

# Entrepreneurial women in scientific and technological parks: The construction of self images

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**Abstract**—The thesis values the role of women entrepreneurs in science and technology parks, in Brazil and Spain, for the development of innovation and entrepreneurship environments. The qualitative and interdisciplinary research discursively analyzes the self images constructed through scenography elaborated in the testimonies of women entrepreneurs in their socio-professional practices, based on cultural, identity and management aspects in the work activity.

**Keywords**—Culture, Identity, Scientific and technological parks, Self images, Women entrepreneurs.

## I. INTRODUCTION

In most countries in Europe and Asia, and in the United States, the interest in female entrepreneurship extends beyond the actions of government, attracting the eyes of many countries and multinational entities. There is a conviction that the economic power of nations depends on their future businessmen and their enterprises. In addition to the world forums, female entrepreneurship has been studied at various universities, as well as by governments and private institutions from various countries.

In the meantime, this study proposes dialogues about entrepreneurship, female entrepreneurship, culture and identity, as well as recognizing ergological propositions<sup>1</sup> and the autonomy of the human being to cope with the theme of women entrepreneurs. The study was limited to discourse analysis, giving rise to the images of itself<sup>2</sup>, built by the scenographies elaborated by the women entrepreneurs<sup>3</sup>, and present in socio-professional practices,

<sup>1</sup>“Ergology is a multidisciplinary research method because human activity is too complex to understand and analyze from a single discipline, whatever it may be. All are necessary, although none is sufficient.” (TRINQUET, 2010, p. 94).

<sup>2</sup>“[...] – ethos is a discursive notion that is constructed through discourse, not an 'image' of the speaker outside his speech; - ethos is fundamentally an interactive process of influence over and the other; - is a fundamentally hybrid (sociodiscursive) notion, a socially evaluated behavior that cannot be grasped outside of a precise communication situation, itself integrated into a particular socio-historical conjuncture.” (MAINGUENEAU, 2008c, p. 17).

<sup>3</sup>In this study, the small part of the corpus that comprises women entrepreneurs, includes women partners who own companies

in science and technology parks. It is noted that female entrepreneurship has been used as a parity mechanism for women's rights, as it evokes their participation, as historical subjects, in economic, social and environmental growth in their regions.

The dynamics of the contemporary world and the technological revolution - attached to the profound restructuring of capitalism - have long been in dialogue about the identity aspects of human beings in working spaces, especially entrepreneurial women. Identity is a source of meanings and involves culture, as well as encompassing each subject's view of himself and the other with which he relates through language. Discursive practices are here defined as practices of human action and language in action, relating to the way in which women entrepreneurs produce meaning and take positions in socio-professional relationships. Moreover, to become aware of human interdiscursivity is to give birth to encounters of voices that form the network of discursive meanings and the conditions of their production, with which the enunciator elaborates, from enunciative scenographies, the dialogues with the Other.

In view of this, this study is relevant because it values the interdisciplinarity of the concepts demanded. It is believed to provide the researcher and, consequently the reader, multiple possibilities of connections between the

located in the Science and Technology Parks selected for this research. Thus, to avoid repetition of the terms “business owners, located in PCTs”, only the expression “women entrepreneurs” is used during the writing of the thesis.

subjects that involve entrepreneurship, language and work, identity, discourses and cultural manifestations emanating from the scenographies and the images of themselves constructed by women entrepreneurs. In addition, the theme of this research contributes to the academy, which will have in its collection, a study on the entrepreneurial women, business owners, in scientific and technological parks, are propellers of socio-professional transformation, in the proposition of raising female representation in this locus, as well as highlighting, in and through discursive practices, the subjective and singular dimension of working, recognizing itself as protagonists and emphasizing the principles of equity in the construction of more sustainable societies..

It is based, as a modal point of this research, the broadening of the understanding of how women, in the socio-professional context, become entrepreneurial and how they launch themselves as protagonists in this process. It is noteworthy here that women have advanced in the field of entrepreneurship and there is much to be researched about this progress. It is noteworthy that, in this study, the concept of work should be understood as an activity of citizen, democratic, development in all instances of the human being.

Based on the fundamentals of promoting female autonomy in the workplace, this study provides reflections that value the uniqueness of the human being. In addition, it is based on respect for the diversity and participation of women in the workplace, especially in Science and Technology Parks, that is, areas of concentration of people, companies, research centers and laboratories that promote and encourage entrepreneurship. These spaces suggest the sharing of ideas, allowing the formation of nuclei of social and economic transformation in various nations of the world. In addition, the Science and Technology Parks whose research has been conducted strengthen the innovation and entrepreneurship system with the strategy of involving universities, governments and industries. With a view to broadening these relationships for the involvement of civil society, culture and values in these strategies<sup>4</sup> In terms of relationships, it is believed that the development of interdisciplinary research is pertinent in order to better understand these contexts where women entrepreneurs conduct their companies.

