



The effect of changes (time, profession, etc.) on the position of women entrepreneur

Nasim,tavakol¹

1 Faculty of Managment, Central Tehran Branch, Islamic Azad University, MS Student. Department Of management . Tejarat Electronic Arsh Gostar(ETAG CO). member of the board and Genaral Sales Manager, n.tavakol@agkgroup.com,marketing@etago.com, <https://www.linkedin.com/in/nasimtavakol>

Abstract

Introduction: in the developed countries, paying attention to women's job has been always considered by planners to realize social development.

Purpose: this study has investigated the effect of changes created (time, profession, etc.) on position of women entrepreneur in Comprehensive Center for Women and Family Empowerment and Entrepreneurship.

Method: statistical population of this study consists of managers, experts and women entrepreneur in Comprehensive Center for Women and Family Empowerment and Entrepreneurship. The size of population is infinite. Using sampling method and according to Krejcie-Morgan table, a minimum number of 384 people are introduced for the study and about 215 users responded. The method applied in this study is descriptive-survey method in kind of applied research and correlation. Required data was collected and was classified in Excel file as reference data. Moreover, the hypotheses are tested using LISREL equation structure software.

Results: obtained results showed that professional positions (job and learning) of the current age can affect position of women entrepreneur according to traditional methods of entrepreneurship, knowledge and the knowledge development in a growing business, meeting personal needs of women and promotion of use of information communication technology (ICT) to facilitate affairs.

Key words: gender, technology in entrepreneurship, women's skills



1. Introduction

When talking about employment and entrepreneurship of women, number of employed women comes to mind; although the highest amount of employment is belonged to rural and self-employed and also urban women entrepreneur. Hence, one of the most important indicators to measure degree of development of a country is the importance and credit of women of the country. As half of total population of the world is formed of women and two-thirds of working hours is filled by women, only 1 tenth of the income of the world and only one percent of ownership of properties and assets are belonged to women. Lack of participation of women in economic activities can be a problem in way of development of country. Entrepreneurship can play an important role in development and economic growth of states as a modern phenomenon in field of economics. Nowadays, entrepreneurship plays key role in countries with competitive economic system and market-oriented states. In other words, in a dynamic economy, ideas, products and services change continuously and in this field, the entrepreneur can bring a pattern to cope with the new conditions. Hence, in a wide range, all active elements in economics (consumers, suppliers and investors) must consider entrepreneurship and they must be also entrepreneur for their part. The concept of entrepreneurship has been always existed throughout the human creation. Nowadays, entrepreneurship is a common term among many people (Mokaya et al, 2012). Necessity of women's entrepreneurship must be enhanced through increasing and expanding job opportunities based on creativity that its cultural-value burden is controllable. As women have tender and motherly nature, they must choose a job that they are prepared for it from every aspect. Therefore, according to importance and role of women in the society, this study is aimed in investigating the effect of the changes such as job, knowledge and development on position of women entrepreneur.

2. Theoretical framework and research hypotheses

Entrepreneurship

Today, the term "entrepreneurship" can remind concepts such as innovation, risk-taking, creation of structure of an economic and social unit, personal satisfaction and independence seeking. All people believe that entrepreneurship is driving motor of economic development of developing and developed countries. Entrepreneurship is the process of creation and achievement to opportunities and following them with paying no attention to currently available resources. One main aspect of entrepreneurship is to identify and use opportunities to expand smaller companies. Entrepreneurship refers to the process of innovation and use of opportunities with abundant effort and taking financial, mental and social risks with the motivation of gaining financial gain, need for achievement, personal satisfaction and independence (Hisrich, 1985). Entrepreneurship is a process of supplying new thoughts and ideas, use of available opportunities and facilities relying on knowledge and the profession related to it and risk-taking. An entrepreneur provides required conditions such as land, workforce, materials and capital to realize desired ideas. Moreover, an entrepreneur uses decision making power, skills and personal talents to design, organize, establish and manage the new department and realizes the desired ideas to make money. Entrepreneur is not a



capitalist; although such person can use stagnant capitals properly. Moreover, such person may have inventor, scientist, and expert and may use arts of other people. Jeffry Timmons believes that entrepreneur creates a valuable thing from nothing. Bill Gates believes that the most solutions are discovered elsewhere and they should be identified and transferred from that scope to the internal scope and this is same entrepreneurship (Motahari, 2007: 37 and Antunez, 2016).

