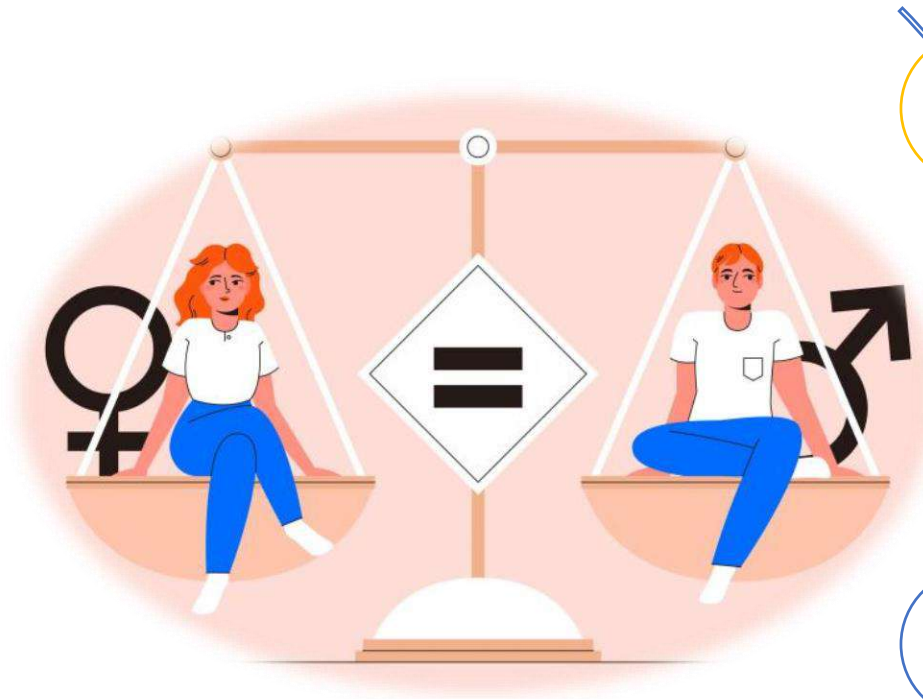


# **Gender perspective in innovation entrepreneurship in the Republic of Serbia**

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dr Ivana Danilov  
Faculty of Technology Novi Sad,  
University of Novi Sad**

# Gender equality - its integration in EU-funded research content



to respect gender equality in general

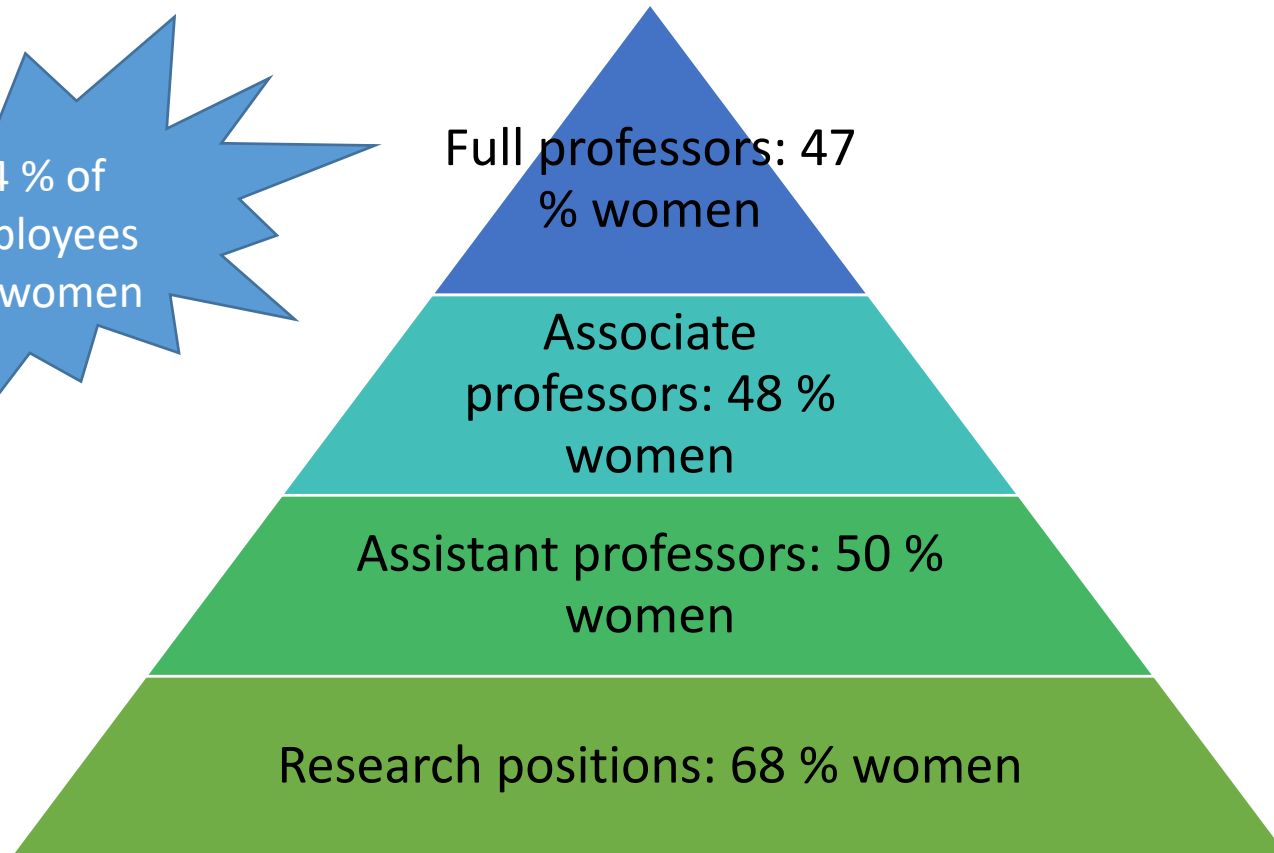
to make technological innovations better suited to both women and men

