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**WOMEN ENTREPRENEURSHIP IN THE NEW NORMAL ERA:
A COMPARISON BETWEEN HYBRID AND PURE WOMEN ENTREPRENEURS**

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Abstract

The aim of this article is to analyze and compare women's entrepreneurship by comparing motives, success factors, and problems in the business of hybrid women entrepreneurs and pure business women in the new normal era. The study included 40 female entrepreneurs who have businesses and 30 working women who have a business (hybrid women entrepreneurs) in Central Java, Indonesia. A quantitative method was used in this study to distribute questionnaires. The data were processed with the Wilcoxon test, to analyze and compare motivation factors, success factors, and entrepreneurial problems. Both women in business are motivated to earn income. Hybrid women entrepreneurs value the intrinsic rewards they get from their work, such as satisfaction and freedom. The study found that management skills and government support are more important factors for women's entrepreneur success. They have stated that competition and undependable employees as their big problems in business. Government support in training and financial support are valuable in the new normal era to reach their destination

Keywords: Hybrid, Women Entrepreneurs, Motivation, Success Factors, Problems, New Normal Era

INTRODUCTION

Women are more likely than men to lose their jobs due to layoffs or firings. But there is an economic opportunity for increasing women's participation in entrepreneurship, and it needs to be considered more urgently at this time. The Covid-19 situation is causing this condition to persist, which encourages women to keep trying. We need to do more to increase women's participation in the world of entrepreneurship. This will help us understand the impact of Covid-19 on women's entrepreneurial participation more fully. On the other hand, the Covid-19 lesson that the sector must heed is that during the crisis, almost 80% of workers feel the same or more productive, and the majority of Work From Home has taken place.

Institutional data from Central Statistics 2021 shows that 64.5% of SMEs are managed by women. Meanwhile, the percentage of

women entrepreneurs in Indonesia is 21 percent according to Sasaki Foundation, 2022. The increasing role of women is expected to help create new entrepreneurs, as the number of Indonesian entrepreneurs is only 3.4 percent. In contrast, the requirement for developed countries to have a minimum number of entrepreneurs is 4 percent.

Historically the role of women in households has not been a source of income, but entrepreneurship plays a role in economic income and job creation, which reduces gender inequality. The study conducted by GEDI, 2020, which creates a multidimensional index, still places Indonesia 97th out of 115 countries.

Some phenomenon is that in the crisis of the Pandemic Covid 19 there is an increase in hybrid entrepreneurs including women. This type of entrepreneurship is from the full-time employee who creates a business. In the new normal era, the hybrid type of entrepreneurship



is expected to be able to add to the repertoire of the entrepreneurial world in Indonesia which creates new ventures.

There is little research on hybrid women entrepreneurship, and it is important to help policymakers design programs to enhance women's entrepreneurship and develop effective strategies to enhance the role of women entrepreneurs. Numerical Central Java data, 2021 shows that the number of SMEs in Central Java consists of 171.431 SMEs, 30% of which are run by women. This shows that the role of women in the Central Java economy is good, and there are still areas where improvements can be made. Studies show that the proportion of women who choose to pursue entrepreneurial careers is still lower than men. And also a higher level of education (Neumeyer et al., 2019)

Cognitive and behavioral factors are becoming increasingly important in understanding new entrepreneurial behavior, along with self-efficacy, which is important in entrepreneurial ventures. However, people's intentions are influenced by their education, too (Lee & Stearns, 2012)

Female entrepreneurs face many unique challenges compared to males. The main problems faced by female entrepreneurs are lack of training and experience in business, limited access to capital, inadequate support for networks, religious and cultural constraints, and lack of social acceptance (Anggadwita et al., 2017)

In a survey of female entrepreneurs in Afghanistan, the main obstacle to doing business is a limited market, barriers to mobility, lack of social acceptance, and negative attitudes. The study found that the dependency economy, poverty, and a lack of start-up capital are discouraging factors for businesswomen in Romania West (Rauth Bhardwaj, 2014)

During the Covid-19 pandemic, the number of hybrid female entrepreneurs with a bachelor's degree in business increased on

average. According to data from the Coordinating Ministry for Economic Affairs in 2021, women are expected to be strong and accelerate economic recovery

