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## **Qualitative Research**

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**Module Title:** Qualitative Research

**Assignment Title:** Article Review

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## Citation

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## Introduction

**The purpose** of this article is to study successful social entrepreneurships based on social, political and economical context. It also generates the ideas about core transformations, leadership as well as organizational structure and strategies. This article has been chosen to review as it has got important factors, which will compliment and will bring theoretical as well as practical value for further research project development (task 2). This exploratory article based on social entrepreneurship and social transformation examines and highlights the innovative nature of the start-uppers as well as characteristics of leadership in entrepreneurial ventures. Both this article and research project are concentrated on just successful case studies.

**The main findings** are in the capacity to build enterprises, which are related to the regional groups of interests involving cultural modifications, transformational effects of cultural standards and expectations. It became evident that all the innovations were conducted in order to bring high level of social modifications for the population of several millions in cultural, economical or political sphere.

**The significance of this research** is to find out the successful and sustainable solutions for different social issues through business innovations, which also require basic transformation in political, economic and social spheres (Cernea, 1987; Tendlar, 1989).

**What was done in this study?** The idea of entrepreneurship became apparent in the context of business ventures in order to solve some social issues (Dees, 1998; Emerson & Twerksy, 1996; Thake & Zadek, 1997). This research article presents several case studies, which are concentrated on the organizational and institutional aspects of successful development agencies. Further, this research discusses the innovative personality of the entrepreneurs as business developers and company theorists in order to bring the importance of some useful skills they possess (strategic approach, problem solving etc. Next, this research article examines also characteristics of leadership concentrating principally on individuals and their personal skills (Gardner, 1995; Heifets, 1994).

**The problem** of this research is to find out characteristics, which systematically relate to the leadership skills particularly for using in social capitals or ventures. Also, this research studies organizational and institutional characteristics of successful entrepreneurs to understand the mutual patterns (Krishna, Uphoff, & Esman, 1997; Tendlar, 1989). The conclusion will demonstrate the importance of the questions and problems as well as how reasonable they were.

## **Methodology and Philosophy**

This research article demonstrates a comparative detailed examination, which succeed in their projects. The aim of the research is to recognize the common characteristics, approaches and standards between different entrepreneurs. The analyses of case studies will be beneficial for the awareness of new happenings that have eternal dynamics (Miles and Huberman, 1994). This exploratory research gives an opportunity for researcher to explore and to observe some phenomena “being out of business” and as a researcher to give definition creating some initial models and variables. This kind of research is

more than important in order to find theoretical idea of the phenomena. Exploratory approach is combined with comparative analysis of cases, which is chosen to generate this article. Also, this is one of the most effective ways to observe and to find answers for the new ideas, situations as well as recognitions about unusual and unpredicted sequences that wouldn't be captured by any other methodologies. This article examines cases from different continents and national differences in order to answer sufficiently to the key questions.

The comparative and observational study was chosen for this article, which is quite logical as most definitions of social entrepreneurship focuses and highlights the nature of the initiatives, also both evaluation and enterprise theorists emphasize the meaning of main strategies and tasks outlining its effectiveness (Gardner, 1995; Heifetz, 1994). Accordingly, it became evident that this research article is generated through competitive analysis on basis of social entrepreneurial cases that have been known as successful. Also, it is worth to mention that proposition-generating approach has been chosen for this case instead of hypothesis testing because topic is a complex and it has not been well understood yet. Moreover, comparative analysis for this case study could be beneficial to conduct new understanding of the most different and difficult phenomena that includes long-term dynamics (Miles and Huberman, 1994). Also, it helps to understand the peculiarities of each case study as well as the strengths and weaknesses. The comparative research approach is the best option for this case study as, it gives an opportunity not only to compare the companies to each other but also to have a look at core subjects that enable to observe the relationship between "politics and environment" in an effective way. This could be the best way for analysis, as it enriches the knowledge and information about the pattern of case studies, which is productive way to recognize unexpected situation that might not be considered in any other circumstances by any other implemented methodologies. However, 7 case

