



RELATIONSHIP BETWEEN WOMAN ENTREPRENEURS' DEMOGRAPHIC CHARACTERISTICS AND ENTREPRENEURIAL SUCCESS IN BATMAN, TURKEY*

Meral TUNÇ BARANOĞLU¹ Murat GÜMÜŞ² Feridun DUMAN³

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¹ MSc Researcher in Management, <https://orcid.org/0000-0002-5209-9992>, tuncmeral72@hotmail.com

² Batman University, School of Tourism and Hospitality Management, <https://orcid.org/0000-0002-0761-6989>, murat.gumus@batman.edu.tr

³ Batman University, School of Tourism and Hospitality Management, <https://orcid.org/0000-0002-0524-638X>, feridun.duman@batman.edu.tr

Sorumlu Yazar

E-mail: tuncmeral72@hotmail.com

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Abstract

In a global market, constant changes affect consumer perceptions and behaviours in a positive or negative way. These constant changes push entrepreneurs to find new product or service offerings that can react innovatively to remain strong in competition and in turn to increase profitability. In this process, entrepreneurs, in this case woman entrepreneurs, take on tasks such as developing strategies, production, management and developing innovative applications and capabilities in their business ventures. Therefore, the demographic characteristics of a woman entrepreneur leading to successful performance in the process is crucially important. Thus, the study looked at the relationship between woman entrepreneurs' demographic characteristics and entrepreneurial success. By doing so, the study first examined the related literature. The special attention was given to the demographic characteristics of entrepreneurs. Then, the study specifically targeted the woman entrepreneurs supported by Batman Small and Medium Industry Development Organisation (KOSGEB). Thus, the sample consisted of 127 woman entrepreneurs registered and supported by KOSGEB to from 2012 to 2017. The data were collected through the survey questionnaires. Later, the data were analysed through t-test and chi-square to find out the relationship between the woman entrepreneurs' demographic characteristics and the success in their entrepreneurship ventures. The findings showed that there was a significant and meaningful difference between the woman entrepreneurs' demographic characteristics and the family income. Some suggestions were offered for further research.

Keywords: Entrepreneurship, woman entrepreneurs, demographic characteristics, KOSGEB, Batman

BATMAN'DA KADIN GİRİŞİMCİLERİN DEMOGRAFİK ÖZELLİKLERİ İLE GİRİŞİMCİLİK BAŞARI İLİŞKİSİ*

Özet

Küresel pazarda, sürekli değişiklikler tüketici algılarını ve davranışlarını olumlu veya olumsuz yönde etkilemektedir. Bu sürekli değişiklikler, girişimcileri, rekabette güçlü kalmak ve dolayısıyla karlılığı artırmak için yenilikçi şekilde yeni ürün veya hizmet sunumlarını bulmaya itmektedir. Bu süreçte girişimciler, ki bu çalışmada kadın girişimciler, yeni iş girişimlerinde strateji geliştirme, üretim, yönetim ve yenilikçi uygulama ve yetenekleri geliştirme gibi görevleri üstlenmektedirler. Bunun için, başarılı bir performansa götüren süreçte kadın girişimcinin demografik özellikleri çok önemlidir. Bu nedenle, bu çalışma, kadın girişimcilerin demografik özellikleri ile girişimcilik başarı ilişkisini araştırmıştır. Çalışmanın bu amacıyla, önce ilgili literatür çalışmaları incelenmiştir. Bu literatür araştırması, girişimcilerin demografik özelliklerine özel vurgu yapılarak araştırılmıştır. Sonra, araştırma Batman Küçük ve Orta Ölçekli Sanayiye Geliştirme ve Destekleme İdaresi Başkanlığı (KOSGEB) tarafından desteklenen kadın girişimcileri örneklem olarak belirlemiştir. Dolayısıyla, örneklem 2012-2017 yılları arasında KOSGEB tarafından kayıtlı ve desteklenen 127 kadın girişimciden oluşmuştur. Araştırma verileri anket tekniği vasıtasıyla toplanmıştır. Daha sonra, veriler, kadın girişimcilerin demografik özellikleri ile girişimcilik başarı ilişkisini bulmak için t-testi ve ki-kare analizleri yapılmıştır. Bulgular, kadın girişimcilerin demografik özellikleri ile aile geliri arasında anlamlı bir fark olduğunu tespit etmiştir. Gelecekteki araştırmalar için bazı öneriler sunulmuştur.