to improve the quality of scientific research

to foster more innovations in science and technology

# Gender structure of the employees

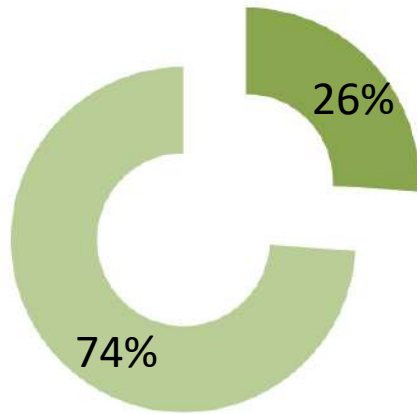
54 % of  
employees  
are women



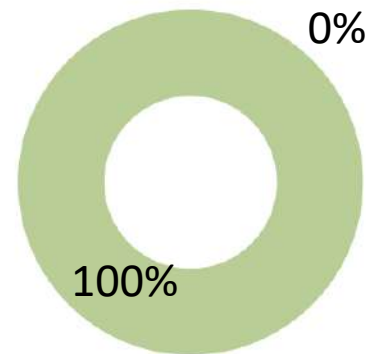
## Gender equality in management structure



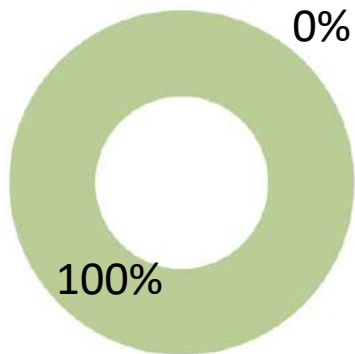
# UNS Rectorate



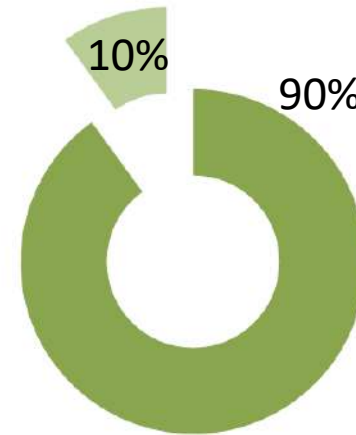
- employees in rector's teams - female
- employees in rector's teams - men



