

Preface

Welcome to the special edition of the Journal of Women's Entrepreneurship and Education (JWE). I am excited about this edition for a couple of reasons.

First, the quality of the articles highlights the various innovative ways women owned businesses are successfully dealing with the current economic changes, especially after the great world recession of 2007-2009. Their business concepts and venture creation processes are more competitive than ever.

Secondly, the women's stories and insights on their businesses, displayed in the studies showcased in this edition, help to 'slay the sacred cow', in the words of Roger Von Oech in his work on creativity and innovation. "Sacred cows" are ideas that are never challenged and are perpetuated, even though they no longer work. Women business are 'slaying the sacred cows' of gender inequality and stereotyping in entrepreneurship. This JWE issue proves just that. Women are continuously launching new enterprises in all industries and are greatly contributing to the wealth of global markets. Although specific socio cultural dimensions still greatly impact on their businesses ventures, these dimensions have been positively related to the women's "images of success" of their businesses.

I am certain that you will find this special edition informative and fascinating.
Enjoy it!

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