

A COMPARISON OF BLACK AND WHITE ENTREPRENEURS IN THE UNITED STATES

Warren E. Watson, University of North Texas, Denton, Texas, USA
Wayne H. Stewart Jr., Clemson University, Clemson, South Carolina, USA
Whitney Peake, University of North Texas, Denton, Texas, USA
Danielle Cooper, University of North Texas, Denton, Texas, USA
Amy Ingram, Clemson University, Clemson, South Carolina, USA

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ABSTRACT

The literature suggests that, although Blacks express more interest in starting ventures, their efforts are less successful than Whites in the U.S., but differences are under-studied. Using a KSAOs (knowledge, skills, attitudes and other) perspective, we examine differences in Black and White entrepreneurs in the United States, including their approaches to the operation of their ventures. Although the results indicate no educational differences in the two groups, there were differences in interpersonal processes, management orientation, business analyses and plans for development. The results have implications for research devoted to entrepreneurial behavior in different groups, for practice and for policy in supporting successful entrepreneurial outcomes, including other contexts with diverse populations.

Keywords: *Entrepreneurs, Race, Interpersonal Processes, Managerial Style*