- rector in past 12 years - female
- rector in past 12 years - men



- prorector for finance - female
- prorector for finance - men

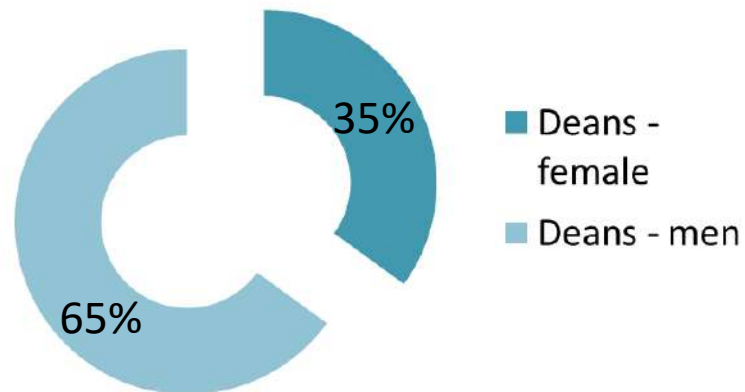


- prorector for education - female
- prorector for education - men

# UNS Senate



## Deans functions



# Gender balance in scientific career advancement

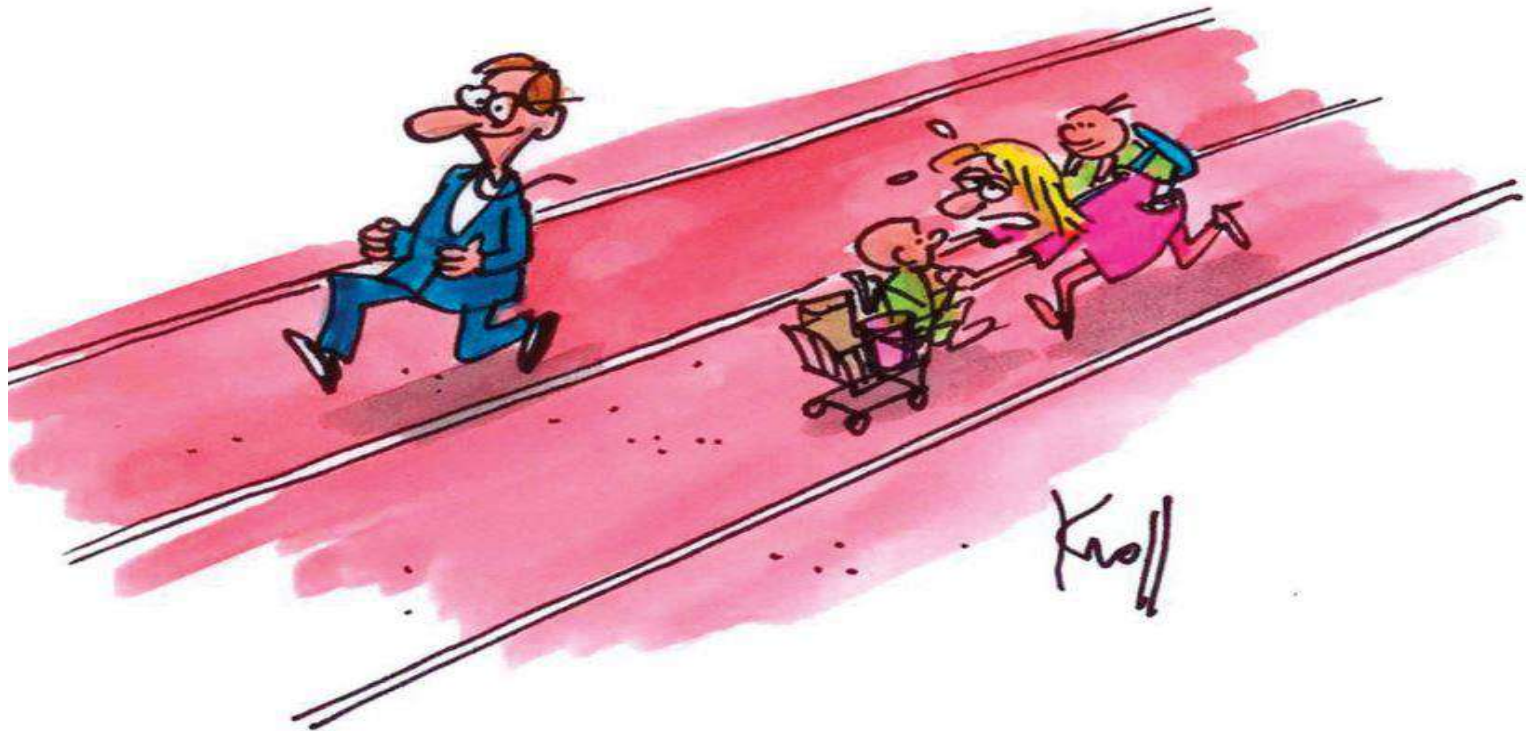
In the period after the doctorate, in the career of female scientists slowing down, stagnation, and sometimes even complete cessation of scientific achievements can often be noticed.