The autonomy of women, in this study, is understood as the conscious way in which people make decisions, based on their aspirations. It is assumed that more solidary societies, which value equity, may suggest the exercise of

<sup>4</sup>Quádruple Hélice. This concept was addressed in greater detail in the seventh chapter of this thesis.

human rights in labor spaces, becoming priority requirements for the construction of more sustainable societies<sup>5</sup>.

Consequently, it is also highlighted in this research that discursive and language studies provide a relevant basis for discussions about culture, identity and the symbolic constructions that derive from it. Moreover, they enable a less instrumentalist interpretation of the world, that is, a view that suggests turning to the historical perspective of knowledge and the social relations that interact in socio-professional contexts.

This doctoral research is associated with the Graduate Program in Processes and Cultural Manifestations at Feevale University, being part of the research line Language and Communication Processes. From this perspective, this study proposes broader discussions about the entrepreneurial woman, under the aspect of cultural and identity dynamics, entrepreneurship, language and work in a discursive approach. The entrepreneurial woman influences and is influenced by the culture, which interferes with the human relationship, which directly impacts the socio-professional practices and the construction of the images that the woman manifests in the investigated locus.

## II. STATE OF ART

It is significant for any study to review academic output in the main national and international databases to place the research within the scope of the broad area of knowledge to which it belongs, in order to contextualize it. The review of academic production plays a fundamental role at this time, as it credits and recognizes the intellectual elaboration of other authors, privileging academic ethics, making room to show that the field of knowledge is already established, but may receive new research.

From this perspective, a mapping of academic productions was carried out with the idea of understanding the interests of researchers, having as its core research the expression “women entrepreneurs”. First, a research was

<sup>5</sup>In this sense, the adherence of the term “sustainable societies” to research aligns with Freire's thinking: (1998, p. 44) “thinking critically about the practice of today or yesterday enables the improvement of the practice of tomorrow”. This definition suggests rethinking less instrumentalist management models, external to the human being, that is, it evokes intrinsic perspectives of human identity and not of market values. Thus, the “balance between public and private responsibilities, between global and regional production, between material and cultural consumption, and between masculine and feminine qualities in society is suggested.” (SCHUTEL, 2015, p. 206).

made of the CAPES archives<sup>6</sup>, based on the database from 2015 to June 24, 2019, where 29 dissertation and thesis studies with the expression “women entrepreneurs” were identified. Studies focused on women entrepreneurs are relatively scarce, with only 27 dissertations recorded in the CAPES thesis and dissertation database in the chosen period. Studies suggest that the theme may be deepened, since only two theses recorded in the last five years has been found.

In an attempt to broaden the data search, we searched the base of the digital library of theses and dissertations, NDLTD<sup>7</sup>, using the same term for data search: “women entrepreneurs” in the English language, “women entrepreneurs”, from the year 2015 to June 24, 2019. In this search for information were found 70 theses and dissertations. Note that the search with the expression “women entrepreneurs” presented, among the main languages of academic production, English and Portuguese. International thesis research is diversified involving perceptions about personality traits and credit granting. No theses and dissertations were found in the NDLTD database with proposals for interdisciplinary studies as the researcher conceives this research.

In order to investigate the academic production of articles on women entrepreneurs, searches were made in the database Web of Science, which allows the identification of journal articles in various areas of knowledge and as one of the oldest platforms for academic research. on the Internet. It was used for the search, because it is an international database, the expression “women entrepreneurs”. The research was conducted between 2015 and July 1st, 2019. In the search, we found 465 articles.

19.57% of the articles were published in the United States; 11.82% of the articles were published in England; 9.03% were published in India; 6.23% of the articles were published in Spain. In Brazil, although it does not appear among the main countries of publication of articles with the expression “women entrepreneurs”, 7 articles were found, representing 1.50% of the total articles published.

The analysis performed in the database Web of Science (2020a) reveal that 333 of the articles found are from the economics and business area, representing 71.61% of the

articles published in this period. In the area of female studies there are 33 articles, representing 7.09% of the mapped articles. We found 21 interdisciplinary works with the expression “women entrepreneurs”. The interdisciplinary studies presented by the Web of Science have several approaches that demonstrate the researchers' interest in relation to women in business, family, the Internet, as well as to identify profiles of women entrepreneurs and the main barriers faced and issues of female empowerment.

