

## Factors for Motivating Women in Small Business and Micro Enterprises



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### Faktori koji utiču na motivaciju žena da osnivaju mala i mikro preduzeća

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#### ABSTRACT

*The present study is an empirical in nature and examines the major motivational factor for business. The study has been conducted in Coimbatore District, India. The women entrepreneurs, who belong to Self Help Groups (SHG) are the sample respondents. A total of 450 sample respondents have been randomly selected and the analysis have been carried out across the field of activities of women entrepreneurs in small business and micro enterprises viz, Among the Ten motivational factors for choice, three emerged as high as than others. Some women deliberately have started the business as a means of supplementing income, whilst others eagerly anticipate for individual self achievement obtained from self employment. The women in small business and micro enterprises have become a strong driving force in today's major concern of women empowerment. Many women entrepreneurs in the study have an average age of 40-60 as they are either settled as housewives or employees of business organisations. On the one hand their primary goal is to get monetary reward and on the other, they receive personal gratification as they are self-employed.*

**KEY WORDS:** *women entrepreneurs, small business, micro enterprises*

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## **Reliability and Factors for Motivating Women in Small Business and Micro Enterprises**

Everywhere in the world, entrepreneurship is seen as one of the most important solutions to unemployment, poverty and low economic growth. The creation of new ventures and growth of existing businesses are vital contributing factors to any economy (Botha et. al 2006). The emergence of women on the economic scene as entrepreneur is a significant change in the process of women empowerment and securing them a high place in the society as well. This will result in uplifting the social and economic status of women in the society.

Micro enterprises play a dominant role in developing country like India. Potentially it offers unlimited opportunities to produce goods and services, using local resources and generating employment opportunities (Chitsike, 2000). In addition to their domestic responsibilities for family welfare, childcare, care of the elderly, food preparation and other family task, an increasing number of women generating income by way of establishing small business and micro enterprises. The rationale for supporting the development of women headed micro enterprises is two – fold. First it contributes to poverty alleviation secondly it promotes economic and social empowerment (ILO 1998).

### **Review of Related Studies**

Having briefly reviewed the concept of women entrepreneurship in perspectives an attempt have been made to examine the aspects related to women entrepreneurship in small business and micro enterprise field. Most of the studies dealt were based on the empirical analysis in different part of the world. The studies some of which referred tended to assess women entrepreneur's profile, motivation, issues and gender comparison in general.

Muhummad (2008), Verheul and Roy (2001), Lee and Rendell (2001), Grasmuk and Espinal (2000), Greg Hundley (2000) studies made an attempt for gender comparison and related challenges of women entrepreneurs. The significant findings of Muhammad study that almost two-third of respondents had close male relatives working in business at the time of start-up of business. Verheul and Roy study showed that female entrepreneurs have a smaller amount of start up capital than their male

counterpart, but they do not significantly differ with respect to the composition of financial capital.

Grasmuk and Espinal study examined the income apparently matter at different gender households. When income does matter the impact of income kicks it as a much lower level for women than men. Hundley study compared the earnings from self-employment and revealed that female earnings from self employment and revealed that female earnings decreased with marriage, family size, while male earnings are positively associated with the same variables.

Some studies attempted to reveal the issues and problems in small and micro enterprises. Francis et.al (2006) study found that source of finance is a problematic issue among the women in Northern Ireland. The result of the Heino (2006) study indicated that liquidity constraints hinder the creation of micro enterprises in Mexico. Similar result was found from the study of Hisrich (1984) that indicated the biggest problem during start up was lack of finance, training, lack of education and experience in management.

The studies of Shellon (2006) and Loscoco and Joyce (1991) reviewed the work family conflict in managing the enterprise. Shellon observed that work family management strategies are a significant determinant of venture growth of women owned business. On the contrary Loscooco study made an observation that domestic responsibilities are likely to limit women's total commitment in the business.

## **Data and Method**

From the above related studies there are divergent views and approaches on the study concept. The present study is an empirical in nature and examines the major motivational factor for women in small business and micro enterprises. The study has been conducted in Coimbatore District, India. The women entrepreneurs, who belong to Self Help Groups (SHG) are the sample respondents. A total of 450 sample respondents have been randomly selected and the analysis have been carried out across the field of activities of women entrepreneurs in small business and micro enterprises viz,

*Trade:* which includes sale of Handicrafts, Textile and Fabric Shops, Readymade Home Appliances, Sale of Leather Products etc.,

*Manufacturing:* includes Coir making, Candle making, Bakery Products, Handicrafts, Herbal and Palm Products etc and *Service.* Catering, Beauty Parlors, Tailoring etc.

