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Values of Entrepreneurs and Supervisors and Their Socio-professional Identity: Gender Dimension

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ABSTRACT

The article contains the results of the research, the aim of which is to study the value system of businesswomen and women-supervisors and also to identify the connection between socio-professional and gender identities. The questions about top-priority values, the connection of values with the socio-professional identity and self-estimation of the global success as well as the success of the professional experience were discovered on the basis of the research among the entrepreneurs and supervisors. Comparative analysis has shown the gender specificities of the entrepreneurs' value system, the perception of life and the business success and also the peculiarities of gender and socio-professional identities. On the basis of a

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large amount of entrepreneurs and supervisors' data, the matrix of values was created, including innovative-cultural, family-conservative, educational-authoritative, hedonistic-prestigious and professional components. Besides, there were five clusters of values identified, among them were multivaluable (with the dominance of innovative-cultural component), monovaluable (family), professional-balanced, conservative-instrumental, conservative-ambitious. The values of the favorite work, the harmony with yourself and the communication are the most common values for the entrepreneurs. As for the supervisors well-being, authority in the community are the common values. Gender has a small influence on the dominant value clusters among the entrepreneurs, while among the supervisors there is no such influence at all. Females' values have some particularities in the circumstances of the pandemic. Socio-professional identity slightly depends on the dominant value cluster of the individual, and the considered cluster itself is usually connected with the professional work experience. High estimation of life and professional success of the entrepreneurs, depends on the dominant values and is different among the representatives of the genders.

KEY WORDS: *Gender, entrepreneurs, supervisors, values, social value system, socio-professional identity, survey, cluster analysis*

Introduction

There is no value-based consensus in the social conscience of the entrepreneurs and the supervisors, so the issues of the family and entrepreneurship balance in the systems of the modern businesswomen values, issues of gender and socio-professional identities are increasing. There are contradictions between the increasing significance of the entrepreneurship values, social success and family values. Also, there are contradictions between the commitment to the professional and private family females' success, which is expressed in the public expectations and the contradictive ideas about the success achievement strategies. It is reflected in the value-based systems and the social identity of the businesswomen, influenced the perception and the development of a life success and the success of the business. Realization of personal potential in labour, especially in the sphere of management and entrepreneurship is becoming harder for women in the circumstances of the full females' responsibility for the balance between family and work. However, there are such kind of women. It is important to find out where the job and the family are among their values. What is the structure of their values in general?

What role does their socio-professional and gender identities play? Scientists have noted the significant influence of the COVID19 virus on the economy (International Trade Centre, 2020), including Russian business (Influence of the COVID19 virus on business and the necessity of the state aid, 2020), on women (Business after pandemic, 2020) and on businesswomen (International Trade Centre, 2020; Vasilić, Popović-Pantić & Semenčenko Dušica, 2020; Manolova, Brush, Edelman & Elam, 2020). Meanwhile some people say that those enterprises which have been closed during the pandemic, did it not because of the COVID19 virus (Matikonis, 2020). The normal performance of the system depends on the following factors as standards and values (Mingaleva, Deputatova & Starkov, 2016). So it is important to find out how have the values among businesswomen and supervisors influenced the spread of the COVID19 virus? Has the meaning of the family, health and work become more significant? Can the pandemic lead to the increasing of the gender gap in the system of values? Can this situation have an impact on the self-estimation of the entrepreneurs and supervisors' business and life success.

Initial studies on the entrepreneurship mainly consider men and women entrepreneurs being the same (Yadav & Unni, 2016). There is a discourse about certain differences, that women are different. Entrepreneurship is conceptualized in relation to males' behavior (Mirchandani, 1999; Welch, Welch & Hewerdine, 2008). At the same time there are calls for reconsidering current vision of the entrepreneurship value for women and the use of feminine theory for analyzing gender criticism of the women's entrepreneurship (Marlow, 2020; Ahl, 2020; Ahl & Marlow, 2019), to study the questions of designing gender differences (Ahl, 2020), questions of stereotypization (Harrison, Botelho & Mason, 2020; Swail & Marlow, 2017). It is emphasized that amateur investors who have general gender prejudices, enhance females' image as more reliable, consequently increasing preparation to invest in the enterprises, headed by women in the early stages (Johnson, Stevenson & Letwin, 2018).