The work-from-home policy is likely to increase the number of self-employed women because they are more likely to have a balanced set of skills and a lot of self-efficacy when it comes to starting and running their businesses (Tegtmeier et al., 2016). The hybrid women entrepreneur is an individual who engages in entrepreneurial activity while simultaneously holding the main job in wage employment (Burke et al., 2008)

Little attention has been paid to the literature analyzing the motivations of working women to become entrepreneurs and whether women who choose to start a business display a different profile. The main research objective of this study is to contribute to closing these gaps, exploring the effect of motivation, problems, and success factors on the entrepreneurial intention between pure women entrepreneurs and hybrid women entrepreneurs. The study's results can provide insights into strategies that can help encourage and promote the success of women entrepreneurs.

LITERATURE REVIEW

Motivation

Construct motivation has a role important in the study of entrepreneurship This construct is related to factors that motivated individuals to start and maintain an activity business. In the literature on entrepreneurship, the theory of motivation main learned is the need for achievers.

Literature about the phenomenon confirms that motivation for starting business results from different factors, including economic factors and non-economic, such as the desire for achievement and independence, personal development, upgraded social status, and confession in society. The second type of factor determines the level of motivation entrepreneurs, who in turn influence the success



of businesses. The push factor is the factor that attracts people to start an activity business, while the factor pusher compels individuals to choose entrepreneur (Kiyabo & Isaga, 2019)

The factors motivating pull an individual to start a business covers autonomy, independence, status social, and control of personal bigger. On the other hand, the factor pusher includes dissatisfaction with work, low salary, sufficient and needs.

Identification of entrepreneurial motivation can also be used for understanding the process and structure of entrepreneurship. (Kuratko et al., 1997) add identification for understanding how Entrepreneurs start and maintain business. Studies early in developed countries show that women motivated to do business are to get independence and achieve self-fulfillment (Holly Buttner & Moore, n.d.). Meanwhile, research in Asian countries is for more earn money and reducing unemployment (Hisrich & Brush, 1984) .Research conducted in Turkey states motivation for entrepreneurship woman is balancing not quite enough answer work and family later have an impact on decisions woman for start business. Whereas study about motivation entrepreneurship to woman entrepreneurs are for increase connection social and fulfill needs family is the factor most important for start business. For businesswomen, Nigeria’s factor motivation play is to reduce poverty and change the condition economy (Kitching & Woldie, n.d.)

Success Factors

(Zhu et al., 2015) state characteristics personal as education and experience were previously found to have an impact positive on successful full businesswomen.(Holly Buttner & Moore, n.d.) states that power standing and working hard is an element key to success for businessmen. Skills businessman also recognized US determinant success business which important

(Viv et al., 1997) say the support of family, skills in communication, knowledge,

competence production, abilities in business, and availability of source power as some factors of success in women's business in Korea.

(Sequeira et al., 2016) research factors that contribute to the successful effort of the woman in developing countries. The result shows that network entrepreneurship, income house ladders, and government support contribute to the success of the business

Problems

Businessman women face many challenges unique compared to men. The main problems faced by entrepreneurs are women including lack of training and experience in business, access limited to the capital, network supporters who don't inadequate, and religious and cultural constraints (Tambunan, 2009); (Anggadwita et al., 2017), lack of reception and conflict with not quite enough answer family. Businesswomen in Lithuania and Ukraine are constrained with access to capital, network and norms, and score gender. (Aidis et al., 2007)

(Dodescu et al., 2011) learn about businessman women in Romania West and conclude that dependencies economy, poverty, and inadequate start-up capital sufficient are discouraging factors. (Rauth Bhardwaj, 2014) suggests that lack of education and training is one constraint for business women in India to chase new technology.

RESEARCH METHODS

The population of the study are womenpreneurs in Central Java and the sample are 30 hybrid women entrepreneurs and 50 pure women entrepreneurs located in Kebumen and Banyumas District, Central Java. Researchers are focused on efforts that are small and micro in nature, with an emphasis on organizational profit and businesses with fewer than 100 employees.

A survey of tools (Gerrard et al., 2003) developed by (Hung & Katsioloudes, 2002) has been employed in several studies on small businesses since 2002. The tool consists of 26 questions including demographic information,

business characteristics, and related information motivation factors, success factors, and challenge factors. The five-point Likert scale was used to measure how important the response was, with 5 being “very important” and 1 “not important”.