Once the data on academic productions are presented, the relevance of this study is justified due to the need for further research on entrepreneurial women in PCTs, that is, in contexts that inspire cooperation and synergy between academia, society, the government, the environment and business. In spite of the number of articles published and the scale of theses presented, this research deserves to be highlighted by contrasting interdisciplinary dialogues.

Therefore, it is believed that meeting the images of themselves, images constructed by women entrepreneurs, allows considering that, in the analysis of the information selected in the corpus, there are significant discursive materialities to understand a little more about the subjectivity of the human being. in environments of entrepreneurship innovation.

Presenting the relevant historical aspects to contextualize the study of the entrepreneurial woman contributes to the promotion of discussions about their insertion in the universe of entrepreneurship, besides detailing the ideological and subjective questions staged in the intersection of the discursive thread. In this sense, seeking understanding about the entrepreneurial woman in Science and Technology Parks is to gather, in a broader way, the interdisciplinary concepts that discuss and problematize the economic and social issues for the construction of more sustainable and humane societies.

### III. GUIDING QUESTIONS AND OBJECTIVE OF THE STUDY

Given this conjuncture, being an exploratory study, it was defined as a guiding research question: that entrepreneurial women, in socio-professional practices, discursively build the images of themselves, manifesting the search for a professional space in scientific and technological parks, revealing the motivations and clashes of work activity, in the exercise of female autonomy for the conception of more sustainable societies.

In addition, other complementary questions are also proposed:

(a) <sup>6</sup>Capes means Higher Education Personnel Improvement Coordination in Brazil. The National Campaign for the Improvement of Higher Level Personnel (now CAPES) was created on July 11, 1951, by Decree no. 29,741, in order to “ensure that there are sufficient and qualified personnel to meet the needs of public and private”. (CAPES, 2020a).

<sup>7</sup>Networked Digital Library of Theses and Dissertations. (NDLTD, 2020a)

- a) cultural aspects and identity representations are intertwined in the discursive practices of women entrepreneurs and are the result of symbolic constructions that permeate the social fabric in the work activity;
- b) women entrepreneurs, in addition to the search for autonomy and professional recognition, elect science and technology parks as environments of cooperation, knowledge construction and socio-professional development, although there are value, individual and collective clashes in the entrepreneurial work activity;
- c) the enunciative-discursive construction of the self-images produced by the entrepreneurs highlights the subjectivity of working, in which the woman recognizes herself as a body-self and validates the importance of her participation in generating the full development of scientific and technological parks, in building a more equitable and sustainable environments.

Thus, it is defined that the general objective of the research is to analyze the discursively constructed images of themselves, through scenographies elaborated by women entrepreneurs, in their socio-professional practices, from the cultural, identity and management aspects in the work activity.

In order to achieve the general objective, the following specific objectives were defined:

- a) to investigate the discursive practices of women entrepreneurs from the cultural and identity aspects manifested in the choices of personal references to undertake, as well as the challenges and opportunities of work as entrepreneurial activity;
- b) to understand, through language, what it is like to be an entrepreneurial woman, and why she elects a PCT to set up her company and perform her work;
- c) identify possible value clashes occurred in the management of the entrepreneurial woman in the dynamics of work activity;
- d) demonstrate how the entrepreneurial woman speaks discursively, in the construction of the images of herself, in her work, to generate the full development of the scientific and technological parks.

So, the following thesis is defended in this study: entrepreneurial women, business owners, in scientific and technological parks, are propellers of socio-professional transformation, in the proposition of raising female representation in this locus, as well as highlighting, in and

through discursive practices, the subjective and singular dimension of working, recognizing itself as protagonists and emphasizing the principles of equity in the construction of more sustainable societies.

#### IV. METHODOLOGICAL TRACK

Given the selected theoretical framework, we proceed with the delimitation of the corpus of this study, such as the discursive language materialities of interviews with women entrepreneurs<sup>8</sup> of four scientific and technological parks: PTA (Málaga, Autonomous Community of Andalucía/SP); TECHPARK (Novo Hamburgo, RS/ BR): TECNOSINOS (São Leopoldo, RS/BR): TECNOPUC (Porto Alegre, RS/BR). Thus, for the construction of the corpus, it was defined that the elaboration of the research object that counted with the speeches from ten women entrepreneurs in Science and Technology Parks.