## **Concept of the Study**

SHG is a small economically homogenous affinity groups of the rural poor, consists of 10 to 20 women members of the same socio – economic background residing in same area to work together for their own upliftment, voluntarily coming together to save small amount regularly. The basic principles of the SHG's are group approach, mutual trust, organization of small manageable groups, group cohesiveness, sprit of thrift, demand based lending, collateral free women friendly loan, skill training, capacity building and regular saving. It concerned with the enlistment of the women in the society through social and economic aspects. It occupies the major part of the rural development of the nation, which constituted almost all parts of the country. The concept was successfully implemented and achieved in Bangladesh. Later it has been introduced in India. The southern state, Tamilnadu become a large size of SHG constituted state in the country. The SHGs involvement in self-employment activities contributes to individual entrepreneurship and group entrepreneurship at the gross roots level offers an opportunity for acquiring managerial skills and enhancing the income of the women rural poor. The individual or group entrepreneurship through SHG is considered to be an investment in the process of socio-economic development

## **Results and Discussions**

The demographic factors such as age, educational qualifications, and marital status are repeatedly reported to strongly influence self employment of women. The age of the respondents (Table 1) highlight that nearly fifty percent of the respondents are in the age between 31 and 40. A vast majority (67%) belong to the backward class community. It has been found that 92 percent of the respondents are living with common law. No unmarried women have been found in the study. With respect of No.of family members, nearly 87 percent respondent's family size consists of four to six members.

Lowest level of educational status found among the respondents. Nearly three fifth of respondents have completed only primary school level, whereas only 1.3 percent of respondents obtained degree/diploma. A vast majority of respondents have completed high school education (58 percent).

A simple majority of the respondents belong to labour in farm/non-farm family background, next to it, agricultural background. Past work experience reveals that a majority of the respondent's nature of occupation were employees of an organization followed by housewives.

It is surprising to note that three fifths of the respondents' locations of business are their own house (Table 2). Nearly fifty percent are doing the business individually without the support of anybody else. It has been found that employment opportunity in these ventures is found to be minimal which reveals that it is not rigorous to create employment opportunity and only helps in generating income of the concerned family members.

Since the micro enterprises have relatively higher proportion of unskilled workers, creation of such unskilled jobs certainly has got a direct impact on the alleviation of poverty. However, owing to their minimum level of investment, normally they do not require of more hiring labourers, as it is assisted mainly by and confirmed to family members. In the aspect of start-up capital, majority of the respondents have started the business with their own saving along with the financial support of concerned SHGs.

Motivational factors are considered to be very important in all theoretical models of entrepreneurial performance. It is necessary to identify what drives a woman to initiate, organize and manage the responsibilities for a business, which is challenging itself. Economic aspirations are crucial for entrepreneurs especially to small business enterprises and it is essential that one should understand the underlying motives for starting a business. There are ten motivational factors opted for choice (Table 3). The respondents were asked to choose the main motivational factor and the reason to choose this particular business. The objective of this assessment is to finding out the most important factor for motivation. Among the ten motivational factors three emerged as high as others. They are making money and profit (31.3 percent), not want to work under other (30.7 percent) and self achievement (25.1 percent). The least important motivational factors are threat of losing the job (1.1 percent),

family circumstance (0.4 percent), giving employment to others (0.4 percent), and owning a business of own (0.4 percent).

*Table 1: Percentage distribution of respondents by the demographic background across their character of work*