Anahtar Kelimeler: Girişimcilik, kadın girişimciler, demografik özellikler, KOSGEB, Batman

1. INTRODUCTION

Entrepreneurial orientation is considered to be one of tacit human resources in explaining better performance of firms (Lim and Enwick, 2013). This in turn has made the subject of entrepreneurship in organizations such an area that academicians and researchers are required to investigate with an interest (Covin and Wales, 2011). Thus, entrepreneurship has become a buzz word in business management where entrepreneurs contribute a great deal to satisfy their customers for repeat business.

Entrepreneurial orientation is succeeded by developing new ideas. In doing so, some entrepreneurs take risks in succeeding their new ideas while others merely sell their ideas to companies that would be interested to invest as their new business venture or to update their existing products or services to sustain their businesses in the market. This shows that entrepreneurs create either new products or services or add some value to existing products or services in order to create new ones. This creativity reflects that entrepreneurs are creative by nature and adding values to national economies. To do so, entrepreneurs are willing to take risks. However, taking risks would be calculated in a pre-planned investment period and taking risks with their initiative entrepreneurs have great reward expectations. Bearing mind that how good planning entrepreneurs prepare for their ventures, some of their ventures are doomed to fail. In this context, entrepreneurs should see a failure as a learning stage for their next and new ventures. Thus, they have persistent personalities in pursuing their dreams (Thornberry, 2001).

The differences in entrepreneurial characteristics are reflected by the socio-demographic characteristics of entrepreneurs. Thus, the topic of the socio-demographic characteristics of entrepreneurs has taken considerable attention regarding the success of entrepreneurs or business ventures in the entrepreneurial literature. For instance, Chowdhury (2005) points out that the different characteristics of entrepreneurs from different socio-demographic backgrounds may be more effective within organisations or firms. Therefore, this study investigated the relationship between the woman entrepreneurs' demographic characteristics and the success in their entrepreneurship ventures.

2. LITERATURE REVIEW

Entrepreneurs and entrepreneurship

Entrepreneurs pay very much attention to their environment in which they consider to invest in the future. The potential investment they plan could be pragmatic to provide certain needs of targeted customers or could be intuitive springing from their desire to introduce new things into their markets. Whatever reason they have is to be an entrepreneur, they must prepare themselves either to be failed or to be successful in their entrepreneurship. In either case, they are heavily rely upon their past experience (Ball, 2005). However, entrepreneurs constantly adding new experiences into their past ones make themselves to have an innovative vision encouraging to create new things in order to prevent any failure they might face.

Therefore, the intuition entrepreneurs feel is strong and entrepreneurs are considered to be good observers of their environment. This combination enables them a capability to anticipate opportunities in uncertainty in their markets in advance. Entrepreneurs sometimes are not appreciated with their new ideas and they have to face some resisting against these new ideas. This is because, the new ideas in question might push new perspectives into the old ones or they might bring a totally new and different ideas to the existing ones, which make markets to become constantly innovative. In order to do that entrepreneurs use such a combination of skills including the skills of convincing, multi-faceted thinking and good communication. To add these skills, entrepreneurs are also seen as being resistant, persistent, self-confident, flexible and independent thinkers (Ball, 2005). Beyond these skills, for the success of their new ventures entrepreneurs should have these typical characteristics of being innovative, risk-taking, updated knowledge of how markets operate, know-how of production, skills of marketing, management and collaboration (Littuen, 2000).

Having established the general understanding about entrepreneurs, some definitions of entrepreneurship are given below to have a right use of the concept as follows:

A process of creating monetary and individual rewards whereby necessary time and labour are allocated and financial, social and psychological risks are taken (Coulter, 2001).

A process in which material and personal satisfaction is provided as a result of taking some financial, psychological and social risks, allocating time and making efforts and introducing new things (Hisrich and Peters, 2002).

A process of doing something new and different in order to create value in the society and increase the welfare of the society (Kokkranikal and Morrison, 2002).

A process of creating value through the use of resources together to take advantage of the opportunities in a market (Ball, 2005).