The definition of labor territories<sup>9</sup> In order to carry out this research, it is justified because they are environments that promote cooperation and innovation, with the objective of fostering the regional and global development of societies. From the point of view of its nature, it is an applied research and as to the technical procedures: bibliographic and documentary and with field research. From the point of view of objectives, it is considered an exploratory and descriptive research. As for the procedures, it is characterized, in the first methodological phase of the research, by a mapping of data on women entrepreneurs and on the Science and Technology Parks and, in the second methodological phase of the research, as a qualitative research with the ten women entrepreneurs participating.

The methodological apparatus that references the discourse analysis in this study is interpreted by means of a device created by the researcher, aiming to classify the data according to suggested theoretical categories<sup>10</sup>, through enunciative-discursive foundations (MAINGUENEAU, 2008a, 2008b, 2008c) from a socio-historical perspective.

<sup>8</sup>The choice of the study object, that is, women entrepreneurs, business partners, was based on a methodological delimitation to account for the study objectives and to deepen the study outline in the PCTs.

<sup>9</sup>Science and Technology Parks.

<sup>10</sup>Methodological apparatus created by the researcher foresees three categories of analysis: A- Historical Cultural Dimension; B- Dimension Entrepreneurial Action; C- Discursive Enunciative Dimension. The interviews involving the selected Science and Technology Parks were conducted with five women entrepreneurs from Spain, and five women entrepreneurs from Brazil. The results were carried out in two blocks of analysis: the women's discursive materiality block in Spain and the women's discursive materiality block in Brazil.

The thesis is organized in nine chapters, where the first corresponds to the initial orientations to the reader about the researcher's trajectory and the construction of the thesis. In the second chapter, we present the general outlines of the research for the introductory conjuncture purpose.

In the third chapter, we seek to contextualize the cultural and identity issues of women as historical cultural agents. The dialogues show the reader the scenario in which women entrepreneurs reveal their socio-professional practices. Thus, a "background" is constructed that enables the recognition of clues that help in the reflection of the social and economic dimension of women entrepreneurs in the labor activity and the symbolic relations that emanate from these contexts, highlighting the dynamism of culture and how the identity of women in these loci is presented.

In this assertion, culture is engendered by ethos, as an image of itself, and by the interpretation of the human being in the world, which puts the individual in constant interaction with the transformations through which society is challenged. It is believed that it is useful to develop a descriptive apparatus about this context, signaling the main concepts, from which comes the speeches of women entrepreneurs. It is also noted that the history of women in the workplace encompasses positions of the need for equality of opportunity between men and women, whose identities are built by their relationship with each other, based on anthropological cultural contexts. The guiding authors of the theoretical axis are: Bourdieu (1994; 2010); Geertz (2008); Hall (2006); Scott (1995); Wagner (2010); Woodward (2009).

The fourth chapter presents the considerations about the concept of entrepreneurship and female entrepreneurship, promoting articulations between the ergological precepts of human subjectivity and female autonomy in the workplace. Among the main authors used to compose the dialogue on the subject, the following stand out: Ahl (2002); Bruin, Bruschi and Welter (2006); Dolabela (2008); Filion (1999); Schwartz and Durrive (2016), UN Women (2016).

The fifth chapter highlights the central proposal of the theoretical basis of this study, called Enunciative-Discursive Analysis. It includes the constructs on scenography and ethos, as an image of themselves, necessary to account for quantitative research, that is, the discursive analysis of women in PCTs. The articulations are made through discourse analysis, with postulates of Maingueneau (1997, 2008a, 2008b, 2008c).

The methodology, used in this thesis, is presented in the sixth chapter, and is based on the architecture that leads to discursive study. The seventh chapter begins by presenting

the environments of entrepreneurship and innovation, especially the Science and Technology Parks which are the working contexts where women entrepreneurs choose to establish their businesses. The proposal aims to express informative data about innovation environments and the Scientific and Technological Parks, supported by the Brazilian institute ANPROTEC (2018), the Spanish institute APTE (2019) and the international institute IASP (2019). In addition, the initial data from the data mapping carried out by the researcher regarding women entrepreneurs are evident.

The eighth chapter is devoted to the analysis of discursive materiality from the discourses of women entrepreneurs who participated in the field research interviews. In the ninth chapter, we present the final considerations that summarize the results in relation to the guiding questions and the objectives conceived for the development of this thesis.