	Trade		Manufacturing		Service		Total	
	%	No	%	No	%	No	%	No
<b>Age of Respondents</b>								
>30	1.3	3	3.2	4	2.2	2	2.0	9
31 to 40	46.2	108	52.4	66	51.1	46	48.9	220
41 to 50	43.6	102	37.3	47	37.8	34	40.7	183
Above 50	9.0	21	7.1	9	8.9	8	8.4	38
<b>Community</b>								
Backward class	62.0	145	4.8	87	76.7	69	66.9	301
Most backward class	7.7	18	69.0	4	2.2	2	5.3	24
SC/ST	25.6	60	3.2	29	18.9	17.7	23.6	106
Others	4.7	11	23.0	6	2.2	2	4.2	19
<b>Marital Status</b>								
Married	93.16	218	95.22	120	95.55	86	94.22	414
Divorce separated	5.55	13	4.76	6	2.22	2	4.67	21
Widow	1.28	3	0	0	2.22	2	1.11	05
<b>No.of Family Members</b>								
Upto three	12.4	29	7.9	10	5.6	5	9.8	44
Four to six	83.8	196	88.9	112	90.0	81	86.4	389
Above six	3.8	9	3.2	4	4.4	4	3.8	17
<b>Educational Status</b>								
Uneducated	16.23	38	7.14	9	5.56	5	11.6	52
Primary School level	50.86	119	60.31	76	70.00	63	57.3	258
High school level	23.93	56	29.36	37	23.33	21	25.3	114
Higher secondary	6.83	16	2.38	3	1.11	1	4.4	20
Degree/Diploma	2.13	5	7.93	1	--	0	1.3	6
<b>Occupation Before Entrepreneurship</b>								
House wife	51.7	121	42.9	54	38.9	35	46.7	210
Student	2.1	5	0	0	0	0	1.1	5
Employee/ labour in farm	40.2	94	55.6	70	58.9	53	48.2	217
Family Business	6.0	14	0.8	1	0	0	3.3	15
Social worker	0	0	0.8	1	2.2	2	0.7	3
<b>Total</b>	100	234	100	126	100	90	100	450

It could be concluded that there are different motivations for starting the business as per in this study. Some women deliberately have started the business as a means of supplementing income, whilst others eagerly anticipate for individual self achievement obtained from self employment.

*Table 2: Percentage distribution of respondents by the business background across their character of work*

	Trade		Manufacturing		Service		Total	
	%	No	%	No	%	No	%	No
<b>Ownership of Business</b>								
< One year	3.4	8	0	0	0	0	1.8	8
Two to three year	23.9	56	35.7	45	32.2	29	28.9	130
Three to five year	25.2	59	38.1	48	45.6	41	32.9	148
> Five year	47.4	111	26.2	33	22.2	20	36.4	164
<b>Location of Business</b>								
Own house	58.1	136	60.3	76	57.8	52	58.7	264
Stall at the market	17.9	42	26.2	33	28.9	26	22.4	101
Shop specifically allotted for- business	18.4	43	11.1	14	11.1	10	14.9	67
Land specifically allotted for -business	1.3	3	1.6	2	2.2	2	1.6	7
Other places	4.3	10	0.8	1	0	0	2.4	11
<b>Size of employment</b>								
Only myself	50.4	118	49.2	62	50.0	45	50.0	225
One to three employees	5.1	12	3.2	04	2.2	2	4.0	18
>3 employees	3.4	8	2.4	03	1.1	1	2.7	12
Assisted by family - members/Relatives	41.0	96	45.2	57	46.7	42	43.3	195
<b>Source of Start-up capital</b>								
Saving by the respondents and -support of family	29.5	69	11.9	15	12.2	11	21.1	95
Finance by SHG only	17.9	42	17.5	22	15.6	14	17.3	78
Both saving and SHG finance	50.4	118	70.6	89	72.2	65	60.4	272
Borrowing from bank & SHG plus own amount	1.7	4	0	0	0	0	0.9	4
SHG and other Non – financial Institutions	0.4	1	0	0	0	0	0.2	1
Total	100	234	100	126	100	90	100	450

*Table 3: Percentage distribution of respondents according to the motivation for business*

	Trade		Manufacturing		Service		Total	
	%	No	%	No	%	No	%	No
<b>.Idea given for start the business</b>								
Advice from family	76.9	180	88.1	111	86.7	78	82.0	369
Inherited property	8.1	19	6.3	8	8.9	8	7.8	35
Success stories of others	0.4	1	0	0	0	0	0.2	1
SHG's recommendation	13.2	31	3.2	4	2.2	2	8.2	37
Others	1.3	3	2.4	3	2.2	2	1.8	8
<b>Major motivational factor</b>								
Making money/profit	39.3	92	23.0	29	22.2	20	31.3	141
Did not want to work under	2.1	5	1.6	2	2.2	2	2.0	9
Want control and freedom	20.9	49	38.9	49	44.4	40	30.7	138
To make own decisions	3.8	9	7.1	9	5.6	5	5.1	23
Better social status	2.1	5	4.8	6	4.4	4	3.3	15
Self achievement	27.8	65	23.0	29	21.1	19	25.1	113
Threat of losing job	2.1	5	0	0	0	0	1.1	5
Family circumstance	0	0	1.6	2	0	0	0.4	2
Giving employment others	0.9	2	0	0	0	0	0.4	2
Own a business of own	0.9	2	0	0	0	0	0.4	2
Total	100	234	100	126	100	90	100	450