Women entrepreneur

Lavey Dina (1995) has defined women entrepreneur as follows: women who create a business by themselves or with cooperation of others or through heritage and take the financial risks and social, moral, and mental risks and attend in daily affairs and create new products with creativity and innovation to overcome competitors in the market (Golrad, 2005: 103). Brush (1990) believes that women entrepreneurship includes all activities of women in field of cooperative or independent self-employment, quarterback and all single ownership and new businesses (Djiver, 2006: 3). According to limited number of studies about women entrepreneurship, definition of women entrepreneurship is also limited. One of the definitions is presented by Wells (1998). From perspective of Wells, women entrepreneur is a person who creates new business and investigations. He believes that women entrepreneurship includes all women's activities in field of cooperative self-employment, independent self-employment and quarterback and all single ownership and new businesses (Djiver, 2006: 5).

Expansion of research hypotheses

Over the past 30 years, entrepreneurship is changed into a desirable social behavior, so that many countries today are aimed in planning to develop it as a social evolution and change. Promotion of entrepreneurship is the main issue of policy makers at least for two reasons: economic effect and idea of entrepreneurs as agents of change, growth and innovation (Byer et al, 1997).

Entrepreneurial behaviors such as creation and establishment of business can be trained and learnt. Hence, according to Peter Dracker, entrepreneurship is behavior and based on theory and not based on inspiration and illumination (Collins et al, 2004).

Natasha and Karen (2017) have conducted a study to investigate critical perspectives on migrant small businesses among Thai women entrepreneurs in Sweden. Obtained results from this study showed challenging normative perspective in entrepreneurship according to gender approach of perceiving business activities of Thai women. Moreover, family structure, the duration of immigration and labor market status are the factors affecting position of Thai women entrepreneurs in Sweden.

Fatima and Muneer (2016) have investigated factors affecting performance of women entrepreneurs in SMEs. The results obtained from the study showed that the most effective factors include entrepreneurship goals, incentives and legal factor. Sarker and Palit (2014) have explored the main success factors of women entrepreneurs in achievement to technology, individual skills, education and incentives, freedom and social security, commercial property,



helping easy regulations, family support and guarantee of quality and facing risks. (Abisheva et al., 2018)

According to the results of various studies, various factors can affect position and success of women entrepreneurs including psychological-personality characteristics (Sarker & Palit, 2014; Papzan et al, 2008; Ray & Charles, 2005; Ferris et al, 2002), economic factors (Coy et al, 2007), demographic factors (Ferris et al, 2002), network o / Communications factors (Sarker & Palit, 2014; Shabbir & Gregorio, 1996), social factors (Sarker & Palit, 2014) and legal factors (Sarker & Palit, 2014; Coy et al, 2007).

According to the mentioned, the hypotheses and research model are presented as follows:

Hypothesis 1: professional positions (job and learning) of current age can affect position of women entrepreneur due to traditional methods of entrepreneurship.

Hypothesis 2: knowledge and the knowledge development in a developing business can affect position of women entrepreneurs.

Hypothesis 3: social-cultural changes and discourses can affect position of women entrepreneurs.

Hypothesis 4: meeting personal needs of women can affect position of women entrepreneurs.

Hypothesis 5: promotion of using ICT to facilitate affairs can affect position of women entrepreneurs.

