

woman entrepreneurship, economic perspectives and challenges - case of angem of mostagnem- algeria

المقاولاتية النسوية، منظور اقتصادي وتحديات - دراسة حالة ANGEM مستغانم - الجزائر

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Received:01/09/2020

Accepted:17/11/2020

Published:01/01/2021

Abstract:

In view of the great role of women in the economy, this paper aims to illustrate the orientation of women Entrepreneurship in general and in Algeria in particular, through women's intention to establish an economic enterprise, and to identify the factors that help in this and the various obstacles that they face through a descriptive analytical approach of the study. The results of this study are also to show the new economic perspectives in addition to the most important factors that help women to work in the field under the multiplicity of support systems that the country puts for the service of investors, which made Algerian women prove their good in the economic life despite the difficulties they face.

Key words: Entrepreneurship, women Entrepreneurship, economic perspectives, challenges, ANGEM Mostaganem.

Jel classification codes : L26, L29

الملخص:

نظرا للدور الكبير للمقاولاتية في الاقتصاد، تهدف هذه الورقة البحثية إلى تبيان التوجه المقاولاتي للمرأة عموما وفي الجزائر خصوصا، من خلال نية المرأة في إنشاء مؤسسة اقتصادية، وتبيان العوامل المساعدة في ذلك و إحصاء مختلف العقبات التي تواجهها من خلال المنهج الوصفي التحليلي للدراسة. كما تكمن نتائج هذه الدراسة في عرضها للمنظور الاقتصادي الجديد للعمل المقاولاتي للمرأة إضافة لأهم العوامل التي تساعدها على الخوض فيه في ظل تعدد أجهزة الدعم التي وضعتها الدولة في خدمة

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المستثمرين، والتي جعلت المرأة الجزائرية تثبت و جودها في الحياة الاقتصادية رغم جل المصاعب التي تواجهها.

الكلمات المفتاحية: المقاوالتية، المقاوالتية النسوية، منظور اقتصادي، تحديات، ANGEM مستغانم.

تصنيفات JEL: L29, L26

1. Introduction:

Today, Entrepreneurship is seen as an important driver of economic growth and development in many countries. Entrepreneur, whether man or woman, plays a vital role in creating wealth and jobs. Entrepreneurship, then, is the control and deployment of resources to create an innovative economic organization (or network of organizations) for the purpose of gain or growth under conditions of risk and uncertainty (Marc.J Dollinger, p9). Changes in the economy and the restructuring of labor markets have lead to ask the major question : *What are the new economic perspectives and challenges of Woman Entrepreneurship within the economy especially in Algeria?*.

To answer this main question, we tried to answer three other questions:

- What is Entrepreneurship and what about Woman Entrepreneurship?
- What is the reality of Woman Entrepreneurship within the economy?
- What are challenges and perspectives of Woman Entrepreneurship in Algeria?

Two main hypotheses are made:

- For women, engaging in Entrepreneurship is even more difficult.
- Societal and feminist perspectives affect the world of Woman Entrepreneurship within the economy in Algeria.

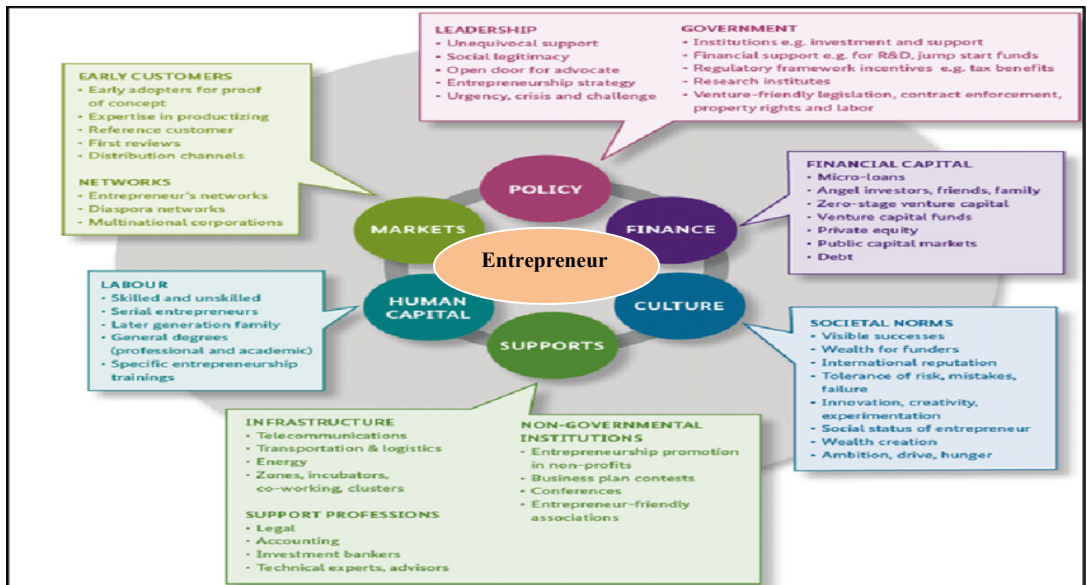
However, we divided this research into two main parts : first was devoted to presenting concept of Entrepreneurship and Woman Entrepreneurship through theoretical literature and most important works that as an important driver of economy. Second part presents reality, challenges, and perspectives of Woman Entrepreneurship in Algeria with the most important remarks obtained.

2. Entrepreneurship within the global economy

Entrepreneurship is clearly a complex and multifaceted phenomenon. Changes in the economy and the restructuring of labor markets in terms of employee qualifications, nature of the work contents and work contracts have raised the profile and importance of Entrepreneurship within the global economy (M. Maria, 2003, p3).

