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Article

The Effect of Entrepreneurs' Gender and Gendered Startup Fields on Organizational Attraction for Potential Applicants

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Online-Appendix zu

„The Effect of Entrepreneurs’ Gender and Gendered Startup Fields on Organizational Attraction for Potential Applicants”





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1. Survey Examples of Manipulations in Vignette

Survey Examples of Manipulations in Vignette (4 total)

| Start-up Advertisement Context | | | | | |
|--------------------------------|----------------|----------------|--|---|-----------|
| Vignette | Founder Gender | Start-up Field | Description | Start-up Advertisement Image & Slogan | (Control) |
| 1 | Male | Technology | “seek to create a new technological innovation that will highlight the start-up’s technological capabilities” |  Inspiring technological advancements | -- |
| 2 | Male | Sustainable | “seek to create a new innovation in the field of sustainability that will highlight the start-up’s environmental capabilities” |  Ensuring a prosperous future | -- |
| 3 | Female | Technology | “seek to create a new technological innovation that will highlight the start-up’s technological capabilities” |  Inspiring technological advancements | -- |
| 4 | Female | Sustainable | “seek to create a new innovation in the field of sustainability that will highlight the start-up’s environmental capabilities” |  Ensuring a prosperous future | -- |

Note. This table contains the four different vignettes that were randomly assigned to each participant in the experiment. The experimental manipulation was developed as part of a larger research project of the Chair of Research and Science Management of the Technical University of Munich.

2. Scale Measures (total 6)

2.1. Measures Organization Attractiveness (HighHouse, Lievens, Sinar, 2003)

General Attractiveness

1. For me this company would be a good place to work.
2. I would not be interested in this company except as a last resort.
3. This company is attractive to me as a place for employment.
4. I am interested in learning more about this company.
5. A job at this company is very appealing to me.

Prestige

1. Employees are probably proud to say they work at this company.
2. This is a reputable company to work for.
3. This company probably has a reputation as being an excellent employer.
4. I would find this company a prestigious place to work.
5. There are probably many who would like to work at this company.

Intentions to Pursue

1. I would accept a job offer from this company.
2. I would make this company one of my first choices as an employer.
3. If this company invited me for a job interview, I would go.
4. I would exert a great deal of effort to work for this company.
5. I would recommend this company to a friend looking for a job.

2.2. Person Organization Fit (Lauver & Kristof-Brown, 2001)

Person Organization Fit

1. My values match or fit the values of this organization.
2. I am able to maintain my values at this company.
3. My values prevent me from fitting in at this company because they are different from the company's values.

2.3. Person Supervisor Fit (Cable & DeRue, 2002)

Person Supervisor Fit

1. The things that I value in life are very similar to the things that my supervisor values.
2. My personal values match my supervisor's values and culture.
3. My supervisor's values and culture provide a good fit with the things that I value in life.

2.4. Anticipated Belongingness (Gaucher, Friesen, & Kay, 2011)

Anticipated Belongingness

1. I could fit in well at this company.
2. I'm similar to the people who work in this career.
3. My values and this company's values are similar.
4. The type of people who would apply for this job are very different from me