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נושא ההרצאה:

**A DIFFERENCE THAT MAKES A DIFFERENCE:
ENTREPRENEURS' PERCEIVED DISSIMILARITY PROMOTES HR
FORMALITY AND GENDER DIVERSITY**

תקציר ההרצאה

Women continue to represent a minority in startups, a situation that might develop into a serious “diversity debt” as these firms rapidly scale.

Prior studies found that gender diversity in startups can be improved when entrepreneurs adopt more formal human resource (HR) management practices early on, which can then protect staffing and promotion decisions from gender-bias. However, little is known about individual characteristics of entrepreneurs that may encourage HR formality in their startups and, subsequently, contribute to gender diversity among their employees. Based on the notion of Activist Choice Homophily – when members of underrepresented groups support each other, we hypothesize, test, and find support for a mediation model in which entrepreneurs’ perceived dissimilarity from other entrepreneurs predicts their emphasis on HR formality, which in turn is associated with gender diversity. Based on our findings we offer a number of theoretical contributions and point to practical implications as well as future avenues for research on the intersection of HR and entrepreneurship.