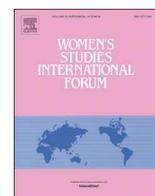


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## A research on women's entrepreneurship motivation: Sample of Adana Province

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### ABSTRACT

Women's entrepreneurship is at the forefront of what matters in contemporary issues and incentive policies. Gaining competitive advantage is also important in terms of factors such as women's development, economic growth and social equilibrium. Positive discrimination towards women's entrepreneurship processes plays an important role in raising employment rates. The evaluation of entrepreneurship from a different point of view, reveals the necessity of investigating the factors that affect women's entrepreneurship. In this study, the factors affecting women's entrepreneurship were aimed to examine through comprehensive literature review, and factors affecting and limiting women's entrepreneurship were tried to be determined using Mixed-Method Evaluation Design. In this framework, the reasons for entrepreneurship for women and the factors that affect or prevent the development of women's entrepreneurship are covered. The research was carried out by 132 women entrepreneurs operating in the province of Adana in Turkey. Data were gathered through data collection form where quantitative and qualitative data were obtained using face-to-face interview method. While Freedom and great independence (financial and others) is defined as pull factor (n:5) in the literature, it is mostly expressed as push factor (n:8) in this research. The results show that there is a positive and significant correlation between push and balance factors (r:,.507), pull and emotional factors (r:,.494), emotional and push factors (r:,.494), emotional and balance factors (r:,.488), pull and push factors (r:,.317), pull and balance factors (r:,.265). In addition, according to the results of the interview, the factors affecting women's entrepreneurship and the factors other than the factors mentioned in the questionnaire were investigated; "Hold on to the life by oneself" is a balance factor (n:3), "Prove oneself" is a push factor (n:7), "self-confidence" is an emotional factor (n:4), "children" is a push factor (n:2), "justice" is both pull (n:1) and push factor (n:1), "innovation" is a pull factor (n:1), "mobbing" is an emotional factor (n:2) and "dream" is both pull (n:1) and emotional factor (n:1).

### Introduction

The concept of women entrepreneurship should be conceptualized in accordance with its aim. It is necessary to pay attention to the fact that the academic point of view of women and especially women entrepreneur is free from feminine characteristics.

Women have an important place in the world population. In the world where male dominant business culture is prevalent, the number of women entrepreneurs is increasing rapidly. Government grants, households have become a structure that is moving away from the elementary family, leading women to gain economic freedom (Robinson, Blockson, & Robinson, 2007). The woman's perception of being a housewife left her place to the idea of being a successful individual in business life. Today, from this approach, within the concept

of equality, women's idea of freedom makes a positive contribution to the business life (Nickels, McHugh, & McHugh, 2005). With this study, factors that affect the business life of women entrepreneurs have been tried to be determined.

In the study, concepts of Women's entrepreneurship and empowerment of Women's entrepreneurship are explained with the conceptual framework, the theories and dimensions about working life of women are put forward by the theoretical framework and the previous studies about the subject are included in the comprehensive literature review. The study was terminated by methodology and conclusion. Factors affecting the business life of women entrepreneurs are limited in the literature and they are included in the study. Factors affecting the business life of women entrepreneurs are limited in the literature and they are included in the study; the scales of pulling, pushing, balance and

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emotional factors contributed to the literature. The important feature that distinguishes this study from other is the evaluation of qualitative and quantitative data together. Another feature of this study is that it involves the investigation of four main factors that affect women's entrepreneurship.

Factors affecting the business life of women entrepreneurs can be explained in the context of pull and push motivations to Women's entrepreneurship. This issue has been included in the literature in different perspectives. Entrepreneurship has been the subject of research as to why motivational factors and features are important, as well as the resources used to manage and sustain the business enterprise (Rogoff, Lee, & Suh, 2004: 366, Shane, 2000: 448, Simpson, Tuck, & Bellamy, 2004: 489). Entrepreneurial action is a decisive action involving the cognitive process. For this reason, there are instinctual situations that pull or push individual to entrepreneurial action via motivations. This is more related to behavioral psychology, but also to personal characteristics (Kreitner, 1995: 416). McClelland's theory of motivation suggests that each entrepreneur possesses the self-realization feature (Segal, Borgia, & Schoenfeld, 2005, pp. 45–57).

The push factors mean that entrepreneurs are driven by external factors. For instance, incentives, separation from the company, examples of dissatisfaction at work. The pull factors are factors that make business attractive through internal motivations (Kirkwood & Walton, 2010, pp. 210–228). The push and pull factors are concentrated in four basic units: desire for independence, financial motivations, family-related issues, business-related issues (Kirkwood & Walton, 2010: 207). External motivations are related to push factors; internal motivations are related to pull factors (Carsrud & Brannback, 2011: 10).

Balance factors also affect Women's entrepreneurship. The rapid development of technology, shortage of time often causes imbalances between family and business. Stevenson (1986) argues that flexibility in business life is an important factor influencing the entrepreneurship of the balance between family and business. Emotional factors affect Women's entrepreneurship in particular. According to research conducted by Choukir and Hentati (2013), it was found that emotional factors gained more importance among factors affecting Women's entrepreneurship. Cognitive and emotional prevailing factors such as work commitment, loyalty, workplace commitment, solidarity, need for social networking, family and personal support, discrimination and disdain job (humiliation) have a significant impact on Women's entrepreneurship (Ashforth & Humphrey, 1995; Fineman, 1996; Fineman, 2000).

Braga, Proença, and Ferreira (2014) foresee two questions for motivation in social entrepreneurship. These are:

- What is the project you created in entrepreneurship? (Information such as objectives, mission, information about the work, information about the employee, whether it is voluntary / voluntary, financing the project, financial evolution, customers)
- What are the main factors that influence you in the creation of this project?

In the face of these questions, social entrepreneurship is characterized by pull factors these are altruism, ambition, innovation and creating opportunities; and push factors are job-related factors (Braga et al., 2014, pp. 13–21).

Ismail, Shamsudin, and Chowdhury (2012) determined the effects of pull and push motivations on women entrepreneurs by using a 5 li Likert scale, by survey study. The questionnaire consists of three parts. The first part of the survey consists of 9 phrases that measure the motivation factors that pull women to entrepreneurship. The second part consists of seven phrases that measure the motivation factors that push women to entrepreneurship. The third part consists of 5 phrases that measure the tendency to set up the business (Birley, 1989; Birley & Westhead, 1994; Gatewood, Shaver, & Gartner, 1995). In the study demographic variables were given, correlation and regression analysis

were made, and factor loads of dependent and independent variables were given in tables. It was concluded that pull factors had a significant effect on women entrepreneurs and push factors were not statistically significant.

