management and Entrepreneurship, XU

ALL appropriate signatures as outlined in the Guidelines for the WOX Grant Awards document. For each approval needed, please type the person’s name, title, email address, and then have them physically sign it.

☐
Dean Stafford Johnson
johnsons@xavier.edu

Rashmi Assudani
Department Chair, Management & Entrepreneurship
assudanir@xavier.edu

[Signature]
**ABSTRACT**

Summarize your proposal request as indicated below:

**HINT:** The abstract may be the only part of the proposal the voter reads, so it is imperative that you sell your project in this section. As this is a summary of your project, please limit this section to no more than ½ page.

<table>
<thead>
<tr>
<th>Title of the Proposed Project:</th>
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<tbody>
<tr>
<td>Too few Women Entrepreneurs: Perceived barriers for women entrepreneurship in for-profit and non-profit sectors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amount Requested:</th>
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<tbody>
<tr>
<td>$4165</td>
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Brief abstract that clearly and concisely states the aim of the project, anticipated value for XU students and/or faculty and the indicators of success:

According to the National Women’s Business Council, business owned by women dropped from 36.3% in 2007 to 28.8% in 2012. These numbers reveal the urgency to understand the barriers facing women as they start their new venture. An increasing body of literature has accumulated during this last decade to study the role of women in entrepreneurship, however, very few comparative research has explored the obstacles facing women when they embark in their entrepreneurial journey either to fulfill a commercial or a social purpose. A report on social entrepreneurship by the Global Entrepreneurship Monitor (GEM) suggests that gender gap in the social sector is less important than in the for-profit sector. This means that there are more women who are starting a non-profit or a social enterprise than a commercial enterprise. Through this project, Xavier University and students will be connected with the Cincinnati entrepreneurial ecosystem as we explore the barriers facing women entrepreneurs. Students’ participation in a scholarly research will give them new insight into the practice of business and entrepreneurship. In addition, they will be presented with a unique opportunity to meet and attend an event with female speakers who are trying to make the difference in the business world and in society.

The goal of this proposed project is multi-fold: 1- To build a theoretical and a practical framework for a better understanding of the barriers facing women entrepreneurs in both the non-profit and for-profit sectors. 2- To organize a one-day event for discussions with and presentations by women entrepreneurs from both the for-profit and non-profit sectors.

In this project, students will be serving as actively engaged learners and researchers. They will be collecting data, interviewing with women entrepreneurs from the Cincinnati entrepreneurial ecosystem, and will be participating in data analysis. The second part of the project and its indicator of success is the one-day event planned and organized by students in which results of the research will be presented and feedback collected from the participating women entrepreneurs.
BUDGET

What is the amount of funding requested?

Provide a detailed budget with justification/need for each itemized expense.

- For example, if your project requires a paid student coordinator, the role of that coordinator in the project must be specified.
- If more than 25% of a budget is allocated toward food and incentives, specific rationale for these expenses should be provided.
- Include a detailed list of supplies and equipment necessary to complete the project.
- If a project's total budget is greater than $10,000, per year, other sources of support must be stated and appropriate documentation from other funding partners must be provided.
- All costs, including student pay rates, must follow university policy. Your budget for these items should take this into account. Please contact Student Employment and other appropriate offices on campus to obtain proper pay rates.

<table>
<thead>
<tr>
<th>Field Research</th>
<th>Quantity</th>
<th>Cost</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student researcher:</td>
<td></td>
<td></td>
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<tr>
<td>- Interviews</td>
<td>80 h</td>
<td>10</td>
<td>800</td>
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<tr>
<td>- Transcription</td>
<td>100 h</td>
<td>10</td>
<td>1000</td>
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<tr>
<td>- Data collection</td>
<td>100 h</td>
<td>10</td>
<td>1000</td>
</tr>
<tr>
<td>One-day Event with 50 attendees</td>
<td></td>
<td></td>
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<tr>
<td>Snacks and drinks</td>
<td>50</td>
<td>3</td>
<td>150</td>
</tr>
<tr>
<td>Lunch</td>
<td>50</td>
<td>8</td>
<td>400</td>
</tr>
<tr>
<td>Transportation for speakers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gift cards for students volunteers</td>
<td>8</td>
<td>50</td>
<td>400</td>
</tr>
<tr>
<td>Nametags</td>
<td>1 box</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Designing and printing flyers</td>
<td>200</td>
<td>2</td>
<td>400</td>
</tr>
<tr>
<td>Gifts to speakers</td>
<td>4</td>
<td>100</td>
<td>400</td>
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<td><strong>Project Total:</strong></td>
<td></td>
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<td><strong>$4165</strong></td>
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NARRATIVE

Please answer the following questions in the associated boxes. Please limit your answers in total to no more than two single-spaced, typed pages.