The primary focus has been on the questions of gender entrepreneurship in the scientific community. There are some surveys those businesswomen's characteristics who run their businesses from home (Thompson, Jones-evans & Kwong, 2009.). It is studied how institutional differences and culture can influence men and women's entrepreneurship (Estrin & Mickiewicz, 2011), (Shinnar, Giacomini & Janssen, 2012). Also

there are some studies of the gender differences in the entrepreneurs' nets (Klyver & Terjesen, 2007).

The problem of the value system specificity investigation and socio-professional identity of the entrepreneurs and supervisors is in the fact, that the modern entrepreneurs and supervisors' values are complex and diverse, as well as the socio-professional identity (Seletkova & Lazukova, 2020), the selective communities are mixed according to the gender, age and other social characteristics. That is why the goal is to understand what are the exact priority values for the entrepreneurs and supervisors? What social characteristics are coming with it? How are the values connected with the socio-professional identity of respondents and the self-esteem of a life success, success of the activity? Answering these questions, the following hypothesis were formulated:

Hypothesis 1. Women value system among the entrepreneurs and supervisors in comparison with men is controversial, including the value of the strong family relations and the intention of high income.

Hypothesis 2. Socio-professional identity is common among the businesswomen mostly for those who have valuable cluster, including favorite work, harmony with yourself, interesting social circle.

Hypothesis 3. Businesswomen despite the types of systems esteem their professional success (its success in business) and the success in life less than businessmen.

Literature review

Of special interest are the surveys, where businesswomen's identities are studied. Businesswomen tend to harmonize maternal feminine identity and business leader activities. Peculiarities of creating professional identity of the entrepreneur were studied using the example of Chinese businesswoman immigrant in Sweden (Boers & Boers, 2018). This study showed the influence of gender and cultural factors on the formation and transferring of professional identity.

The importance of studying the formation of identity for daughters in terms of family business is noted, because gender norms enter this context to a great extent (Byrne, Janice & Fattoum, 2014). By studying the models of identity formation, using by Chinese daughters while discussing the role of a recipient-leader in a family business, the researchers identified three models of identity formation, based on the compliance to the traditional

gender roles and the Confucian family values: like a temporary leader, the second leader and an independent leader (Xian, Jiang & Mcadam, 2020). There are identities of businesswomen such as the company's founder, the coauthor of the project, the responsible wife and the representative of the second generation (Gherardi, 2015).

The formation of the identity (identification) is the process based on the iterations with the others and interpretation of the former identity. Individuals often try to make sense of their identity through the confirmation of others in a certain sociocultural context. While studying how interaction between business and family identity is performed and showed during running a family business, researchers found out that not only family identity but also company identity can influence the processes of identity on different levels and it is not always profitable for the family (Wielsma & Brunninge, 2019). The term "social identification" is used and based on the theories of social identity and theories of self-categorization. For better understanding social identity of entrepreneurs and supervisors it is necessary to notice broader context, in the particular system of values. Another authors have noted the influence of the context on the formation of entrepreneurs' identity (Kimbu, de Jong, Adam, Ribeiro, Afenyo-Agbe, Adeola & Figueroa-Domecq, 2021). Studying of the entrepreneurship as the profession choice in communities, where the entrepreneurship is not acceptable, where the entrepreneurs act as the "purposeful cultural agents and use the strategies of motivation", is considered to be interesting. (Värlander, Sölvell & Klyver, 2020). The influence of social identity is studied through how the individuals estimate their own results and the results of other people (Aksoy, 2020). Ways of influencing cultural values on the entrepreneurship (Calza, Cannavale & Nadali, 2020), and possibility of innovations (Xia & Liu, 2021) are studied. Researches try to understand how cultural values influence the explanation of the entrepreneurs' intentions and entrepreneurship's activity on the basis of intentions and behavior theory (Calza, Cannavale & Nadali, 2020). Some authors note the connection between cultural values and the abilities to learn entrepreneurship, and therefore innovative activity (Xia & Liu, 2021). Others say that they find the connection between cultural intelligence and creativity of the entrepreneurs (Altinay, Madanoglu, Kromidha, Nurmagametova & Madanoglu, 2020).