This study was formulated with the following research question:

**RQ<sub>1</sub>**. What is the relationship between pull, push, balance and emotional factors?

Buttner and Moore (1997) have found that women entrepreneurs leave their manager job-positions with the aim of evaluating opportunities for self-expression, challenge and career. Benzing and Chu (2009) found that entrepreneurs in developing countries were affected by push factors. It is also shown by this study that women entrepreneurs are less affected than men by the idea of setting up business through inheritance. In a similar study, Cromie (1987) found that income was a minor effect on women entrepreneurial tendencies.

Stevenson (1986) defines motivations as external or personal factors that drive motivation for self-employment. The pull factors are related to career. Split up with the family can be exemplified for push factor, and market opportunities for pull factor.

Kirkwood (2009) found that women entrepreneurs were more affected by the desire for independence than males, as a result of face-to-face interviews with 28 female and 47 male entrepreneurs. Men, on the other hand, are more influenced by the level of dissatisfaction than female. Kirkwood (2009) conducted this assessment by asking following three questions:

- Which factors (motivation) influenced setting up your business?
- Which of these factors have forced you to become entrepreneur?
- Which of these factors did you decide to be an entrepreneur in order to attract you?

Fatoki (2014) conducted a survey with a questionnaire consisting of 18 items. The study conducted on women entrepreneurs under the age of 35 revealed that the motivations of South African women entrepreneurs in business ventures are more effective. Survey form of the work is cited from Benzing, Chu, and Kara (2009), Robichaud, LeBrasseur, and Nagarajan (2010), Chu, Kara, Zhu, and Gok (2011), Singh, Simpson, Mordi, and Okafor (2011).

The present study sought to answer the following research question:

**RQ<sub>2</sub>**. How are women's perceptions of the factors affecting Women's entrepreneurship determined in the literature?

In the light of these studies the factors affecting women's entrepreneurship model was shown in Fig. 1.

#### *Concept of women's entrepreneurship*

Although several definitions have been defined in the literature on entrepreneurship, framed descriptions for the concept of Women's entrepreneurship are limited to references to the definition of entrepreneurship. Longenecker, Moore, and Petty (2003) defined the entrepreneur as the person who founded and managed the business (Longenecker, 2003: 5). It is also possible to reach explanations that define the entrepreneur as the person who takes the risk in establishing and managing the business (Nickels et al., 2005: 150). In a career journey, an entrepreneur is one who is able to distinguish between those who can not take advantage of these opportunities by taking advantage of opportunities (Gatewood et al., 1995: 372).

Entrepreneurship is a system of job creation and self-reliance that can take the upper echelons of the national economy and bring the country out of poverty (Herring, 2004: 35). It helps individuals to express their dreams, reveals their creativity, and provides insight into investment and entrepreneurship to other people. Entrepreneurship helps to make timelines in the right way to evaluate opportunities. Entrepreneurship can also be expressed as the process of identifying,

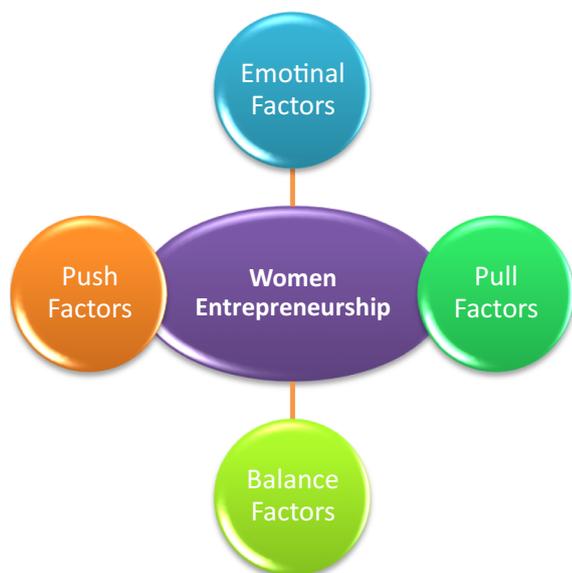


Fig. 1. Factors affecting women's entrepreneurship model.

evaluating and following opportunities (Robinson et al., 2007: 133).

It takes a certain period of time to put forward the idea of passing the life or death of the product or service together with risk management (Belcourt, 1988: 204). In this process, an entrepreneur wishing to gain and maintain commercial success should increase individual motivation, organizational and leadership skills. In particular, success in entrepreneurship can be achieved by utilizing factors such as capital, experience, education, guidance, business network (Simpson et al., 2004: 485). The differences between entrepreneurs are determined by the use of these skills and elements. From all these definitions, a woman entrepreneur is the person who creates business idea, produces innovative business ideas over existing ideas by evaluating the best opportunity, brings together the factors of production, taking into account possible risks and assuming these risks, aims to make profit, creates emotional difference and can transform this difference into creative design in products and services. Women's entrepreneurship is not a type of entrepreneurship that is developed against male entrepreneurship. It is an idea, an intellectual act, designed to develop entrepreneurship. For these reasons, Women's entrepreneurship should not be called female entrepreneurship. Because gendered conceptualization of entrepreneurship is contrary to the spirit of entrepreneurship.

#### Empowering women entrepreneurship

It is necessary to explain the concept of empowerment of women entrepreneurship in order to determine the factors affecting the business life of women entrepreneurs and to plot a route in the development of women entrepreneurship depending on these factors. Empowering entrepreneurship; from sources, markets, take advantage of possessions. Women entrepreneurs need to improve themselves for empowerment. The following actions should be taken for this:

\* Women entrepreneur, first of all, should understand herself. One of the important elements in entrepreneurship is to be aware of your own power and to predict what you can do with this power. In order to be able to gain a competitive advantage, to be successful in the side competitions, to be successful in the business to be initiated, it is necessary to know yourself and be aware of your power. This awareness should be realistic and objective. When determining their own power, objective criteria and characteristics of the entrepreneurs in the sector in which the breakthrough will take place should be taken as criteria. Thinking too much about your own power can cause harm (Ahl, 2004: 83).

- \* Identifying your self-identity allows you to reveal who you are for entrepreneurship.
- \* Entrepreneur should make self-assessment. Self-reliance and self-esteem characteristics should be evaluated together.
- \* Ideal self should be put out and the position or possibility of being entrepreneurship should be determined (Ahl, 2004).

A women entrepreneur should identify weaknesses and strengths in the empowerment process and evaluate opportunities and threats. In the same way, objectives and priorities should be set. Strengthening women's entrepreneurship has three main benefits: women's development, economic growth, social equilibrium (Inman, 2000: 10). Small entrepreneurship can be transformed into entrepreneurial empowerment in the future. Thus, the entrepreneurial ideas necessary for economic and social prosperity can be put forward.