Today, entrepreneurship is considered the driving force of business economic development and sustainability (Ilir Mehmeti et al, 2017, p7).

Figure 01: Importance of Entrepreneurship within the global economy



Source: https://www.researchgate.net/figure/Isenberg-model-of-an-entrepreneurship-ecosystem-Source-Regh-Fuer-GmbH-2018_fig3_329015267

An entrepreneur is someone who organizes, manages, and assumes the risks of a business or enterprise. An entrepreneur is an agent of change. Entrepreneurship is the process of discovering new ways of combining resource (A.O.Abari, 2017, p18).

The Global Entrepreneurship Monitor (GEM)² considers the broad definition of entrepreneurship as “any attempt at new business or new venture creation, such as self-employment, a new business organization, or

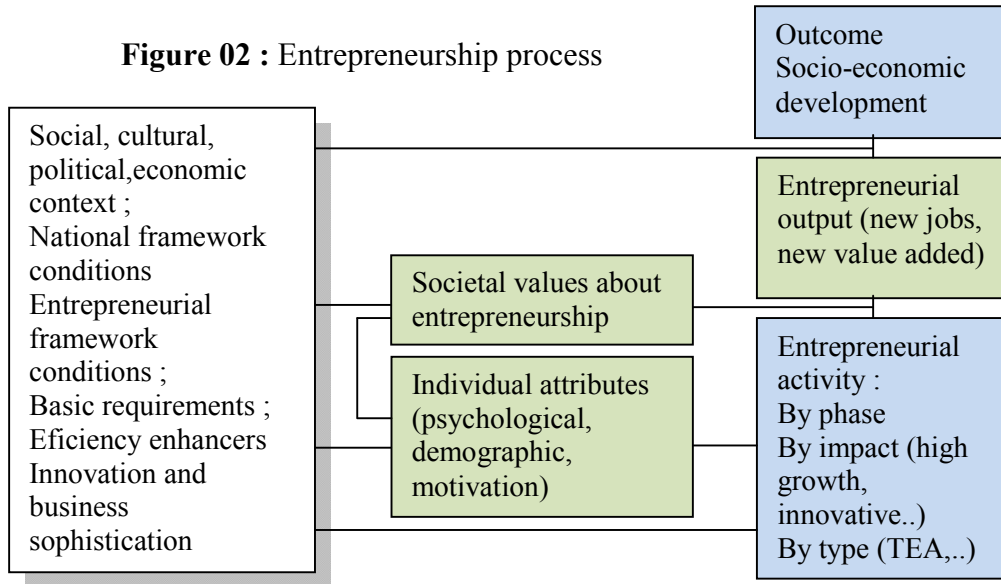
². The Global Entrepreneurship Monitor (GEM) was launched in 1999 and is now carried out by more than 400 experts on entrepreneurship from over 100 research and academic institutions (Global Entrepreneurship Research Association 2017).

the expansion of an existing business, by an individual, a team of individuals, or an established business” (M.Frédéric et all, 2017, p3).

Two conditions must exist for entrepreneurship to flourish (Marc.J Dollinger, p12) : First, there must be freedom : freedom to establish an economic venture, and freedom to be creative and innovative with that enterprise.

Second, there must be prosperity : favorable economic conditions that give an entrepreneurial organization the opportunity to gain and grow.

Figure 02 : Entrepreneurship process



Source : Global Entrepreneurship Monitor (GEM) : Women’s Entrepreneurship Report 2018/2019, p14, in <https://www.babson.edu/media/babson/assets/blank-center/GEM-2018-2019-Women's-Report.pdf>

3. Women entrepreneurs :

3.1. Definition:

According to Lavoie (1988) “The woman entrepreneur is that woman who, alone or with one or more partners, has founded, acquired or accepted a business as a legacy, assumes its financial, administrative and social responsibilities and is actively involved in its day-to-day management.” Danjou (2002) defines entrepreneurship as a field of research based on three levels of study: entrepreneurship, action and the entrepreneurial context. (D. Isabelle, 2002, p108). The following table gives an idea about chronological summary of the first studies on women entrepreneurship.

The observatory of female entrepreneurship FUDICIAL defines her as the person (the woman who owns and runs a business) that can be designated as a woman entrepreneur.

