

# Business research

with Dr Rekha Krishnan and  
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## Talking points

### Knowledge

1. What is an interaction ritual?
2. What is gender bias?

### Comprehension

3. In the context of start-up accelerators, which interaction rituals are categorised as 'tournament rituals' and which as 'bonding rituals'?
4. How do religious fasting rituals affect gender bias in the start-up in India that Rekha and Rajiv are studying?

### Application

5. Rekha and Rajiv conduct research in a diverse range of contexts, from high tech hubs to local marketplaces. If you were researching interaction rituals, what context would you like to study, and why?
6. Once Rekha and Rajiv have all their data, how do you think they can use it to "inform the design of more equitable accelerator environments"?

### Analysis

7. In start-up accelerators, entrepreneurs "receive mentorship, pitch coaching and access to investor networks". How might each of these three aspects be influenced by gender bias?
8. How do you think Rekha and Rajiv's studies in Indigenous market settings relate to their studies in start-up accelerators?

### Evaluation

9. To what extent do you think gender bias affects business at the macro (global) scale? Think about development, economic growth and well-being in your answer.
10. Gender bias remains a profound societal issue all over the world. What policies would you suggest to the government of your country to reduce gender bias? How might they be implemented fairly?

## Activity

Imagine you are organising a three-day start-up accelerator for entrepreneurs in your local community. You want to make the accelerator as gender equitable as possible. This involves:

- Avoiding structural gender bias in how you plan your activities
- Addressing social gender bias in how participants interact with each other.

Write the agenda for your accelerator, using the article to inform which types of activities to run. For each activity, include:

- A description of what it is
- Why it is beneficial for entrepreneurs
- How you are avoiding gender bias in this activity.

To help you, this page from British Business Bank explains in detail what a business accelerator is: [british-business-bank.co.uk/business-guidance/guidance-articles/business-essentials/what-is-a-business-accelerator](https://www.british-business-bank.co.uk/business-guidance/guidance-articles/business-essentials/what-is-a-business-accelerator)

Once your agenda is complete, create an advertisement for your accelerator. This could be a physical or virtual poster or flyer depending on your preferences and available resources.

Share your advertisement and agenda with a classmate and read over theirs. How successful have you both been in making your accelerator helpful for all participants, and why? If you were to team up, which elements would you take from each of your agendas to make the optimal accelerator?

## More resources

- This article by Rekha and Rajiv explores another aspect of their work: why entrepreneurs in start-up accelerators may give without expectations of returns: [theconversation.com/a-study-of-entrepreneurs-explains-why-we-sometimes-give-without-receiving-166646](https://theconversation.com/a-study-of-entrepreneurs-explains-why-we-sometimes-give-without-receiving-166646)
- This article from the World Economic Forum explores research that suggests that start-up accelerators are unintentionally widening the gender gap: [weforum.org/stories/2021/01/gender-finance-gap-startups-accelerators-entrepreneurs](https://www.weforum.org/stories/2021/01/gender-finance-gap-startups-accelerators-entrepreneurs)
- This TED Talk by Dr Dana Kanze explores why female entrepreneurs receive so little start-up funding compared to their male counterparts: [youtube.com/watch?v=hokUdXYRe2Q](https://www.youtube.com/watch?v=hokUdXYRe2Q)