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Email: zhanar.temirbekova@etu.edu.kz**FEMALE ENTREPRENEURSHIP
AS A CHOICE TO GO OUT OF THE POVERTY**

Abstract. Women decide to start a business for a variety of reasons. Extant research shows that if some women decide to establish their own enterprises in order to go out of the poverty by earning some income, others decide to be involved in a business world with an aim of being their own-boss and independent. Thus, the aim of this research is to explore the main reasons of women’s business establishment decisions. Based on an in-depth study of an early-stage female entrepreneur owning a small-sized enterprise, this study finds out that women start a business with an aim of earning some income in order to feed their children and providing them with better living conditions. Thus, entrepreneurship for women was a way to go out of the poverty. Once the business passed over the start-up stage, it allowed owners to have some savings in addition to the profit, through which they were covering their living expenses.

Keywords: female entrepreneurship, poverty, entrepreneurship, women entrepreneur(s).

I. Introduction

Poverty remains as an important issue for many people around the world. Bruton et al (2013) argue that scholars exploring entrepreneurship in a third world countries with high rate of poverty should focus on the factors that encourage people to establish and sustain a business as a way of improving their lives. Particularly, women’s choice of entrepreneurship in developing countries is an interesting topic to consider. L. De Vita et al. (2013) claim that women in developing countries are perceived to be more self-confident about their skills and capabilities than female entrepreneurs in developed countries. Thus, they are less afraid of failure than women in developed countries. L. De Vita et al. (2013, p.8) explain this tendency by the fact that for women from developing countries entrepreneurship “is the only way to have a feasible job”. They also claim that married women with young children are more likely to establish their own-business rather than being employed to somebody else. Thus, entrepreneurship for them is the “only way to avoid unemployment” (De Vita et al. (2013, p.7). Fielden and Davidson (2005) refer this type of motivation (the need for income) for women to establish a business to “push” factors. “Push” factors also include the need for work-home balance and lack of attention by previous boss. Female entrepreneurs are not only motivated by “push” factors, some of them may also be motivated by “pull” factors that include the desire to be independent and own-boss, and the need for self-achievement. McGowan et al. (2012) and Sarri & Trihopoulou (2005) claim that female entrepreneurs are equally motivated by both “push” and “pull” factors. However, women’s motivation to start a business is a country-specific. It also depends on the business-scale. The aim of our research is to find out how women entrepreneurs are motivated to start a small enterprise based on an in-depth study of an early stage female entrepreneur from the business-hub of Kazakhstan, Almaty. This study employs qualitative method to achieve its aim and finding out women’s motivation to start a business.

The paper is structured as follows. Starting from the literature review on women’s motivation to start a business with particular focus on emerging markets, it continues with the description of the research method applied in this research. Thereafter, findings are shown and they are traced to previous research, ultimately research limitations are discussed and directions for further research is given.

II. Literature review

Female entrepreneurs contribute to economic growth through their business establishment and its further maintenance. Extant research has identified that there can be “push” and “pull” motivational factors to start a business for women (Hughes, 2003). Bennet and Dann (2000) claim that “pull” motivational factors to start a business include the self-actualization elements such as the need for achievement, independence and the desire to be own boss. Therefore, these factors are considered as an intrinsic motivation to start a business (Amabile, 1993). Hisrich and Brush (1985) explain “push” factors as a choice that come out of the necessity such as the lack of promotion by previous employer, the need for work-home balance and the need for income. Thus, Amabile (1993) refer “push” factors to extrinsic motivators and claim that when women decide to start a business intrinsic and extrinsic motivation act together. Despite the fact that both “push” and “pull” factors synergistically motivate people so start a business (McGowan et al., 2012; Sarri and Trihopoulou, 2005), intrinsic motivation or “pull” motivational factors to start a business should be higher than extrinsic motivation or “push” motivational factors (Amabile, 1993).

Women’s motivation to start a business can also be traced to the location. In other words, it might be a country-specific. Extant research has explored women’s motivation to establish a business in countries such as Canada (Hughes, 2003), Australia (Bennett and Dann, 2000), Saudi Arabia (Itani et al., 2011), Turkey (Hisrich and Ozturk, 1999), Poland and Check Republic (Lituchy and Reavley, 2004), China (Deng et al., 2010), Hong-Kong (Chu, 2000), Afghanistan (Holmen et al., 2011), Malaysia (Gadar and Yunus, 2009), Uzbekistan (Tasheva et al., 2018), Latin America and Caribbean (Terjesen and Amoros, 2010).