studies can be considered too much to make this comparison productively in order to get accurate and precise results. On the other hand, case-descriptions present prosperous sources of data that give an opportunity to understand the irresponsible and unexpected patterns that might not be represented by any other chosen methodology if not constrained. For example, Glaser and Strauss bring the importance of comparison with the developed theory that describes comparison as a main intellectual tool. The comparison in general and particularly for this case studies are too valuable, as it creates the boundaries of the groups, allocating the sections to categories, recapping the content of each segment, discovering negative proof etc. However, for these case studies the use of comparative method was also efficient from the point of detecting conceptual resemblances to find out the discriminative strengths and weaknesses of the cases as well as to uncover patterns. As it was mentioned, the interest of social entrepreneurship as well as social transformation was a reason to find out case studies with rich history in order to assess their long-term impacts. It had an aim to discover themes relevant to the regional and national dissimilarities. For this very instance, comparisons will enable researcher to generate a theory more or less inductively. This method is highly recommended to interpret in order to develop the internal validity of the outcomes. Also, qualitative method with comparative approach is more than suitable for these case studies to describe the difference that is hidden within the subject under the study.

## **Evaluation**

### ***Literature Review***

There is strong part in this research about the evaluation of patterns and further research development, however there are also disadvantages, which

are connected to the sampling method. This research is only focused on successful patterns rather than mixed ones: successes and failures, which actually limit the opportunities to make deep and more precise comparisons.

Researchers were focused to examine the patterns among these seven very different cases based on the following three aspects, which are characteristics of transformation, features of leadership, organizations as well as perspectives of scaling up and social transformation. Taking into consideration all the above mentioned all characteristics, it has become clear that 7 cases studies will be identified based on innovations, which means the characteristics and peculiarities of innovations. Second, the most important factor for researcher is to observe the characteristics of leadership and enterprises in order to see how they differ one of each other, and what makes them so successful and very different at the same time. Accordingly, these characteristics will be examined within the method of scaling. Scaling method for examining the entrepreneurial characteristics has got as positive as well as negatives sides. For example, scaling method is generally used in order to assess the relative significance of social enterprises (or any other institutions or products) against other sphere of concern. In this case the innovations were focused on development of poor families' lives. Also, based on the undertaken research, it became clear that these seven cases and innovations have much in common as they are concentrated on various groups, implement different purposes and eager to solve quite various issues.

Somehow, these seven enterprises also look like each other from the point of view intentions to help poor and marginalized families by building capacities for self-help etc. However, they are all different from each other from the point of view leadership characteristics, which are presented by the difficulties in enlarging the impacts of the initiatives.

The observations found that successful social entrepreneurship motivators can choose at least three dispositions, which are creating regional capacities to

solve issues, contributing “packages “required for any issues to be solved as well as creating regional movements in order to deal with any dynamic actors.

### ***Characteristics of Innovations***

The researchers bring arguments to present and to describe how entrepreneurs assist clients to solve the problems. It includes various forms of activities based on different business project cases. The second proposition that researchers found out is about prosperous social entrepreneurship, which applied innovations in order to deploy benefits of marginalized categories. Accordingly, in the next column researchers collected and presented entrepreneurs, who continuously learn from different people including employees and co-workers, which is significant for the entrepreneur who wants to enhance its performance on complex projects (Argyris & Schön, 1978; Smillie & Hailey, 2001).

Thus, the last proposition underlines that prosperous social entrepreneurship initiatives highlighting regular learning by employees and not only. All the above-mentioned were related to the characteristics of Innovations that researcher provided based on different cases highlighting the major capacities and what are the specific initiatives are focused on (Ebrahim, 2001). Moreover, researchers used observational and examinational method to present innovations’ characteristics in table divided by four columns, which present:

1. Cases enterprises including all the involved companies.
2. Main innovation patterns, which describe if the enterprise was build on local capacities or movement, it also present microcredits or agricultural packages.
3. Mobilize benefits and amplitude of poor and the last one.
4. Emphasize the ongoing learning, which is evaluated by low, medium or high levels and the all companies were ranked either high or medium.

It was very effective to choose the exploratory study to conduct this research as it helps to identify the relevant case studies as well as to identify the problems more accurately in order to separate variables and relationships for future observations etc. This is why researchers chose to examine characteristics of leadership and enterprises; where there was found that the entrepreneurs come from very difficult background as rich as well as poor. It became apparent that the reasons to run own businesses could differ one another and the reasons as well. Entrepreneurs who are from industrialized and developing countries were individuals and groups coming from very different professional backgrounds who have got very different successful social entrepreneurship stories.

