



**AFRICAN WOMEN ENTREPRENEURSHIP IN A
GLOBAL CONTEXT**

By:

Dr. Andrea Smith-Hunter, Siena College Management Professor
Joshua Hunter, Dartmouth College Student



Student Stress Table of Contents

- Introduction
- Literature Review
- Methodology
- Results
- Conclusions

Introduction: Part I

- **Historical Context:** Women have been entrepreneurs for centuries, despite facing numerous challenges.
- **Cultural Shift:** Modern views now recognize women as legitimate income earners, a contrast to historical limitations on property and resources (Chamlee-Wright, 2002).
- **Family and Kinship Networks:** Extended families and female kinship bonds play a crucial role in passing on resources, knowledge, and skills to future generations of women entrepreneurs (Chamlee-Wright, 2002).

Introduction: Part II

- **Objective:** This paper explores:
 - Trends in global women's entrepreneurship.
 - Comparative analysis of women entrepreneurs across different continents.
 - Factors influencing success from human, social, and financial capital perspectives.
- **Purpose:** To provide a comprehensive understanding of women's entrepreneurial conditions and offer insights for future studies and practical applications.

Literature Review Key Findings Part I:

- **Nair (2016):** Identified barriers for women entrepreneurs, such as lower credibility, work/family conflicts, and difficulty accessing financial capital compared to men.
- **Lim et al. (2013):** Compared entrepreneurial orientation in the U.S., Korea, Fiji, and Malaysia, finding that male entrepreneurs were less risk-averse and more innovative than female counterparts.
- **Achtenhagen et al. (2013):** Examined Nordic countries, highlighting how women entrepreneurs are often “invisible” and how government support and incubators aid their growth.
- **Reavley et al. (2008):** Studied women entrepreneurs in six countries, noting key success factors such as networking and business education, with family attachments being critical, especially in Poland and the Czech Republic.

Literature Review Key Findings Part II:

- **Juan et al. (2020):** Used institutional theory to explore how gendered institutions impact female entrepreneurial activity, finding that cognitive gendered institutions have the most significant effect.
- **Tambunan (2009):** Focused on Asian countries, showing that women-operated SMEs are vital but often face high attrition due to lower capital and skills.
- **Cheragi et al. (2014):** Analyzed growth expectations across Algeria, Morocco, Tunisia, France, and Belgium, finding that education and competencies influence entrepreneurial motives and growth expectations differently across cultures.
- **Baughn et al. (2006):** Global study of 41 countries, concluding that positive societal attitudes towards entrepreneurship and gender equality enhance female entrepreneurial activity.

Methodology Part I

- **Study Design:**

- Survey method used to collect data from women entrepreneurs.
- Sample: 220 respondents from 20 countries across 4 continents.

- **Objective:**

- Examine human, social, and financial capital of women entrepreneurs.

- **Data Collection:**

- Survey included 46 questions on demographics, behavior, attitudes, and capital variables.
- Snowball sampling to recruit participants.

Methodology Part II

- **Analysis:**

- Quantitative analysis using SPSS for descriptive statistics.
- Data collected via self-completion, close-ended questions.

- **Ethics:**

- Informed consent obtained.
- Data used for academic purposes only.
- Aggregate data reported to ensure respondent anonymity.

- **Outcome:**

- Detailed insights into business operations and capital measures of women entrepreneurs.

Results: Business Longevity

Finding

- Many respondents have been in business for over 15 years.

Implication

- Suggests long-term financial stability despite smaller business size.