Table 1 :Chronological Summary of the first studies on Women Entrepreneurship

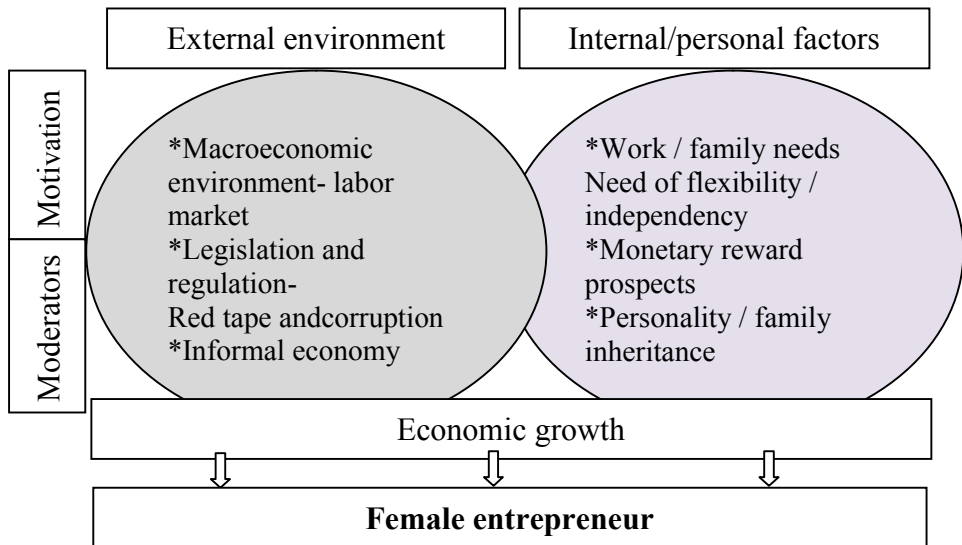
Year	Study type	Reference
1976	First Journal article	Schwartz, E. (1976). Entrepreneurship: A new female frontier.
1979	First Policy report	Journal of Contemporary Business, 5, 47–76. The bottom line: Unequal enterprise in America. (1979). Report of the President’s Inter- agency Task Force on Women Business Owners. Washington, DC: Government Printing Office.
1983	First Conference paper Presentation	Hisrich, R.D., & Brush, C.G. (1983). The woman entrepreneur: implications of family, education, and occupation. In J.A. Hornaday, J.A. Timmons, & K.H. Vesper (Eds.), <i>Frontiers of entrepreneurship research Proceedings of the Babson College Conference on Entrepreneurship</i> (pp. 255–270) Wellesley, MA: Babson College.
1985	First Academic book	Goffee, R., & Scase, R. (1985). <i>Women in charge: The experiences of female entrepreneurs</i> . London: George Allen and Unwin.
1998	First Policy oriented Conference on Women entrepreneurship	Organization for Economic Cooperation and Development (OECD) Conference on women entrepreneurs (http://www.oecd.org/cfe/smes/womenentrepreneurskeymessages.htm)
2003	First academic Conference on Women entrepreneurship	Diana International Conference on Women’s Entrepreneurship Research (http://www.babson.edu/Academics/centers/blank-center/global-research/diana/Pages/home.aspx)
2006	GEM Report on Women and Entrepreneurship	Global Entrepreneurship Monitor’s (GEM) special topic report on women and entrepreneurship
2009	First dedicated Journal	International Journal of Gender and Entrepreneurship

Source : Vanita Yadav and Jeemol Unni, “Women entrepreneurship: research review and future directions”, *Journal of Global Entrepreneurship Research*, Institute of Rural Management Anand (IRMA), Anand, Gujarat 388001, India, p3, in <https://core.ac.uk/download/pdf/81166751.pdf>

3.2. Motivations for women Entrepreneurship:

According to Khanka (2013), Women entrepreneurs are women who think about a business, initiate, organize and combine factors of production, operate and take risks and manage the economic uncertainty associated with running a business (B. Ghiat, 2018, p2-4). A woman is encouraged to build her own business for several reasons that may be personal or due to external, positive or negative circumstances (see table 02). Negative factors are those that “push” women to consider entrepreneurship and positive factors those that “pull” or attract them (M. Cherfouf & S. Ladjouzi, p3) with many motivations with the effect of external and internal environment and factors (see figure03).

Figure 03 : New venture creation by females and ulterior growth : motivators and moderators



Source : PATRICIA GABALDÓN QUIÑONES, “Female Entrepreneurs : Adding a New Perspective to Economic Growth”, FUNDACIÓN RAFAEL DEL PINO, Madrid 2016, p9, in <https://frdelpino.es/investigacion/wp-content/uploads/2020/02/FEMALE.pdf>

Women start their businesses because they have no jobs and to meet basic needs related to survival; have an income; increase their purchasing power; improve their living conditions. But the enterprises created according to this logic are smaller and less profitable. (Fasci and Valdez, 1998).

Table 02 : Motivation ‘pull/push’ for women entrepreneurship

Women Entrepreneurship	
Motivation ‘pull’	Motivation ‘push’
- Desire for success - Desire to be independent - Job satisfaction; - Need for fulfillment (Brush and Hisrich, 1991) - Flexibility (Demartino and Barbato, 2003)	- Reconciliation of family life and the professional life (Goffee and Scase, 1992; Chaganti, 1986; Birley 1985; Holmquist and Sundin, 1990) - Economic necessity (Brush and Hisrich, 1991) - Dissatisfaction with pay work (Marlow, 1997)

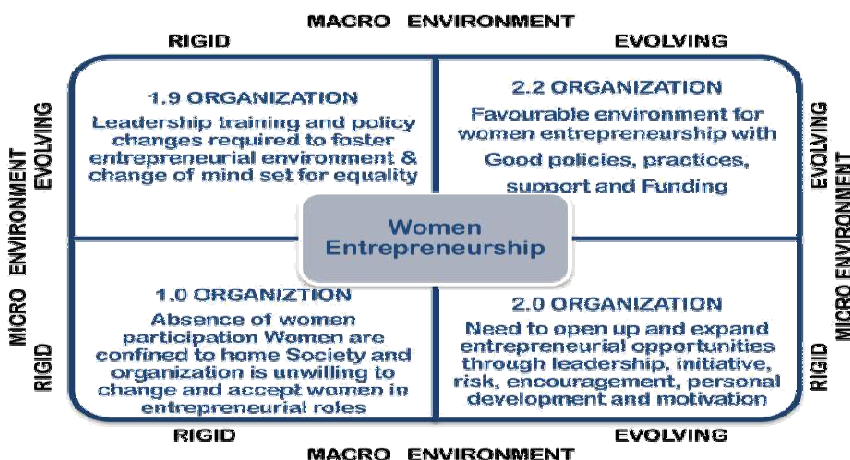
Source : Fatima Ezzahra RACHDI Ep.KHALID (2016), L’entrepreneuriat féminin au Maroc : une approche par le réseau personnel, Doctorat en Sciences de Gestion, Groupe Institut Supérieur de Commerce et d’Administration des Entreprises, p45, in <https://www.groupeiscae.ma/wp->

4. Women entrepreneurs and the economic environment :

4.1. Women entrepreneurs and the Macro / Micro environment

For women, engaging in entrepreneurship is even more difficult, it is a real challenge in front of macro and micro environment variables, on several fronts: family, society, financial constraints, bureaucracy and business management in a world of competition (B. Ghiat, 2018, p4).