## V. RESULTS

The results of the thesis point out that the study focused on women entrepreneurs in PCTs and related female entrepreneurship as a phenomenon that draws attention to the relevance of female leadership in business management, increasing the visibility of women in science and technology parks. Entrepreneurship was evoked as a global possibility for human autonomy, empowerment and professional recognition.

In addition, the research provided the opportunity to verify the cultural and identity issues, with ergological premises, limited to the discourse analysis of women entrepreneurs, by analyzing the self-images constructed in the discursive practices of women entrepreneurs, in three Brazilian PCTs, Techpark, Tecnosinos, Tecnopuc and a Spanish PCT, the PTA.

The guiding research question allowed validating that women entrepreneurs, in socio-professional practices, discursively construct the images of themselves, discursive ethos, manifesting the search for a professional space in the scientific and technological parks, revealing the motivations and clashes of work activity, In the exercise of female autonomy for the conception of more sustainable societies. The following specific questions were ratified: a) the cultural aspects and the identity representations are intertwined in the discursive practices of women entrepreneurs and are the result of the symbolic constructions that permeate the social fabric in the activity. of work; b) women entrepreneurs, in addition to the search for autonomy and professional recognition, elect science and technology parks as environments of cooperation,

knowledge construction and socio-professional development, although there are value, individual and collective clashes in the entrepreneurial work activity; c) the enunciative-discursive construction of the self-images produced by the entrepreneurs highlights the subjectivity of working, in which the woman recognizes herself as a body-self and validates the importance of her participation for the generation of the full development of scientific parks technologies in building a more equitable and sustainable environments.

Firstly, we established the presentation of the main academic productions, with the expression “women entrepreneurs”, in three research bases, namely CAPES, NDLTD and Web of Science, which were presented in the general research delineations of this thesis. This data survey highlighted this study, as it did not find, in the researched bases, any research with an interdisciplinary character that brings together in the same study, the concepts discussed here, and thus has some novelty in the research.

Afterwards, we proceeded with a bibliographical study, presented in the third chapter, which made a contextualization about the cultural and identity issues. The theoretical dialogues showed the reader the contemporary scenario in which women entrepreneurs reveal their socio-professional practices. Thus, a “background” was built that allowed the recognition of information that helped in the reflection of the social and economic dimension of women entrepreneurs in the labor activity and the symbolic relations that emanate from these contexts, thus highlighting the dynamism of the culture and how the identity of women in these loci of work activity is constituted.

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Next, we sought to present, in the fourth chapter, considerations about the concept of entrepreneurship and female entrepreneurship, promoting articulations between the ergological precepts of human subjectivity and female

autonomy in the workplace. In this chapter, perspectives on entrepreneurship were embraced as a way of developing an idea, how to put it into practice, as well as understanding what this process of entrepreneurship is and the pillars of these dreams. In addition, the importance of having an ergological look regarding the work activity, place of construction of senses and development of the human being was evidenced. In addition, the relevance of the autonomy of the human being in labor activity and the aspects of female entrepreneurship were highlighted, as it increased the visibility of women in the labor locus, breaking with the resistances still present in the socio-professional contexts. Among the main authors used to compose the dialogue on this theme, the following stand out: Ahl (2002); Bruin, Bruschi and Welter (2006); Dolabela (2008); Filion (1999); Schwartz and Durrive (2016), UN Women (2016).

Soon after, the bibliographical research also discussed, in the fifth chapter, about the central proposal of the methodology of this study, called Enunciative-Discursive Analysis. It encompassed the constructs on scenography and ethos, as an image of themselves, necessary elements to account for qualitative research, that is, the discursive analysis of women in PCTs. The articulations were performed through the discourse analysis with postulates of Maingueneau (1997, 2008a, 2008b, 2008c). This theoretical framework was supported by propositions that involved the enunciative scenes, scenography and the construction of discursive ethos.

After the bibliographical approaches presented in the sixth chapter, it was necessary to create a methodological apparatus that was based on the architecture that led to the analysis of the self analyzes. The idea of the construction of the three conceived categories, A- Historical Cultural Dimension, B- Dimension of Entrepreneurial Action; C- Enunciative-Discursive Dimension was fundamental to perceive deeper glances on each aspect chosen to grasp the specific objectives of this thesis. It was also observed how much these categorical dimensions are intertwined, demonstrating that the images women construct of themselves originate from the interconnections of the three selected dimensions. The richness of information emanating from studies that venture into discursive discoveries and human subjectivity in the labor locus was highlighted.