## Reliability & Factor Analysis for Motivation of Business

### Reliability Analysis

The reliability of scales, which is used in this study, was calculated by Cronbach's coefficient alpha. Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. The closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. The coefficient alpha values exceeded the minimum standard of .70. It's provided good estimates of internal consistency reliability.

- The formula is as follows:

$$\alpha = \frac{kr}{1 + (k - 1)r}$$

- K is the number of items in the scale.

- R is the average correlation pairs of items.
- As the number of items in the scale (k) increase, the value of alpha becomes larger.
- If the inter-correlation between items is large, the corresponding alpha will also be larger.

*Table 4: Reliability of scales and item-construct loadings- factors related to motivation for small business*

S.No	Items	Mean	STD	Scale mean if item deleted	Cronbach's Alpha if item deleted
1	Making money /profit	4.0022	.65562	39.5222	.692
2	Did not want to work under other	3.9378	.75841	39.5867	.698
3	Want control and freedom	4.0000	.65051	39.5244	.683
4	To make my own decisions	3.9844	.65203	39.5400	.653
5	Better social status	3.9978	.64879	39.5267	.651
6	Self achievement	3.9867	.65719	39.5378	.691
7	Threat of loosing job	3.9933	.65218	39.5311	.570
8	Family circumstances	3.9533	.75512	39.5711	.573
9	Giving employment others	3.9333	.73111	39.5911	.600
10	To won a business of my own	3.8622	.85138	39.6622	.550
11	Any other reasons	3.8733	.88765	39.6511	.550
	<b>MEAN</b>				<b>43.52</b>
	<b>VARIANCE</b>				<b>14.783</b>
	<b>STD. DEVIATION</b>				<b>3.766</b>
	<b>CRONBACH'S ALPHA</b>				<b>0.7</b>
	<b>NO OF ITEMS</b>				<b>11</b>

As shown in Table 4 coefficient alpha values ranged from .550 to .698 for all the constructs. All constructs obtained an acceptable level of a coefficient alpha above .70, indicating that the scales used in this study were reliable. While increasing the value of alpha is partially dependent upon the number of items in the scale, it should be noted that this has diminishing returns. It should also be noted that an alpha of 0.7 is probably a reasonable goal. It should also be noted that while a high value for Cronbach's alpha indicates good internal consistency of the items in the

scale, it does not mean that the scale is unidimensional. Factor analysis is a method to determine the dimensionality of the above scale.

## **Factor Analysis**

Factor Analysis is a set of technique, by which analyzing the correlations between variables and reduces their numbers into fewer factors, which explain much of the original data more economically. Even though a subjective interpretation can result from a factor analysis output, the procedure often provides an insight into relevant psychographic variables, and results in economic use of data collection efforts. The subjective element of factor analysis is reduced by splitting the sample randomly into two and extracting factors separately from both parts. If similar factors result, the analysis is assumed as reliable or stable (Nargundkar Rajendra, 2003)

### **A. Methods of conducting Factor Analysis**

There are two stages in factor analysis.

**Stage 1** Factor Extraction process,- this process is primarily used to determine how many factors will be extracted from data.

**Stage 2** Rotation of Principal Components.-This is actually optional, but highly recommended. In this study, the rotation of principal component is used. After extracting the factors, the next task is to interpret and title the relevant factors. This is done by the process of identifying which factors are associated with which original variables. The factor matrix is used for this purpose. The rotated factor matrix comes about in stage 2, these rotated factor matrices is used to analyse and interpret the factors.

The factor matrix gives us the loading of each variable on each of the extracted factors. This is similar to a correlation matrix with 'loadings' are having values between 0 and 1. Values close to 1 represent high loadings and those close to 0, denotes low loadings. The normal procedure is to identify the high loading factors and provide a suitable title.