Figure 04: Macro and Micro environment variables



Source : Ashvini Chawla and R Sujatha, ‘‘Women Entrepreneurship: Culture and Norms - An Indian Perspective’’, Opt cit, p10

Macro environment manifests social, cultural, political and economic effect. However Culture and norms dictate women’s propensity for pursuing new ventures. And Micro environment dictates through behaviour, attitudes and motivation. A reflection of macro and micro environment variables is as shown in the following figure.

4.2. Women entrepreneurs and economy

Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organisation and business problems as well as to the exploitation of entrepreneurial opportunities (A.O.Abari, 2017, p19).

Table 03: Women entrepreneurs around the world

	GEM 2019	GEM 2019	Global estimate
	% women	count	
Number of women worldwide engaged in entrepreneurship	10%	8,990	252 053 113
Number TEA women with >20 employees	3%	108	6 335 490
Number TEA women with growth expectations	19%	1,681	47 389 466
Number TEA women with innovative offerings	26%	2,348	66 142 517
Number TEA women >25% export customers	12%	1,019	31 170 612

Source : Global Entrepreneurship Monitor (GEM) : Women's Entrepreneurship Report 2018/2019, p14, Op Cit. (Total Entrepreneurial Activity (TEA))

4.3. Economic impact of women entrepreneurs

The women entrepreneur is an economic agent characterized by her function of innovation. She contributes through her act of business creation to offer employment, to create wealth. That is how she contributes to the economic development of her region.

Table 04 : Economic impact of women entrepreneurs

Country	Economic impact	Year	Source
Canada	There are more than 821 000 women entrepreneurs and they contribute to an excess of CAD 18 109 billion to the economy annually. Between 1981 and 2001, the number of women entrepreneurs increased 208%, compared with a 38% increase for men Average annual sales for women-owned firms are significantly lower. In 2000, women-owned SMEs averaged CAD 311 289 in sales, compared with 654 294 in sales for firms owned by men.	2003	The Prime Minister's Task Force on Women Entrepreneurs Report and Recommendations
Germany	There are a total of 1.03 million women-owned businesses in Germany. Women-owned and managed businesses having annual turnover of at least Euro 16 620 number 522 000, represent 18% of the total in this group, and provide jobs for 2 million employees. Their turnover is in total € 232 billion, appr. 6% of the overall turnover or 11% of the turnover gained by owner managed firms.	2000	Kay, <i>et al</i> (2003)
Sweden	Women start 28% of genuinely new firms and employ on average 0.6 full time employees compared 1.7 for men.	2001	(ITPS, 2002)
	Women owned and managed firms represent 36% of		Korean National Statistics

South Korea	all firms (n= 1.1 million).	2001	office Korea Federation of Small Business Carter, <i>et al</i> (2001)
United Kingdom	Women represent 26% of the 3.2 million self-employed (n= 824 659)	1999	
United States	Women owned and managed firms represent 28% of the 23 million firms (n= 6.4 million) and they provide employment for 9.2 million people. That represents 9% of all employed in the private sector.	2002	US Census

Source : Women's Entrepreneurship: Issues and Policies, 2nd OECD Conference of Ministers Responsible for Small and Medium-Sized Enterprises (SMEs), Promoting Entrepreneurship and Innovative SMEs in a Global Economy: Towards a more responsible and inclusive globalisation, Istanbul, Turkey 3-5 June 2004, p15 in <https://www.oecd.org/cfe/smes/31919215.pdf>

5. The role of women entrepreneurs as economic agents:

The importance of women's entrepreneurship is evident to the business community itself (Iilir Mehmeti et all, 2017, p7). They bring new ideas into society, advance economic development, and provide financial health and stability for their families (L. Sarfaraz, 2017, p3). They are :

- 5.1. Drivers of economic growth :** Daniela Gressani, Vice President of the World Bank for the Middle East and North Africa Region, said, "Women-controlled businesses are as well-established and advanced as their male counterparts.
- 5.2. Factors for development :** Women's entrepreneurship improves the social status, training and health status of women and their families (Manuel pour les praticiens, 2003, p1). Women can participate in the economic and social development of their country.
- 5.3. Investment and diversification :** Nadereh Chamlou, Senior Advisor at the MENA Region explains that in the context of an easier investment climate, they are more likely to build a business at the formal sector level, which can help strengthen competition and diversify the region's economies.
- 5.4. Management and organisation :** Women's entrepreneurship brings to society different and often innovative solutions to management and organisational problems, as well as the exploitation of new opportunities (OCDE, 2004, p4).
- 5.5. Innovation :** They are responsible for the emergence of many niche markets with high potential (Verheul, 2005).
- 5.6. Job creation :** Number of SMEs to be created & women's ability

to grow them, which represent a significant impact on the economy through job creation (K. Behidji, 2008).