#### Theoretical framework

Women entrepreneurship is managed and influenced by psychological, social, economic, physical, technical and legal environment. There are certain limitations in these areas. These constraints can vary from country to country. In USA, for instance, access to finance, market access, access to education, network access, access to political/governmental authorities are among the main factors affecting women entrepreneurship (Wube, 2010: 17).

There are many factors that affect women entrepreneurship. These factors are shown in Table 1. In order for success of entrepreneurship, the obstructing factors should be removed or reduced. Improvement studies should be carried out for the factors that can not be reduced. For instance, it is not possible to change the physical environment and the geographical location of the country. However, measures may be taken to facilitate entrepreneurship by entering into cooperation agreements with contiguous countries (McAdam, 2013: 10; Tan & Young, 2000: 13; Tiwari & Tiwari, 2007: 33).

The present study sought to answer the research question:

**RQ<sub>3</sub>.** What are the factors that influence Women's entrepreneurship?

Self motivation provides a positive or negative tendency for someone to earn income. Particularly family support or experience is the triggering factor in self motivation. Subsequent attempts by a women entrepreneur with a lack of self motivation are adversely affected (Mohanty, 2007: 141).

The most important obstacle in strengthening women entrepreneurship is the dominance of men. In a male dominated society, socio-cultural approaches and beliefs may not see women entrepreneurship as a correct behavior and the glass ceiling effect can be seen in business. In such community structures, women are those who deal with domestic households and care for their children at home, and business life is not for women (Mohanty, 2007: 141) (Tables 2-4).

Lack of education, economic inadequacies can make women unsuccessful in taking risks. The economic inadequacy of the living social circle leads to a tendency to avoid the person from the economic sense of reason (Mohanty, 2007: 141).

The development of women entrepreneurship is unexpected in an intense and ruthless competitive environment. Because, in order to be able to talk about an objective and equal competition environment, the conditions must be equal. It is possible to say that conditions are against women when the history of women entrepreneurship is considered together with the history of male entrepreneurship. For this reason, in order to equalize the conditions, women's opportunities must be recognized (Mohanty, 2007: 141).

Sociological theories explain the fact that women have the opportunity to capture business opportunities and that the most important factor influencing their performance is social structures such as workplace, family, organizations in social life (Aldrich, 1989: 105). Situations such as job discriminations, different roles in the family, a weaker

**Table 1**  
Table of constraints affecting women entrepreneurship.  
Source: Mohanty, Sangram Keshari (2007).

| Psychological constraints                                  | Social constraints                | Technical constraints       | Economic constraints                                  | Physical constraints   | Legal constraints   |
|--|-----------------------------------|-----------------------------|---|--|---|
| Lack of self motivation                                    | Lack of social relations          | Lack of project idea        | Lack of economic support                              | Geographical obstacles (climate structure, physical environment, etc.)   | Lack of government grants   |
| Conflict of responsibilities (duality in responsibilities) | Male domination                   | Lack of technical expertise | Inadequate credit support from financial institutions | The geographical location of the country where the woman entrepreneur will start an enterprise (contiguous countries, distance from the sea, etc.) | Sector and product constraints (The industry to be entered or the product to be produced depends on government licence, etc.) |
| Failure in risk taking ability                             | Incompatibility with social norms | Lack of practice            | Lack of property and control                          |  |   |

profile of women in social life, the task of housewife and child care, the cultural characteristics of the society, and the expectation of family and community are limiting the working areas of women (Aldrich, 1989: 110). For instance, in many countries dominated by South America and religious regimes, women face obstacles to entrepreneurship due to their responsibilities and roles within the family (Sekarun & Leong, 1992, pp. 1-33, Epstein, 1993: 16). Women's family and business roles associated with their psychological profiles, and motivation was correlated with business environment (Marques, Santos, Gerry, & Gomes, 2011; Santos, Marques, Ferreira, Gerry, & Ratten, 2017). A bibliometric study conducted with 347 articles revealed that challenges of female entrepreneurship were consisted of three clusters including entrepreneurial profile, gender identity and theoretical conceptualizations, and the entrepreneurial process context (Santos, Marques, & Ferreira, 2019). Entrepreneurial women's network promotes the creativity and innovation fundamental to communicating unique features to consumers (Santos et al., 2019). Duties, responsibilities and roles that society imposes on women are at the basis of factors affecting success in women entrepreneurship (Lerner, Brush, & Hisrich, 1997: 330).

The following research question was formulated:

**RQ4.** What are the factors that have been identified in the literature, other than factors that affect Women's entrepreneurship?

Commercial banks and financial institutions are creating some plans for women entrepreneurs. Advantageous credits, financial assistance services, support programs for growth, training programs, activities on entrepreneurship are carried out in these institutions. The main objective of these plans and projects is to ensure economic growth and stability, to ensure cash flow in the market and to stimulate the money markets. The projects that financial institutions will develop for women entrepreneurs will stimulate national and international markets (McAdam, 2013: 10).

There are six main factors affecting the performance of women entrepreneurs. These factors are social learning, human capital, motives and goals, networks, demographic variables, environmental factors (Lerner et al., 1997: 319).

Social learning, human capital, motives and goals, networks, demographic variables, environmental factors affect the performance of the enterprise. These factors can increase revenues, income, and profitability. The number of employees in this type of business increases depending on the growth of the business. This process shows the performance of the women entrepreneur.

Social learning is the main factor among the factors that affect the success of women entrepreneurs. Most women entrepreneurs tend to be entrepreneurs to promote their father's profession or to preserve their economic position they have learned in childhood.

**Methods**

*Sample*

With this study, it was tried to determine what factors affect Women's entrepreneurship. Women's entrepreneurship is an emerging field in the literature. In terms of strengthening Women's entrepreneurship, it is important to determine the factors that affect Women's entrepreneurship. The province of Adana is selected as sample of research which is among the top 10 developing industry provinces in Turkey. The reason for doing this research in this province is that it carries the cultural characteristics of Asia and Europe. According to the information received from Adana Chamber of Commerce, and Adana Chamber of Industry, as of December, 2017 and January, 2018, there are 159 women entrepreneurs whose head office is in the province of Adana in Turkey and which keeps books according to the balance sheet basis. It was aimed to concentrate on a very small sample of individual entrepreneurs and taken a comparative approach (Dana & Dana, 2005). There are 159 women entrepreneurs operating in the province of Adana