### **C. Steps involved in conducting Factor Analysis**

The steps involved in conducting factor analysis are as follows,

- The first step is to formulate the factor analysis problem and identify the variables to be factor analyzed
- The next step is to develop a correlation matrix of the variables and the method of factor analysis is selected.
- The next step involves the researcher's decision on extraction of number of factors and the method of rotation.
- Next, the rotated factors should be interpreted
- Depending on the objective, the factor scores may be calculated, or surrogate variables selected to represent the factors in subsequent multivariate analysis

#### **D. Statistical Tests Associated with Factor Analysis**

Formal statistics are available for testing the appropriateness of the factor model.

**1. Bartlett's test of sphericity:** Bartlett's test of sphericity is used to test the null hypothesis that the variables are uncorrelated in the population. The test for sphericity is based on a chi-square transformation of the determinant of the correlation matrix. A large value of the test statistic favours the rejection of the null hypothesis.

#### **2. Kaiser-Meyer-Olkin measure of sampling adequacy:**

This index compares the magnitude of the observed correlation coefficients to the magnitude of the partial correlation coefficients. Small values indicate that the correlations between pairs of variables cannot be explained by other variables and that factor analysis will not be appropriate.

**3. Eigen value:** Represents the total variance explained by each factor.

**4. Factor loading:** Simple correlation between the variables and the factors.

**5. Factor matrix:** Contains the factor loadings of all the variables and the factors.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) & Bartlett's Test of Sphericity have been applied to test whether the relationship among the variables has been significant or not.

*Table 5: KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy - <b>0.805</b>		
	Approx Chi-Square	2213.407
Bartlett's test of sphericity	Df	55
	Sig.	.000

Table 5 represents the values of approximate chi-square by Bartlett's test of Sphericity with 55 degree of freedom, which is found to be 2213.407. Since this value is significant at the 0.00, so reject the null hypothesis that the population correlation matrix is an identity matrix. This means that there exist correlations among the variables  $X^1, X^2, \dots, X^7$ . The value of KMO is found to be 0.805 which is more than 0.5. So, factor analysis is an appropriate technique to analyze the data.

*Table 6: Loading of Factors Influenced on Motivation for Small Business Entrepreneurs*

No.	Variables	Factor	Factor	Factor	Factor
		I	II	III	IV
X <sup>1</sup>	Making money /profit	.906	.015	-.045	-.020
X <sup>6</sup>	Self achievement	.898	-.114	.025	-.045
X <sup>9</sup>	Giving employment others	.885	-.067	-.006	.107
X <sup>8</sup>	Family circumstances	.856	-.189	-.015	-.013
X <sup>7</sup>	Threat of losing My job	.823	.022	.172	-.017
X <sup>2</sup>	Did not want to work under other	-.077	.904	-.006	-.060
X <sup>10</sup>	To won a business of my own	-.130	.879	-.055	-.020
X <sup>3</sup>	Want control and freedom	-.091	-.248	.758	-.065
X <sup>4</sup>	To make my own decisions	.120	.144	.711	.156
X <sup>11</sup>	Any other reasons	-.112	-.131	-.112	.856
X <sup>5</sup>	Better social status	.126	.065	.361	.631
	Eigen values	3.987	1.711	1.362	1.019
	Variance (in %)	36.250	15.552	12.383	9.261
	Cumulative Eigen values (in )	36.250	51.802	64.185	73.445

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

It can be seen from table 6 shows the factors loadings to major obstacles in running the business. It indicates the Rotated Component

Matrix wherein rotation converged in iterations. Using the Rotated Component Matrix which is a better matrix for interpreting factors, the factors are interpreted as explained below;

**Factor 1**, the variables like Making money /profit, Self achievement, Giving employment others, Family circumstances and Threat of losing My job have high loading on factor 1 due to high correlation values of 0.906 , 0.898, 0.885, 0.856and 0.823. On **Factor 2**, the variables like “did not want to work under other” and “to won a business of my own” have high loading on factor 2 due to high correlation values of 0.904 and 0.879. On **Factor 3**. The variables like “Want control and freedom” and “To make my own decisions” have high loading on factor 3 due to high correlation values of 0.758 and 0.711, and **Factor 4**, the variables like any other reasons and Better social status have high loading on factor 3 due to high correlation values of .856 and 0.631.