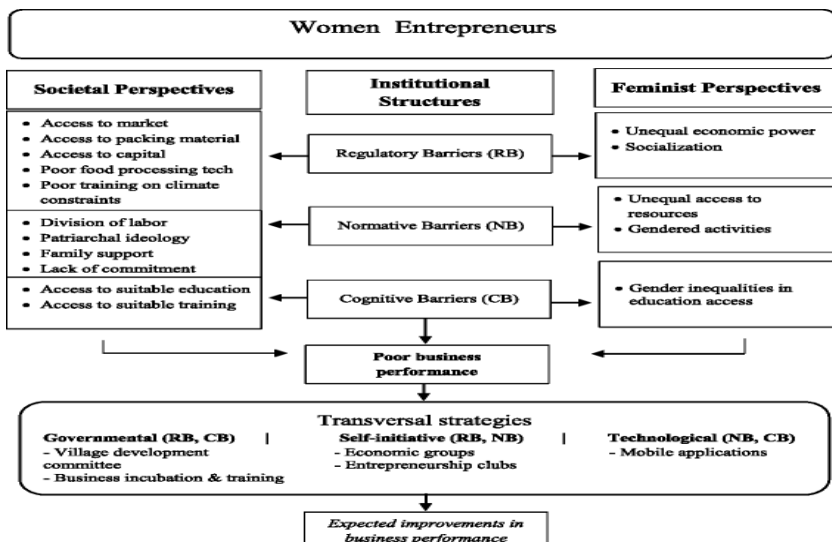
5.7. Competition and concurrence : Women entrepreneurs have revived competition in many business sectors by offering services that are more focused on the client's needs according to many researchers.

5.8. World interest : Women entrepreneurship has become a global concern: The International Organisation of Employers (IOE) recognizes the importance of promoting women entrepreneurship in developed and developing countries (IOE : International organisation of Employers, 2008).

6. Women entrepreneurs : Barriers and perspectives

They bring new ideas into society, advance economic development, and provide financial health and stability for their families (L. Sarfaraz, 2017, p3) But they have to face many barriers and perspectives.

Figure 06: Barriers and perspectives



Source : Alsen Florian Kapinga and Calkin Suero Montero, "Exploring the socio-cultural challenges of food processing women entrepreneurs in IRINGA", TANZANIA and strategies used to tackle them, Journal of Global Entrepreneurship Research, 2017, in <https://core.ac.uk/download/pdf/81166751.pdf>

7. Women entrepreneurs in Algeria :

7.1. Introduction :

The entrepreneurs have become an actors of the development of the new economy and the bearers of the new business model in Algeria. They

have acquired a prominent place in the economic structure of the country and are presented as the actors of development (A. Abdou et all, 2013, p15).

Since the end of the 20th century, Algeria has seen the entry of women into entrepreneurial activity as a result of a policy of generalizing education to the younger generations and at all levels (B. Ghiat, 2018, p2-4)

With the increasing number of female graduated from Algerian universities, and because of the rampant unemployment, women have become forced to create their own jobs as self-employed or entrepreneurs (B. Ghiat, 2018, p3-5).

Most of the women are willing to join in business by choice due to the five major factors (C. N. Amit & K. Bhandari, p139) :

- Voice representation, freedom, and empowerment
- Idea materialization
- To establish new venture
- Feminization
- Desire to be an employeeer

7.2. Reality of Woman Entrepreneurship in Algeria

The number of women traders reached 124 574 at the end of February 2014, representing 7.5% of the total of natural persons registered in the trade register and 5.1% of legal persons (company managers), says a balance sheet of the National Centre of Trade Register.

According to this organization's statistics, of the 1 695 814 merchants registered at the National Centre of Trade Register at the end of February 2014, 124 574 are women, including 116 934 natural persons and 7 640 legal persons. Regarding women-run enterprises, according to the National Centre of Trade Register balance sheet, "activities are mainly carried out in services (38.3%), industry and the BTPH (24.9%) and import-export (19.2%)". In 2016, according to ANSEJ, On average 45 projects are funded per day. 66% of the projects financed are young people from vocational training. 18% of the projects funded are academic. 65% of the projects financed have an investment of less than 5 million dinars. 14% of projects are funded for the benefit of women. 92% of funded promoters are under 35 years of age. 02% of projects are financed by extension.

Often women embark on entrepreneurship because they cannot enter the job market, have few or no educational credentials and need to find a source of income to provide for themselves and for their families. The numerous difficulties they face, both before and after starting up their businesses, tend to force them into necessity driven entrepreneurship and prevent them from successfully growing their businesses (R. Berger, p25).

Algerian women, like other Arab women entrepreneurs, suffer from traditional and cultural practices, religion's involvement, gender inequalities, lack of networking and training, absence of entrepreneurial culture, family responsibilities.