Materials and Methods

In study the results were carried out in 2019-2020 in Perm, Russia. 120 entrepreneurs and 120 supervisors were interviewed during the study. Each group had the same number of men and women. Socio-professional and gender structures were the control parameters during the sample design. Interviewed men run their business in the spheres of trade and mass catering (23%), production sector (16%), construction industry (16%), public transport (16%). Interviewed women run their business mainly in trade and mass catering (40%) and in public service and service offering (25%). Businessmen were mainly engaged in the production sector (44%), construction industry (21%), trade and mass catering (10%), and women in trade and mass catering (27%), production sector (23%), construction industry (10%), education and science (10%). Men and women entrepreneurs were mainly self-employed (63% and 73%), also there were founders of limited liability companies (27% men and 13% women). Men and women supervisors mainly had jobs in the limited liability organizations (56% and 40% accordingly) and in public limited companies (22% and 21%). Interviewed entrepreneurs primarily had their own business in microlevel (78% men and 87% women) and small business enterprises (20% men and 13% women). Surveyed men and women supervisors mainly had jobs in the small enterprises (51% men and 45% women), medium-sized enterprise (30% men and 26% women), and in microlevel enterprises (18% men and 28% women).

The description of the sample showed that interviewed entrepreneurs were from the most suffered sectors from the COVID19 virus as the service sector, residential and catering sector, nonfood production; retail and wholesale trade; travelling and transport. These branches mainly had micro enterprises, small and medium-sized businesses. "Companies headed by women had informed that they had suffered more from the COVID19 virus, than the companies headed by men" (International Trade Centre, 2020).

Taking into consideration a lot of methods of measuring social value-based orientations (Aksoy & Jeroen, 2012; Murphy, Ackermann & Handgraaf, 2011) the question "What is the most important for you in life?" was suggested to the respondents. They were given 19 possible answers with the alternative to choose several options. Factor and cluster analysis were made for studying entrepreneurs and supervisors' values. Males' values were studied as well as females. Correlation matrixes for all variables were calculated, for providing the procedure of factor analysis, measuring

values according to dichotomic scale. There was factors' extraction, choosing of factors and rotation of the factors for creating a simplified structure and also factors' interpretation. Principle component analysis was used in the process of factors identifying. The method was based on the identifying of minimum number of factors which had the greatest impact into the data dispersion. Factor rotation was made on the basis of "Varimaks" method. For studying the level of application of the factor analysis to the sample given, Kaiser-Meyer-Olkin measure of sampling adequacy was used for entrepreneurs and supervisors. It was 0,66 (that refers to the satisfying adequacy). Factor analysis was made with the help of SPSS 16 program. The results of the factor analysis (factor's ratings) were used as the criteria for the cluster data analysis. Five clusters were identified as a result of the cluster analysis. These were the groups of interviewed who had different models of the value system. Then it was analyzed how respondents with the different socio-demographical and socio-professional characteristics and also with the different socio-professional identity, according to the clusters, were divided. The study had showed how self-esteem of socio-professional qualities of the respondents was changing according to the belonging to a certain cluster.

At first semantic-groups of entrepreneurs and managers' values were identified with the help of factor analysis. Then types (clusters) of the entrepreneurs and supervisors' values were formulated with the help of the cluster analysis. It helped to understand who had certain values among the respondents, whether any gender differences between entrepreneurs and supervisor with the different types of values or not. Were there any differences between men and women in socio-professional identity? The procedure of using factor and then cluster analysis allowed us to apply polysemy of the values meaning to the non-uniform structure of the investigated groups in social meaning.

The received classification of entrepreneurs and supervisors' value system allowed to have a full information about sub-group differentiation inside the community studied according to value-based orientations despite some convention, specific for any typology which did not allow showing the diversity of the peculiarities of the studied social subject to the full extent.

Results

Factor analysis was used for revealing close value-based orientations. As a result, there was a set of 19 variables, which provided the basis for the factor analysis. Conceived explained combined dispersion for entrepreneurs and supervisors was used for the value analysis. Seven first own factors had an amount of SS intensity extractions more than 1. As a result, only seven factors, explaining 59,2% of a total dispersion were chosen. First component – 15,8%, second – 11,5%, third – 8,5%, fourth – 6,4%, fifth – 6,2%, sixth – 5,5%, seventh – 5,4%. After “Varimaks” rotation the first component explained 10,7% of dispersion, second – 10,0%, third – 8,5%, fourth – 8,2%, fifth – 7,8%, sixth – 7,0%, seventh – 6,8%.