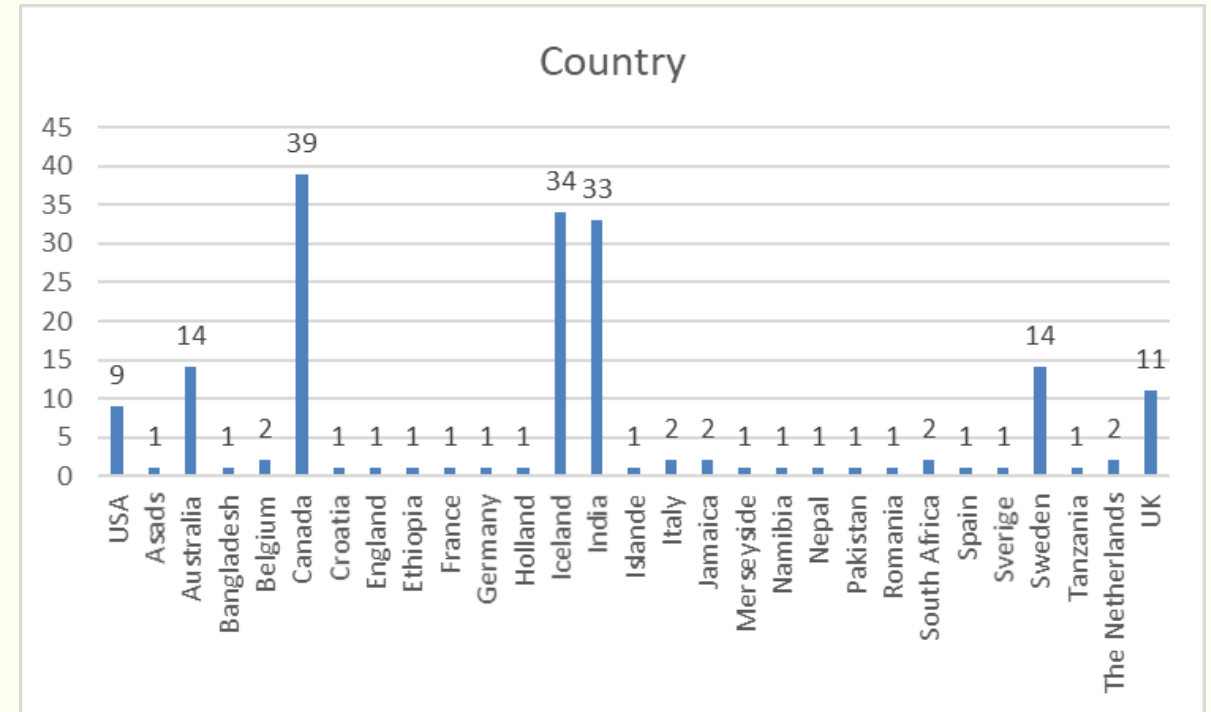
Results: Geographic Distribution

Finding

- Majority of respondents are from Canada, India, and Iceland.

Implication

- Limited data from Australia, Sweden, and the UK may affect the comprehensiveness.



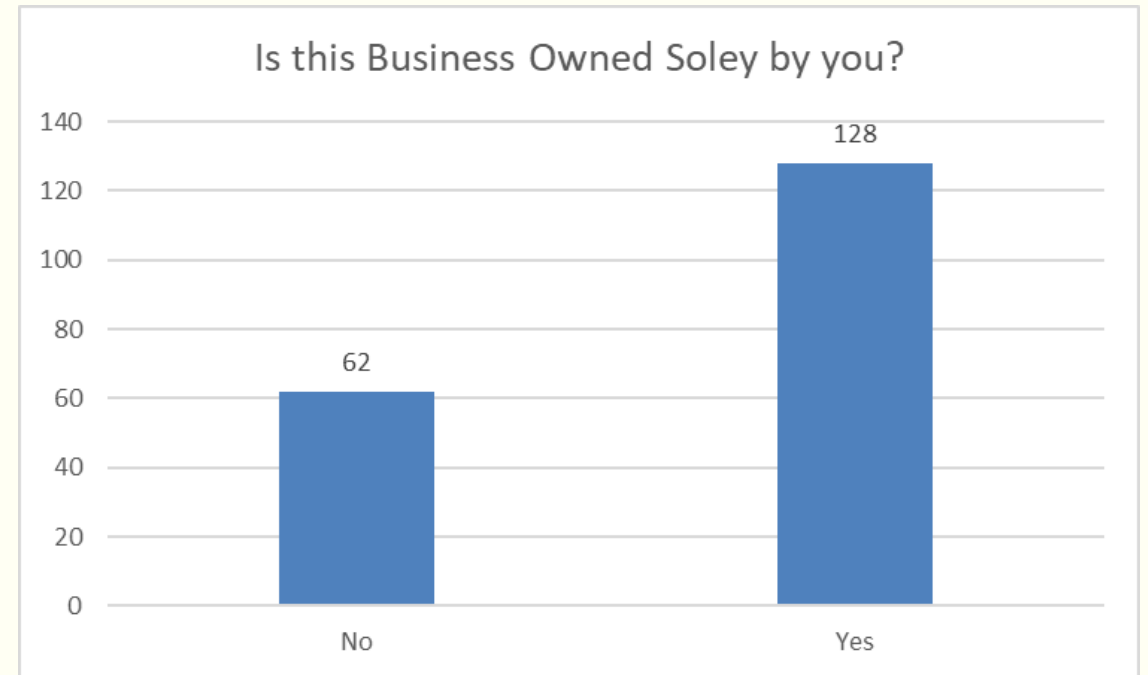
Results: Business Ownership

Finding

- One-third are sole proprietors; 56% operate sole proprietorships.