Exploratory method for this research was used to find out why some of entrepreneurs are successful and some of them are not. Moreover, the researchers examine patterns of characteristics in separate columns to gain further insight about the problems. However, the reason to examine the characteristics of leadership and enterprises of each is not to gain definite answers but to gain analyses of insight stimulating those 7 cases. Moreover, to be focused on complex cases and problems between different factors as leadership characteristics and organizations are more important to draw together different data into unified interpretation as the main features, which will generate this method into suitable strategies for evoking awareness.

### ***Characteristics of Leadership and Organizations***

Here researchers present summary of information and ratings upon the cases by the table, which draw on dimensions of leadership and arrangements of enterprises that appear to provide characteristics of prosperous social entrepreneurs in the following cases: a) connecting capacity that gives a chance for leaders to work productively across many different constituencies, b) operational enterprise, which relates to participants (employee, interns)

engaged in the implementation of the start-uppers' primary activities. Through the exploratory study, it's possible to describe each start-upper in the role of leadership capabilities in order to have insight about the perspectives of enterprises and work productivity with constituencies, whose responsibility and resources were censorious for the initiative.

Based on the above examinations and observations, there was found out that the social entrepreneurs had appropriate backgrounds that assist them to create productive connections between very different performers. For example, all the successful entrepreneurs were members of national elites, who were executed, to work with marginalized categories. However, the initiatives who had less leadership capabilities had no prosperity in connecting different stakeholders, thus they had problems to have powerful impact on the role of initiative.

Based on the findings about the characteristics of leadership and enterprises, the following proposition has been drawn on:

- Prosperous social entrepreneurship start-uppers are frequently found by leaders with the ability to work with and create connections among very different stakeholders (Brown & Covey, 1987; Moore, 2000).

Correspondingly, there were found out four aspects of operational enterprises that appear to be significant to the prosperity of these innovations: size, management structures, employee-development as well as observing and assessing activities. All the operational organizations are vary substantially based on the staff development systems, management systems, organizational systems etc. Eventually, there was identified that social organizations may enlarge their impression by either: a) investing in enterprise and management systems to promote organizational growth to enlarge their coverage or b) investigating in association creation with customers that will take care of operative activities.

### ***Scaling Up and Social Transformation***

There is special part in this research dedicated to the scaling up and social modification that includes 3 primary patterns for enlarging the effect of prosperous social organizations and start-uppers: a) enlarging coverage to present service and advantages to more people, b) enlarging performance and services to present wider impact to maintain stakeholders and c) establishing activities that alter the behavior of other participants with deep impacts (Uvin et al., 2000). The way of evaluating strategies is connected to the structure of innovations and it is different depends on structure of social entrepreneurship. On the other hand, the overall effect of the initiative presents that general impact of these initiatives inclines to be closely integrated to the categories of transformation that highlighted in their primary activities. Also, the research is concluded by the initiatives' inclusive impacts in the context of transformative consequences in the sphere of economics, politics and culture.

Activities with leverage for economic modification are very general. It became apparent that just 5 out of 7 initiatives applied theme for projects concentrated on needful and marginalized population. The findings illustrated that leverage for political modifications were used less often, while political modifications were the main focus for movement-creating start-uppers.

To conclude, it is worth to mention that social modification leverage and effects differ from innovative forms: capacity-creating initiative change regional norms, roles and assumptions to transfer the cultural climate in which marginalized categories occupied. For example, providing packages innovators present tools and necessities to develop personal effectiveness and deliver economic circumstance. Next, it aims to expand the voice of marginalized categories by movement creating motives in motives in order to deliver political contexts and their capacity to have impact on core decisions.

## ***Limitations***

The case study was just concentrated on success rather than success and failure parts of the cases at the same time, which limits the entire opportunity to make comparisons. The following limitation refers to the information from existing accounts, which doesn't provide exact comparable information and leads researchers to the unfairness of multiple observers. Accordingly, these limitations are accepted as argumenta-generated investigation from the point of view high expenses to gather information from different countries and regions.

