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# ACADEMIC WEEKLY DIGEST

School of Hospitality & Tourism Management

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## RECONTEXTUALISING GENDER IN ENTREPRENEURIAL LEADERSHIP

This article utilises a poststructural feminist lens that challenges normative accounts of entrepreneurial leadership practices, to unpack leadership performances and manifestations among tourism entrepreneurs in West Africa.

**Dr Albert Kimbu** and co-authors provide evidence of how entrepreneurial and leadership performances are gendered, fluid, constantly being negotiated, and determined by the contexts, circumstances and conditions within which the entrepreneurs operate.



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# RECONTEXTUALISING GENDER IN ENTREPRENEURIAL LEADERSHIP

**DR ALBERT KIMBU & DR ALECTOR RIBEIRO**

The article introduces a focus on leadership within discussions of tourism entrepreneurship and turns focus to the Global South to counter a dominance of Global North scholarship within tourism research. In doing so it is able to identify the influence of gender in the discourses and performances relating to entrepreneurial leadership; question fixed, typological constructions of entrepreneurial success, determined by masculine Global North perspectives; and identify the ways age, trust and gender inhibit who can claim the identity of entrepreneurial leader. All of which highlight the priority in moving past universalized approaches to tourism entrepreneurship policy that prioritises economic measures of success and Westernised

leadership performances, and towards recognition of the culturally constructed normative expectations located within specific place-based contexts. In highlighting the lack of critical social science perspectives in tourism scholarship concerned with gender, leadership and entrepreneurship, the article calls for more engagement with a feminist poststructuralist framework, and an empirical focus on emerging Global South destinations such as those in West Africa, as a way to deconstruct homogenous, fixed conceptualization of entrepreneurial leadership – which is often evident as a result of the dominance of Anglo, Western and structuralist approaches within the literature.



## FURTHER READING:

Kimbu, A.N., de Jong, A., Adam, I., Ribeiro, A.M., Adeola, O., Afenyo-Agbe, E., & Figueroa-Domecq, C. (2021). Recontextualising gender in entrepreneurial leadership. *Annals of Tourism Research*.  
Link: [bit.ly/3cYLRhW](https://bit.ly/3cYLRhW)

To that end, the article critically deconstructs normative typological structures within the literature that seek to fix entrepreneurial leadership performances, and thus fail to attend to the fluidity, multiplicity and gendered dimensions of leadership performance within tourism entrepreneurship.