**Table 2**  
Women proprietor performance model.

| Social learning theory    | Human capital                         | Motives and objectives       | Networks                          | Demographic variables      | Environmental factors |
|---------------------------|---------------------------------------|------------------------------|-----------------------------------|----------------------------|-----------------------|
| Father Entrepreneur       | Education level                       | Success motivation           | Number of network                 | Age                        | The industry sector   |
| Childhood economic status | Education district                    | Independent motives          | Consulting support                | Marital status             | Financial fund        |
|                           | Previous entrepreneur job/ profession | Economic requirement motives | Affiliation of women associations | Number of children         |                       |
|                           | Previous entrepreneurial experience   | Objectives                   | Counsellors                       | The age of the first child |                       |
|                           | Previous work                         |                              |                                   |                            |                       |
|                           | Sectoral occupational experience      |                              |                                   |                            |                       |
|                           | Be involved in set up a business.     |                              |                                   |                            |                       |
|                           | Operating skills                      |                              |                                   |                            |                       |
|                           | Planning                              |                              |                                   |                            |                       |
|                           | Fields to be active                   |                              |                                   |                            |                       |

**Business / Enterprise Performance**

- \* Revenue, Sales
- \*Income
- \*Profitability
- \*Number of Employees

**Table 3**  
Pull (positive) and push (negative) factors that affecting women's entrepreneurship table.  
Source: [Ismail et al. \(2012\)](#).

| Pull factors (positive factors)                         | Push factors (negative factors)        |
|---|--|
| Independence need                                       | Unemployment                           |
| Self-expression (challenge) need                        | Redundancy                             |
| Improved financial opportunities                        | Economic stagnation                    |
| Personal satisfaction                                   | Insufficient family income             |
| The dream of setting up own business                    | Dissatisfaction with current job       |
| Flexibility to keep business and family life in balance | Incompatibility of work and home roles |
| Developing a special enjoyment                          |  |
| Personal success  |  |
| Role models and other people's influences               |  |

in the sample size of the study. 132 women entrepreneurs have accepted to be included in the study, 27 women did not.

**Measurement**

The study is based on findings from the survey data. The questionnaire consists of one page and two sections, and the first section consists of 19 items under the heading of "Questions about

entrepreneur". The first section includes following informations: age, marital status, education, the main source of support in the entrepreneurial process, grant aid/ support, the institution/ organization the entrepreneur receive support for, reasons for not being able to benefit from grant support, the reason for the attitude to entrepreneurship, sector, operating period of the business, number of employees of the business, market network, need for counseling support?, need for support about?, trade mark, patent, utility model, father's current or past profession, entrepreneur's firm registered to which chamber.

The second section consists of 2 parts and 26 items using 5 Likert scales under the heading "Women's entrepreneurship Motivation Factors". (1) Strongly Disagree, (2) Disagree, (3) Neither Agree or Disagree, (4) Agree, (5) Strongly Agree. Pre-test for reliability of the pre-survey questionnaire was carried out through personal interviews with a group of 50 people ([Synodinos, 2003](#)). In the linguistic study of the scales, they were translated and retranslated by experts. In this study, the scale was translated from the original scale in English to Turkish. Later, the Turkish form was translated into English and translated back into Turkish, and looked for consistency with the previous translation. 12 experts were consulted for content validity.

The first section of the questionnaire aims to reveal the demographic characteristics of the women entrepreneur, the first part of the second section aims to obtain information about the business set up by

**Table 4**  
Pull and push factors that affecting women's entrepreneurship table.  
Source: [Shapero and Sokol \(1982\)](#); [Hisrich and Brush \(1985\)](#); [Kjeldsen and Nielson \(2000\)](#).

| Pull factors  | Push factors                                    |
|---|---|
| Independence  | Deprivation/Frustration                         |
| Autonomy/Self-employment/Economic freedom                                 | Dissatisfaction of current business             |
| Education   | Leave of employment/Loss of employment          |
| Family safety   | Market penetration                              |
| Business opportunities  | Tired from previous job                         |
| The desire to earn side income for the family                             | Immigration                                     |
| Reputation in traditional family businesses                               | Termination of training/lack of formal training |
| Desire to gain a high level of social status                              | Family pressure/Father job factor               |
| The desire actualisation/use personal knowledge and experience/Creativity | Economic inadequacies                           |
| The desire to obtain a non-complex and high level of profit               |   |

the women entrepreneur and the following second part includes 3 questions (Appendix B) aims to determine the factors affecting the women's entrepreneurship. Interview questions adapted from Kirkwood (2009). In this context, the factors affecting women's entrepreneurship are determined as four scales as a result of the literature review. These are: pull factors, push factors, balance factors, emotional factors. In terms of factors affecting Women's entrepreneurship, scales and items compiled from the literature are shown in Appendix A. The scales related to the questionnaires and cited from the authors of these scales are shown in Appendix A. 26 items were included in the questionnaire under the heading "Women's Entrepreneurship Motivation Factors".

*Analysis of data*

Mixed Method Evaluation Design has been adopted in the study, which includes quantitative and qualitative analysis methods. Mixed Method Evaluation Design is an important tool in linking qualitative and quantitative research (Onwuegbuzie & Leech, 2004). The reason for the selection of this research method is that it is possible to obtain the verbal data by qualitative research methods which can not be obtained with quantitative research method in social sciences (Davies, 2000). Triangulation and complementarity methods have been adopted in the mixed method. Complementarity aims to enhance, elaborate, give different perspective and clarify the results obtained from other methods by means of a research method (Greene, Caracelli, & Graham, 1989: 259). In the same manner contextualized view of entrepreneurship was adopted to understand how and why women's entrepreneurship happened and who became involved (Welter, 2011).

**Results**

*Quantitative analysis*

Demographic variables, reliability of scales, correlation analysis were determined using the IBM SPSS Statistics program.

*Language validity*

In the language validity of the expressions in the scales, translation and retranslation were performed by experts. In this study, the scales was translated from the original scale into Turkish, the Turkish form was translated into English, and it was translated back into Turkish to see if it was consistent with the previous translation. 7 experts were consulted for the content. The English version of the scales was translated into Turkish by the main language of Turkish and 2 different Turkish forms were analyzed by the expert committee of 7 persons. Translated Turkish cultural characteristics have been taken into consideration. A common version (Version 1) was created. Version 1 was retranslated to English, by a non-expert in social sciences and a native English translator. At the end of this process, Version 2 was obtained and compared with the expressions on the original scales. The expert committee jointly evaluated the expressions of the original scales and the Turkish version for the content validity index. At the end of the first translation, the translation version 1 and the translation version 2, which is the result of the common view of the committee, were created.

**Table 5**  
Reliability and descriptive statistics table.

| Scales    | Cronbach's alpha  | Cronbach's alpha based on standardized items | N of items | Mean   | Std. deviation | Frequency | Percent |
|-----------|-------------------|--|------------|--------|----------------|-----------|---------|
| Pull      | ,827 <sup>b</sup> | ,832   | 9          | 4,1397 | ,70669         | 42        | 31,8    |
| Push      | ,762 <sup>a</sup> | ,766   | 8          | 2,5095 | ,86225         | 28        | 21,2    |
| Balance   | ,819 <sup>b</sup> | ,820   | 3          | 3,4293 | 1,19408        | 33        | 25,0    |
| Emotional | ,728 <sup>a</sup> | ,738   | 6          | 3,4331 | ,80811         | 29        | 22,0    |

<sup>a</sup> Acceptable  $0,8 > \alpha > 0,7$ .