The indicator motivation attempted includes eleven items, such as trying to make money. Success is rated on a scale of five points, with each point representing a different degree of success. 17 statements describe how hospitality can be extended to businesswomen. Indicators used to measure problems of entrepreneurship were 11 statements such as too much competition. One of often utilized reliability estimations to assess the instrument's internal consistency is the Cronbach alpha value. It falls between 0.85 to 0.92 for pure women entrepreneurship and 0.82 to 0.95 for hybrid women entrepreneurship. They can be used to guard against severe redundancy. We utilize the non-parametric Wilcoxon rank-sum test to examine whether there is a significant difference between the two forms of entrepreneurship for each element.

RESULTS AND DISCUSSION

The sample of this research showed that 70 percent of pure businesswomen are already married and hybrid women entrepreneurs have married 65 percent.

Suitable (Gerrard et al., 2003) found that businesswomen in the sample were aged between 30 and 49 years. Women entrepreneurs start businesses with an age average of 31 years, and hybrid women entrepreneurs start with an average of 37 years. Level education achieved only 7 percent of pure businesswomen finish college high, but hybrid women entrepreneurs achieved bachelor’s degrees (67 percent) and the rest received junior high school and high school.

Table 1 Demographic Characteristics

Characteristics	Hybrid entrepreneurs (N=30)	Women Percent	Pure entrepreneurs (N=40)	Women Percent
	Frequency		Frequency	

Education				
Junior school	0	0.067	12	0.3
High School	8	0.27	25	0.63
Bachelor	22	0.67	3	0.07
Marital Status				
Single	3	0.37	12	0.30
Married	19	0.63	28	0.70
Mean of age entrepreneurs	37,3 years		31,1 years	
Business Type				
Batik store	1	0.03	5	0.13
Fashion and beauty	16	0.53	11	0.28
Food and cake	12	0.40	26	0.6
Service	1	0.03	2	0.02
Type of Ownership				
Independently owned	15	0.5	27	0.68
Franchise	9	0.3	13	0.32
Partnership	6	0.2	0	0.00

The majority of hybrid women entrepreneurs complete their bachelor’s degrees and run businesses at an older age than pure women entrepreneurs. It is understandable because they are pursuing a career and raising funds to start a business.

The type of business run by hybrid women entrepreneurs in fashion and beauty can be done while working online or offline with the main customers being their colleagues. Meanwhile, pure female entrepreneurs mostly run the type of food and cake business, which during the Covid-19 pandemic increased the number of businesses. This is also carried out online and offline. During the pandemic, the number of online businesses increased and economically reduced unemployment due to the growth of the delivery service business.

Pure women entrepreneurs have more independent businesses (68 percent) than hybrid women entrepreneurs (50 percent). Meanwhile, 30 percent of franchise businesses are run by hybrid women entrepreneurs and 13 percent by pure women entrepreneurs. For partnership ownership, hybrid women entrepreneurs are 20 percent, while pure women entrepreneurs in this study are zero percent



Motivation is measured by 11 motivation factors using a scale of Likert five points, with 5 becoming "very important" and 1 becoming "not important". Women entrepreneurs were asked to rate these 11 factors.

Table 2 Motivation

Motivation	Hybrid Women entrepreneurs (N=30)		Pure Women entrepreneurs (N=40)		P value
	Mean	SD	Mean	SD	
Become boss of myself	3.17	0.75	3.81	1.29	0.00
To be able to use experience and training	3.52	1.16	3.80	1.25	0.02
To prove I can do it	3.39	1.11	3.85	1.92	0.02
To get income	4.29	0.90	3.90	1.93	0.01
Getting confession public	2.73	1.19	3.61	1.24	0.01
To provide profession for members of the family	3.38	1.14	2.80	1.20	0.01
For satisfaction and growth	3.46	1.17	3.32	1.21	0.03
To protect the security of my profession	4.40	1.09	3.49	1.31	0.01
To build a business to continue	3.15	1.03	2.54	1.37	0.01
To guard freedom of personal	3.36	1.17	2.64	1.39	0.01
To more closely with family	3.33	1.16	2.56	1.40	0.01

Literature about the phenomenon confirms that motivation for starting business results from different factors, including economic factors and non-economic, such as the desire for achievement and independence, personal development, upgraded social status, and confession in society

According to table 2, in this research as a motivating push factor, pure women entrepreneurs choose "to get income" and become boss for themselves" as motives main for starting their business. And hybrid women entrepreneurs are motivated "to protect the security of my profession" and "to get income". This finding is under (Tambunan, 2009) that the main motivation for doing business in Asia is to earn income.