Implication

- Sole proprietorships are common due to ease of establishment and lower barriers.



Results: Capital Acquisition

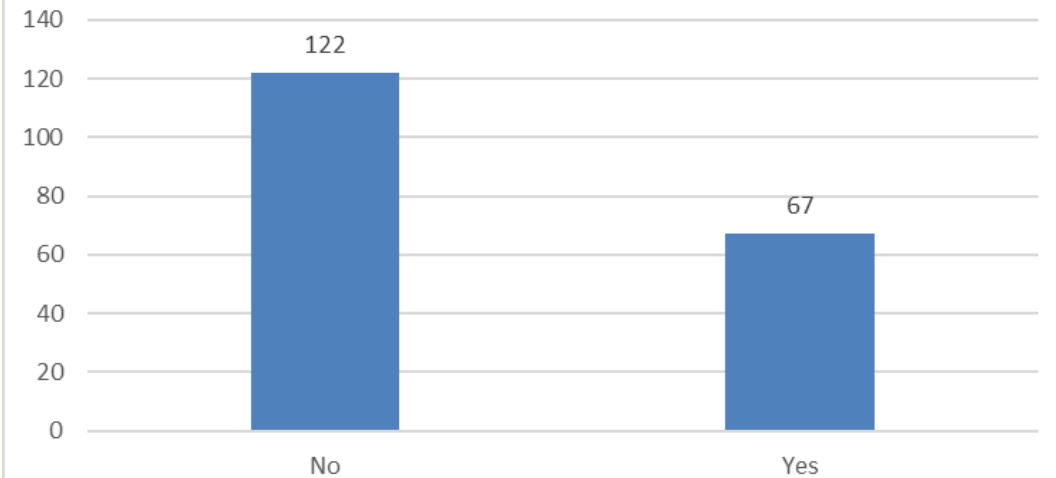
Finding

- 65% did not face significant difficulties in obtaining funds.

Implication

- Minimal barriers for sole proprietors may ease funding challenges.

When you started this business, did you have difficulties obtaining financial capital?



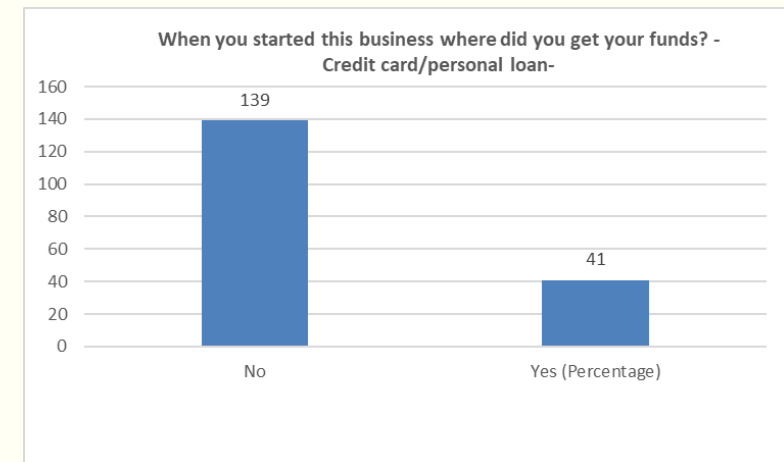
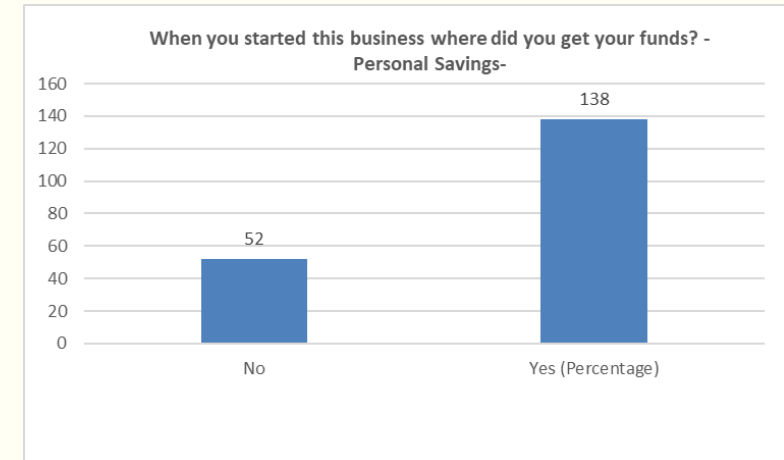
Results: Funding Sources