Subsequently, the seventh chapter began by presenting the environments of entrepreneurship and innovation, especially the PCTs which are the working contexts where women entrepreneurs chose to establish their businesses. This data mapping provided clarifications on innovation environments and PCTs, supported by the Brazilian

institute ANPROTEC (2018), the Spanish institute APTE (2019) and the international institute IASP (2019). In addition, we presented the elements of the data mapping of the first methodological phase of the study, conducted by the researcher, with information from the four PCTs involved in field research regarding women entrepreneurs. It was noticed that the general data on the number of companies whose partners are women is still small, showing a scenario still mostly male, with low female representation in the four investigated PCTs.

The eighth chapter, corresponding to the second methodological phase of the research, was devoted to the analysis of discursive materialities arising from interviews with women entrepreneurs who participated in the research in the four PCTs that involved two countries, Spain and Brazil.

From the established guiding questions, it was defined that the general objective of the research is to analyze the discursively constructed images of themselves, through scenographies elaborated by the women entrepreneurs, in their socio-professional practices, from the cultural, identity and management aspects in the activity of women job.

It is considered that the general objective was achieved, as it brought glances on the images of women entrepreneurs built in the PCTs investigated. From the bibliographical studies already mentioned, from the methodological apparatus that allowed to understand in greater detail the cultural and identity aspects of the action of entrepreneurship. Thus, from the perspective of work as human development, from the ergological aspects of work activity, it was possible, through discursive analysis, to derive the images of themselves, the discursive ethos, built by women entrepreneurs. The data found in the first methodological phase of the research mapping were also relevant to understand the context of speech of women, since the construction of discursive meaning is also influenced by the environment in which these women interviewed act, besides showing the low representativeness of the entrepreneurial woman running her own business.

The first specific objective that aimed to investigate the discursive practices of women entrepreneurs, from the cultural and identity aspects manifested in the choices of personal references to undertake, as well as the challenges and opportunities of work as an entrepreneurial activity, was achieved, since the discourses analyzed made possible to get in touch with cultural values of each enterprising woman, in a search for the inheritance of the life that inhabits in each human being. It was identified in all loci

investigated that the entrepreneurial universe is still predominantly male. Thus, it is suggested that due to the low representativeness of women undertaking their own business in their own family environments and in a circle of friendships close to the interviewees, it was found that women, in the testimonies of some interviewees, recognized in men the inspiring example to undertake. It is also observed that some interviewees did not have examples of entrepreneurs in their families, which may suggest that women, even without a history of entrepreneurial life, enter entrepreneurship to perform work activities, according to their values and Identity choices.

The discursive materialities of the Spanish respondents indicated that the biggest challenges to undertake are maintaining business, because the country has high taxes for entrepreneurs in general. It was also highlighted that in the Brazilian bloc, according to discursive materialities, arising from interviews with Brazilian female entrepreneurs, it was a challenge to undertake the difficulty of managing the business as a whole, considering that entrepreneurship requires technical and management skills.

The second specific objective of the study prioritized, through language, what it is like to be an entrepreneurial woman, and why she elects a Science and Technology Park to set up her company and exercise her work. It was found that, in both blocks of analysis, derived from the language materialities of the interviewed entrepreneurial women, the opportunity to be connected to their beliefs and their values, seeking the creation, development and execution of their ideas, being leaders and performing Your dreams in entrepreneurship are perceived as positive points. It was noted that in what the Spanish block of discursive materialities, it was mentioned that the PCT would act as an identity reinforcement for small companies, besides identifying this locus as an environment of local development, international projection and networking, offering partnerships with universities. Thus, respondents from Spain confirmed that the country is perceived as a good place to undertake, noting that most of the interviewees are foreigners and have had professional experience in other countries. Regarding the Brazilian block of language materialities, it was identified that the Science and Technology Parks are perceived as environments for networking and where women perceive the valuation of their own management models. In addition, the Science and Technology Parks were remembered for the possibilities of connecting with universities, having good infrastructure and safety, attracting the vast majority of regional entrepreneurs to these environments.

The third specific objective of the research aimed to identify possible value clashes occurred in the management of entrepreneurial women in the dynamics of work activity. The interviewees of the Spanish discursive analysis block highlighted the existence of clashes related to the reconciliation of personal and working life, especially those who wish to be mothers. It was identified that there are barriers to the entrepreneurial women's professional and personal life, which may have suggested that many of the participants chose not to have children. They said that Spain's Science and Technology Park could provide better infrastructure conditions for children, such as providing more day care and care for entrepreneurial mothers. Interviewees from the Brazilian discursive analysis block reported that there are clashes to break the cultural barriers of a still masculine model of entrepreneurship. They also commented that it would be important for PCTs to devote more effort to making the environment of innovation and entrepreneurship more welcoming to women who want to simultaneously engage in motherhood.

