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What is motivation for women to become
entrepreneur?

Qualitative Research

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Women and Entrepreneurship

Why do women from different mentality and professional background make decision to quit their permanent jobs and to start their own businesses?

This case study explores the factors that have influence on the motivation of women to become entrepreneurs.

-In female entrepreneurship **much attention** was paid on *researching the cause of motivation* finding contradictory and irresponsible results (Carsrud, A. and Brannbak, M., 2011).

-This studies focuses on motivational factors with a **binary approach** considering it either **intrinsic or extrinsic** (Elfving, 2008).

Introduction

This topic is **important** to investigate in order to understand why women want to become entrepreneurs and how they do that, because it brings freedom, self-satisfaction and money (Mimi, 2018).

Female entrepreneurship is progressively popular and it brings benefits, as it positively affect revenue and risk minimization (Mimi, 2018).

As motivation is known to be either **intrinsic** or **extrinsic**, this research will **discuss** the difference between intrinsic motivation in comparison with extrinsic, to understand how does it work in reality (Carsrud, 2009).

Key Literature

- **An Exploratory Study of Women's Entrepreneurship in Morocco (Bouzekraoui & Ferhane, 2017)**
 - Definition of the Concept of "Woman Entrepreneur"
- ***Entrepreneurial Motivations: What Do We Still Need to Know? (Carsrud & Brännback, 2011)***
 - *Motivation and the Entrepreneur*
 - Intrinsic and Extrinsic Motivation in Entrepreneurs
 - Entrepreneurial Intentions, Goals, and Motivations
- ***Women entrepreneurs: 'we cannot have change unless we have men in the room' (Irene Kamberidou, 2013)***
 - New models of work: Are female and male entrepreneurs really that different?

Research Question

What factors motivate females more to become entrepreneurs ?

Research Aim

To demonstrate the most effective factors that work in reality and help female entrepreneur to stay motivated all the time.

Research Objectives

- ❑ **To find out the reason women become entrepreneurs**
- ❑ **To understand where entrepreneur's motivation comes from**
- ❑ **To learn the benefits of running own business and the way of staying stable**

Philosophy and Methodology

- **Phenomenology is a very important philosophical movement**...as it deals with problems and questions of appearance (Sokolowski, R., 2000)
- The research paradigm philosophy is **Interpretivism** combined with **Ontology** (Self-satisfaction as motivational factor).
- The choice of methodology for this case study includes **Ontological** and **Epistemological** examination and some recommendations has been done upon the findings.
- So informant was invited to give spontaneous description of her experience of starting own business and staying motivated all the time (this descriptions present actual *feelings, thoughts and actions* that are sometimes hidden in ordinary discussions).
- **Research Approach:** The qualitative method was used to generate this research project, which is logically connected to inductive approach. This enables analyzing qualitative data with particular goals.
- **Methodology:** Qualitative approach and Open Question Interviews used to get spontaneous description of the experience of starting own business and staying motivated all the time (this descriptions present actual *feelings, thoughts and actions* that are sometimes hidden in ordinary discussions).

Limitations

This research is limited by the time consuming that does not provide an opportunity to expand this research and explore more than one case study(Bryman and Bell, 2011).

Ethical Consideration

Confidentiality of information protection, staying objective in discussions and analyses throughout the research.

Findings

- Reviewed different articles and business journals, which strengthen my knowledge and enlarged literature
- Few theories found: Female Entrepreneurship Theory (Emile, L., 2011)
- Many questions were found out: Interview

Conclusion and Recommendations

It has become evident that Luxy Hair is one of the unique business companies that sell without selling. This brand is based on intrinsic motivational factors that create extrinsic satisfaction. To create more extrinsic and formal factors that can work not only promotion in social media.

References

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