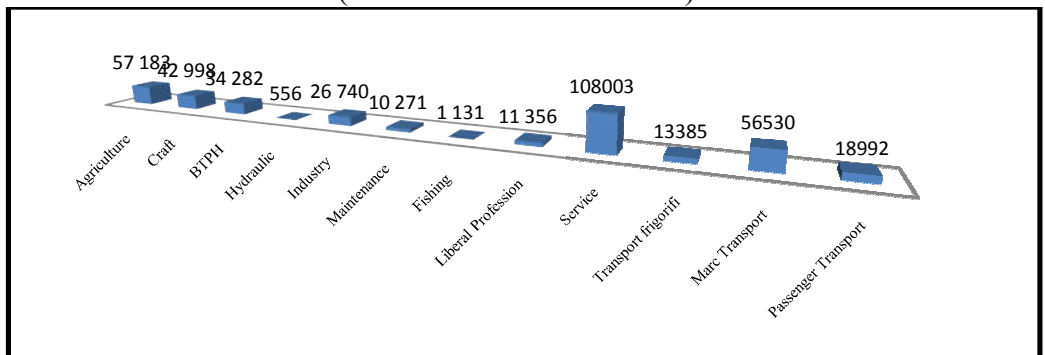
That is why most female entrepreneurs activate informally, except those benefiting from the state's financial assistance through different Support means for Young entrepreneurs in Algeria as:

National Agency for Investment Development (Agence Nationale de Développement de l'Investissement (ANDI)), National Agency for Supporting of Youth Employment (Agence National de Soutien à l'Emploi des Jeunes (ANSEJ)), National Unemployment Insurance Fund (Caisse Nationale d'Assurance Chômage (CNAC)) National Micro-credit Management Agency (Agence National Micro-Credit Management (ANGEM)).

8. Social device helping to entreprebeuship and women in Algeria:

8.1. ANSEJ and part of women in financed projects :

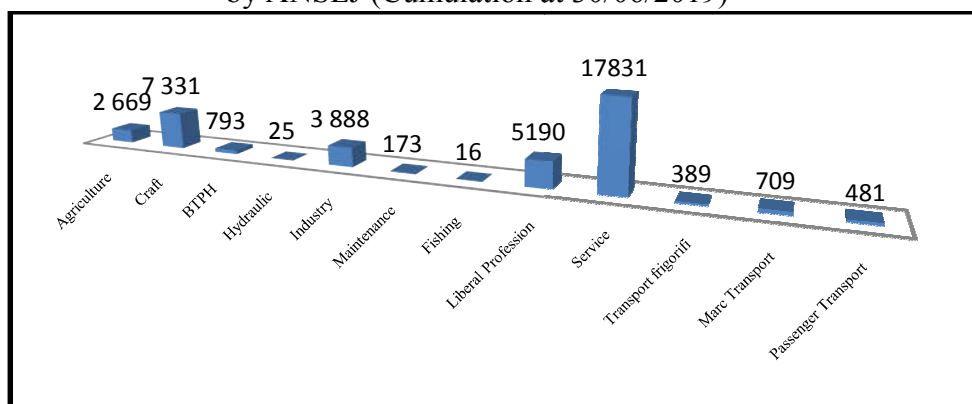
Figure 07 : Eligibility certificates by sector of activity by ANSEJ
(Cumulation at 30/06/2019)



Source : Bulletin d'information Statistique de la PME N°35, Ministère de l'Industrie et des Mines, Direction Générale de la Veille Stratégique, des Etudes et des Systèmes d'Information, Edition novembre 2019, p24.

According to the figure above, the services sector is the most attractive sector for project promoters supported by ANSEJ since the launch of this system (with 108 003 projects) followed by the agriculture sector with 57 183 projects, then the freight transport sector with 56 530 projects financed. The ANSEJ system has helped 374932 male entrepreneurs compared to 39 495 female entrepreneurs, for an overall femininity rate of 10%. Women entrepreneurs occupy an important place in liberal activities with 46%.

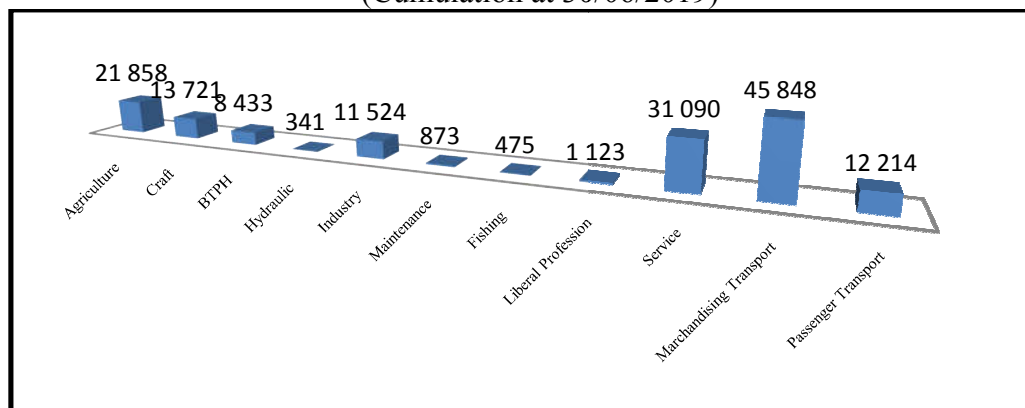
Figure 08: Part of women in Projects financed by sector of activity by ANSEJ (Cumulation at 30/06/2019)



Source : Bulletin d'information Statistique de la PME N°35, Op Cit, p24.