*Data Collection:* Data was collected for this article from different published and unpublished articles, online sources, interviews with company employees, which can draw on brief analysis about development studies, organization philosophy and social activity based on very different case studies. The information assembled for this case study from very different sources: as published and unpublished records. As it was mentioned the Internet and the interviews with company's employees were the main source of data collection, which were complimented by informed observers. The researchers used the collected information in order to find out the patterns connected to the sphere of concern in every single case. After which, the comparison of patterns based on findings of case studies were illustrated by using tables and matrices. Correspondingly, it became clear that this is one of the best ways to present findings, as it can display complex of information and to build single information source. Moreover, tables enable to include only row patterns and matrices enable to present patterns and column in patterns. The researcher also justified the collaboration of many cases from different regions emphasizing the importance of plausibility.

*Discussion and Conclusion:* This research has sought to discover general factors among a little set of prosperous social entrepreneurship initiatives. The

information provides different factors, which have been presented as propositions. Correspondingly, there are found 3 common observations, which are vital for future study regarding to social entrepreneurship and social modifications. The presented and examined seven cases allowed finding out differentiation among those cases. It became clear that the identified groups, which are divided in following dimensions: creating regional capacity, spreading a packages, and creating movement are vary in specific ways. However, this research has as strong parts as well as weak aspects. One of the strong parts is examination of different enterprises from very different regional geolocation in order to understand and to find out some common patterns as characteristics of leadership and organizations. It helps to have insights about specific approaches of successful initiatives. It helps to have insight about specific approaches of successful initiatives having different background based on education or professions, which is highly appreciated. This research also concentrates on successful case studies ignoring failures. However, the information from existed sources limits the opportunities to conduct deep observations and to make accurate comparisons. On the other hand, examining social enterprises based on different countries also draw limitations because of the expenses regarding to data collection through four continents. Evaluating the research, there was found out that it would be better not only to be concentrated on successful factors and patterns of the companies but also to be focused on failures in order to gain precise comparable resource. Accordingly, there was mentioned about primary and secondary date collection, but there was not mentioned how precisely interviews were conducted. For example, how many people have been interviewed and was it open questions etc. There wasn't also mentioned about primary data interpretations and ethical part was mainly ignored. It would be much more effective to be focused on less cases, but to conduct research deeply and precisely with the sector of concern.



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## Qualitative Research

August 2018

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**Module Title:** Qualitative Research

**Assignment Title:** Research Project:  
What is motivation for women to become entrepreneurs?

**Lecturer:** Dr. Allison Wylde

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## **Abstract**

*Why do women from different national and professional backgrounds make decision to quit their permanent jobs and to start their own businesses?*

This case study with the motion to become entrepreneur explores factors that have influence on the motivation of women to become entrepreneurs. In female entrepreneurship a lot of attention was focused on researching the cause of motivation finding opposite approach (Carsrud, A. and Brannbak, M., 2011). This study is developed upon motivational factors with an opposite considering it either intrinsic or extrinsic (Elfving, 2008). There was discovered plenty of motivational factors that have impacts on women's decision to run their own businesses based on observations from very different professional literatures as well as on the basis of main case study related to the fashion beauty product founded by young and successful entrepreneur from Canada. This case study was chosen for the research project because of different factors. First, it was very interesting to find out how this young entrepreneur set up her business from A-Z without having thousands of savings on her bank account or without even financial support from her family. Nowadays, online-based businesses are very popular and profitable, but not all people know how to start and run successful online business. So, the second reason was to explore this case study in order to understand the peculiarities, characteristics, issues and all the necessities that are important to run successful online businesses. Finally, the main reason to undertake this case study was to find out the actual motivation that this young entrepreneur got to start her business and

still owe, which keeps her to run her company so successful. Despite, there are personal matters as daily demands of having some fashion beauty products or importance to have more freedom, which are important factors and reasons to become entrepreneurs. However, this article will argue if the motivation for women to become entrepreneurs comes from the issues that they want to solve in order to make environment a better place to live or it is related to the financial interests only.

