

香港中文大学（深圳）伦理审查决议书

Approval No. CUHKSZ - 0 - 20230021

申请项目名称: Employees Discriminating Female Entrepreneurs		
项目类别: 学术论文		
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请求审查类型: <input checked="" type="checkbox"/> 新申请项目 <input type="checkbox"/> 修订后重审项目 <input type="checkbox"/> 延续审查项		
递交审查资料: <input checked="" type="checkbox"/> 项目实验步骤及说明 <input checked="" type="checkbox"/> 可行性研究报告 <input type="checkbox"/> 主要研究者简历 <input type="checkbox"/> 其他资料		
项目内容摘要: This research project aims to understand whether female entrepreneurs face challenges in hiring talented workers. While human capital is crucial in the early stages of a small business, if females face higher barriers in recruiting talent, this study will help us understand the lower rates of entry and success for female entrepreneurs.		
项目开展的意义: The underrepresentation of women in entrepreneurship, especially in technology, is well-documented. Females are less likely to start businesses than males, and those who do launch startups have substantially lower success rates. Discrimination in financial markets partially explains women's lower rates of business ownership. However, it does not fully account for their much lower entrepreneurial success compared to men in tech fields. One potential factor is that female founders face difficulties recruiting talented		

employees like computer scientists. This could stem from applicants directly discriminating against female leaders and not wanting to work under women. Alternatively, prospective hires may internalize third-party discrimination, such as bias from financial institutions, which affects women's ability to attract talent. This project will provide valuable insights into the scope of hiring challenges encountered by female entrepreneurs due to discrimination. Gaining a better understanding of these issues will be an important step toward promoting gender diversity in the startup ecosystem.

项目实施可能出现的副作用、危害及应急预案：

I do not expect any adverse effect on any parties. Below, I first summarize the core intervention and data collection methods, followed by additional details of each step.

The core research intervention will involve collecting publicly available university email addresses and sending brief recruitment messages. The brief email will contain no more than 200 words and take under one minute to read. This will be the only interaction with the subjects, and this study only intends to gauge differences in response rates between startups portrayed as woman-led versus man-led. I do not anticipate any adverse effects from this method of contact.

For more details, my intervention will consist of the following steps: (1) I will gather a sample of potential candidates using publicly available information online. I will focus on currently graduating students who are in their final year of an undergraduate or master's program at Top 100 US universities. (2) I will collect the candidates' university email addresses by accessing the student directories on the universities' public websites. I will match names, majors, and years of study to identify email addresses. (3) I will randomly divide the sample into a treatment group and a control group. (4) I will design fictional startups representing a wide range of industries. For each startup, I will create two versions that are identical except for the founder's name and gender as indicated by profile pictures. I will use AI to generate the pictures so that other than gender, the facial traits are the same. (5) The fictional female founder will contact candidates in the treatment group via email. Meanwhile, the fictional male founder will contact candidates in the control group in the same manner. The brief email will outline an open job role, describe the company and skills needed, and invite the recipient to schedule a follow-up phone or Zoom call to discuss more details. (6) The primary aim is to measure whether individuals in the treatment and control samples respond to the message or not. This is the only interaction with the subjects. The message contains less than 200 words and takes less than one minute to read.

项目实施可能引发的伦理问题及对策（包括知情同意、保护隐私、身体伤害、利益分配等）：

I do not expect any adverse effect on any parties. As described above, the email takes less than one minute to read and respond. This methodology relies on minimal fabricated details purely for gathering data, and no actual job recruitment or hiring will occur. While highly unlikely, if any participant expresses confusion or concern, I will

immediately identify the email as an academic study and offer an explanation. Additionally, to avoid a very small risk of unintended disclosure of participants' contact information, all electronic data will be collected and stored only on encrypted devices. I will remove all identifying information immediately after receiving the data. I will not publish any individual data. Instead, I will only release summary statistics based on a large sample of people, ensuring that no one can be identified in the published paper.

项目负责人签名： 胡中琛

时间： 2023. 10. 16

伦理委员会意见：
同意。

伦理委员会主席或授权负责人签名： Huang Hsien-De
时间： 2023/10/23