

# Gender barriers and facilitators faced by entrepreneurial women chef in the 'Haute Cuisine' Field

Thesis presentation and findings

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- 1. Objectives**
2. Methodology
3. Findings and next steps

# Objectives

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- Although cooking have been culturally considered a feminine domestic task, the 'Haute Cuisine' field and the chefs positions remained predominately male. In 2014, only six female chefs have been awarded three Michelin stars out of 110 nominated one in the world (Michelin Guide 2014).
  - Barriers and success factors for women chefs in the 'Haute Cuisine' field
  - Gender differences

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# Methodology

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- **Literature Review** of 58 articles and transcripts
- **Interviews** and two **focus groups** with 8 female chefs from Valencia
- **Case study** of 7 Michelin-starred women chefs
- **Survey** that targeted chefs and culinary students in three countries: France, Spain and the USA. The targeted number of answers is 200.

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# Main barriers

Barriers				Literature Review	Focus groups	Case study	Survey
1	Both entrepreneurship and the 'Haute Cuisine' field are male dominated fields. They are influenced by gender perceptions and by hegemonic masculine ideals.	1.1	Women's skills, capabilities and performance are underestimated	X	X	(1)	Not yet
		1.2	Less opportunities to take decision and to network		X		
		1.3	Leadership style and effectiveness is influenced by gender roles and perceptions	X	X		
2	Different media exposure	2.1	In media, men chefs are presented as leaders and entrepreneurs. Women chefs on the other hand are pictured as homey and emotional.	X			
3	Lack of female role model and mentors			X			
4	Work-life balance			X	X	X	

(1) Gender barriers in the kitchen work environment don't have a major impact on studied women chefs. It is important to mention here that most of the studied women chef work in their family restaurant therefore masculinity may not be accentuated in their workplace.

# Main success factors

Success factors				Literature Review	Focus groups	Case study	Survey
1	Successful women chefs and entrepreneurs developed skills and attitudes necessary for the profession.	1.1	Assertiveness, continuous learning, dedication, resilience, attention to details, perfectionism, the quest for excellence, innovation, and competitiveness.	X	X	X	Not yet
		1.2	Management and leadership.	X	X	X	
2	Passion for food and for cooking.	2.1	Passion fueled women drive to succeed and to remain in the profession.		X	X	
3	Women had to alternate between masculine norms and meeting gender roles and expectations.	3.1	If a feminine identity is adopted, professionalism has to be shown in a masculine way.	X		(1)	
4	Role models and mentors			X	X	(2)	
5	Family support in order to achieve better work-life balance			X	X	X	
6	Self-employment in order to have better time management flexibility			X	X		

(1) Women chefs in the case studies put forward their leadership and management approach described as quiet, feminine, organized and team-oriented.

(2) Mentoring and working in other Michelin starred restaurants was not considered to be in determinant to success. However, except auto-didactic ones, they all worked in renowned restaurant under famous chefs.



 Thank you for your attention