Finding

- Personal savings and credit cards/personal loans are the most common sources of funds.

Implication

- Limited use of bank loans and family loans indicates reliance on personal resources.



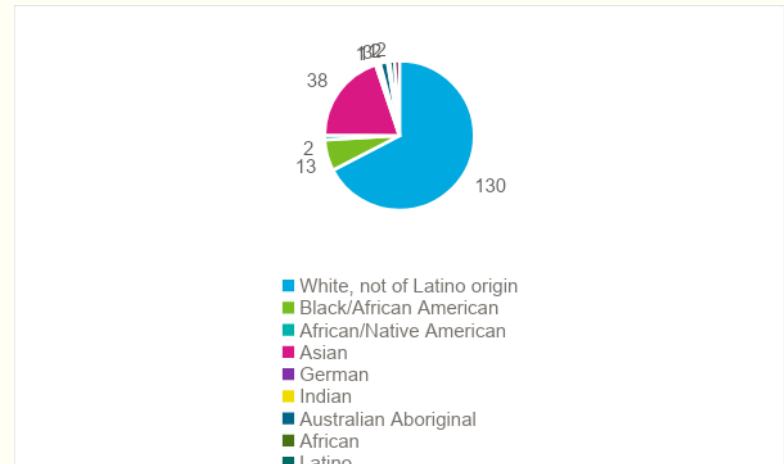
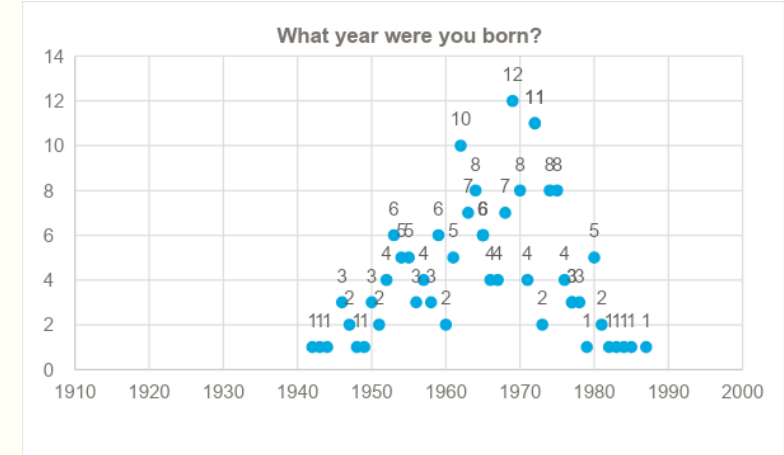
Results: Demographics

Finding

- Respondents are primarily aged 40-60, mostly white (71%), and 68% are married.

Implication

- The profile suggests a mature, predominantly white, married demographic.



