Abstract

The objective of this work is to analyze the factors that influence the second stage of the process of business creation established by Shane and Venkataraman (2000), in other words, regarding the discovery of opportunities. To do so, on the one hand, the influence that human capital as well as social capital could have in this stage is analyzed. On the other hand, the aim is also to analyze the existence of gender differences in the discovery of business opportunities. To this end, a sample of 28,888 individuals from Proyecto Gem (2009) is used, leading to the conclusion that individuals who have a greater stock of human capital along with those who are immersed in broad social networks will discover more opportunities for business creation. At the same time, this work shows that there are gender differences in terms of the discovery of business creation opportunities.

Keywords

Discovery of business opportunities, human capital, social capital, gender.