On the other hand, careers of our male colleagues are usually linear.



The main reason for this is the fact that this period of career development coincides with the period in which most female scientists decide to start a family and face the challenge of harmonizing demanding career requirements with family and household obligations.

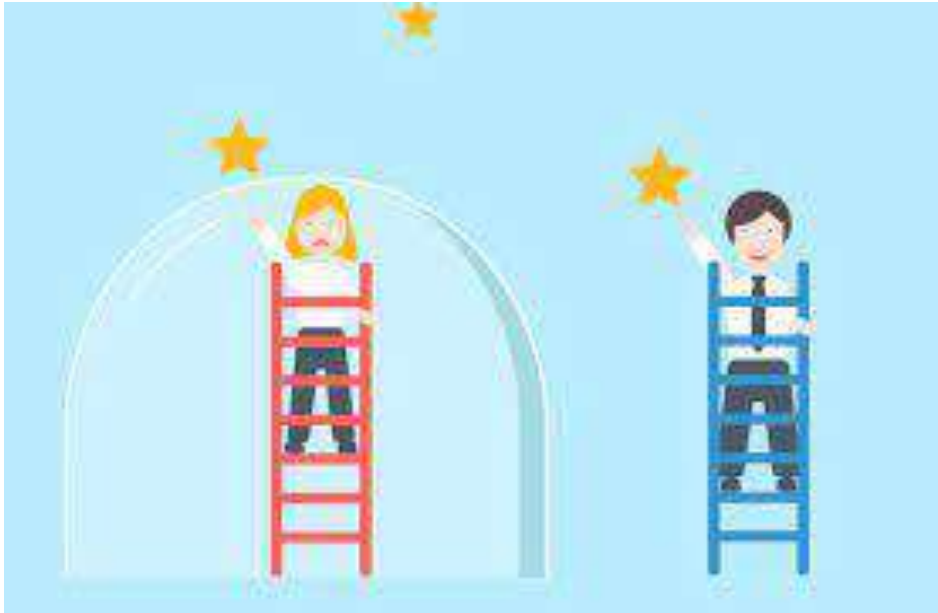
- Social norms place greater demands on women in this regard
- Most of the unpaid work, that includes physical work but also the organization of family life and care for children and elders, is done by women





Also, female scientists are less likely to apply for international project calls because their realization implies more frequent and longer absence from home.

In general, women prefer to choose a team member position rather than to take on leadership roles.



**Glass ceiling phenomenon**

Women with children apply as PI more rarely (29 %) compared to women without children (38 %), and are less successful in project applications (49 % compared to 64 %), while there is no difference for men employees.



43% of women have shortened the duration of their absence for child care to avoid complications in career advancement, losing of teaching positions in the specific courses and projects-related obligations.

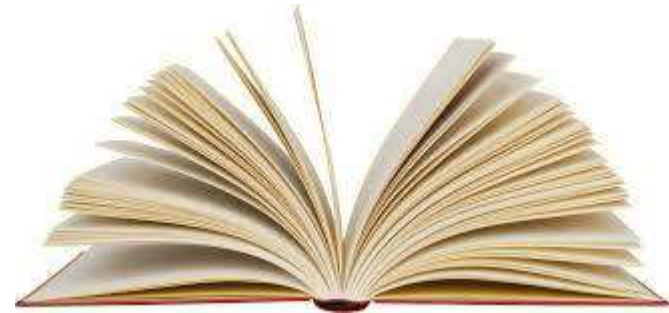
All employees with children younger than 12 years agree that they need institutional help (preschool institution inside the university campus, without overtime teaching/research hours).