8.2. CNAC and part of women in financed projects :

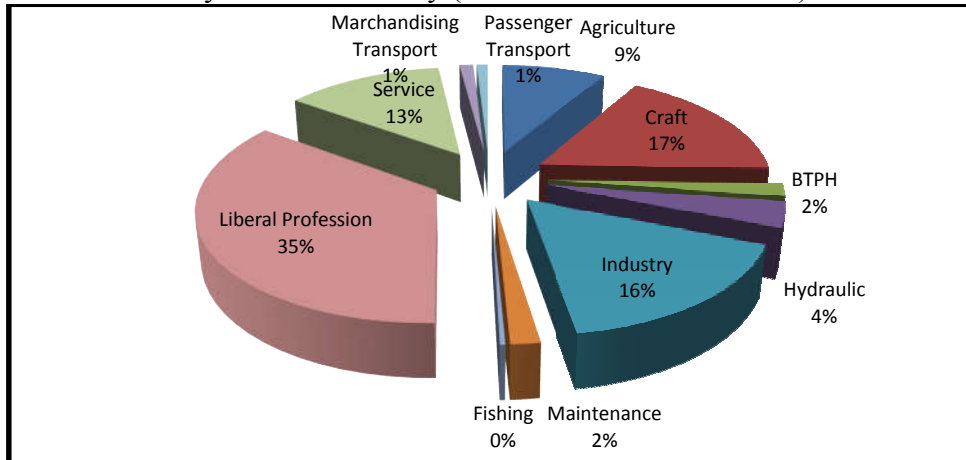
Figure 09: Projects financed by CNAC by sector of activity (Cumulation at 30/06/2019)



Source : Bulletin d'information Statistique de la PME N°35, Op Cit, p25

According to the figure above, the merchandising transport sector is the most attractive sector for project promoters supported by CNAC since the launch of this system (with 45 848 projects) followed by the services sector with 31 090 projects, then the agriculture sector with 21 858 projects financed. The CNAC system has helped 10,20% of financed projects of male entrepreneurs from the total of 147 500 projects.

Figure 10: Part of women in projects financed by CNAC by sector of activity (Cumulation at 30/06/2019) -



Source : Bulletin d'information Statistique de la PME N°35, Op Cit, p25

According to the figure above, the liberal profession sector is the most attractive sector for project promoters supported by CNAC since the launch of this system (with 35% of projects financed) followed by the craft sector with 17% of projects financed, then the industry sector with 16% of projects financed. Women entrepreneurs occupy an important place in total financements.

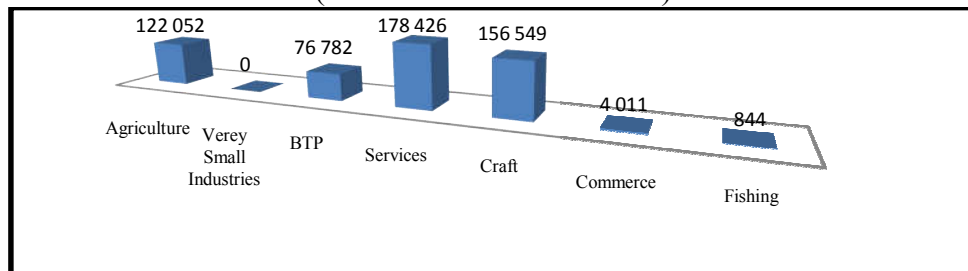
8.3. ANGEM and financed projects :

Table 05: Appropriations granted by type of financing by ANFEM (Cumulation at 30/06/2019)

Type of financement	Number	%	Job created
Financing Purchase of Raw Materials	804 254	90,45	1 188 651
Triangular financing "ANGEM Bank promotor"	84 894	9,55	128 544
Total	889 148	100,0	1 317 195

Source : Bulletin d'information Statistique de la PME N°35, Op Cit, p26

Figure 11 : Number of credits granted by sector of activity by ANGEM
(Cumulation at 30/06/2019)



Source : **Source** : Bulletin d'information Statistique de la PME N°35, Op Cit, p26

By sector of activity, the VSI (very small industries), services, crafts and agriculture are the sectors which have benefited from the majority of loans granted with 91% of the total.

9. ANGEM of Mostaganem and Woman Entrepreneurship:

National Micro-credit Management Agency – ANGEM - is a specific organization under the supervision of the Ministry of National Solidarity, Family and Status of Women.

As a tool to combat precarity, micro-credit has enabled poor people, men and women, to access improved living conditions by creating their own income-generating activity. Many sectors of activities can be financed by ANGEM as agriculture, services, craft, small industries, BTP, and fishing. These sectors are financed by three types of financements in Mostaganm:

The first till 4 000 DA (PNR AMP till 40 000 DA)

The second till 100 000 DA (PNR AMP till 40 000 DA)

The third till 1 000 000 DA (PNR AMP till 40 000 DA)

At the end of 2019, ANGEM of Mostaganem has financed a great number of projects:

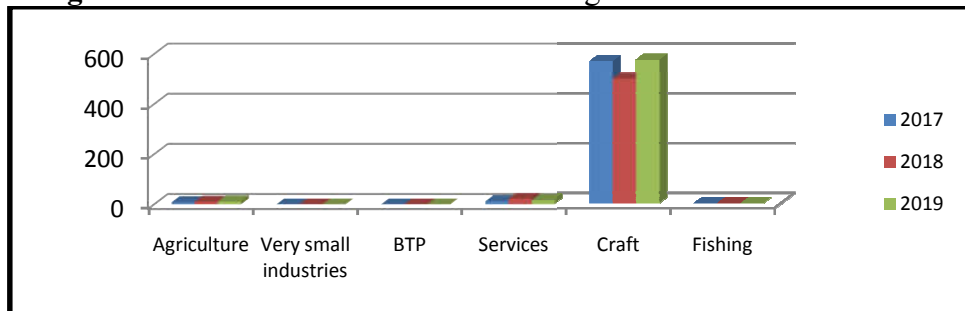
1st type till 40000 DA : 605 projects for women and 66 projects for men, with a total of 26 840 000,00 DA

2nd type till 1 000 000DA : 24 projects for women and 20 projects for men, with a total of 4 400 000,00 DA

3rd type till 1 000 000DA : 31 projects for women and 68 projects for men, with a total of 25 984 689,36 DA

