

Women of Achievement

Women At Work

(NAPSA)—What do women want when it comes to running their own firms?

Recently, the world's largest and longest-standing study of entrepreneurial activity, Global Entrepreneurship Monitor (GEM), tried to find out. Its Report on Women and Entrepreneurship, sponsored in part by the Center for Women's Leadership at Babson College, looks at women-owned businesses around the world.

A recent study found women-owned businesses tend to be smaller and less expensive to run than those of men. ®

The report focuses on:

- The level of women's entrepreneurial activity
- Why women become involved in entrepreneurial activity
- Policies that may increase the involvement of women in entrepreneurship.

It notes that women in rich countries such as the United States have different needs and goals when opening their own companies than do women in poorer places. The report recommends the U.S. promote entrepreneurship education among women and encourage more of them to pursue technical degrees.

The report found that the "Women's Business Ownership Act" spurred funding for Women's Business Centers throughout the United States, particularly targeting socially and economically disadvantaged women interested in starting their own businesses.

For information about the report, visit www.gemconsortium.org. For information about Babson College, internationally recognized as a leader in entrepreneurial management education, visit www.babson.edu.