This is partially the result of the studies focusing on motivational factors with an opposite approach considering it either intrinsic or extrinsic (Elfving, 2008). Intrinsic motivation relates to a personal interest in the entrepreneurial duty, while extrinsic motivation relates to the external benefits that follow certain behavior (Carsrud, A. and Brannbak, M., 2011). This article is constructed as follows. The next section presents literature review on intrinsic and extrinsic motivation in entrepreneurs, emphasizing the limitation of its significant factors and the research gap in relationship with empirical studies of female-entrepreneurs motivational factors (Carsrud, A. and Brannbak, M., 2011). The third section presents research methods and philosophy. Section four presents qualitative data analysis discussing the details and findings as a contribution. Next, the final section contributes a discussion and presents the limitation as well as ethical consideration of the study.

## **Research Question**

Evaluate the factors that motivate females more to become entrepreneurs?

## **Research Aim**

To explore the 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

## **Research 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. On the other hand, the choice of methodology for this case study includes Ontological and Epistemological examination and some recommendations has been done upon the findings. This research paradigm philosophy was chosen to develop this research project in order to gain knowledge and to find out the reality of knowledge combined with approach, which will illustrate what is true and what is hidden in reality. This is one of the most effective ways, which is very suitable for this project and allows make theoretical as well as practical examinations in order to draw valuable findings (Duberley, J., Johnson, P. & Cassell, C., 2015).

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. Moreover, the 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). As it was mentioned, this article was conducted based on qualitative interview data collected from fashion beauty product co-founder, who is very young and successful entrepreneur from Canada. The reason to choose this woman entrepreneur and her company for this research project is also hidden in the inspiring story and in the motivational reasons why she became entrepreneur with her husband. A sense of the story and motivation that young entrepreneur launched her first fashion beauty product contributed to the understanding the experiences she provided during interview. Her story about becoming entrepreneur is unique and her experience about the decision she made to run own business and to become successful female entrepreneur is very inspirational. However, the understanding of successful female-entrepreneur includes plenty of different factors and circumstances, which are controversial. Following to the story of this young entrepreneur, it became clear that circumstances motivated and brought her to the idea to launch her own business. At the same time, the personal characters could play the main role to make that decision. Indeed, some researchers discuss and believe that wealth and status are the main motivators for entrepreneurs, which enable to combine success and risk at the some time (Segal, Bogia and Schoenfeld, 2005). However, there is another part of the story, which gives an idea how female successful entrepreneurs thinks about motivation. As the participant mentioned during her interview if you have strong emotions about a thing you do you will always find an opportunity to get success. She told when she was launching her own business and she started to record videos and making blogs about her fashion beauty products, that time she didn't have much expectations. In her believe it was just a way to share her love to as many people as possible. To the question how she get traffic to her blog or buyer for her fashion

products, she answered that all she did for the only reason to share her love with family, friends and the rest of the world.

Primary data for this particular case study was collected from the Interview held with participant. Also, there are secondary data gathered from websites and articles. Purposive sampling was implemented taking into consideration participant's successful entrepreneurial background as well as online-based brands with different prospective. The different business projects presents various business approaches and illustrates personal characters better in order to understand female entrepreneur and her motives. She was asked to explain about motivational factors that assisted her to start a business and helped her to overcome all the challenges she faces during her entrepreneurial journey. On the basis of the discussion and the ambitious characteristics of participant it has become evident of different factors of motivation that female entrepreneur has been experiences. It is important to notice that this female entrepreneur started her business with money borrowed from mother-in-law as well as with all the possible bank credits. It is apparent that the risk was even more than for the one who'll start a business with own money. However, as the young entrepreneur said the biggest risk in our life is doing nothing. The motivation for this woman was to start business, which can bring value for the customers and will change the market. Before making profit, she was concentrated on the quality because it was the main initiation that she started to sell hair products. Once she spent huge amount to buy hair extension for her wedding and the quality was so bad that she started to cry. And that was a reason to explore the potential market in China and to order even better products for ten times less money. As she told everything happens for a reason and we all have to learn from our bad experiences and turn it into opportunities. Unlucky experience with hair extensions was a reason for young entrepreneur to create better products and to make her

customers happy and satisfied. As she told during the interview, the first thing she was worried about was value that she created and brought to market presenting the same hair products with less price and better quality (description, services) and only after all to make profit, which is logical for this case. Accordingly, if you create value and your product works for the customer effectively, all in all customers will appreciate and your efforts will be paid back. For this case, it is obvious that explicit one followed implicit motivation for the young entrepreneur.