<sup>b</sup> Good  $0,9 > \alpha > 0,8$ .

*Content validity*

Content analysis is a method that reveals how much the scale represents the searched topic. Content validity is not based on statistical data, it is basically judgmental. (Kerlinger, 1999). The measuring instrument should be able to measure the characteristics of the planned phenomenon and to measure these characteristics. A pilot study was conducted with 49 participants, consisting of 29 women and 20 men, for content validity. The clarity and pellucidity of the items were scored with the Likert scale, and it was determined that the scales had content validity.

*Reliability*

The Cronbach Alfa Reliability Coefficient is used in likert type scales. Calculation is done with alpha coefficient. The Cronbach's alpha coefficient was developed by Lee J. Cronbach in 1951 as a measure of the internal consistency of a test or scale. The Cronbach's alpha coefficient is expressed as a number between 0 and 1 (Cronbach, 1951). Internal consistency defines all the items in a test that are the same concept or measure the degree of measurement, so it depends on whether the items in the test are related to each other. Internal consistency should be determined before a survey is conducted for research or investigation to ensure validity. If the items in a test are related, the alpha value increases. However, the high alpha coefficient does not always mean that the internal consistency is high. The reason for this is that the length of the questionnaire is affected by the length of the questionnaire. Survey questions are very short, alpha is decreasing (Tavakol & Dennick, 2011: 53; Cronbach, 1951).

In the analysis of motivational factors of Women's entrepreneurship, Cronbach  $\alpha$  coefficient and item total correlation analysis were used for internal consistency evaluation. Cronbach's  $\alpha$  coefficient  $\geq 0.70$  is considered to be consistent. Cronbach's Alpha values and internal consistency coefficients of each factor were calculated for reliability analysis.

According to the Cronbach's Alpha Reliability Analysis of the scales, the emotional factors scale and pushing factor scale have acceptable values. Scales of pull and emotional factors have good reliability values. According to Table 5, 31.8% of the women scored push factors, 25% scored balance factors, 22% scored emotional factors and 21.2% scored pull factors. These responses show that women entrepreneurs are most influenced by push factors in entrepreneurship process.

*Demographic variables*

Demographic information related to the research is shown in Table 6.

28% of the participants are single, 50% are bachelor's degree and 37.1% are 46 and over years of age. As the age increases, the number of entrepreneurs increases. Decreasing the number of entrepreneurs at a low age is an important future research topic.

"Bootstrap" response for "The main source of support for the entrepreneurial process" is 59.1%. In the entrepreneurial process, 31.1% of the participants benefit from "family" support. In the entrepreneurship process, those who answered "other" as the main source of support

**Table 6**  
Demographic information about women entrepreneurs.

| Age         | Frequency | Percent | Marital Status | Frequency | Percent | Education         | Frequency | Percent |
|-------------|-----------|---------|----------------|-----------|---------|-------------------|-----------|---------|
| 18–25       | 10        | 7,6     | Single         | 37        | 28,0    | Primary School    | 2         | 1,5     |
| 26–30       | 11        | 8,3     | Divorced       | 13        | 9,8     | High School       | 24        | 18,2    |
| 31–35       | 15        | 11,4    | Married        | 82        | 62,1    | College           | 16        | 12,1    |
| 36–40       | 21        | 15,9    |                |           |         | Bachelor's degree | 66        | 50,0    |
| 41–45       | 26        | 19,7    |                |           |         | Postgraduate      | 24        | 18,2    |
| 46 and over | 49        | 37,1    |                |           |         |                   |           |         |

gave the response of “angel investment”. Those who did not want to comment on the reasons for not being able to benefit from grant support were 40.9% and those who responded "lack of information" were 26.5%.

The statements of those who responded as “other” to the question of "Reasons for not being able to benefit from grant support" are as follows:

“We are above the criteria as a company”, “Inadequate grants”, “We did not need it”, “No need”, “We are told that the service sector is not supported”, “The processes are long and unnecessary”, “We receive the answer that the grant support has been over when we apply. This situation causes us to ask the question why?”, “I do not use it to get the people who need it”, “I do not need it but I needed it later”, “I can not get support for my company being a media company”, “Support is not related to my business sector”, “There was no support in the period when I set up the business”, “Fear of borrowing”.

47.7% of the respondents answered “entrepreneur” in response to “Your father's current or past profession” question. This answer demonstrates the importance of the “father's role model” in entrepreneurship (Tables 7-9).

45.5% of the participants responded “Economic development (individual)” to the question of “The reason for the attitude to entrepreneurship”. 3% of the participants whose responses are “Entrepreneurship support” indicate that there is a lack of support or lack of knowledge on this issue.

The statements of those who responded as “other” to the question of “The reason for the attitude to entrepreneurship” are as follows:

“Set up my own business and desire to work”, “flexibility, make my own decisions, moving in the direction that I desire”, “Ensure that children with special needs benefit from educational services and create employment in my country”, “ideals”, “We started working with my husband two years ago, leaving the corporate working life. I manage foreign trade and marketing issues. So I can spare time for my children more.”, “Unfortunately, the woman who will be inspired in technology is very few. That's why I set up my own company to provide the inspiration and get inspired from young people”, “my career transformation plan”, “realize my dreams, desire to do that job”.

The fact that 86.4% of the participants are registered in the chamber of commerce and the low number of members registered in the chamber of industry, shows that there are few entrepreneurs engaged in manufacture sector.

While 59.8% of the respondents indicated that the factors affecting entrepreneurship differ according to gender, 40.2% of the respondents who indicated that the factors affecting entrepreneurship don't differ

**Table 7**  
Demographic information table for entrepreneurship.

| The main source of support in the entrepreneurial process | Frequency | Percent | Reasons for not being able to benefit from grant support | Frequency | Percent | Your father's current or past profession | Frequency | Percent |
|---|-----------|---------|--|-----------|---------|--|-----------|---------|
| Family  | 41        | 31,1    | Lack of information                                      | 35        | 26,5    | Entrepreneur                             | 63        | 47,7    |
| Government  | 6         | 4,5     | Bureaucratic obstacle                                    | 18        | 13,6    | Farmer                                   | 14        | 10,6    |
| Business friend   | 3         | 2,3     | Clientelism  | 5         | 3,8     | Worker                                   | 33        | 25,0    |
| Bootstrap   | 78        | 59,1    | No comment   | 54        | 40,9    | Officer                                  | 22        | 16,7    |
| Other   | 4         | 3,0     | Other  | 20        | 15,2    |  |           |         |

according to gender shows that the thoughts in this aspect have begun to be moribund. 65.9% of the participants needed counseling support, 84.8% did not receive grant support. Those who indicated that they needed counseling support expressed their desire to support: “Institutionalization”, “Technology, software, for institutionalization - to raise customers”, “as family company, it is time to create a family constitution”, “We need consultancy services about professional accountant and cost accounting”, “According to the project, we are consulting in different disciplines”, “Social media use, marketing development”, “advertisement”, “Increase of productivity”, “Advertisement, promotion”, “Marketing mentoring”, “Yes, in matters that exceed me and my team”, “Business development”, “Government support”, “Turquality”, “We are having difficulty access to the international market”.