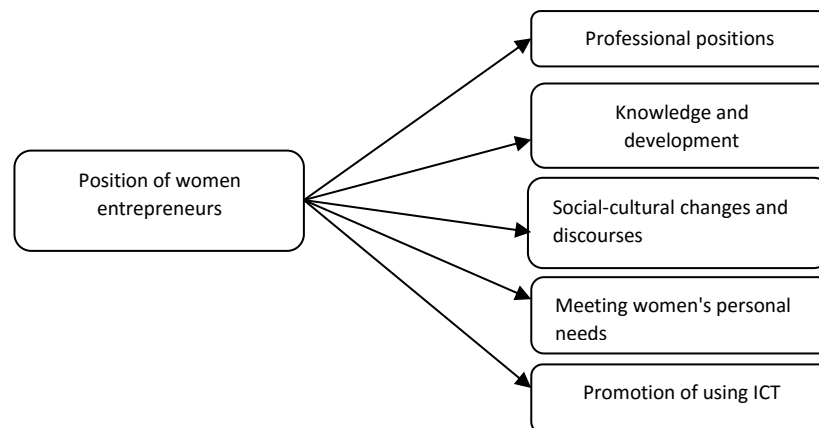


Figure 1: conceptual model of research

3. Methodology

In terms of purpose, this study is an applied research and in terms of data collection method, it is descriptive research and in terms of control level, it is among field studies and in terms of research level, it is causal-relational research. Statistical population in this study consists of managers, experts and women entrepreneur in Comprehensive Center for Women and Family Empowerment and Entrepreneurship. The size of population is infinite. In this study, cluster sampling is used at the first. To select individuals, simple random sampling is used. Using



sampling method for infinite population and according to Krejcie-Morgan table, a minimum number of 384 people are introduced for the study (384 questionnaires were distributed and only about 215 people responded and the return rate of questionnaire is equal to 56%).

Data collection instrument and data analysis

In order to collect theoretical literature of information about the literature of the studied topic, library method and documented studies are used. one of the main methods for data collection in this study is library method, so that the required theoretical discussions of the study are collected from relevant sources such as books, articles, theses and the sources available in databases and libraries of universities and Higher Education Institutes. In this study, questionnaire is used for purpose of data collection. The questionnaire is derived from research conducted by Irene Kamberidou (2013). The items of measurement of main research variables are designed based on Likert scale and are pointed from totally agree to totally disagree (table 1). After this step, the mentioned items are presented to professors and experts to consider their attitudes to adjust and correct items and to confirm validity of the questionnaire.

Table 1: variables and measurement methods

research variables	measurement criteria
professional positions (job and learning)	5-point Likert scale, average of questions 1-5
knowledge and development	5-point Likert scale, average of questions 6-10
social-cultural changes and discourses	5-point Likert scale- average of questions 11-15
meeting women's personal needs	5-point Likert scale- average of questions 16-18
promotion of using ICT	5-point Likert scale- average of questions 19-22
position of women entrepreneurs	5-point Likert scale- average of questions 23-27

Reliability of research instrument

In order to measure reliability of the questionnaire, Cronbach Alpha is used in SPSS-21 software. Cronbach alpha is regarded as an estimation of reliability of research instrument and can specify correlation of internal instruments of research. Reliability coefficient (cronbach alpha) is a function of number of items in the questionnaire dividing to heterogeneous samples in answering questions. The table 2 has presented results obtained from testing reliability for each group of research variables.



Table 2: reliability test

variable	Cronbach Alpha	result
research questionnaire	83.8	confirmation of reliability

In the following, the data are collected using Excel software in frame of data reference. The method of testing hypotheses in this study is research data using equation structure software of LISREL_{8.50}.

Data analysis and results

According to table 3 (appendix 1), almost 44% of respondents are in age range of 20-30 years old; 20.5% are in age range of 31-40 years old and about 36% are in age range over 41 years old. Moreover, education level of the respondents is as follows: 51% of respondents are in BA level and about 49% of respondents are in MA and higher educational levels. According to the table 3, about 47% of respondents are female and 53% are male. Moreover, 41% of respondents have work experience of 5 years and below, 14% have experience of 5-10 years and 42% have work experience over 10 years. Moreover, to test normality of distribution of answers related to each factor, Kolmogorov-Smirnov test is used. According to table 4 (appendix 2), the results obtained from K-S test is significant for no one of studied variables and hence, the distribution of variables is normal.

Equation modeling of research model

This section presents the model of standardized values:

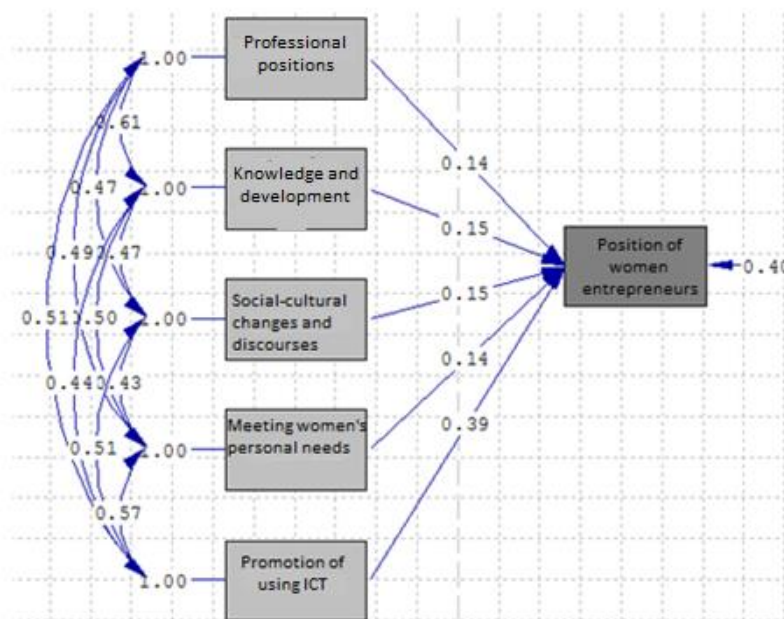


Figure 2: final structural model of research in state of standard estimation



Moreover, significance level of the correlation between variables is as follows:

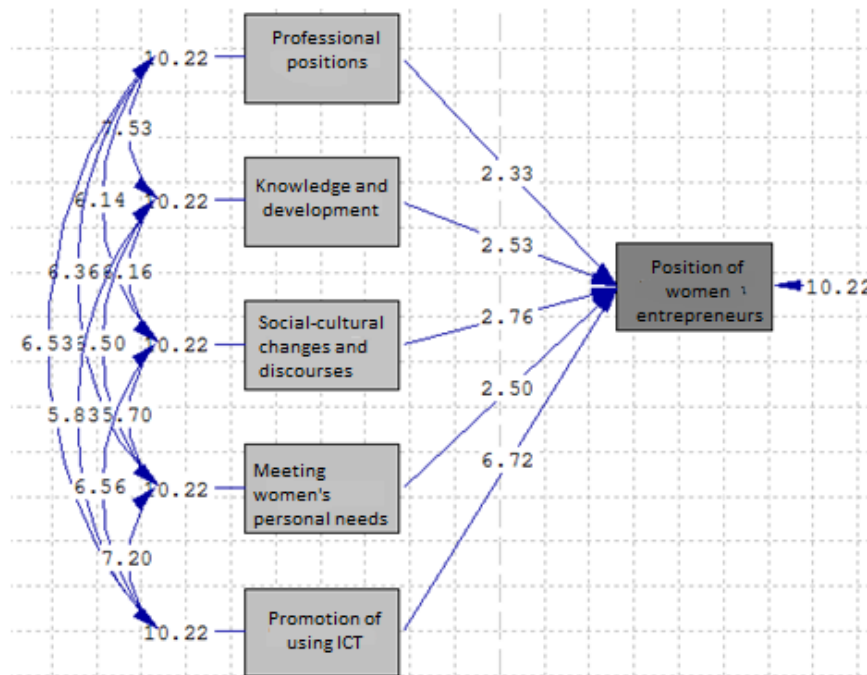


Figure 3: final structural model of research in significant state

Other values of final model are presented in table 5.

Table 5: values of final model

hypotheses	Standardized value (Landa)	Standard Error	T-value	R ²	p-value	result
hypothesis 1	0.14	0.034	2.33	0.6	P<0.05	confirmed
hypothesis 2	0.15	0.033	2.53	0.6	P<0.05	confirmed
hypothesis 3	0.15	0.051	2.76	0.6	P<0.05	confirmed
hypothesis 4	0.14	0.032	2.5	0.6	P<0.05	confirmed
hypothesis 5	0.39	0.049	6.72	0.6	P<0.01	confirmed

Standard estimation values of factor loads calculated using Maximum Likelihood Method are presented in table 5. These values that are called as the term "λ" are used for standard estimation of latent variables in Structural Equation Modeling and the values are comparable. Moreover, values of standard estimation error show error level in raw estimation of factor loads. The lower values (close to 0) show more exact estimations and lower confidence interval.



Research model fitness

In structural equation modeling, the model estimations can be reliable, when the model has sufficient and good fitness.