The main enthusiastic factor for this young entrepreneur female was to bring value and to change market for a better place for customers. Next, she was motivated by success she got in the first year selling all the inventory of her fashion beauty products, after paying everyone back and even buying more (Participant, 2018). During first year of the business, the company gained over million US dollar revenue, which was a big success and one of the best motivations as well. The way they keep motivation is creating a model for them that they use all the time. This model helps them to keep jumping from one success to another one and helps to overcome any challenges happening on the way ([www.huffpost.com](http://www.huffpost.com)). It is all about quality, value, consistency as well as authenticity. The participant as a successful female entrepreneur suggested to be more focused on the other things that are significant in the life, because as more you do it, as more money you will get. This case study reports on the outcomes of the following main interview questions: 1. What was the reason and initiation to start your own business? 2. What are the most important motivational factors to be successful without losing enthusiasm? 3. What is the most important advice you'll give for new start-uppers?

These questions were used as a point to start the conversation, why conversation, because each interview took a relatively various directions related to the questions, which were appeared during the interview.

Moreover, by using open questions, it gave an opportunity for interviewer to give spontaneous answers and description about the entrepreneurial journey she started and still on the way of perfection. Furthermore, these open questions assisted to have insight about the thoughts, emotions and actions, which sometimes mean more than any words (Charmaz, 2006). The interview took around two hours and were recorded as well as transcribed. The interview took place in Russian and in English, thus after the interview the translation was reviewed and edited by native English speaker in case to keep and not to lose the meaning of discussion.

The epistemological approach gave an opportunity to gather primary and secondary data, which are known to be true in order to make comparisons and to understand the validity of the facts and information gathered from the interviews, articles, business journals and reliable websites.

According to Mavi and Carlson (1992), it was found that all the empirical studies had positivist approach. However, this case study is based on interpretivism, which is subjective interpretation of the primary and secondary data in order to be fully understood. The subjective and argumentative interpretations of the facts are effective for drawing out new useful to built new theories and ideas. Case study research helps study the phenomenon in its natural way answering to the questions how and why.

This case study was also generated from an objective viewpoint and was observed and described as it was in reality (Levin, 1988). So, this gave an opportunity to manipulate the reality with variations in order to understand regularities and the relationship between theoretical part and practice.

It became evident that the different factors that motivate female entrepreneurs have got direct connection with goals. Perwin (2003) brought description about objectives as mental characterization of what the coming future could be related to enabling entrepreneurs to preserve. Still, goals are essential for self-efficiency, which certifies what entrepreneurs

intend to gain and particularly what kinds of objective they put for themselves. It also became clear that goals motivate individuals being as a direction or instruction and have influence on persistence. According to Schjoett (2009), motivation presents a significant connection between desire and action. Next, this means that objectives and motivations have a greater role in forecasting entrepreneurial behavior than any other factors.

## **Literature Review**

“Woman Entrepreneur”: According to Bouzekraoui and Ferhane, a female entrepreneur is the one who has built, bought or inherited a company, who deals with all sorts of responsibilities and risks including financial, administrative as well as social in daily management routine (Bouzekraoui and Ferhane, 2017).

Motivation and Entrepreneur: According to Jean Bertr and Say, in the 19th century the entrepreneur was an individual who does something for economic prospective and achievements (Carsrud and Brannback, 2009). Nowadays, there are different understandings and reasons for an individual to build venture, which emerged in the sphere of social entrepreneurship. For example, social achievements are the basic initiators. Moreover, it is also known for different lifestyle to be driven by goals and motives, which could be economic but not for increasing economic objectives.

Intrinsic and extrinsic motivation in Entrepreneurs: According to Carsrud (2009) motivation is known to be either intrinsic, extrinsic or both. The difference of intrinsic motivation in comparison with extrinsic is that it relates to a personal interest in the entrepreneurship duty. Extrinsic motion relates to an external benefits that follows determined performance. These

two motivations are not equally and mutually exclusive. For example, one can be motivated by both to present an entrepreneurial movement (Elfving, 2008). On the other hand, internally entrepreneurs may be driven to prosper and achieve an objective, while externally they may inspired to get prosperity and authority etc. Intrinsic motivation can be also defined as internal generated satisfaction for the entrepreneurs who launch social ventures having no benefits but inner satisfaction.

