

Replication Package for “From Disparity to Equality: Strategic Targeting to Close Gender Gaps in Business Upgrading Programs”

This replication package reproduces all tables and figures in the paper. We discuss the sources of raw data next, followed by software requirements, folder structure, a note on some abbreviations that are used in code annotations but not in the manuscript, full replication instructions, and where the outputs can be found.

Data availability

Data is temporarily embargoed (expected to be made public in the future). Forthcoming at <https://microdata.worldbank.org/>

Filename: Coaching_ACV2023.dta, GROW_CrossSection.dta, Uganda1_GPI_sampling_survey.dta

- Source: Co-author Stephen J. Anderson’s original data collection in Uganda for the papers/projects “Virtual Collaboration Technology and International Business Coaching: Examining the Impact on Marketing Strategies and Sales” (<https://doi.org/10.1287/mksc.2019.0121>) and “Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda” (<https://doi.org/10.1177/0022242921993176>)
- URL: N/A
- Access Date: N/A
- License: Private, will be made publicly available after journal acceptance

Filename: mexico_gpi_data, MX_takeup, recruitment_controls_full

- Source: Co-authors Stephen J. Anderson and Shreya Kankanhalli’s original data collection in Mexico for the paper/project “Modernizing Retailers in an Emerging Market: Investigating Externally Focused and Internally Focused Approaches” (<https://doi.org/10.1177/00222437211058437>)
- URL: N/A
- Access Date: N/A
- License: Private, will be made publicly available after journal acceptance

Filename: P2P_CrossSection_final

- Source: Co-author Stephen J. Anderson’s original data collection in South Africa for the paper/project “Pathways to Profits: The Impact of Marketing vs. Finance Skills on Business

- Performance” (<https://doi.org/10.1287/mnsc.2017.2920>)
- URL: N/A
- Access Date: N/A
- License: Private, will be made publicly available after journal acceptance

Software

- Stata 18
- User-written package required (installed automatically if missing): winsor, ietoolkit

- **Folder Structure**

- ROOT/
 - └─ code/
 - | └─ 00_env.do
 - | └─ 00_master.do
 - | └─ 99_run_all_analysis.do
 - | └─ analysis/
 - | └─ original/
 - └─ data_raw/
 - └─ data_clean/

- ├─ output/
- | ├─ tables/
- | └─ figures/
- └─ logs/

Terminology Note

Internal code and filenames use the term **GPI** (Growth Potential Index). In the paper, this construct is referred to as the **Program Readiness Score (PRS)**. These terms refer to the same underlying measure.

Replication Steps

- 1 Open Stata 18.
 - 2 Set the working directory to the replication root.
 - 3 Run: `do code/00_master.do`. This builds all cleaned datasets used in the paper.
 - 4 Run: `do code/99_run_all_analysis.do`. This reproduces all tables and figures.
- The code takes about 2-3 minutes to run and the full packet is 180 MB including raw datasets, clean datasets, and outputs.

Outputs

- Tables are written to: `output/tables/`
- Figures are written to: `output/figures/`
- Logs are written to: `logs/`

We describe the linkage between code outputs and paper exhibits below:

File Name	Exhibit in Manuscript
table1_gendergap.tex	Table 1: The Gender Program Gap in Business Upgrading Programs
table2_prs_targeting.tex	Table 2: Closing the Gender Program Gap: Targeting Women w. High Program Readiness
table_A3_summary_stats.tex	Table A3: Summary Statistics for Businesses in Study Sample
table_a4_sample_sizes.tex	Table A4: Sample Sizes for the Study Sample
table_B1_individual_DVs.tex	Table B1: Positive Program Returns for Women through Initial (Gender-Neutral) Selection: Individual DVs
table_C1_demo_prs_women.tex	Table C1: Demographics of High versus Low PRS Women Entrepreneurs
table_C2_prs_targeting_male.tex	Table C2: Targeting Men w. High Program Readiness is Less Impactful
table_c3_takeup_prs.tex	Table C3: Intervention Take-up by Program Readiness Scores
table_c4_two_country_robustness.tex	Table C4: Robustness Check on Closing the Gender Gap: Two-country Samples
table_c5_individual_dvs.tex	Table C5: Robustness Check on Closing the Gender Gap: Individual DVs
table_c6_no_controls.tex	Table C6: Robustness Check on Closing the Gender Gap: No Controls Incl.
table_c7_terciles.tex	Table C7: Robustness Check on Closing the Gender Gap: Terciles of Program Readiness
table_c8_quintiles.tex	Table C8: Robustness Check on Closing the Gender Gap: Quintile of Program Readiness
table_D1_prs_factor_corr.tex	Table D2: Correlation Matrix of Program Readiness Factors

Combinedscreening.png	Figure 1: Targeting on PRS---Eligible Population vs. Selected Study Sample
figure2_prs_density_by_gender.pdf	Figure 2: Male Entrepreneurs have Higher Program Readiness Scores
figure3_prs_factors_coefplot.pdf	Figure 3: Upper Quartile (High-)Program Readiness and Ten Underlying Factors
fig_c3_gates_combined.pdf	Figure C1: Closing the Gender Program Gap using Machine Learning Methods