Scholars claim that women in developed countries opt to self-employment in order to be independent and self-actualize themselves (Hughes, 2003; Bennet and Dann, 2000). Thus, they have an intrinsic motivation to establish a business. However, female entrepreneurs’ motivation to establish their own business differ from the motivation of women in developed countries. If some women in developing countries decide to be self-employed in order to be independent and to self-actualize themselves (Itani et al., 2011; Lituchy and Reavley, 2004), other female entrepreneurs in emerging markets start their own business out of the necessity (Andriuta and Kartasova, 2013; Deng et al., 2010). Nevertheless, women’s decision to be self-employed in all developing countries are not the same and it is very country and situation specific. Aman and Nurgaliyeva (2019) argues, that Kazakh female entrepreneurs were getting informal support from their relatives, friends and family members, which demonstrates positive societal cognitive attitude towards the entrepreneurship in the country under the consideration. Tasheva et al., 2018 analyze what kind of challenges face females to be an entrepreneur inn Uzbekistan and found that gender bias influences to women’s entrepreneurship activities. Thus, the focus of this paper is to find out women’s motivation to start a business in Kazakhstan and to point out its situation-specific features.

III. Research method

Due to the nature of our research purpose, we consider that qualitative research method is appropriate. Liamputtong and Ezzy (2005) argue that “when we need a deeper understanding of the exceptions and special cases, or when we want to understand the meanings and preferences that underlie those larger patterns” (p.12). In our case, we are trying to understand the meaning and preference that explain women’s choice of being self-employed or starting their own-business in Kazakhstan. Since our research purpose has an exploratory nature, in our study in-depth single case study method is used. Hagan (2006, p. 240) gives a definition of a case study method as “in-depth, qualitative studies of one or a few illustrative cases.” In particular, we employ an intrinsic case study with a purpose of better understanding of women’s motivation in business establishment in particular country. Thus, the role of the researcher is not understanding or testing a certain theory, but rather better understanding internal aspects of women’s motivation to establish a business (Munhall, 2007).

The case was selected based on its ability to provide insights meeting our research purpose. The case company is a small-sized business that is run by women in a business-hub of Kazakhstan, Almaty. The data was collected via semi-structured interviews. The interview themes were designed based on initial literature review scanning. In order to ensure multiple views regarding women’s decision to establish a business, we collected the data not only from female entrepreneur running the business, but also from her

children, friends and previous boss. After talking with other parties, follow-up interview was provided with a female entrepreneur. 24-hour rule was applied in data transcription. The data has further been coded and it is presented in the following section. The name of the company and the company's founder are kept anonymous, due to ethical and confidentiality reasons agreed with the interview participants. The profile of the company and its founder are presented in the following section.

IV. Findings

The table below presents the company's founder's profile. Originally coming from the western city of Kazakhstan – Aktobe, female entrepreneur was a high school graduate, thus, had a secondary degree. She was divorced and had two children under the age of 18, who were living together with her and were dependent on her. During 9 years of living in Almaty, the company's founder has changed its work twice and the duration of its last employment was 5 years.

Table 1 - The company's founder profile

Age	52
Education level	Secondary degree, high school graduate
Previous occupation	Founder and CEO of a catering company
Duration of the last employment	About 5 years
Reason of leaving the previous workplace	due to the encouragement from previous boss to establish own business
Marital status	divorced
Number of children	2
City of origin	Aktobe city, Kazakhstan
Period of leaving in Almaty	About 9 years

Towards the end of her last employment in a restaurant and catering company, the company's founder was motivated to start her own business. She was feeling that she has so far had enough experience and that she is now ready to start her own business in a catering industry. In addition, the boss at her last worked company was very supportive of her and was constantly encouraging her to start her own business. The female entrepreneur claims that:

“...Despite a strong desire to establish my own business, I was always doubtful about my idea, the initial capital and investment to my business and its future. It was the boss at my previous workplace giving me a strong motivation to start a business. He made me believe in my skills and capabilities of establishing and managing a catering company. Moreover, he provided me an initial capital to start a business. Thus, I am very grateful to this kind-hearted and generous person...”

Thus, with the initial capital provided by women's previous boss, the catering company was established in 2016 as a limited liability partnership (LLP) in Almaty region of Kazakhstan. The company currently employs 5 people and due to early stage of a business, its profit is not yet stable.

Table 2 - Case company's profile

Year of establishment	2016
Business location	Kazakhstan, Almaty region
Legal form of establishment	Limited Liability Partnership (LLP)
Industry Type	Catering
Number of employees	5 employees
Annual net profit	Not stable at the moment

During the interview the founder of the company has also mentioned about the concerns at initial stages of her business.

“...I was worried about having enough client base and my business portfolio. However, throughout the time, both business portfolio and client base were established.

People say that in order to start and establish your business, you need a money. But I think that money is not a main factor, instead hard work is a core driver of success. For instance, I started with almost zero capital, but my business is incrementally succeeding...”

In addition to mentioning the reasons driving to success, female entrepreneur also claims that the main reason for her to stay in a business is her family and children.

“... Of course, the first and foremost reason to start a business was the need for income. It is also true that I could have worked for another company and earn stable income with less stress. But now when my business started to succeed, I believe that this will help me to tackle the poverty and help me and my children to afford a life that we aimed to have for a long time ...”