Some differences in findings in other countries such as Turkey according to (Ufuk &

Özgen, 2001) state that the main motivation for women's entrepreneurship is to balance work and family, to improve the relationship social, and fulfill the needs of the family is the factor most important for starting a business. For businessman women in Nigeria, the main factor motivation is to reduce poverty and change the condition economy (Kitching & Woldie, n.d.)

The pull factor motivation in this study shows that hybrid women entrepreneurs are more motivated than pure women entrepreneurs, namely to get satisfaction and growth as well as to guard personal freedom. This finding supports (Swierczek & Ha, 2003) that academic graduates are more challenged to get progress and independence.

Identification of entrepreneurial motivation can also be used to understand the process and structure of entrepreneurship. (Kuratko et al., 1997) adds to this identification to understand how entrepreneurs start and sustain businesses. Preliminary studies in developed countries show that women's motivation to do business is to gain independence and achieve self-fulfillment.

Previous research has shown that women are motivated to start businesses to be closer to their families. In this study, hybrid women entrepreneurs were more motivated than pure women entrepreneurs. This allows hybrid women entrepreneurs to consider quitting their future jobs and just be in the business professionally.

Researchers used 17 specific factors to measure the success factors of women entrepreneurs in doing business. Table 3 summarizes the findings.

Table 3. Success Factors

Success factors	Hybrid Women entrepreneurs (N=30)		Pure Women entrepreneurs (N=40)		P value
	Mean	SD	Mean	SD	
Management skill	4.46	0.64	4.02	1.09	0.00
Friendliness to the customer	3.92	0.91	3.90	1.25	0.02
Government support	4.05	0.68	3.95	1.92	0.02
Training	3.93	0.75	3.87	1.93	0.01

Capital Access	4.35	0.82	3.71	1.14	0.01
Business experience	3.70	0.95	2.90	1.10	0.01
Family support and friend	3.64	0.90	3.42	1.11	0.03
Marketing like promotion sale	3.35	1.10	3.59	1.41	0.01
Good product with competing price	3.67	1.06	2.44	1.27	0.01
Good customers service	3.68	1.12	2.60	1.29	0.01
Hard Work	3.35	0.56	2.66	1.40	0.01
Good location	3.24	0.63	3.80	0.80	0.01
Sales maintenance /accurate expenditure	3.95	0.90	3.55	0.92	0.01
Ability to manage personnel	3.68	0.95	3.65	1.11	0.01
Community involvement	3.43	0.72	2.66	1.16	0.01
Political involvement	3.17	0.82	2.37	1.02	0.01
Reputation for honesty	4.33	0.46	3.86	1.21	0.01

Both women entrepreneurs form agree that management skills are the main success factor in doing business. Furthermore, capital access is the second success factor for hybrid women entrepreneurs and government support for pure women entrepreneurs. Business skills are also recognized as a determinant of success in business which is important (Viv et al., 1997)

The role of the government and financial institutions is expected to be a solution when the Covid-19 Pandemic hits all business sectors. Policies that are pro-Small and Medium Enterprises are the key to success in surviving amidst difficult situations. The role of the government and financial institutions is expected to be a solution when the Covid-19 Pandemic hits all business sectors. Policies that are pro-Small and Medium Enterprises are the key to success in surviving amidst difficult situations.

This research support (Sequeira et al., 2016) finding factors that contribute to the successful effort of the woman in six countries (Argentina, Brazil, Hungarian, India, Mexican, and South Africa). The results show that network entrepreneurship, income house ladders, and government support contribute to the success of the business

Likewise, the training program considering that all businesses require online marketing and most small businesses is a new

thing. Digitalization is an effort to save small businesses from the destruction of today.

Hybrid women entrepreneurs also place honesty as a very important success factor. As entrepreneurs with higher education, they realize the honesty of capital so that the business can be sustainable. Likewise, they realize that sales maintenance and expenditure support the reputation of honesty today.

