

Why Women are the Entrepreneurs of the 21st Century ... ©

After years of unequal pay for equal work, women are taking matters into their own hands, and demanding equal pay for equal work by opening their own businesses.

The end of the twentieth century saw a surge in women business ownership. U.S. Census statistics and the U.S. Small Business Administration's Office of Women Business Ownership show that women have opened small businesses at a greater rate than men for approximately the past two decades.

Women are typically the caregivers for family members, not only in the case of children, but the responsibility more commonly falls on women to take care of elderly and sick relatives as well. As such, women have less work history on average than male counterparts, a primary factor contributing to unequal pay despite education, skills, and acquired knowledge.

Of course, in some cases, outdated stereotypes and male dominance in the business world also contribute to women facing a ceiling in terms of career opportunities, advancement, and pay increases, and many employers worry that their investment will be lost due to future pregnancies.

While we can't change the mindset for those who have not yet evolved, implemented programs such as flex time for women (and men for childcare purposes), women can be empowered by realizing that opportunity exists through small business ownership.