

THE ROLES OF WOMEN IN ENTREPRENEURSHIP

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Abstract

The aim of this research is to evaluate the important roles of women in entrepreneurship. This paper provides the limitation and the solution for women being a successful entrepreneur. It is important to find the solution of the limitation to inform women that they have the same right and chance with men in entrepreneurship field. Besides that, they can improve their soft skill while dealing with various situations.

Keywords: business, economy, entrepreneur, entrepreneurship, roles, women

INTRODUCTION

Nowadays, many women want to be independent to survive in a challenging life. They have the patience to do variety of positive activities that can increase the income of themselves and family. Among the activity that they did was to start their own businesses. Normally, women start businesses with their own capital. They will use strategy to market products or services to an area close to where they live. This approach is done by giving samples to potential customers for using their services. In addition, they will also use social media and publication to market their product. In the early stages, they will do business through the house. At this stage, social media is an important medium for disseminating information to customers. Business development and capital will motivate them to enlarge the business by building a more suitable place for their business activities.

The concept of entrepreneurship has a wide range of meaning. According to Cantillon (1755), an entrepreneur is a person who undertakes to do a job. The term entrepreneur is a French word first coined by him. Meanwhile entrepreneurship means the involvement which not only the process that leads to the setting up of a business entity but also the expansion and development of an on-going concern. Entrepreneurship is an area that provides many advantages and benefits to those involved.

This field has great potential to grow in the future if they have adequate knowledge and skills. Knowledge and skills needed in this field is marketing skills including communication, face risks, solve problems, be creative, and many more.

Women's participation in entrepreneurship is seen as a big role in the economic development of the country. This involvement can bring awareness to the public those women equal opportunities with men in the field. This is because previously

entrepreneurship is monopolized by men. The success of some leading figures of women entrepreneurs in this country can inspire everyone. Datuk Dr. Maznah Hamid and Datuk Seri Dr Hasmiza are examples of successful women entrepreneurs in their respective fields. They have faced and experienced the difficulties before becoming successful entrepreneurs. Both women have proved that women are able to succeed in entrepreneurship.

There are several businesses that are often run by women entrepreneurs. This business includes selling clothes, scarves, food products, health and beauty products, provide health services and so forth. They see this field can give good returns and the chance to progress in the future. This field will also be able to benefit in the long term if it can grow and gain a high market demand. This field is not only beneficial to entrepreneurs who run the business, but can open up job opportunities to the public. This can reduce the rate of unemployment, especially among school leavers and university. In addition the salary they get from a job done, they can gain work experience in the entrepreneurial sector. This experience can help them to build confidence when dealing with the public. In addition, there are also students who become agent dropship to sell a product to earn additional income.

ISSUES

In this paper, we can identify several issues regarding the roles of women in entrepreneurship. Based on the observation from the previous study, there are some limitations of women in entrepreneurship. Some of the limitations are:

- The discrimination of women such as harassment and public perception
- Men monopolized entrepreneurship field.
- The difficulties to find capital at the early stages and maintain their business.
- The unstable economy situation cause the business development becomes slower.
- The mentality and lack of confidence for being an entrepreneur.
- Financial problems in the family and poverty.

RESEARCH QUESTIONS

- How to remove or avoid the public perception on discrimination of women in entrepreneurship field?
- How to create awareness to the public that women have the same right in this field?
- Which fund is suitable to help the new entrepreneur to start and maintain their business?
- What is the best solution for entrepreneur while facing the unstable economy?
- What is the suitable activity or program that can build confidence level?
- Are they able to solve financial problem and poverty after being an entrepreneur?

RESEARCH OBJECTIVES

The purpose of this paper is to evaluate the roles of women in entrepreneurship. In order to achieve this purpose, we can identify the sub-goals:

- To avoid the public perception on women's discrimination in entrepreneur field.
- To develop public awareness which women has the same right with men at this field.
- To identify the suitable fund for entrepreneur.
- To show the way on facing unstable economy.
- To propose activity or program that can build confidence level.
- To improve their family income.