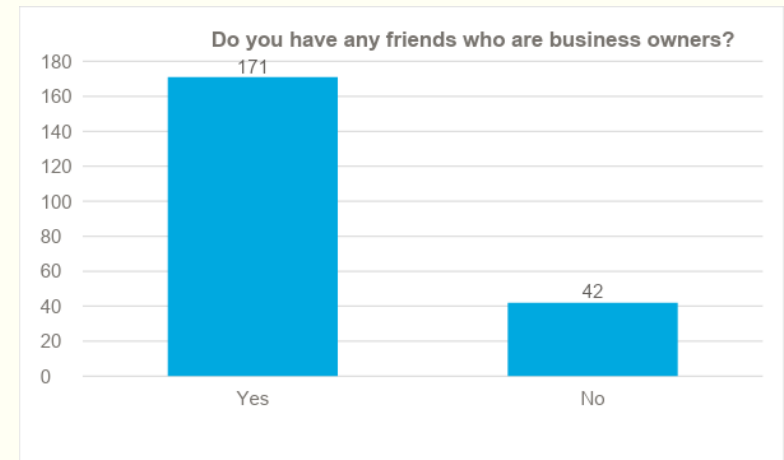
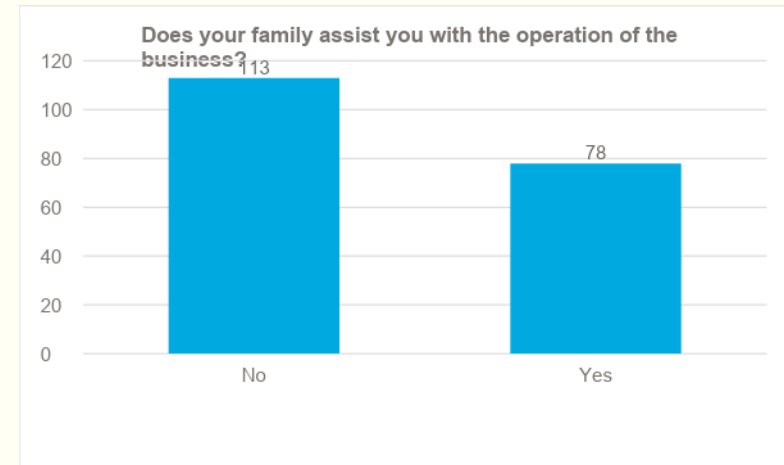
Results: Family Support and Social Support

Finding

- Over half do not receive family or friend assistance in business; few have friends who are business owners.

Implication

- Indicates limited social support networks among respondents.



Results: Home Based Businesses

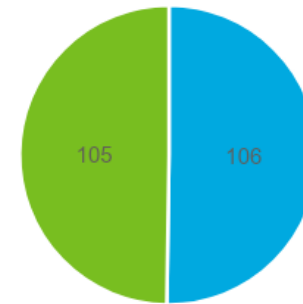
Finding

- 50% of businesses are based in home locations.

Implication

- Home-based operations are prevalent, reflecting the small scale and cost-efficiency of these businesses.

Is your business based in your home (oppose to a seperate office location)?



■ Yes ■ No

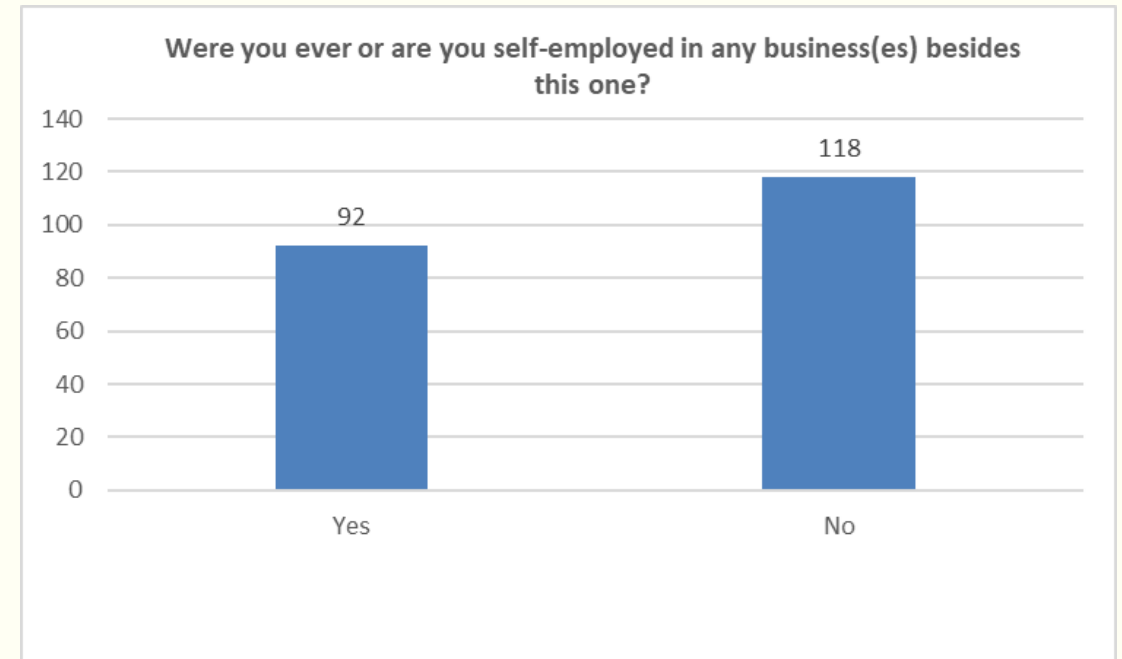
Results: Prior Business Experience

Finding

- Many had prior self-employment or business ownership experience.

