Policy and Practice to Build the Next Generation of Women's Entrepreneurship in Vietnam

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Continuity

Change
WOMEN ARE HALF OF THE POPULATION

GOOD FOR THE ECONOMY
- 40 percent of Gross Domestic Product
- 50 percent of employment

GOOD FOR SOCIETY
- Narrowing of gender gap in labor force
- Inspiration to girls and women

GOOD FOR ORGANIZATIONS
- Diverse experience and perspectives
- Improved effectiveness and decline in conflicts

GOOD FOR INDIVIDUALS
- Financial independence
- Increased agency and voice

WOMEN ARE HALF OF THE POPULATION
WOMEN SHOULD BE PLACED AT THE CENTER OF EVERY POST PANDEMIC RECOVERY AND DEVELOPMENT EFFORT

VO THI ANH XUAN
VIETNAM VICE PRESIDENT
Progress in Legal Framework for Women’s Business & Economic Empowerment

2006: GENDER EQUALITY

Article 12: Gender equality in the economy

2017: SUPPORT FOR SMEs

Article 3: Definition of women-owned SMEs
Article 5: Priority for women-owned SMEs and enterprises hiring more female workers

SMEs = Small- and Medium-sized Enterprises
National Initiatives

Project 844: Startup ecosystem in Vietnam
Project 1665: Support students’ entrepreneurship
Project 939: Support women’s entrepreneurship

Policies and National Initiatives to Support Women’s Entrepreneurship

27 percent by 2025
30 percent by 2030

NATIONAL STRATEGY ON GENDER EQUALITY 2021-30
On the one side

**ASIA**

#10

Female participation in entrepreneurship

MIWE 2020

**GLOBAL**

#25

Female participation in entrepreneurship

MIWE 2020

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22.4% in 2015

26.5% in 2020

women-owned businesses

Source: UN Women 2021; MIWE 2020
On the other side
Ranking 44th out of 58 countries

Supporting conditions for female entrepreneurship

MIWE 2020

NOT GENDER RESPONSIVE
Legislation and policy

NOT DEMAND DRIVEN AND GENDER RESPONSIVE
Entrepreneurship training program

INSUFFICIENT EVIDENCE
Women's needs for entrepreneurial capacity building
My Research

- What are the perceived learning needs and interests of Vietnamese women aspiring to be entrepreneurs?
- How do current policies and programs promote or inhibit entrepreneurship capacity building for women?
Qualitative Methodology

Interviews with aspiring female entrepreneurs
Interviews with government officials and private sector leaders
Focus group discussion with practicing female entrepreneurs
Review of research and policy documents
WHAT WOMEN WANT TO LEARN

INTERNAL CONFLICT
Self-awareness and self-efficacy

BALANCE OF “FEMININE” AND “MASULINE” TRAITS
“Sensitivity, prudence, perfectionism, softness” & “Assertiveness, risk tolerance, adaptivity, determination”

ENTREPRENEURIAL CAPABILITIES AS MORE IMPORTANT
Finance
Marketing
Communication
Human Resources

...THAN ENTREPRENEURIAL MINDSET
Innovation
Technology
Risk taking
Problem solving
Leadership
How women want to learn

**Real World Connections**
- Mentoring
- Panel talks
- Site visits
- Peer exchanges

**Intensity of Interaction**
- 3-12 month
- In-person
- Hybrid

**Single or Mixed Gender**
- Gender dimension
- Safe and comfortable
- Diverse
What women know and need from current policies and programs

- **LITTLE INFORMATION**
  - "I have no idea"

- **LIMITED PREVIOUS TRAINING**
  - Not specifically designed for women

- **FAULTY ASSUMPTIONS, MISTRUST, PERCEIVED BUREAUCRATIC HURDLES**
  - Accessible information
  - Reduced paperwork
  - Childcare policies
DEFICIENCIES IN POLICY DESIGN AND IMPLEMENTATION

LACK OF

• GENDER-INTEGRATED ENTREPRENEURSHIP POLICIES
• COORDINATION BETWEEN GOVERNMENT AGENCIES
• KNOWLEDGE OF GENDER DIFFERENCES
Recommendations

A 3-pronged approach

Create a supportive context for female entrepreneurship

- Gender dimensions in legislation and policies
- A whole of government approach
- Promotion of entrepreneurial culture for women
Understand women entrepreneurs and design for them

Consider all factors influencing diverse needs

Identify effects of implicit bias on participants at the very beginning
Design gender-responsive programs that go beyond learners' immediate needs

Balance short-term needs and long-term growth

Create content and format to navigate stereotype threat

Guarantee real-life connections
It is time for demand-driven and gender-responsive policy and practice to promote female entrepreneurship in Vietnam.
Look forward to continuing our conversation!

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