The definitions described above show a common feature that entrepreneurship is a process in which entrepreneurs create value or add value to existing products or services by taking risks in order to grasp market opportunities leading personal and financial gains. Thus, the best suited definition for this study is the one made by Ball (2005). This definition is easy to grasp to the concept of entrepreneurship in a way that it focuses upon the issues of creating value and opportunities in markets, which are the main focuses of entrepreneurs in general.

Demographic characteristics of entrepreneurs

In entrepreneurship, the demographic characteristics address importance in the success of entrepreneurs. Significant literature has addressed entrepreneurship according to demographic characteristics. For example, Sesen and Basım (2012) investigated the demographic characteristics of university students studying in the Sports Science School in relation to the entrepreneurship tendencies. They found out that the entrepreneurship tendencies of male students were higher than female students. On the other hand, there was no significant difference between age and entrepreneurship orientation. In a similar study, Lim and Envick (2013) conducted a study on the university students by using entrepreneurship orientation scale. The study showed that the entrepreneurship scale was determined as four dimensions named as risk taking, autonomy, competitiveness and innovation. Furthermore, the study found that the male students were more likely to take risks more than the female students.

Chowdhury (2005) investigated whether the demographic characteristics were important in forming an entrepreneurial team in an enterprise. The study determined that the age factor was important in establishing entrepreneurial team spirit in an enterprise. Lerner, Brush and Hisrich (1997) examined the factors affecting the performance of 200 Israeli women entrepreneurs doing business in developed countries of America and Europe. They observed that the characteristics of developed countries, which expressed social structure such as work, family and having a regular social life, were effective on the success of women entrepreneurs. The study also found another important finding was that the female employees, who have less salaries and opportunities than the male employees in business life, are able to be equal to men in business life through entrepreneurship.

Rodriguez-Cohard and Ruenda-Cantuche (2011) examined the effect of education on entrepreneurship. The study demonstrated that education had a positive effect on the intention and attitude about entrepreneurship. The study further found that entrepreneurs as being individuals developed more on their self-efficacy and attitudes. The study also suggested that entrepreneurship should be a module subject in the schools that should be included not only in the universities but also in primary and secondary education. To add upon this, Steward et al. (2003) found that entrepreneurship versatility may change according to different cultures. This versatility might be affected by different entrepreneurship education and entrepreneurship-related policies that cause differences in entrepreneurship orientation among countries.

Wagner and Sternberg (2004) pointed out that the entrepreneurship activity of individuals was affected by a wide range of factors. The differences between the demographic characteristics among these factors directly affected the entrepreneurship of individuals. For example, women show less entrepreneurship than men, and young entrepreneurs are more entrepreneurs than other age groups. On the other hand, Orphans and Orphans (2006) found that there was a low relationship between

entrepreneurs' age and education levels and job satisfaction and positive attitudes. According to these researchers, the tolerance level of the entrepreneurs in later ages was higher when compared to the young entrepreneurs. In other words, it was stated that applying more paternalistic attitudes in the management of young entrepreneurs would be a correct approach. As the level of education increases, the positive attitudes of entrepreneurs also increase.

Next, how the research methodology adopted for the study is explained.

3. METHODOLOGY

The study aimed to find out the relationship between the woman entrepreneurs' characteristics and the success in their entrepreneurship in the city of Batman, Turkey. The special attention was given to the woman entrepreneurs that received the grants from KOSGEB. In this context, the very purpose of KOSGEB providing grants to the woman entrepreneurs is to bring an equal opportunity to women's lives. In this perspective, this study initially looked at the characteristics of the women, and then, it tried to find out the entrepreneurial success relationship with these characteristics. Thus, this section first presented the hypotheses based upon the literature mentioned above, and then, the sample of the study and the data analysis were explained and finally the study displayed the findings in accordance with the hypotheses.

Hypotheses

In the light of the published literature, this study basically sought to answer the relationship between the woman entrepreneurs' demographic characteristics and the success in their entrepreneurship. Therefore, based upon the literature mentioned above, the study developed four hypotheses (H):

H1: There is a significant and meaningful difference between before-after grants support of KOSGEB and the family income level in the woman entrepreneurship in Batman, Turkey.

H2: There is a significant and meaningful relationship between the woman entrepreneurs' work experiences and the success in their entrepreneurship ventures in Batman, Turkey.