2. How does this proposed project enhance the mission and purpose of Women of Excellence?

Women of Excellence was created to “provide opportunities for women to grow as organizational and philanthropic leaders for the University” and through its programs it aims to enhance the academic quality
and student's experience. This project led by and directed towards women entrepreneurs in Cincinnati recognizes the crucial role of women and their active participation in the economic and social dynamic of the city. It will involve students in the research design and expose them to methodological tools to understand barriers facing women as they engage in their entrepreneurial endeavor. In addition, students will be exposed to women philanthropic leaders who are making a social impact and contributing to solve societal problems in the city of Cincinnati. Students with ambitions to become entrepreneurs will be offered the unique opportunity to look at the entrepreneurship process from a practical perspective.

2. How will this project further the mission of Xavier University to "engage and form students intellectually, morally and spiritually, with rigor and compassion, toward lives of solidarity, service and success?"

The global topic of the project, its student centric focus, its engagement with the external community and stakeholders, and its attention to a very important gap related to minorities together helps further the mission of Xavier University.

While this project engages students for research and event planning, this project also has the potential to inform non-Xavier students and community by way of presenting and publishing research findings in various national and international avenues.

3. Why is this project important? Does it address a gap within existing University programs?

Business disciplines have typically seen a smaller percentage of women enrolment. This has led to the lack of diversity in leadership positions in organizations. Specifically with respect to entrepreneurship, this gap is very noticeable.

This project addresses this gap, generates a better understanding these gaps, and reviews the barriers for women entrepreneurship and whether it is context specific. Current university programs are not specifically focused on this topic.

4. What is the expected outcome of your project? How many people (faculty, staff, students) will be engaged in your project?

The proposed project has three outcomes: 1-to students, by improving their learning and creating awareness about the field of women entrepreneurship; 2-to XU, by creating a possibility to attract female students to potentially enroll in the entrepreneurship major and enhancing the university favorably with published research in various outlets, including Jesuit Education journals; 3-to faculty applicants, by increasing their scholarly contribution.

Another outcome of this project is the one-day event open to the Xavier community and the Cincinnati entrepreneurial ecosystem members and presentations by students to the participating women entrepreneurs.

Two students will be involved in the research process, field research and presentation of the results. Eight others will work on planning and organizing the one-day event: sending invitations, advertising and setting-up the event. Dr. Assudani and Dr. Khayat will be directing and guiding the students throughout this process.

5. How will you measure the success of your project, if funded? What are the qualitative and quantitative measures that you will use to assess impact and effectiveness?

The success of this project will be measured via different means. In order to reach out to prospective attendees for the event, we will reach out to and build partnerships with Women in Business, Mission and Identity Office, Gender and Diversity Office. In addition, participating women entrepreneurs will be assessing the project's results through their direct feedback during student's presentations. Another measure of success would be the publication of the research results in an international peer reviewed journal. The qualitative and quantitative measures that will be used to assess the impact and effectiveness will be surveys and direct feedback. Surveys will be disturbed at the event to evaluate the overall experience of the audience. Another survey will be directed to students in order to collect feedback about their involvement in the project. Direct feedback and
comments from women entrepreneurs about their participation will be gathered as well.

6. If your project is funded, how will the WOX Giving Circle be recognized as having played a role in the success/completion of your project? Give specific examples.

WOX Giving Circle will be acknowledged and recognized in all communications with the Cincinnati entrepreneurial ecosystem participating members. In addition, the WOX's logo will be featured on all promotional materials for the one-day event. A special message of gratitude to our sponsor WOX will be included in the article paper to be submitted to the academic journal.

ADDITIONAL INFORMATION

Use this section to add additional information or supporting arguments not covered in the sections above.

This project will strengthen the relationship, which has already been established by the department of management and entrepreneurship, between the Cincinnati entrepreneurial ecosystem and Xavier University. Collaboration between students, faculty members and women leaders from the for-profit and non-profit sectors, will be a unique opportunity to create a network composed of future women professionals, women in academia and women entrepreneurs.