Table 6: final model fitness indices

index	acceptable range	value	result
χ^2/DF	$\chi^2/DF \leq 3$	2.81	confirmed
RMSEA	RMSEA < 0.09	0.069	confirmed
GFI	GFI > 0.9	0.93	confirmed
AGFI	AGFI > 0.85	0.90	confirmed
CFI	CFI > 0.90	0.93	confirmed
IFI	IFI > 0.90	0.93	confirmed

All fitness indices used here show that the model has good fitness. Hence, it could be found that the research model has high ability to measure main research variables. According to standard nature of model, the results of LISREL are reliable.

According to table 5, the results obtained from testing research hypotheses using structural equation modeling are as follows:

Hypothesis 1: professional positions (job and learning) of current age can affect position of women entrepreneur due to traditional methods of entrepreneurship.

According to standard estimation of variable of effect of professional positions (job and learning) of current age due to traditional methods of entrepreneurship on position of women entrepreneurs to 0.14 and values of $T=2.33$ and $R^2=0.6$; it could be found that at confidence level of $p < 0.05$, the professional positions (job and learning) of current age can affect position of women entrepreneurs due to traditional nature of entrepreneurship methods. Hence, the H1 is confirmed.

Hypothesis 2: knowledge and the knowledge development in a developing business can affect position of women entrepreneurs.

According to standard estimation of the effect of knowledge and the knowledge development in a developing business on women entrepreneurs to 0.15 and values of $T=2.53$ and $R^2=0.6$, it could be found that at confidence level of $p < 0.05$, knowledge and development in a developing business can affect position of women entrepreneurs significantly. Hence, the H2 is confirmed.

Hypothesis 3: social-cultural changes and discourses can affect position of women entrepreneurs.



According to standard estimation of effect of social-cultural changes and discourse on position of women entrepreneurs to 0.15 and values of $T=2.76$ and $R^2=0.6$, it could be found that at confidence level of $p<0.05$, social-cultural changes and discourse can affect position of women entrepreneurs significantly. Hence, H3 is confirmed.

Hypothesis 4: meeting personal needs of women can affect position of women entrepreneurs.

According to standard estimation of the effect of meeting personal needs of women on position of women entrepreneurs to 0.14 and values of $T=2.5$ and $R^2=0.6$, it could be found that at confidence level of $p<0.05$, meeting personal needs of women can affect position of women entrepreneurs significantly. Hence, H4 is confirmed.

4. Discussion and conclusion

Entrepreneurship is the core and gravity center of effort and work and advancement in modernity age. It was observed in this study that women in field of entrepreneurship in modern societies have created many changes and development in all economic, social, cultural and political activities and have been considered as the most important instrument for modern entrepreneurship. As it was mentioned, women play key role in economic cycle of d\family and the society because of their creative perspective and high skills and as the breadwinners and main factor raising children. If the conditions are provided for activity and employment in society for women as such huge force that can take various kinds of actions formally and informally, their potential talents and skills would be actualized and they can be effective and useful not only for making money and welfare of family, nut also they can be also a capital resource for their country. Although cultural actions are required to refine inequality and sexism, women must not wait for changes passively, but also they must take effort to deform and change the existing conditions. The process of entrepreneurship begins with formation of a thought and idea and is implemented through choosing best ways and approaches, supplying resources and overcoming the obstacles. Economy of a society can be successful based on entrepreneurs. Success factor of entrepreneurs, especially women entrepreneurs, is finding creative methods to meet more desires and expectations using modern technologies and lower costs. Moreover, women entrepreneurs can change the bottlenecks and environmental threats into new opportunities and communicate the market through using their creativity and risk-taking ability.

5. Applied suggestions

Empowerment of motivation of women and enhancement of their individual and personality characteristics such as creativity, power and credit is useful. Also, educational workshops and training courses can be hold for them with participation of successful women entrepreneurs. Moreover, role of information resources of women entrepreneurs is important in field of success development and making these information sources available for them can be useful.



6. Research limitations

This study has had some limitations as follows:

1. The bottlenecks existed in field of selecting statistical sample and hard access because of scatter of statistical samples
2. Weakness in documentation of research objectives and lack of access to the information registered
3. Data collection instrument in this study has been questionnaire that measures attitude of the respondent and hence, the instrument has innate limitations.

