

ICGR 2021

4th International Conference on Gender Research

21 - 22 June 2021, Aveiro, Portugal

Mini Track: Financial Strategies & Female Organisations in the Digital Age

Mini Track Chairs: **Paola Paoloni** Sapienza University, Rome, **Giuseppe Modaffari**, Niccolò Cusano University, Rome, Italy and **Francesca Dal Mas**, University of Lincoln, UK



The Digital Age poses new challenges to every organisation, and one of the most complex of these challenges is their financial strategies and their connection with traditional bank-oriented channels. In recent years, digitalisation has expanded financing options available to start-ups and SMEs. Digital technologies are increasingly reshaping the financial services sector and the entrepreneurial finance ecosystem.

The emerging market-oriented channels offer several advantages to both start-ups and established ventures, including the development of new equity funding opportunities. Crowdfunding, peer-to-peer lending, initial coin offering (ICO) among others have increased the complexity of the entrepreneurial finance scenario. In particular, they are continuously changing the relationship between the different actors of the financing ecosystem and start-ups' financing goals. Business incubators, accelerators, venture capitalists and business angels appear as the main actors that can interact with start-ups and existing companies in the fundraising operation.

In this evolving scenario, this mini-track aims to collect theoretical as well as practical contributions about how female-owned and female-run companies and organisations can take advantage of such opportunities, in terms of challenges, issues, tools, facilitators, and mechanisms that can support the use of new financial options.

Potential topics include, but are not limited to:

- the role of women in the new financial sector;
- the differences between male- and female-run organisations in the new financial system;
- the role of digital technologies in the acquisition of funds by female-owned/run organisations;
- the role of social media in enhancing the acquisition of funds by female-owned/run organisations;
- the leadership issues in enhancing the acquisition of funds by female-owned/run organisations;
- diversity and equality issues in the acquisition of funds by female-owned/run organisations;
- the relational capital issues in the acquisition of funds by female-owned/run organisations



Mini track chairs:

Paola Paoloni is a Full Professor in Accounting at the Sapienza University of Rome, Italy. She teaches Business Economics and Contemporary Strategy Analysis. Her main research interests include general management, financial reporting, female entrepreneurship and intellectual based management. She is an author and co-author of several articles and books on above mentioned research areas. She is foundress and scientific director of "Ipazia," the scientific observatory on gender research.



Giuseppe Modaffari is a PhD student in Business and Administration at Niccolò Cusano University of Rome His main research areas are financial reporting, corporate finance, female entrepreneurship and turnaround management



Francesca Dal Mas is a Senior Lecturer in Strategy and Enterprise at the Lincoln International Business School, University of Lincoln, UK. She has a Master's Degree in Business Administration and a PhD in Managerial and Actuarial Sciences from the University of Udine, and a law degree from the University of Bologna. Her research interests include strategy, knowledge management, and intellectual capital.

Submission details

In the first instance a 300 word abstract is required. Submissions must be made using the online submission form at: <http://www.academic-conferences.org/conferences/icgr/icgr-abstract-submission/>

If you have any questions about this track please email the mini track chair: giuseppemodaffari@gmail.com

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