Another relevant point that was mentioned in both interview blocks concerns the notoriety of the interviewed women's invested knowledge for the management of their business. It has been observed that women entrepreneurs seek unique ways of engaging in work activity, thus emphasizing the value of life inheritance and personal values for running their business. It was also found in the speeches of the interviewees from Spain images of themselves elaborated by the entrepreneurs who emphasize the importance of autonomy in the activity of entrepreneurship. The participants of the Brazilian bloc highlighted that entrepreneurship is related to human autonomy, revealing the need to often make an extra effort to boldly show the place of women in the socio-professional environments in which they operate.

Thus, in both blocks of interviews analyzed, it was identified that female entrepreneurship is still viewed with some suspicion, revealing the existence of some barriers motivated by prejudice and socially constructed stereotypes. On the other hand, we highlight that the images themselves discursively constructed by the interviewees, from both blocks of analysis, revealed the strength of women to break these paradigms based on cultural stereotypes that limit women's work activity. It was noticed that the women interviewed have aptitude to lead cultural, individual and collective changes in the locus of work.

The fourth specific objective of this study aimed to demonstrate how the entrepreneurial woman discursively enunciates, in the construction of the images of herself, in her work to generate the full development of scientific and

technological parks. It was observed that, both in the block of analysis of the discursive materialities of Spain and in the block of analysis of Brazil, the elaborated scenic framework showed an encompassing scene that refers to an organizational type discourse of entrepreneurial management and, similarly, a generic scene. with interviews with women entrepreneurs.

In the Spanish block, the scenography suggests changes and claims in the professional spaces, that is, in the search for greater representation of the entrepreneurial woman in the PCT, sharing with men the action of entrepreneurship. In view of this, the ethos said is of an empowered woman who, despite the difficulties of the work environment, revealed to have gained her autonomy in the work activity of work. Indeed, the ethos shown revealed that the entrepreneurial woman is autonomous, seeks freedom, making improvements for society and the country she has chosen to work in, knowing her contribution to the innovation and entrepreneurship ecosystem, as well as her collaboration towards a more environmentally friendly environment. egalitarian in the labor locus.

So, as a result, an image of the self was observed, that is, a discursive ethos of a woman entrepreneur who understands the woman as one who fights for her dreams and acts in an aggregating way, so that women, together with men, gain recognition and contribute to the development of an environment of innovation and entrepreneurship.

In the Brazilian block of discursive materialities, a scenography was built, where women sympathize with each other, participating in an imaginary community, incorporated by their own way of inserting themselves in the world, in search of professional space. The said ethos reveals a woman engaged in the feminine cause, seeking to build, in a harmonious way, more participative environments with greater diversity and cultural plurality. Thus, the ethos shown highlights an entrepreneurial woman aware of her value to the entrepreneurial ecosystem. Thus, there is a discursive ethos of entrepreneurial woman citizens who, through their uniqueness, inspire other women to follow in entrepreneurship, creating economic and social impact in the context in which they work, with the perspective of work related to the activity. that promotes human development.

## VI. CONCLUSION

The construction of a scientific research leads to the possibility of important social changes in their operating contexts. The exercise of shedding light on the discourses

emanating from social agents, especially women entrepreneurs, suggests the possibility of studying entrepreneurship as a socio-professional phenomenon, whose participation of each woman is indispensable for valuing the uniqueness of the human being in the activity of women. job.

Considerations about the insertion of women in working spaces guarantee the exercise of human rights and inspire the construction of more sustainable societies, economically and socially. Qualitative research initiatives on women entrepreneurs contribute to the understanding of the importance of social diversity and respect for human differences, as well as unveiling the parameters through which women entrepreneurs act and perceive their lives and social conditions.

The act of taking the word results in the elaboration of an image of oneself, of a discursive ethos. It is noticeable that in order to elaborate an image of herself, the entrepreneurial woman does not need to speak only of her personal characteristics or to show her self-portrait, but it is enough to take the word. Their language, their way of acting in the world, their beliefs, their values are able to make explicit the symbolic representation of their identity, their culture, and finally their person. The importance of speech itself reveals the construction of a scenic picture that manifests, not only by the enunciator, but by the nuances of his utterance, the practices he adopts and the construction of his image, his socio-professional discursive ethos.