H3: There is a significant and meaningful relationship between the woman entrepreneurs' education level and the success in their entrepreneurship in Batman, Turkey.

H4: There is a significant and meaningful relationship between the woman entrepreneurs' marital status and the success in their entrepreneurship in Batman, Turkey.

Sample and Data Analysis

The sample of the study consisted of the woman entrepreneurs supported by Batman KOSGEB Directorate since 2012. According to the records of Batman KOSGEB Directorate, a total of 157 women were registered from 2012 to 2017. Between the years of 2012-2017, the woman entrepreneurs were supported with the grants of 3.500.000 TL. Out of 157 woman entrepreneurs, 127 women were volunteered to fulfil the survey questionnaire for the study. Thus, the sample of the study was well represented by the woman entrepreneurs that were supported by KOSGEB.

Therefore, the study included 127 survey questionnaires as its data to be analysed. For the data analysis, the study used SPSS (Statistical Package for Social Sciences) for Windows 13.0. Version. In order to test the study hypotheses t-test and chi-square analysis techniques were implemented. The study findings were presented in the following part.

4. FINDINGS

This part presented the study findings under two headings. The first heading displayed the demographic information about the woman entrepreneurs. The second heading demonstrated the finding of the data analysis in order to test the hypotheses for the study.

Demographic Characteristics

This first heading specifically looked at the demographic characteristics about the woman participants. Specifically, the demographic characteristics were examined according to age, marital status, income and education levels (see Table 1 below).

The age of the woman entrepreneurs was ranged from 20 years old to 55 years old. The age groups were categorised in three sub-groups, which were displayed as the groups of 20-29, 30-39 and 40-55 years old. By examining Table 1, the highest woman participants (53.5%) were grouped at the age group of 30-39. The second age group (26.8%) was followed by the group of 20-29. The last age group (19.7%) was the group of 40-55. The sample age groups were well represented according to the ages of the woman entrepreneurs.

The majority of the woman entrepreneurs were married (74.8%). The group of the single woman entrepreneurs was at 25.2%. These demographic characteristics showed that the most of the woman entrepreneurs had a family. This information reflects that the woman entrepreneurs are responsible individuals for their entrepreneurship ventures. Otherwise, the low entrepreneurship rates of the single women suggested that there were obstacles to a single woman from starting and running their business ventures.

Table1: Demographic Characteristics of the Participants (n=127)

Demographic Variables	n	%	Demographic Variables	n	%		
Age	20-29	34	26.8	Educational Level	Non-literate	6	4.7
	30-39	68	53.5		Literate	11	8.7
	40-55	25	19.7		Primary School	38	29.9
Marital Status	Single	32	25.2		Secondary School	22	17.3
	Married	95	74.8		High School	27	21.3
Family Income Level* (TL)	01-999	46	36.2		Undergraduate Degree	21	16.5
	1000-1999	53	41.7		Vocational Course	2	1.6
	2000 and over	28	22.0				

*The income level displays the income level before the woman entrepreneurs' ventures.

Table 1 above showed that the family income level varied from the group of up to 1000TL to the group of 2000TL and over. Bear in mind, this income level reflects that one of the reasons was the family income level that the woman entrepreneurs entered into their entrepreneurial ventures. The highest family income group ranged between 1000-1999 with 41.7%. The following highest family income group (01-999TL) was comprised of 36.2%. On the other hand, the smallest group (22%) had the highest income level in the study sample. The overall reflection was that the disadvantaged woman entrepreneurs were targeted by KOSGEB as the family income levels showed a low level income of the woman entrepreneurs.

The education level showed that the majority of women that ventured into a business had a degree of a primary school (29.9%). The rest of the educational level (52%) except the undergraduate degree comprised of non-literate, literate, secondary and high schools. To reflect on this information, the low level of education of the women went into entrepreneurship with the grants provided by KOSGEB.

Testing Hypotheses

This part presented the findings (testing hypothesis) produced by the data collected from the woman entrepreneurs supported by the grants of KOSGEB. More specifically, this part demonstrated the analysis in order to test the hypotheses developed for this study.

H1: There is a significant and meaningful difference between before-after grants support of KOSGEB and the family income level in the woman entrepreneurship in Batman, Turkey.