72% of the participants are business owners (proprietor) while 28% are professional managers. When the participants were asked about their position in operation, some remarkable answers were also taken. These are: “Previously I was the founding director. Now I'm an educator”, “I am a housewife, I produce and operate my business at home”, “I do not work in the business where I build for seven years, I work as an occupational safety specialist in this business. I am looking after children at home”.

*Factors correlations*

Correlations between factors are shown in Table 10.

According to the table, there is a positive and significant correlation between pull, push, emotional and balance factors. There was a poor correlation between the pull and balance factors, the low level relationship between the push and pull factors, a low level correlation between the emotional and pull, push, balance factors, a moderate correlation between the balance and push factors.

*Qualitative analysis*

The responses to the structured questions were analyzed using Voyant Tools and MAXQDA Analytics Pro 2018 (Release 18.0.2) programs. Voyant Tools is a web-based analysis words. This analysis shows the most frequent words, vocabulary density, average words per sentence, the change in the frequency of words, and the linkage between terms. MAXQDA Analytics is a type of qualitative analysis that provides data compatibility, descriptive statistics, compare groups, correlation, scale, compute and recode, and output viewer for users (Tables 11-12).

Principally, the responses given to the open-ended question and the

**Table 8**  
Demographic information table on entrepreneurship motivation and registration to the chamber.

| The reason for the attitude to entrepreneurship | Frequency | Percent | In which chamber is your firm registered? | Frequency | Percent |
|---|-----------|---------|---|-----------|---------|
| No other alternative                            | 7         | 5,3     | Chamber of Commerce                       | 114       | 86,4    |
| Obtain a footing                                | 14        | 10,6    | Chamber Of Merchants And Craftsmen        | 6         | 4,5     |
| Create employment                               | 17        | 12,9    | Chamber Of Industry                       | 12        | 9,1     |
| Serving the public                              | 19        | 14,4    |   |           |         |
| Economic development (individual)               | 60        | 45,5    |   |           |         |
| Entrepreneurship support                        | 4         | 3,0     |   |           |         |
| Other   | 11        | 8,3     |   |           |         |

scale data obtained previously from the literature were loaded into two separate files and statistical analyzed by MAXQDA Analytics program. Both documents were recorded with different names and the scales were coded separately as "Push Factor", "Pull Factor", "Balance Factor" and "Emotional Factor". The matching process was carried out with the responses given by the participants in the question of "Which one is the most suitable for this factor?", which is matched with the responses to the question of "What is the most important factor that affects women entrepreneurs to start business except of the above?" Later, both documents were activated and analyzed.

Std.dev. scale w/o item of pull factor is 47,376. This value shows the population (standard deviation) of this scale, if the item were removed from the scale. Mean scale w/o item of emotional factor is 52,00. This mean value of the addictive scale shows if the item were removed from the scale. If were to remove the respective pull factor items from the scale, Cronbach's Alpha value would be 0.978 based on Alpha w/o item values. The "Corrected item scale correlation" shows that each scale correlates strongly the respective with the total scale. Each scale items with a very high correlation are suitable for the final scale.

The Code Relations Browser analysis the relationships between codes (scales those are related to qualitative data). This table shows how many document segments any two codes are attached to and the number of intersections of the two codes. Push and pull factors, balance and emotional factors number of intersections are larger than others. There are 24 intersections are observed among the codes in total.

The text obtained according to the responses to the question of "What is the most important factor that affects women entrepreneurs to start business except of the above?" in the interviews is written on the computer and document corpus generated. This corpus has 1 document with 718 total words and 290 unique word forms.

This structure was analyzed and word cloud was created using Voyant Tools. As Fig. 2 shows, the word cloud positioned the words (economic, business, oneself, life, women, freedom, prove, family) such that this terms that occur the most frequently are positioned centrally. Vocabulary Density is 0.404, Average Words Per Sentence is 34.2. Most frequent words in the corpus are: economic (15); oneself (15); business (13); life (12); freedom (8); independence (8); prove (8); women (7); hold (6); family (5); children (4); footing (4); gain (4); income (4); obtain (4); potential (4); provide (4); realize (4); self (4); set (4).

Thereafter, Collocates Graph was used to determine the keywords and words in proximity. This graph shows a network graph of higher

**Table 9**  
Demographic information on entrepreneurship and position in business table.

| Do the factors that influence entrepreneurship differ according to your gender? | Frequency | Percent | Do you need counseling support? | Frequency | Percent |
|---|-----------|---------|---------------------------------|-----------|---------|
| No  | 53        | 40,2    | No                              | 87        | 65,9    |
| Yes   | 79        | 59,8    | Yes                             | 45        | 34,1    |

| Grant aid/support? | Frequency | Percent | Entrepreneur's position in firm | Frequency | Percent |
|--------------------|-----------|---------|---------------------------------|-----------|---------|
| No                 | 112       | 84,8    | Proprietor                      | 95        | 72,0    |
| Yes                | 20        | 15,2    | Professional Manager            | 37        | 28,0    |

**Table 10**  
Correlation analysis results table between pull, push, balance and emotional factors.

|                |                     | Pull factor | Push factor | Balance factor | Emotional factor |
|----------------|---------------------|-------------|-------------|----------------|------------------|
| Pull factor    | Pearson correlation | 1           | ,317**      | ,265**         | ,494**           |
|                | Sig. (2-tailed)     |             | ,000        | ,002           | ,000             |
|                | N                   | 132         | 132         | 132            | 132              |
| Push factor    | Pearson correlation | ,317**      | 1           | ,507**         | ,494**           |
|                | Sig. (2-tailed)     | ,000        |             | ,000           | ,000             |
|                | N                   | 132         | 132         | 132            | 132              |
| Balance factor | Pearson correlation | ,265**      | ,507**      | 1              | ,488**           |
|                | Sig. (2-tailed)     | ,002        | ,000        |                | ,000             |
|                | N                   | 132         | 132         | 132            | 132              |
| Emotion factor | Pearson correlation | ,494**      | ,494**      | ,488**         | 1                |
|                | Sig. (2-tailed)     | ,000        | ,000        | ,000           |                  |
|                | N                   | 132         | 132         | 132            | 132              |