Friendliness to the customer is a success factor that is also important for women's entrepreneurship and is recognized by these two forms of entrepreneurship. This research support (Lee & Stearns, 2012) say the support of family, skills in communication, knowledge, competence in production, abilities in business, and availability of source power as some factors of success in women's business in Korea.

Table 4 below summarizes the problem of entrepreneurship. Table 4 below summarizes the problem of entrepreneurship. There are 12 statements measured by the 5 Likert scales from very important to very unimportant

Table 4. Problems

Problems	Hybrid Women entrepreneurs (N=30)		Pure Women entrepreneurs (N=40)		P value
	Mean	SD	Mean	SD	
Undependable employees	3.95	1.11	4.00	1.08	0.00
Hard competition	3.94	0.79	4.15	0.86	0.00
Less financial capital	3.84	1.10	3.24	1.06	0.00
Government regulation	3.54	1.18	3.01	1.16	0.02
Limited parking	2.46	1.08	2.40	1.20	0.01
Unsafe location	2.23	1.09	2.27	1.26	0.00
Weak economy	3.36	1.02	3.50	1.22	0.00
Lack of management training	3.02	1.05	3.25	1.29	0.00
Lack of marketing training	3.14	1.05	3.27	1.22	0.00
Transportation	3.13	1.24	3.11	1.25	0.00
Lack of accounting records	2.14	1.18	3.32	1.24	0.00
Electricity	2.19	1.23	2.26	1.24	0.00

As with most typical small and medium-sized businesses, the high level of competition coupled with the incompetence of management and employees is a serious problem for the two



types of female entrepreneurship. The business sector operating in the consumption sector which is mostly managed by women has a high level of competition. The growth of this business is rapid even though the scale of the business is small

Another problem faced is less financial capital. The main SME's problem is the lack of capital. If the capital runs out, the business will go out of business, this is also related to the non-separation of business finances and household finances. This is by (Dodescu et al., 2011) learned about businessman women in West Romania that dependencies economy, poverty, and inadequate start-up capital sufficient are discouraging factors.

The weak economic situation is perceived by pure female entrepreneurs as a serious problem considering that the current business sector is disrupted due to the pandemic and the global economic downturn and inflation. Small businesses are the sector that is least benefiting from the weakening economy

Recording and accounting problems are also felt by pure women entrepreneurs. In general, this is a weakness of SMEs, especially those that are managed without separating household and business finances and do not keep records properly.

Lack of marketing training and management training is also felt by two types of women entrepreneurs as a problem. This is following (Rauth Bhardwaj, 2014) suggests that lack of education and training is one constraint for business women in India to chase new technology

CONCLUSION, IMPLICATION AND LIMITATION

Conclusion

This study examines 30 hybrid women entrepreneurs and 40 pure women entrepreneurs in Kebumen and Banyumas District, Central Java, to analyze and compare motivation, factors, successes, and problems encountered by women entrepreneurs. The

primary motivation for starting a business for pure women entrepreneurs is to increase income and become self-sufficient, but hybrid women entrepreneurs also have intrinsic values such as personal satisfaction and freedom as the primary motivation. They also take ownership of the business to protect the security of their profession

Two types of entrepreneurship agree that management skills are essential for achieving goals, along with honesty and hard work as the most important factors that contribute to a successful business. The same difficulties as the same challenges as the inability to recruit and retain employees, a competitive market that is strict, a weak economy, and limited access to capital finance. Another significant barrier for women is a lack of business training.

Both two types of women entrepreneurs demonstrate the importance of government support in the development of businesses. They believe that supporting the government improves their ability to obtain useful power and information, allowing them to compete more effectively. This is a key factor for the private sector growing up

Implication

Researchers encouraged the government to create education and training programs that provide women entrepreneurs with business knowledge and skills to help women entrepreneurs compete. The curriculum of entrepreneurship in secondary schools, or even outside of the education system, can help to motivate initiatives.

Limitation and suggestion

Researchers are aware of the limited number of research sources in only two regencies, namely Kebumen and Banyumas. Future research is expected to be able to expand the research area so that the results better reflect the conditions of women's entrepreneurship in Indonesia



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