Factor Extraction Process, it was performed by Principal Component Analysis to identify the number of factors to be extracted from the data and by specifying the most commonly used Varimax rotation method. In the principal component analysis, total variance in the data is considered.

*Table 7: Communalities of factors*

S.No.	Variables	Initial	Extraction (C <sup>2</sup> )
X <sup>1</sup>	Making money /profit	1.000	0.823
X <sup>2</sup>	Did not want to work under other	1.000	0.827
X <sup>3</sup>	Want control and freedom	1.000	0.649
X <sup>4</sup>	To make my own decisions	1.000	0.565
X <sup>5</sup>	Better social status	1.000	0.549
X <sup>6</sup>	Self achievement	1.000	0.822
X <sup>7</sup>	Threat of losing job	1.000	0.708
X <sup>8</sup>	Family circumstances	1.000	0.769
X <sup>9</sup>	Giving employment others	1.000	0.799
X <sup>10</sup>	To won a business of my own	1.000	0.793
X <sup>11</sup>	Any other reasons	1.000	0.775

Extraction Method: Principal Component Analysis.

The above table shows the proportion of the variance is explained by the six factors in each variable. The proportion of variance is explained by the common factors called communalities of the variance. Principal Component Analysis works on initial assumption that all the variance is

common. Therefore, before extraction the communalities are all 1.000. Then the most common approach for determining the number of factors to retain, i.e., examining Eigen values was done. Under “communalities”, “Initial” column it can be seen that communality for each variable  $X^1$  to  $X^{11}$  is 1.0 as unities were inserted in the diagonals of the correlation matrix. The  $c^2$  represent the communalities column. This is the amount of variance a variable shares with all other variables being considered with all the variables to the extent of more than seventy percent. The importance of a given variable can exactly be expressed in terms of the variations in the variable than can be accounted for by the factor. It is concluded that based on the factor analysis, the variables namely “making money and profit” “self-achievement” and “did not want work under other” are the most important success factors for motivation of small business and micro enterprises by poor and marginalized section of women since these factors are significantly emerged as high than other variables.

## **Conclusion**

Women’s income in the family is very essential and important for the economic and educational upliftment of the family. Formation and participation of women in Self-Help Groups help them to develop of entrepreneurship qualities, increase their employment opportunities and the horizon of their knowledge. On the whole, the women in small business and micro enterprises have become a strong driving force in today’s major concern of women empowerment. Many women entrepreneurs in the study have an average age of 40-60 as they are either settled as housewives or employees of business organisations. On the one hand their primary goal is to get monetary reward and on the other, they receive personal gratification as they are self –employed. Although their educational backgrounds per se have not shown any positive effect in their business, in the long run it will be managed as they learn the skill through their practical knowledge of business. It is hoped that with more aid of funds, training and skill development from government and other stakeholders, these women can be groomed to become successful entrepreneurs and contribute to nation’s economic growth and social upliftment.

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## APSTRAKT

*Ova studija je po svojoj suštini empirijska, koja se bavi proučavanjem osnovnih motivacionih faktora za pokretanje biznisa. Studija je sprovedena na području Koimbatore u Indiji. Uzorak su činile preduzetnice, koje pripadaju grupama za samopomoć (GSP). Napravljen je slučajni uzorak od 450 preduzetnica, i sprovedena je analiza prema oblastima njihovih aktivnosti u malim i mikro preduzećima. Od deset motivacionih faktora za pokretanje biznisa, tri su se izdvojila kao značajniji u odnosu na ostale. Jedan broj žena su ciljano otpočele biznis kao mogućnost za dopunu prihoda, dok su ostale bile motivisane željom za vlastitim napredovanjem kroz samozapošljavanje. Žene preduzetnice u malim i srednjim preduzećima ,postale su snažna pokretačka snaga u podsticanju i jačanju uloge žena. Najveći broj preduzetnica u studiji ima između 40 i 60 godina, zaposlene su u kompanijama ili su domaćice. Njihov primarni cilj je sa jedne strane novčana satisfakcija, a sa druge strane postizanje ličnog zadovoljstva preko samozapošljavanja.*

**KLJUČNE REČI:** *ženske preduzetnice, mala preduzeća, mikro preduzeća*

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