LITERATURE REVIEW AND PROPOSED FRAMEWORK

Based on the previous research, there are several reasons for women to enter entrepreneurship field. Terrell and Troilo (2010) stated that some women become an entrepreneur because there are many benefits to them. They can earn money instead of doing household work. Most women stop working after getting married. This is because their husband wants them to focus on family matters. They need to play the role of mother and wife to do all household work. Besides that, their husband wants to reduce cost to hire a maid. However, there are women who take the opportunity to start their own businesses through their homes. They can do housework and generate income at the same time.

There are many limitations that women face to involve in entrepreneurship field. According to Maden (2015), women entrepreneurs experience many difficulties in starting up and maintaining their business. The major problem is finding capital; less training and access to information; commitment to family and work; lack of community support; and legal procedures. All of these problems are limiting their activities in the entrepreneurship field. This will cause them difficulty to survive and make improvement in their respective fields. They need to be creative and smart to deal with all the obstacles and risks. All obstacles should be made as a challenge and a learning process to move forward in the future. Then, Neergaard & Thrane (2011) have criticized about neglecting gender in entrepreneurship field. They discussed about breadwinner-caretaker model. It refers to the responsibility of a mother who has to concern on childcare. A mother, especially an entrepreneur must know how to manage her time between family and career to be a strong breadwinner.

Nevertheless, every problem has solution. Teoh & Chong (2014) mention that fund from the ministry and government agencies can help women to develop their business. These agencies have provided schemes and support facilities such as skill trainings and entrepreneurship programmes for the entrepreneur. They really need fund because capital is a really important issue to start and maintain the business. Besides that, they also have awareness campaign; helpdesk; and rebranding and networking exercise.

These activities can help them to upgrade their business and also their skills. Mandel & Noyes (2016) stated that education through entrepreneurship experience, programs and courses should be introduced to the new entrepreneurs. This is because instead of having practical, these groups also need to have some information from the theory. They can get new knowledge and can engage with other entrepreneur to share their experience while attend those programs. This knowledge is very useful to them if a similar situation occurs in their business.

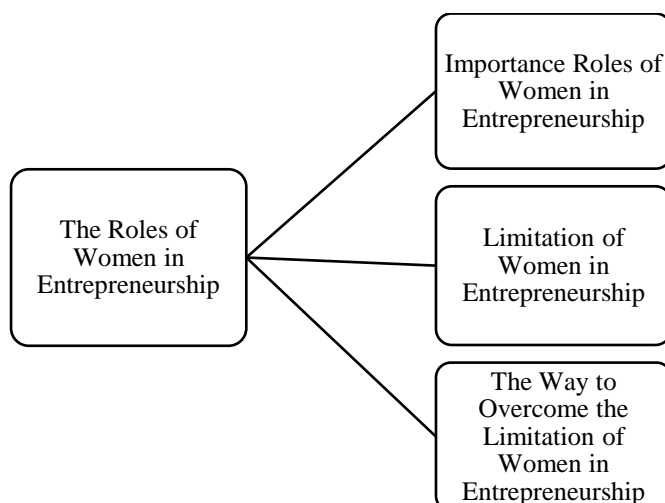


Figure 1. Theoretical Framework.

Based on the previous research, there will be changes in term of public perception toward women who involved in entrepreneurship. Women entrepreneur is not a new thing now. Hopefully, more women realize the importance of their roles in the field of entrepreneurship. In addition, we hope that all assistance provided by the government and other agencies can help those who have the skills and desire to become a successful entrepreneur. Therefore, more women involved in this field because it provides many benefits in the long term.

CONCLUSIONS

In conclusion, we have found many issues in “The roles of women in entrepreneurship”. The issues are related with roles, limitation and the solution of women in entrepreneurship. The ministry and government agencies should play big roles on providing the suitable schemes and support facilities to the entrepreneur. By having this research, we are hoping that we can develop and help women to become successful entrepreneur.

However, there are some obstacles for women to achieve success in entrepreneurship. This includes the perception of the public. Many argue that women are more suited to be a housewife than become entrepreneurs. This is because women need to carry out their responsibilities as mother and wife in a family. They need to manage time wisely to

provide a balance between family and career. In addition, to be successful women entrepreneurs, they need to have good skills in marketing especially. This aspect is important to ensure that all the products or services offered recognizable and easy to market.

Women's participation in this field does not only benefit them, but can also contribute to the economic development of the country. The existence of this field has cause the increase of job opportunities and poverty reduction. The economy has also become more developed and stable.

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