New models of work: Are female and male entrepreneurs really that different? Kamberidou explains that female entrepreneurs can play a key core role in a new technological era that we all live in. She emphasized that female entrepreneurs are more than successful in social media than males. Moreover, she-entrepreneurs in the US are more likely to have success and minimize risks in their enterprises and having higher living standards living flexible and in harmony than males (Kamberidou, I., 2013).

## **Description of context and participants**

This article draws upon the factors from the practical lens to investigate and to throw light on female's motivation to start their own business projects. Female entrepreneurship is progressively popular and it has benefits related to positive revenues and risk minimization, which was supported by Kepler and Shame (2007). In female entrepreneurship much attention was paid on researching the cause of motivation finding contradictory and irresponsible results (Carsrud, A. and Brannbak, M., 2011).

Whereas, many entrepreneurial studies assume that female entrepreneurs are mostly motivated by external rewards and benefits such as authority, financial success, social acceptance, freedom etc. However, there is a lack of proof that these above-mentioned factors are real motivators (Carsreed, 2009). In order to have insight about the reality of extrinsic factors, this

article will draw on the lens of the extrinsic factors as a part of motivation for female entrepreneurs, instead of being the main factors for motivation. It aims to answer the following main question: what factors motivate females more to become entrepreneurs. The case study is developed on the basis of the company dealing with fashion beauty products, which was founded by young and very successful female entrepreneur. This case study is important to conduct in order to better understand how motivations for women to become entrepreneurs is experienced as progressing integration of having better life and more freedom as well as bringing more value to their life. Women find their motivation in different ways including the idea of having life balance as well as success in global business. The only participant of this case study is the founder of fashion beauty Products Company who is young Canadian successful female entrepreneur. She chose to keep herself and about the brands to be confidential.

### **Explanation of data collection steps**

This research project was conducted based on qualitative method approach. The primary and secondary data were used to examine and generate this research. Primary data was collected on the basis of the fashion beauty product company's case study interviewing the founder with open questions. The products and the company were examined beforehand in order to have more precise idea about the business. Correspondingly, during the interview, which took place once and lasted about two hours were asked more precise questions about the entrepreneurship. While, participant mentioned that internal factor were the only possible motivators for herself to start a business, there are some authors who declare that external factors are the main motivation to launch a business

(Elfving, 2008). Thus, there was also necessity to examine the secondary data to draw accurate findings.

### **Explanation of data analysis**

During the interview with young female entrepreneur, she indicated that motivational factors are vary based on entrepreneur. By the way, what makes you different from others is your unique personality and the belief. As a successful female entrepreneur recommended if you want to be motivated in order to get success you have to belief yourself before anyone can believe in you (participant, 2018). As she said, it is also important to set goals with clear personal mission statement and always to stay positive, as there is no one who will think about your own fortune, however, by delivering value for others is a key factor for happiness, which works nor only for your customers, but first for yourselves and for your fortune. These all are literally small hack key smart solutions that as an entrepreneur motivate to be wiser and successful.

### **Preliminary findings**

The preliminary findings are related to the secondary data, which strengthen my knowledge and enlarged literature. For example, there was found different aspects of entrepreneurial motivations and how that intention may effect on subsequent behavior. Also, there was found out how female entrepreneurs can be challenging and modifying traditional approach of professional success: job, study, career.

### **Discussion that emerged from findings**

It has become evident that fashion beauty product company, which was found by very successful young entrepreneur is one of the unique enterprises that sell without selling and it is possible. They make organic sell, which means they don't use the word "buy" in any campaigns. Moreover, this brand is based on intrinsic motivational factors that create extrinsic satisfaction. The all above mentioned are probably the main knowledge they do value while developing the business. Also, it became clear from the case study that the young entrepreneur started to run her business just for the reason to satisfy her personal needs as well as to support all the people who have the same daily issues. However, it would be better if the young entrepreneur from the case study discussed more about the financial issues and about the opportunities to overcome them. It would be better to discuss more about extrinsic and formal factors that can also work not only for promotion in social media.