# Gender dimension in study programs and scientific research



**BioSolAfla**  
Production for Health and Wealth



**The best scientific results are achieved by teams in which there is a gender balance. Therefore, it is in the interest of all of us to encourage and empower scientists to show their full creative and innovative potential.**

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# Innovation ecosystem of the Republic of Serbia

The idea of establishing a startup

**7.5 %**

while working at SRO

**10.4 %**

at university- during formal education



## Global Innovation Index

Research collaboration between universities and the economy scored 39.6 out of 100 points.

**3 %**

companies collaborated with the scientific community to develop an innovation.

Interactions between science and industry are sporadic, relying on personal connections and individual efforts.

**The emphasis of scientific and academic work is not on their practical applicability.**

**72 %**

researchers in higher education

**2 %**

researchers the economy  
(EU 46 %, USA 80 %, Japan 75 %)

# Women in the startup ecosystem in Serbia

**17.2 %**

startups founded by female entrepreneurs

**7.9 %**

startup founders are female teams

**64 %**

startups lack women in the founding team

**38 %**

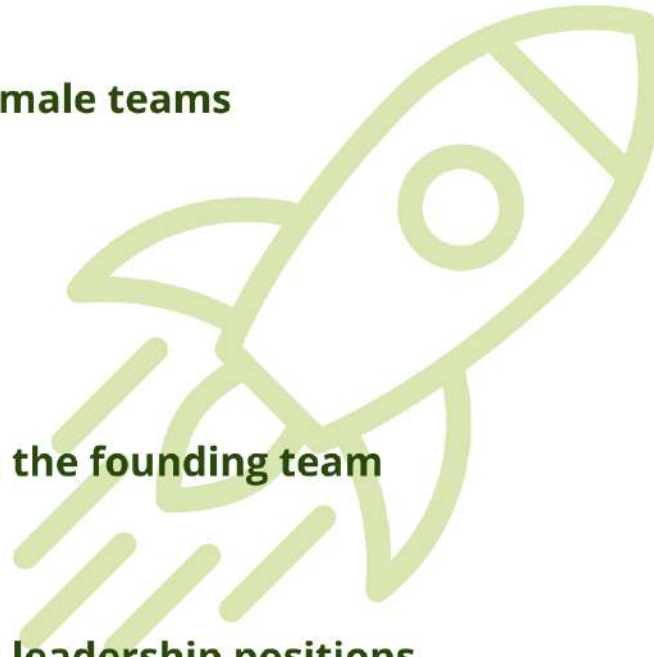
startups lack women in leadership positions.

Twice as many female founders holding PhD degree

No startup founded by a female team has received funding from venture capital funds or angel investors

**Challenges:**  
sales concept  
financing

**Prominent regions:**  
Social sciences and technical  
sciences



# Challenges for women in business - “glass ceiling” factors



**38 %**

women consider their private life suffers due to career



**48 %**

women encounter negative consequences on their career due to challenges in work-life balance



## Reasons:

- missing travel or opportunities for professional advancement due to family-related reasons
- lower profit due to impossibility to perform all the required business tasks
- lack of understanding from co-workers on private life responsibilities
- stereotypes on women's role in business
- stereotypes on younger women as less professional



**71 %**

women consider that men are better positioned in business sector



**21 %**

women encountered the questions on their marriage status and family during job interviews/pitch presentations/business conversations



## Unpaid/invisible work at home



**Women spend twice as much time at unpaid work at home compared to men - 4.5 h/day**



**96 % of women say that care about children and other family members is the main reason for shortened work time, compared to 4 % of men**



**Missed earnings due to unpaid work at home (gross, annually):**  
**women 9,060 EUR**  
**men 7,208 EUR**



**Annual value of the unpaid work at home: 9,200 million EUR**  
**21.5 % of GDP in Serbia**  
**9 % of GDP is a median value at global level**





### Conclusions

- **Lack of formal education on entrepreneurship skills and knowledge base**
- **Necessity to support branding of scientific research led by women**
- **Project engagement related issues of gender inequality - necessity for legislative changes**
- **Challenging position of women after returning to work following child care absence**
- **Very challenging shift from scientific to entrepreneurial mindset**
- **Confirmed encountering with stereotypes related to women's traditional roles in innovation entrepreneurship**



**Enhancing R&D collaboration between  
academia and industry  
Industrial doctorates**

**Formal education in  
entrepreneurship**



**Economic empowerment of female  
scientists  
Strengthening women capacities for  
leadership positions**







# **Thank you for your attention!**

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