Several variables were combined during the factor analysis, having a close correlation with each other and weak correlation with the variables, combined with the other factors. As a result, after “Varimaks” rotation there was a following component matrix obtained. Speaking about entrepreneurs and supervisors’ innovative-cultural component firstly had the following values: possibility to be creative, to create something new (0,755), development of the potential (0,663), satisfying of basic cultural necessities (0,652). Family-conservative component included such values as the strong family relations, well-being of children (0,666), stable position, confidence about the future (0,648), material wealth, providing good standards of living (0,533), high incomes (-0,403). It is important to note that high incomes are in feedback with this component unlike the strong family values; stability in life and material wealth. Therefore, high incomes were opposed with the strong family relations and material wealth. Third educationally-imperative component included firstly the values of good education (0,770), senior position, power (0,591). Component of independence and comfort consisted of own profitable business (0,709) and solid life comfort (0,694). Hedonistically-prestigious component included respect, authority in a surrounding community (0,834), a good rest, entertainments, travelling (0,621); professional component included favorite work (0,805), success, achievements in professional activity (0,587), friendly component included interesting social circle, loyal friends (0,776).

Further there was a clustering of the empiric data according to the components performed. There were 5 clusters (see Table 1).

*Table 1: Dominant values, in different clusters (significant for 60-100%)***Cluster of multivaluable orientation with the dominating of innovative-cultural component**

Development of the potential (94%); satisfying of basic cultural necessities (89%); possibility to be creative, to create something new (89%); good education (83%); strong family relations, well-being of children (83%); material wealth, providing good standards of living (83%); interesting social circle, loyal friends (83%); good health (83%); favorite work (78%); a good rest, entertainments, travelling (78%); respect, authority in a surrounding community (72%); success, achievements in professional activity (72%); solid life comfort (72%); agreement, harmony with yourself (72%); stable position, confidence about the future (67%); high incomes (61%)

Conservative-instrumental cluster

Strong family, well-being of children (76%); respect, authority in a surrounding community (74%); good health (71%); material wealth, providing good standards of living (63%)

Professional-balanced cluster

strong family relations, well-being of children (90%); good health (80%); favorite work (66%); agreement, harmony with yourself (59%); interesting social circle, loyal friends (59%)

Conservative-ambitious cluster

Good health (97%); high incomes (97%); strong family relations, well-being of children (91%); stable position, confidence about the future (86%); interesting social circle, loyal friends (83%); favorite work (66%); a good rest, entertainments, travelling (66%); good education (63%); respect, authority in a surrounding community (63%); own profitable business (63%)

Monovaluable cluster (family)

Strong family, well-being of children (82%)

Most of them had the strong family relations value, according to Russian sociologists' data, stating a family inclusion into the value system core of the country (Zdravomyslov & Yadov, 2003). Four of the five clusters had the value of a good health, which has been especially actual in the last year in terms of pandemic. Representatives of the first cluster with the multivaluable orientation and the dominance of innovative-cultural component were characterized by the diversity of the values. The large majority of this cluster representatives firstly admitted the importance of creative-cultural component (development of the potential (94%), satisfying of basic cultural necessities (89%), possibility to be creative, to create

something new (89%), good education (83%), strong family relations, well-being of children (83%), material wealth, providing good standards of living (83%), interesting social circle, loyal friends (83%), good health (83%). More than a half of them admitted favorite work (78%), a good rest, entertainments, travelling (78%), respect, authority in a surrounding community (72%), success, achievements in professional activity (72%), solid life comfort (72%), agreement, harmony with yourself (72%), stable position, confidence about the future (67%), high incomes (61%). The last were characterized by the high significance almost all of the suggested values despite some values of the educational-imperative component (acceptance from the community side, prestige, honor; senior position, power).

Respondents of the second “conservative-instrumental” cluster except strong family relations (76%) and good health (71%) had such values as respect, authority in a surrounding community (74%), material wealth, providing good standards of living (63%). Creative-cultural component (development of the potential, possibility to be creative, to create something new; satisfying of basic cultural necessities) and the component of an autonomy and comfort (own profitable business; solid life comfort), and also “senior position, power” were not significant for the representatives of this cluster.

Entrepreneurs and supervisor from the third “professional-balanced” cluster except strong family relations (90%) and good health (80%) valued favorite work (66%), agreement, harmony with yourself (59%), interesting social circle, loyal friends (59%) above all. Own profitable business; respect, authority in a surrounding community; respect, authority in a surrounding community; satisfying of basic cultural necessities; senior position, power, were insignificant for them.