Implication

- Previous experience contributes to business success and sustainability.



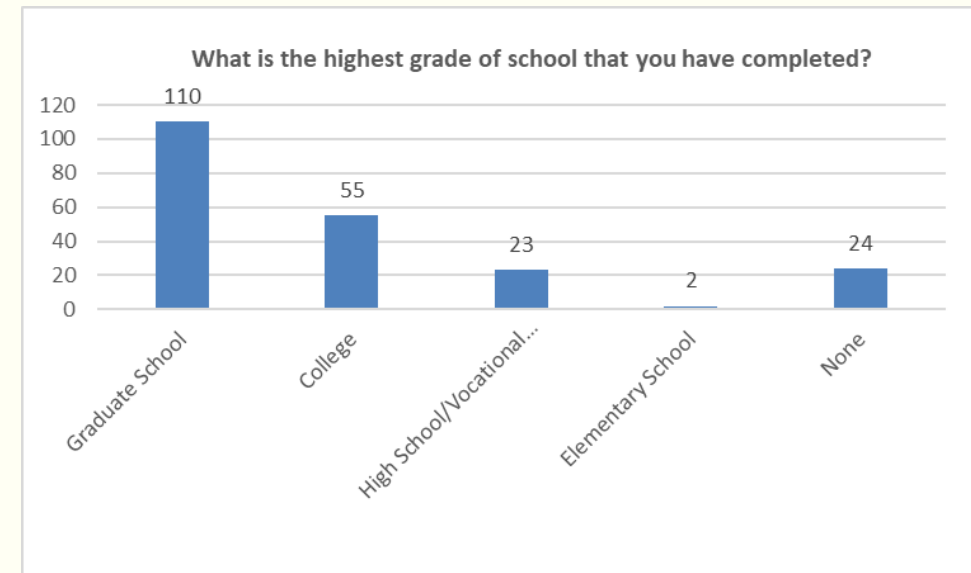
Results: Education

Finding

- Many business owners have college or graduate degrees.

Implication

- Higher education levels may positively impact business operations and success.



Results: Challenges Faced

Finding

- Common challenges include cash flow issues, competition, and work-family balance.

Implication

- Highlights significant areas of struggle for women entrepreneurs.

Results: Motivation and Entrepreneurship

Finding

- Key motivations include the opportunity to be their own boss, dissatisfaction with current employment, and familial responsibilities.

Implication

- Reflects a mix of opportunity-driven and necessity-driven motivations.

Conclusion: Opportunities

Innovation

- Necessity drives creativity, leading to new income streams and business models.

Global Reach

- Expanded customer bases through digital platforms.

Mentorship

- Access to in-person and virtual mentorship programs locally, nationally, and internationally.

Business Planning

- Creation and regular revision of adaptable business plans aligned with industry trends and changes.

Asset Ownership

- Building equity through owning assets and the business itself.

Conclusion: Challenges

Professions & Earnings

1. Women often work in less lucrative fields, affecting their ability to start and grow businesses.

Financial Knowledge

- Limited expertise in complex business financials.

Networking

1. Fewer strong professional connections and resources.

Work-Family Balance

1. Managing family responsibilities alongside business operations.

Gov. Red Tape

1. Navigating bureaucratic paperwork and lack of resources for assistance.

Risk Aversion

- Caution in business expansion opportunities.

Conclusion: Strategies for Overcoming Challenges

Engage in Online Learning

- Access free and paid resources to enhance financial and business knowledge.

Investment Workshops

- Attend workshops to understand investment even if not seeking immediate funding.

Task Prioritization

- Delegate tasks effectively and manage time to avoid burnout.

Adaptability

Regularly update business plans to address evolving internal and external factors.