Table 2 below examined H1 whether there was a difference between the before-after grants support of KOSGEB and the family income in the woman entrepreneurship. For this reason, t-test was applied to the data of the study in order to find out this difference in the hypothesis. t-test showed that the difference between the pre-test and post-test in the family income was significant ($p= ,000$). Moreover, t value justified that there was a meaningful difference ($t= 10,274$) in the family income between before and after the grants of KOSGEB benefited by the woman entrepreneurs in Batman. Thus, H1 was accepted.

Table 2: Difference Between Before-After Grants Support Of KOSGEB and Family Income

Grants of KOSGEB	n	Mean	SD	SDD	df	t	p
Before	127	3,0630	1,30778	0,11605	126	10,274	,000
After	127	4,4409	1,00517	0,08919			

H2: The is a significant and meaningful relationship between the woman entrepreneurs' work experiences and the success in their entrepreneurship ventures in Batman, Turkey.

Table 3 below showed the analysis of chi-square in order to test H2 for the study. In this hypothesis a significant relationship was sought after between the experience and the success in the woman entrepreneurship. However, the chi-square test produced $p = ,456$ ($\chi^2 = 0,505$; $p > 0,05$) for H2. Thus, the study did not find any relationship between the woman entrepreneurs' work experience and their success in their entrepreneurship. Based upon this finding, H2 was rejected.

Table 3: Relationship Between Woman Entrepreneurs' Work Experience and Success In Their Entrepreneurship Ventures

		Work Experience		Total	χ^2	SD	p
		Yes	No				
Success in Entrepreneurship	Yes	51	50	101	0,555	1	,456
	No	11	15	26			
	Total	62	65	127			

H3: There is a significant and meaningful relationship between the woman entrepreneurs' education level and the success in their entrepreneurship in Batman, Turkey.

Table 4 presented the analysis of chi-square to test H3 for the study. As seen in Table 4 below, the analysis did not produce a significant relationship between the woman entrepreneurs' educational level and the success in their entrepreneurship ($p = ,172$). Thus, H3 was rejected.

Table 4: Relationship Between Woman Entrepreneurs' Educational Level And Success in Their Entrepreneurship

		Education Level							Total	χ^2	SD	p
		Non-literate	Literate	Primary School	Secondary School	High School	Vocational Course	Undergraduate Degrees				
Success in Entrepreneurship	Yes	6	11	30	18	21	2	13	101	9,026	6	,172
	No	0	0	8	4	6	0	8	26			
	Total	6	11	38	22	27	2	21	127			

H4: There is a significant and meaningful relationship between the woman entrepreneurs' marital status and the success in their entrepreneurship in Batman, Turkey.

Table 5 displayed the findings of chi-square test to test H4 for the study. As reflected in Table 5, the chi-square test did not produce a significant and meaningful relationship between the marital status of the woman entrepreneurs and the success in their entrepreneurship as p value of the analysis was ,820 ($\chi^2 = 0,052$). Thus, H4 was rejected.

Table 5: Relationship Between Woman Entrepreneurs' Marital Status And Success in Their Entrepreneurship

		Marital Status		Total	χ^2	SD	p
		Married	Single				
Success in Entrepreneurship	Yes	76	25	101	0,052	1	,820
	No	19	7	26			
	Total	95	32	127			

5. DISCUSSION AND CONCLUSION

This section initially presented the demographic characteristics of the woman entrepreneurs supported by the grants of KOSGEB in Batman, Turkey. Then, the study specifically looked at the relationship between certain demographic characteristics of the woman entrepreneurs and the success in their entrepreneurship. Finally, some conclusions were offered.