The defined theme, which involved women entrepreneurs emerged from various concerns of the researcher, whose premise is to connect academia and the business market. This interdisciplinary study found a way to be a link between these two environments, certainly building ideas and reflections on women entrepreneurs in these historical contexts.

Thus, after several dialogues and intersections between the three categories conceived, in the methodological apparatus, where the images themselves, discursively elaborated by women entrepreneurs in work activity, were defended the thesis that entrepreneurial women, business owners, in scientific and technological parks, are propellers of socio-professional transformation, in the proposition of raising female representation in this locus, as well as highlighting, in and through discursive practices, the subjective and singular dimension of working, recognizing itself as protagonists and emphasizing the principles of equity in the construction of more sustainable societies.

This study gave entrepreneurial visibility and speech space, positively impacting the labor activity ecosystems in

which they work professionally. More than entrepreneurship, female entrepreneurship can be understood as a means of resignification, rather than the work itself, expanding its conceptual scope, as suggested in the three dimensions<sup>11</sup> of analysis in this thesis work. The vision of entrepreneurship gained strength when combined with ergological aspects as suggested in this research.

Although we are in 2019, it is understood that prejudice against female entrepreneurship still exists. Thus, entrepreneurial women found it difficult to be accepted in networkings, invisible in meetings and sales negotiations. Many clashes have been reported, highlighting the dramatic use of the body-itself. The cultures imbricated and analyzed here still show symbolic games of power, often implicit in environments of innovation and entrepreneurship, but these obstacles are overcome by women, although some of them experience these difficulties more intensely than others. What is important is that entrepreneurs become aware of their challenges and how to overcome them so that they can continue to be protagonists in their work activity.

It was noticed that one of the main contributions of this study is to look at women entrepreneurs in PCTs. The qualitative study was fundamental to explore the proposed objectives and validate the general and specific guiding questions of this study. In addition, culture and identity accompanied the discursive trails that lead to the images of themselves. It was evidenced, therefore, that it was fruitful to promote qualitative studies, based on discourse analysis to address research on women entrepreneurs. It was glimpsed to recognize women as transforming agents in working spaces. In addition, listening to what women have to say is, according to the researcher, the first step towards the realization of genuine changes in the socio-historical contexts of the world of work.

We acknowledged that, despite the efforts to seek to give greater visibility to women's issues in entrepreneurial labor locus. We noted that some aspects could be further, suggesting future studies. One of these aspects leads to research in other PCTs in order to investigate other contexts in innovation and entrepreneurship environments and learn more stories of women entrepreneurs. In addition, it is suggested the investigation of male entrepreneurs so that they can also express their ideas in relation to the theme under discussion. It was also found that women entrepreneurs are open to connections and cooperation, so it is suggested to investigate possible networks of cooperation in the entrepreneurial ecosystem,

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<sup>11</sup>Historical cultural dimension; Entrepreneurial action dimension; Discursive enunciative dimension.

supported by ergological and discursive principles.

It is also recommended, from this study, shared actions among the PCTs involved in order to promote joint activities that value the female presence within the PCTs, as well as to understand, in more detail, the needs of women entrepreneurs in these work environments. In view of the thesis proposal and UN 2030 agenda (AGENDA, 2018), which aims to achieve gender equality and empower all women and girls by 2030, PCTs could be at the forefront of actions that would help women entrepreneurs in raising their representativeness in female entrepreneurship with their own businesses.

It was also noted that one of the limitations of the study was the deadline for conducting interviews in Spain, since the researcher was in a doctoral internship and needed to conduct the interviews and understand the country's cultural context in a short time. It was also evidenced that some companies visited had no quiet place to conduct the conversations and, in some cases, noise hindered the transcription of the interviews.

Far from suggesting unpublished research, if this is possible, the results obtained may contribute to future studies on the theoretical aspects of the mobilized themes. This analysis was not intended to be exhaustive and conclusive, as it evoked approaches to entrepreneurial women and their participation in entrepreneurship. To seek understanding about women entrepreneurs in science and technology parks is to gather more broadly interdisciplinary concepts that discuss and problematize the economic and social issues of today. In a society whose entrepreneurial management often values the business economic aspects of how to generate profit or obtain financial results to the detriment of the human aspects, it becomes challenging to support the idea of the need for an ergological look at the human being and the activity. Work The entrepreneurial woman, in this aspect, ceases to be a resource and becomes an active human being producing knowledge in the work activity. In addition, it can also be said that female entrepreneurship enables women entrepreneurs to find a way to accelerate social change, as they have already demonstrated competence in managing companies in innovative and creative environments.

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