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Table 11**  
Reliability analysis of qualitative data table.

| Nr. | Item             | Mean scale w/o item | Std.dev. scale w/o item | Corrected item scale corr. | Alpha w/o item |
|-----|------------------|---------------------|-------------------------|----------------------------|----------------|
| 1   | Push factor      | 44,50               | 37,477                  | 1,000                      | 0,965          |
| 2   | Pull factor      | 50,50               | 47,376                  | 1,000                      | 0,978          |
| 3   | Balance factor   | 51,00               | 39,598                  | 1,000                      | 0,948          |
| 4   | Emotional factor | 52,00               | 45,255                  | 1,000                      | 0,960          |

frequency terms that appear in proximity. The terms of "business, economic, oneself" are keywords those are shown in blue. The terms painted in orange are words in proximity. This graph predicts the relationship between the keywords and the words in the vicinity. For example; "economic" term is associated highly with independence comparing to other terms (sense, prove, freedom) (Figs. 3-5).

StreamGraph shows that depicts the change of the frequency of terms (economic, oneself, business, life, freedom) in our interview corpus. X axis displays the document segments and Y is relative



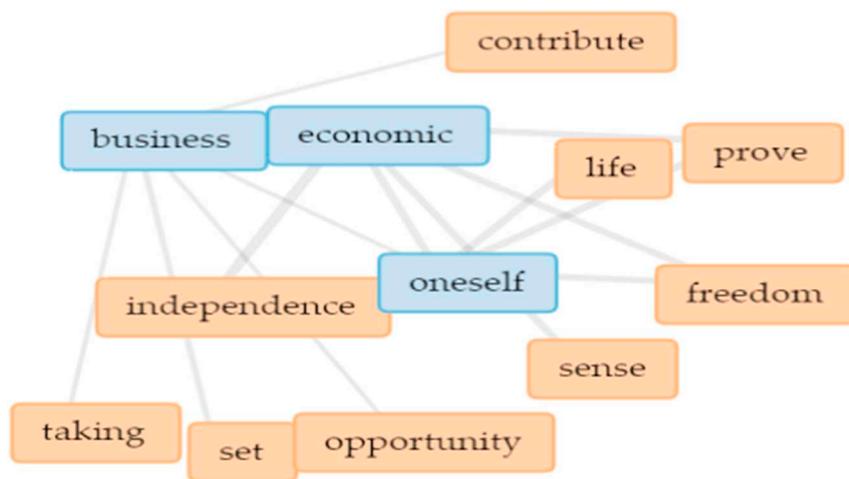


Fig. 3. Collocates graph

social networking (Rosa & Dawson, 2006).

In this study, the participants stated that the most important factors affecting the entrepreneurship were pull factors (Pull: 31.8%, n: 42; push: 21.2%, n: 28; balance: 25%, n: 33; emotional: 22%, n: 29). Ismail et al. (2012) found that pull factors predominantly affect women entrepreneurs, whereas Benzing and Chu (2009) found that push factors were effective in women's entrepreneurship.

The reason for this is that participants who do not want to comment on this issue responded clearly to all other questions and the paralinguistics. The fact that 47.7% of the participants are entrepreneurs of the father's profession shows that the importance of father's role model. In communities with ancestral structures, the power of the father in the family is also an important influence on other family members. Welsh, Memili, and Kaciak (2016) found that family moral support could have both positive and negative impact on Turkish women entrepreneurs. This study indicated some major challenges with Turkish women entrepreneurs such as personal problems and recognition of poor managerial skills and knowledge. For this reason, it is necessary that the

roles of male and female in the family should be determined equally and transferred intergenerations. These results are in the same direction as other studies in the literature (Shapero & Sokol, 1982; Hisrich and Brush, 1986; Kjeldsen & Nielson, 2000).

45.5% of the respondents who have given the response of "economic development (individual)" to "reason for the attitude to entrepreneurship" question evoke problems of independence, freedom, social pressure, etc. These quantitative data overlap with qualitative data. According to the results of Word Cloud Analysis, the most frequent words in the interview corpus are: economic (15), oneself (15), life (12), freedom (8), independence (8). 65.9% of the participants needed counseling support, 84.8% did not receive grant support. For this reason, it is important to develop policies on counseling support for women entrepreneurs. The fact that 9.1% of women entrepreneurs operating in the industry and manufacturing sector reveals that to incentive women entrepreneurs to the manufacturing sector is needed.

The results of the correlation analysis revealed that there are significant and positive correlations between the four main factors

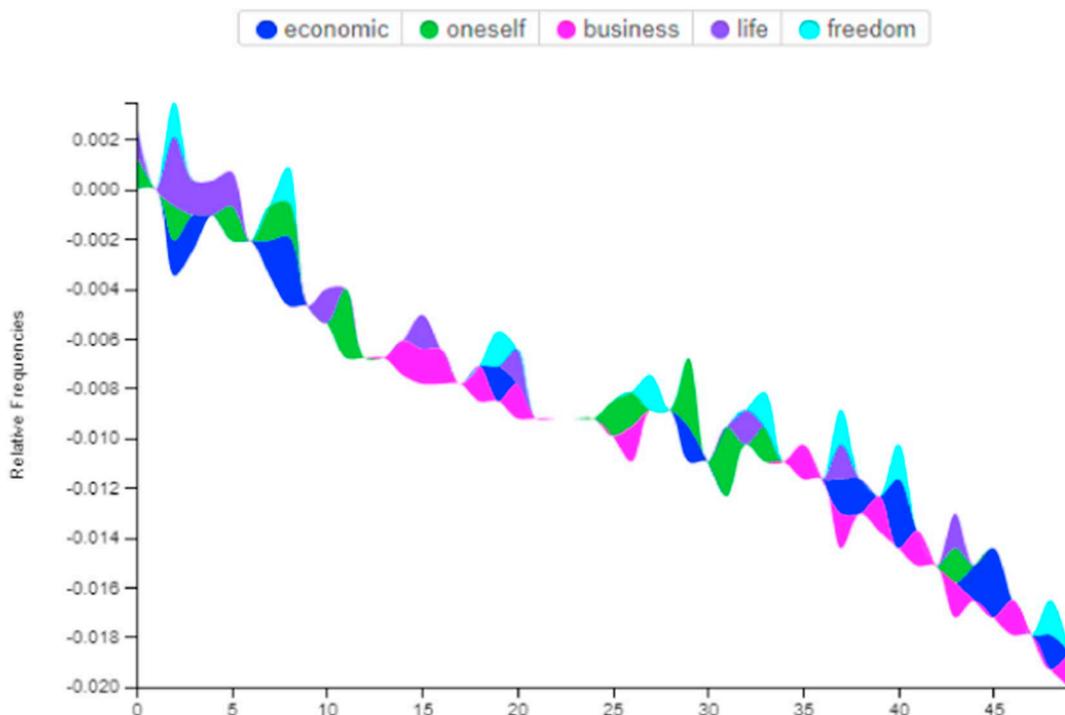


Fig. 4. StreamGraph.