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Appendix 1: demographic statistics

Table 3: demographic description of research

demographic variable		frequency	frequency percent
education	BA	111	51.4
	MA and higher	104	48.6
age	20-30 years old	94	43.8
	31-40 years old	44	20.5
	over 41 years old	77	35.6
gender	male	115	53.4
	female	100	46.6
work experience	5 years and below	88	41.1
	5-10 years	35	16.4
	10-15 years	15	6.8
	15 years and more	77	35.6
total		215	



Appendix 2: normality of variable distribution

In this study, to test normality of the answers related to each factor, Kolmogorov-Smirnov test is used. This test is used to test the claim about normality of data distribution of a quantitative variable. Statistical hypotheses in this test are as follows:

H0: data distribution is normal

H1: data distribution is not normal

In case of confirmation ($p\text{-value} > 0.05$), distribution of deviations is normal. Obtained results from this test are presented in table 4.

Table 4: results of testing normality of data distribution

variable	Kolmogorov-Smirnov		
	stat	df	sig
professional positions (job, learning)	1.183	214	0.122
knowledge and development	1.310	214	0.065
social-cultural changes and discourse	2.251	214	0.122
meeting women's personal needs	0.857	214	0.312
promotion of using ICT	1.547	214	0.187
position of women entrepreneurs	1.812	214	0.096

According to table 4, results of K-S test is significant for no one of studied variables. Hence, distribution of variables is normal.

Appendix 3: software outputs

DATE: 11/25/2016

TIME: 20:45

L I S R E L 8.50

BY

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Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

Structural Equations

$$\text{MoghZana} = 0.079 * \text{MoghHer} + 0.084 * \text{DaneTose} + 0.14 * \text{TaghEjFa} + 0.081 * \text{BaraNiaz} + 0.33 * \text{TarvFana}, \text{Errorvar.} = 0.13, R^2 = 0.60$$

(0.034)	(0.033)	(0.051)	(0.032)	(0.049)	(0.012)
2.33	2.53	2.76	2.50	6.72	10.22

Covariance Matrix of Independent Variables

MoghHer	DaneTose	TaghEjFa	BaraNiaz	TarvFana
---------	----------	----------	----------	----------

MoghHer	1.00
(0.10)	
10.22	

DaneTose	0.61	1.00
(0.08)	(0.10)	
7.53	10.22	

TaghEjFa	0.28	0.28	0.36
(0.05)	(0.05)	(0.04)	
6.14	6.16	10.22	

BaraNiaz	0.49	0.50	0.26	1.00
(0.08)	(0.08)	(0.05)	(0.10)	
6.36	6.50	5.70	10.22	

TarvFana	0.34	0.30	0.21	0.39	0.46
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(0.05) (0.05) (0.03) (0.05) (0.04)
6.53 5.83 6.56 7.20 10.22

Goodness of Fit Statistics

Goodness of Fit Statistics

Degrees of Freedom = 62

Minimum Fit Function Chi-Square = 170.22 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 174.20 (P = 0.00)

Estimated Non-centrality Parameter (NCP) = 112.20

90 Percent Confidence Interval for NCP = (76.59 ; 155.45)

Minimum Fit Function Value = 0.45

Population Discrepancy Function Value (F0) = 0.30

90 Percent Confidence Interval for F0 = (0.20 ; 0.41)

Root Mean Square Error of Approximation (RMSEA) = 0.069

90 Percent Confidence Interval for RMSEA = (0.057 ; 0.081)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0052

Expected Cross-Validation Index (ECVI) = 0.61

90 Percent Confidence Interval for ECVI = (0.52 ; 0.73)

ECVI for Saturated Model = 0.48

ECVI for Independence Model = 4.24

Chi-Square for Independence Model with 78 Degrees of Freedom = 1580.13

Independence AIC = 1606.13

Model AIC = 232.20

Saturated AIC = 182.00

Independence CAIC = 1670.35

Model CAIC = 375.46

Saturated CAIC = 631.56

Normed Fit Index (NFI) = 0.89

Non-Normed Fit Index (NNFI) = 0.91

Parsimony Normed Fit Index (PNFI) = 0.71

Comparative Fit Index (CFI) = 0.93

Incremental Fit Index (IFI) = 0.93

Relative Fit Index (RFI) = 0.86

Critical N (CN) = 203.17



Root Mean Square Residual (RMR) = 0.041

Standardized RMR = 0.057

Goodness of Fit Index (GFI) = 0.93

Adjusted Goodness of Fit Index (AGFI) = 0.90

Parsimony Goodness of Fit Index (PGFI) = 0.64

Time used: 0.016 Seconds