The demographic characteristics of the woman entrepreneurs were examined under age, marital status, family income and educational levels of the woman entrepreneurs. The age distribution of the participants reflected that the age group of 30-39 was comprised of the majority of the participants (53.55%). This demographic finding is supported by the study of Kocacık and Gökkaya (2005). This further shows that this age group of the participants would reflect their confidence in experience to begin with their entrepreneurial ventures. As for the marital status of the woman entrepreneurs, 74.8% of the participants were married. This demographic characteristic signals that both the participants' families and KOSGEB as being the grants provider were encouraging the married woman to be new entrepreneurs contributing to the economy as well as to their families. This finding is also supported by Wagner and Sternberg (2004). The family income level was low in general. 77.9% of the participants' families were earning less than 2000TL a month. One would argue that this would be the main reason for the participants to be new entrepreneurs to contribute towards the incomes of the families. This finding is also consistent with the study of Onay (2009). The final demographic characteristic for the study was the educational levels of the participants. The woman entrepreneurs' education levels surprisingly covered from the non-literate ones to the undergraduate degrees. However, the majority group (29.9%) was comprised with the participants that held a primary school diploma. The rest was followed by high school, secondary school and undergraduate degrees. The majority of the participants had a low educational level. This could be argued that any participant from any educational level could be a woman entrepreneur. However, Onay (2009) suggested that a higher educational level was expected from the potential entrepreneurs. Although this finding contradicts with the study of Onay (2009), the researchers carry a more positive view that every woman should be eligible for the grants provided by KOSGEB, so the disadvantaged women would be potential entrepreneurs to contribute to the economy as well as to their families.

The overall aim of this study was to find out the effects of the demographic characteristics upon the success of the woman entrepreneurs in their entrepreneurship. These were managed by testing four hypotheses as follows:

The relationship between before-after grants support of KOSGEB and the family income level in the woman entrepreneurship was significantly found in the study ($p = ,000$). Thus, H1 was accepted. This hypothesis justified that the majority of the woman entrepreneurs were oriented to earn more money and to contribute towards the family income. This understanding is also consistent with the study of Wagner and Sternberg (2004). The venture of a woman entrepreneur supported by KOSGEB also signals strong personality and confidence in woman as they do not leave behind any socio-cultural and family responsibilities. So the woman entrepreneurs are seen strong in personality in the society as they become bread winners for their families. This was consistent with the study of Yunus (2007) stating the prominent character of female entrepreneurship with respect to poverty reduction (Sesen and Basım, 2012). To sum up, the woman entrepreneurs had a strong motivation to become an entrepreneur in the business market in order to provide a better life for their families.

The woman entrepreneurs' work experiences did not produce a significant effect on the success in the entrepreneurship of the participants. Thus, H2 was rejected. One would expect that the previous work experience could evolve into the new stage of entrepreneurship for women as Ball

(2005) stated that entrepreneurs constantly adding new experiences into their past ones make themselves to have an innovative vision encouraging to create new things in order to prevent any failure they might face. However, the woman entrepreneurs face non-formal barriers in their risk taking ventures that limit their previous experience in their entrepreneurship (Rugina, 2019). In the competitive business environment, the woman entrepreneurs are more oriented on the competition and the future of their business. Thus, this requires new approaches in their businesses. To a certain extent, the previous experiences of the woman entrepreneurs are somewhat less used in their business ventures. Another explanation for this is that KOSGEB provides the grants of the entrepreneurship to the disadvantaged women, for which the previous experiences of the women might be ignored in the first place. Instead, KOSGEB encourages women to be involved in business in general as well as to contribute towards their family income.

The woman entrepreneurs' educational level did not affect the success in their entrepreneurship. Thus, H3 was rejected. This finding reflects that any educational level of the woman entrepreneurs could be an entrepreneur and the necessary grants support should be provided to any educational level that the woman entrepreneurs hold. To support this finding, Orphans and Orphans (2006) found that the entrepreneurs had a low level relationship between the education level and job satisfaction and positive attitudes. This could be related to the non-relationship existed between the educational levels of the woman entrepreneurs and the success in their ventures.

The woman entrepreneurs' marital status did not demonstrate a relationship with the success in their entrepreneurship. Thus, H4 was rejected. Simeonidou (1996) pointed out a view that the woman entrepreneurs are affected by not only their life cycle in the work of woman but their family life also affects their success in their business ventures. Therefore, the woman entrepreneurs might be affected most by the other factors existed in their life cycle in the work of woman. However, Wagner and Sternberg (2004) and Onay (2009) stated that the woman entrepreneurs have a settled order in their life and this could positively contribute to their business ventures. Having said this, the woman entrepreneurs might focus more on their business so the marital status does not affect either positively or negatively in their business lives.

Future research should consider woman entrepreneurs' demographic characteristics more on a sector based so that a sector based woman entrepreneurial characteristics could be established. Furthermore, the relationship between the woman entrepreneurs and their success in the business ventures should be qualitatively studied. So, this could provide a deeper understanding on the woman entrepreneurs' characteristics.

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