Fig. 5. TermsRadio.

**Table 13**  
Table of other factors affecting women's entrepreneurship

|  | Pull factors   | Push factors   | Balance factors | Emotional factors |
|--|----------------|----------------|-----------------|-------------------|
| Freedom and great independence (financial and others) <sup>b</sup> | 5              | 8 <sup>a</sup> | 3               |                   |
| Hold on to the life by oneself                                     | 2              | 1              | 3 <sup>a</sup>  |                   |
| Prove oneself  | 3              | 7 <sup>a</sup> | 1               | 2                 |
| Self-confidence  | 3              | 2              | 2               | 4 <sup>a</sup>    |
| Children   |                | 2 <sup>a</sup> |                 |                   |
| Justice  | 1 <sup>a</sup> | 1 <sup>a</sup> |                 |                   |
| Innovation   | 1 <sup>a</sup> |                |                 |                   |
| Mobbing  |                |                | 1               | 2 <sup>a</sup>    |
| Dream  | 1 <sup>a</sup> |                |                 | 1 <sup>a</sup>    |

<sup>a</sup> The most desired statement value in sentences and items

<sup>b</sup> In the literature, it is in the Pull Factors Scale.

affecting women entrepreneurs. According to qualitative data, push and pull factors, balance and emotional factors number of intersections are larger than others. Both results supported each other. According to the results of Collocates, the high level of intimacy of the “economic” term with the “independence” term reveals that women entrepreneurs perceive their independence as economic independence. In the same way, the use of “economic” term with “oneself” term, “oneself” with “sense”, “oneself with freedom”, “oneself” with “life”, reveals the women entrepreneurs' perspectives on entrepreneurship. A study conducted with 150 Moslem women entrepreneurs in Indonesia determined motivation factors of entrepreneurship including economic needs (30%), looking for profits (26,7%), freedom and control in decision-making process (16,7%), life balance (work and personal life) (15,3%), desire for achievement (8%) and social status (3,3%) (Anggadwita, Mulyaningsih, Ramadani, & Arwiyah, 2015).

Collocates analysis and interview results show that the most important factors that affect women entrepreneurs to start business are; economic independence, economic freedom, prove oneself, provide business opportunity, set up business that is the dream of someone, hold on to the life by oneself and be self-reliant, create value-added business potential, being able to respond to everyone the words “you can not do-you will not succeed” from the day when you were born all around you.

Ramadani, Gërgur, Dana, and Tašaminova (2013) found some major obstacles facing with woman entrepreneur such as establishment of balance between family and work, finances, lack of time to enhance their capabilities via participation in various training. Another study conducted with 222 women entrepreneurs involved in Micro and small Enterprises in Indonesia revealed that the entrepreneurial intention was not directly influenced by social perception otherwise was significantly influenced by psychological characteristics and individual competencies (Anggadwita & Dhewanto, 2016).

**Conclusions**

While Freedom and great independence (financial and others) is defined as a pull factor in the literature, it is mostly expressed as a push factor in this research. When we ask “why?”, participants responded that due to social and familial pressures, they regarded this as a necessity on the road to freedom. In addition, other factors affecting women's entrepreneurship, besides the factors mentioned in the questionnaire were investigated. According to the results obtained by the interview, “Hold on to life by oneself” is the balance factor, “Prove oneself” “Is push factor”, justice “is both pull and push factor”, innovation “is pull factor”, mobbing “is emotional factor” and dream “is both pull and emotional factor”. The responses of participants for the motivational factors affecting women entrepreneurs apart from the survey questions are as follows: self confidence, mobbing, dream are related to emotional factors; hold on to the life by oneself is related to balance factors; prove oneself, children, justice are related to push factors; justice, innovation, dream are related to pull factors. I think these statements can be used to develop a scale for the factors that affect women's entrepreneurship. Women entrepreneurs will constantly need education in the process of entrepreneurship. Therefore, policies need to emphasise training towards enhancing entrepreneurial skills and developing entrepreneurship (Santos, Marques, and Ferreira, 2017). For future studies, it is recommended that research on pull, push, balance and emotional factors should be carried out in countries with different cultural characteristics. Future lines of research will include seeking the association between entrepreneurial performance and factors affecting women's entrepreneurship (pull, push, balance, emotional). Further studies will explore the leadership effects on these factors.

## Appendix A. Factors affecting women's entrepreneurship table

| Pull factors  | Push factors   | Balance factors   | Emotional factors   |
|---|--|---|---|
| Freedom and great independence (financial and others)<br>Provide opportunities for education<br>Provide family safety<br>Business opportunity<br>Request for additional income for the family<br>Reputation in traditional family businesses<br>Demand for social status at a high level<br>Creativity<br>Non complex and high profit | Deprivation and frustration<br>Dissatisfaction with current job<br>Loss of job<br>Tired of job<br>Immigrant<br>Finished training<br>Family pressure/Father profession<br>Economic deficiencies | Job-family balance<br>Work at home (Flexible working hours)<br>Share time between work and family | Work commitment<br>Commitment to job/loyalty<br>Solidarity and networking need<br>Family and personal supports<br>Discrimination<br>Humiliation |
| Sources   | Sources  | Sources   | Sources   |
| Lavoie (1988), Shaper and Sokol (1982), Hisrich and Brush (1985), Kjeldsen and Nielson (2000)   | Ismail et al. (2012), Belcourt (1990), Braga et al. (2014), Belcourt (1988)  | Mohanty (2007), Hughes (2005), Hughes (2003), Brush (1992)  | Fineman (1996), Ashforth and Humphrey (1995), Boudens (2005), Fineman (2000)  |

Source: adapted from Kirkwood (2009); Choukir and Hentati (2013).

## Appendix B. Interview form

| Interview questions   | Type of answer  |
|---|---|
| OEQ1. What is the most important factor that affects women entrepreneurs to start business except of the above? | Open ended/interview  |
| OEQ2. Which one of the following is most suitable for this factor?  | a) This factor is an external factor, it pushes me to entrepreneurship<br>b) This factor makes the business attractive and pull me to entrepreneurship<br>c) This factor balance between business, life and family etc.<br>d) This is an emotional factor |
| OEQ3. Do the factors that influence entrepreneurship differ according to your age or gender?                    | 1( )No, 2( )Yes   |

Source: adapted from Kirkwood (2009).

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