Fourth “conservative-ambitious” cluster’s representatives valued family (91%), good health (97%), high incomes (97%), also stable position, confidence about the future (88%), interesting social circle, loyal friends (83%). They valued creative-cultural component: development of the potential; possibility to be creative, to create something new; satisfying of basic cultural necessities.

Representatives of the “family” cluster were combined mainly with the strong family relations’ values (82%). For the half of the respondents of this cluster good education (56%); high incomes (52%); solid live comfort (52%); stable position, confidence about the future (50%); favorite work

(50%) are important. Creative-cultural component (development of the potential; satisfying of basic cultural necessities; possibility to be creative, to create something new); agreement, harmony with yourself, respect; authority in a surrounding community; senior position, power; interesting social circle, loyal friends were insignificant for them.

Professional-balanced (32%) type of value-based orientations was presented among the entrepreneurs to a great extent. There was a conservative-instrumental type among the supervisors (42%). The least represented was multivaluable orientations cluster as among the entrepreneurs (8%) so the supervisors (7%) (see Table 2).

Table 2: Value clusters of entrepreneurs and supervisors of different gender (in %)

Value cluster	Entrepreneurs			Supervisors		
	Men	Women	Total	Men	Women	Total
Cluster of multivaluable orientation with the innovative-cultural component's dominance	2	15	8	10	3	7
Conservative-instrumental	15	22	19	41	43	42
Professional-balanced	30	33	32	15	24	19
Conservative-ambitious	16	15	15	14	12	13
Monovaluable (family)	37	15	26	20	18	19
Total	100	100	100	100	100	100

Businessmen had family and professional-balanced types of value-based orientations (approximately one third – 37 and 30% accordingly) to a large extent. Women of this socio-professional group were alike men, because among dominating groups of values professional-balanced type (33%) was saved, and the difference was the lack of family orientation among dominating groups of values. That could be a consequence of the idea's discourse about women who was running a business, and a lot of efforts and time were needed and her family life is threatened. Entrepreneurship and the family were the contradictive spheres of activities and particularly women who had to save work and life balance. However, among the businesswomen the proportion of the first value cluster's

representatives was 9 times larger because of the significantly less proportion of the fifth cluster followers. There were respondents with the multivaluable orientations and the dominance of innovative-cultural component (15 to 2%) among the businesswomen to a large extent. It showed us that among businesswomen there were a lot of those who valued the family and education as well as spiritual values, values of self-realization and well-being at the same time. It was possible to make an assumption about mutual interaction of the value system and the roles' choice. On the one hand, combination of creativity, family, importance of friends, respected values and so on led to the wife, mother and entrepreneur roles' choice. On the other hand, entrepreneur, wife, mother, friend roles' combination reflected in the value perceptions. It was confirmed by the fact that among businesswomen, who were employed, respondents with the multivaluable orientation and dominance of innovative-cultural component were the least represented (3%). Dominant value cluster coincided both for men and for women among the entrepreneurs. This was a conservative-instrumental type of the value-based orientations (41 and 43% accordingly). It was characterized with the respect, authority in a close surrounding and good health values. Women-supervisors had professional-balanced type of values more often than men-supervisors and the first type was less common. In other words, cultural-innovative and family values together with the guarantees of the sustainable livelihoods were less important for women of this socio-professional group than for men. The more important was the value's triangle "family-health-work", it meant values that had become extremely important in terms of the COVID19 virus.

With the increasing entrepreneurs' years in business, the part of the entrepreneurs with the multivaluable orientation (from 12 to 0%) and conservative-ambitious orientation (from 21 to 0%) is falling down. On the contrary the amount of the followers of professional-balanced values' cluster has being increased with the years (from 24 to 50%) Businesswomen who worked not so long ago (up to 3 years) usually had conservative-instrumental values, including "family", "good standard of living"; it was the most popular situation, it was common for one third of this group (32%). Increasing years in business showed the change to the side of professional-balanced value cluster (40% with the middle periods in business and 71% who were many years in business), connected with the significance of favorite work and harmony with yourself. As the result professional-balanced type of the value-based system dominated among men and women who were many years in entrepreneurship. It could be explained on the one

hand that more experienced entrepreneurs were interested not only in the family and high incomes (which they had already had up to the moment), but also in the harmony with yourself, favorite professional activity and so on. The necessity having all these things appeared after the traditional intentions to start a family and to earn good money. Therefore, sooner or later it was not enough for them to live in the normal conditions such as family and material. The intention having interesting and harmonious life appeared. On the other hand, specifically commitment to favorite occupation, professional self-realization promoted business maintaining and its development, which allowed to run entrepreneurship successfully for longer-term.