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## **Qualitative Research**

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**Module Title:** Qualitative Research

**Assignment Title:** Reflective Review

**Lecturer:** Dr. Allison Wylde

## **Introduction**

My observations from the case study based on fashion beauty product company gave me an opportunity to understand what can be a reason for a woman who used to work in banking sphere to leave everything and to become an entrepreneur. It is very important to have insights about person's motives to become entrepreneur. Accordingly, the open questions interview helped me to recognize the personal characteristics of the participant, her nature, inner motives, actual feelings, thoughts and actions that made her a very successful entrepreneur. Also, the theoretical part and all the relative reviewed articles helped me to have more knowledge about entrepreneurship as well as to conduct the interview in more professional way in order to compare how theory works in practice and questions will play main role to conduct my research project effectively.

## **Reflection #1**

The first learning from the case study and from the interview, which I had with our successful female entrepreneur, was:

- **To turn any problem into a golden opportunity.**

The above mentioned statement was the reason and the main motivation for the participant to start her own business, which could benefit not only her but also all the women have the same problem with fashion beauty products (hair extension). I do consider that ability as a very important mark of true leadership. She mentioned that everything happens for a reason and those things don't happen to you but just FOR you, which means everyone has to

put effort and make success in all situations. It is very important to remember that if you take responsibility for your life issues, you authorize yourself to be able to overcome those challenges turning them into opportunities. So, human mind is a muscle, which can be trained for finding the most creative solutions for business, the way to engage more potential customers and innovate. This approach will help problems to open new worlds (Participant, 2018). Also, she added that in case you have a business idea you shouldn't lose a time and you have to implement your ideas into action immediately. As she the same day, when she bought hair extensions and was extremely disappointed because of the quality and money she spent on it. However, the same day and the night she started to explore the Chinese market and made the first trial orders, which was transformational for her life and for her career turning into a huge and prosperous business opportunity. So, as participant indicated: *" take advantage from anything happens in your life and turn it into new opportunities"*.

## **Reflection #2**

The next but not the least discovery for me was the following:

- **What makes you different from others is your unique personality, what makes your company different from other companies is the VALUE of your business.**

One of the reasons to choose this fashion product company as a case study for this research project was the inspirational young female entrepreneur and her successful company. It was really interesting to observe how a woman could set up an online-based company and to get success in this current highly competitive business world. I learnt many interesting factors

about the entrepreneurship journey from this prosperous woman entrepreneur. As she indicated the most important factor is you and your character. If you want your company to be successful you have to start from your personal characteristics. It's important to build, to start think and to act as many prosperous leaders or entrepreneurs do and live. The personal characters are very important for any situation, so you have to bring changes in your daily routine and start building your future with small steps. What makes you different from others is your unique personality and the belief. As a successful female entrepreneur recommended if you want to be motivated in order to get success you have to believe yourself before anyone can believe in you (participant, 2018). Accordingly, to think about the uniqueness of the products you want to sell, because your product should bring value for others and bring difference. If it doesn't, the success won't last too long. So, delivering value for others is a key factor for happiness, which works not only for your customers, but first for yourselves and for your fortune. These all are literally small but key smart solutions that as an entrepreneur motivate to be wiser and successful.

### **Reflection #3**

The last and the biggest learning for me was the case study related to the successful entrepreneurship was:

- **Intrinsic motivational factors bring external satisfaction.**

It became clear that for the participant internal factors were the only possible motivators for herself to start a business and she emphasized the importance of internal factors more than external one. While Carsrud (2011) highlights external factors as the main motivation to launch a

business, however, the case study and the practical approach makes contradictions. The participant discuss how it was important for her to make others feel happy and satisfied with the products they buy, which means the best motivation for herself was the value that she contributes for the customers through supplying the best quality products with the best price and services. Also, it was a new discovery for me to see how it is possible to sell without selling. This means that the participant make a blogs taking daily videos to engage more auditorium and present her daily routine, where she uses her fashion beauty product and never say its so good you can buy it in the certain websites. All in all, it became new discovery for me to see how effective is to sell without selling and to make organic campaigns.