Company’s founder says that she is putting a great effort for her business to succeed. The founder’s daughter claims that...

“... I used to know a mom as a hard-worker throughout my life-time. However, she is working twice harder since she established her own-business. Instead of two days on weekend, she only allows herself to have a one day-off. Me and my brother try to help our mum with her business, whenever we are free from school, because we know that she is working hard in order to give us a better education and living conditions in the future...”

During the interview it was also mentioned that female entrepreneur is getting enormous support from her family and relatives. She also claims that she is about to apply for one of the local entrepreneurship supporting institutions in order to get some financial support from them.

V. Discussion and conclusion

Having an interpretive perspective for data analysis, our research has analyzed the case of an women entrepreneur from Almaty region, Kazakhstan, who established a business in the catering sector after several years of working in the same industry. We were particularly interested on the reason behind women entrepreneur’s business development decision. Our findings show that women, who has originated from western city of Kazakhstan – Aktobe, was both intrinsically and extrinsically motivated to start her own business in Almaty region. Thus, our findings support Amabile, 1993, McGowan et al. (2012) and Sarri and Trihopoulou (2005)’s views on the possibility of synergistic influence of “push” and “pull” factors in women’s venturing decisions. Nevertheless, the foremost reason to start a business was an immediate need for income (Hisrish and Brush, 1995). Since the case company’s founder didn’t possess any university degree, the establishment and further success of her business was the only way to go out of the poverty. Thus, theoretical contribution of our paper to existing research is that women entrepreneurs’ decision to business venturing in emerging economy countries depends on the education level of an entrepreneur and it also defines the business growth type as well.

Our findings were limited to the case of a single entrepreneur from only one emerging market. Therefore, future studies are encouraged to be enlarged to multiple cases comparing women entrepreneurs possessing different types of degree (upper secondary, bachelor’s masters and PhD), who created a business in a variety of spheres. It will also be interesting to compare the business establishment intention of a women entrepreneur from emerging market with the business establishment intention of a female entrepreneur from developed country, both of which possess the same level of education. Furthermore, in order to improve the reliability of our studies, quantitative studies with a larger sample aiming at finding out women’s intention to create a business in emerging market should be provided.

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КЕДЕЙШЛІКПЕН КҮРЕСУДІҢ ЖОЛЫ РЕТІНДЕ ӘЙЕЛ КӘСІПКЕРЛІКТІ ДАМУ

Аннотация. Әйелдер әртүрлі себептерге байланысты бизнесті бастайды. Кеңейтілген зерттеулер көрсеткендей, егер кейбір әйелдер белгілі бір табыс табу арқылы кедейліктен шығу үшін өз кәсіпорындарын құруды ұйғарса, ал басқалары өздерінің бастықтары және тәуелсіз болулары үшін бизнес әлеміне араласуды шешеді. Осы зерттеудің мақсаты әйелдердің бизнесті құру туралы шешімдерінің негізгі себептерін зерттеу

болып табылады. Шағын кәсіпорыңды иемденетін әйел кәсіпкерді терең зерттеу негізінде бұл зерттеу әйелдердің балаларын асырау және олардың өмірлерін жақсарту үшін белгілі бір табыс табу мақсатында бизнесті бастайтындығын анықтады. Осылайша, әйелдер үшін кәсіпкерлік кедейліктен шығудың жолы болды. Бизнес бастапқы сатыдан өткеннен кейін, иелеріне пайдадан басқа біршама үнемдеуге мүмкіндік береді, олар арқылы олар өздерінің өмірлік шығындарын жабды.

Түйін сөздер: әйелдер кәсіпкерлігі, кедейлік, кәсіпкерлік, бизнес, әйел кәсіпкерлер.

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ЖЕНСКОЕ ПРЕДПРИНИМАТЕЛЬСТВО КАК СПОСОБ БОРЬБЫ С БЕДНОСТЬЮ

Аннотация. Женщины решают начать бизнес по разным причинам. Результаты последних исследований показывают, что часть женщин решают создать свои собственные предприятия для того, чтобы выйти из бедности зарабатывая некоторый доход. Другая часть женщин принимают решение о создании бизнеса с целью быть боссом для самих себя, т.е. быть независимыми. Таким образом, цель этого исследования состоит в том, чтобы изучить основные причины принятия решений о создании женского бизнеса. Основываясь на углубленном исследовании женщины-предпринимателя на ранней стадии, владеющей малым предприятием, это исследование обнаруживает, что женщины начинают бизнес с целью получения некоторого дохода, чтобы прокормить своих детей и обеспечить им лучшие условия жизни. Таким образом, предпринимательство для женщин стало способом выхода из бедности. Как только бизнес прошел стадию запуска, это позволило владельцам иметь некоторую экономию в дополнение к прибыли, благодаря которой они покрывали свои расходы на проживание.

Ключевые слова: женское предпринимательство, бедность, предпринимательство, женщины предприниматели.

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