It is important to bear in mind that monovaluable cluster (family) (nearly 40% in groups with low and middle periods in business, thus up to 10 years) has being changed to conservative-instrumental cluster (60% in group with many years in business – more than 10 years) among businessmen with the increasing number of years in business. The value of the “strong family relation, well-being of children”, has being added with the significance of the authority in a close surrounding, health and good standards of living among men over the years, that contradicts the idea that men were oriented as a rule on high incomes, profitable business no matter how many years they were in business. (i.e. values, which were controlled in the conservative-ambitious cluster).

According to the study, women (except women with multivaluable orientation) use categories of gender identity, more often, than men, answering the question “How do I identify myself?” Socio-professional identity among men was admitted more often by the respondents with professional-balanced orientation. The representatives of conservative-ambitious and also professional-balanced orientations spoke about such identity among women to a greater extent. On the one hand, businesswomen with conservative-ambitious orientation could have contradictions between female’s identities, such as “wife” and “mother” and entrepreneur’s identities, that demands additional efforts focused on the gap between “femininity” and entrepreneurship overcoming and could influence the perspectives of the company development and life success estimation, success in own business.

Let consider the professional and life success. Businessmen value the successfulness of their own business higher than businesswomen: men admit more often that their business was successful or basically successful

(83% in comparison with 60% of women) and less often that it is half successful (10% compared with 38% of women). The entrepreneurs with multivaluable orientation among men highly value the successfulness of their business (100% of men admit the successfulness of their business). Respondents with multivaluable orientation among businesswomen, as well as men, also highly value the successfulness of their business. Among businesswomen the respondents with multivaluable orientation value the successfulness of their own business higher, as well as among men. The difference of females' group was that higher estimates of the successfulness were given also by the followers of the conservative-ambitious values, whose representatives among men, valued the success of their own business as the lowest.

The success in life among the supervisors (so men, as women) was valued the highest by the respondents with multivaluable orientation. It was often noted that among women-supervisors the desired was achieved by the respondents with the conservative-ambitious orientation (43%), among men there was a professional-balanced orientation (22%).

Businesswomen slightly less than men valued their success in life: women noticed less that had achieved everything desired (16% to 27%), more often the realizing of the life's projects (73% compared to 68%) and a little percent of what have been planned (11% to 5%).

The success in life among businessmen was basically achieved by the followers of the monovaluable (family) cluster (46%). The quantity among women was also higher in the same group of the family cluster (25%), as well as in the group of conservative-ambitious cluster (22%). The last fact gave hope because it showed how businesswomen achieved their goals, valued also the family and high incomes.

Discussion and Conclusions

According to the research some conclusions were made:

Hypothesis 1. The hypothesis that there is a predominance of the strong family relations and high incomes at the same time among businesswomen and supervisors, has not been confirmed. Such controversial cluster among the entrepreneurs has only third status; the first status has a cluster combining family, favorite work and harmony. The value-based cluster has only fourth status among women-supervisors; the most common is the cluster, which integrated family,

health, authority and wealth values. In general male and female's values sphere of a certain socio-professional group is rather unlike, and is different more between groups according to the professional activities (between entrepreneurs and supervisors) than according to the gender.

Hypothesis 2. Among businesswomen socio-professional identity to a great extent is typical for those who have professional-balanced value cluster. The hypothesis has been partly confirmed. In fact, it is typical also for those with conservative-ambitious orientation, that does not contradict the ideas that mentioned identity is connected with the values in the labour's area (meanwhile the attention is not paid to the value of the strong family relations, as being typical practically for all respondents).

Hypothesis 3. According to this hypothesis businesswomen regardless of the value-based orientation type esteem their professional and life success less than men-entrepreneurs. The hypothesis has been confirmed.

Generally speaking, gender differences are in the predominant entrepreneurs' values (but not the supervisors), while estimating by the entrepreneurs and supervisors the professional and life success, partly in correlation between socio-professional identification and predominant values of the entrepreneurs. In terms of pandemic, connected with the spread of the COVID19 virus, such values as strong family relations, good health and favorite work are important among women in the spheres of entrepreneurship and management.

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