9.1. Activities financed by ANGEM (2017-2019)

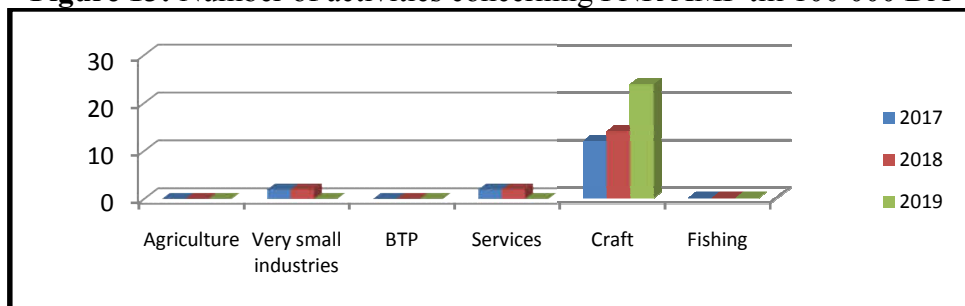
Figure 12: Number of activities concerning PNR AMP till 40 000 DA



Source : ANGEM of Mostaganem, 2020

The majority of activities financed bu ANGEM concerning PNR AMP till 40 000 DA are about craft since they increasded from 570 in 2017 to 576 projects in 2019, followed by services and some projects in agriculture. Women entrepreneurship give more importance to craft like Sewing, sweets and traditional crafts.

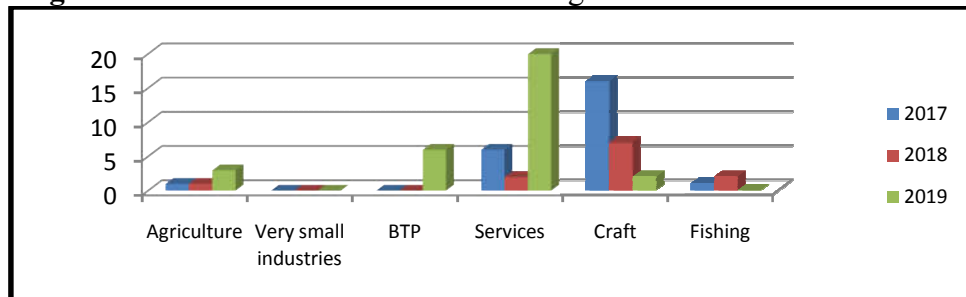
Figure 13: Number of activities concerning PNR AMP till 100 000 DA



Source : ANGEM of Mostaganem, 2020

ANGEM financed 24 projects in 2019 comparin to 2018 which were 14 projects and 12 projects in 2017 concerning PNR AMP till 100 000 DA. Women entrepreneurship give more importance also to traditional crafts with regarderin to other sectors like services and small industries.

Figure 14: Number of activities concerning PNR AMP till 1 000 000 DA

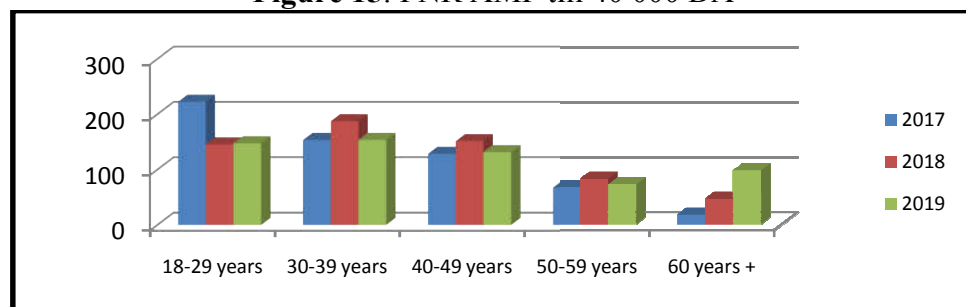


Source : ANGEM of Mostaganem, 2020

According to this figure, the majority of activities financed bu ANGEM concernig PNR Project till 1 000 000 DA are about services especially in 2019 (20 projects) comparing to 2018 (only 02 projects) and 2017(06 projects). However the number of projects concerning craft has decreased from 16 projects in 2017 to only 02 projects in 2019. This due to tne new vision of women entrepreneurship in investing in services by a fund of 1 000 000 DA.

9.1.1. Financing by age (2017-2019):

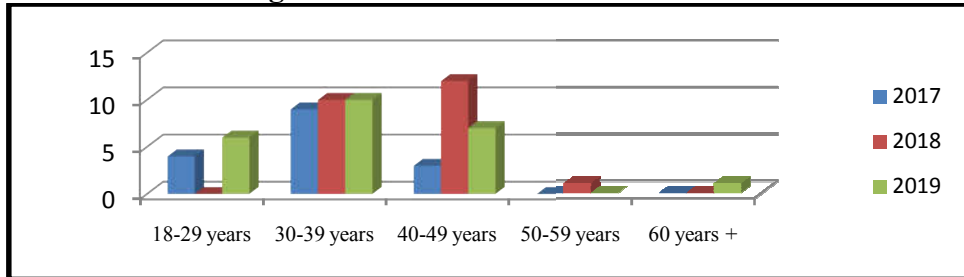
Figure 15: PNR AMP till 40 000 DA



Source : ANGEM of Mostaganem, 2020

A great number of women entrepreneurship are younger (no more than 40 years from 2017 to 2019, that reflects the number of projects financed by ANGEM concerning PNR AMP till 40 000 DA. This means that young women represent a massive demand in this type of financement and the majority of them are staying at home and deserving finanacial support.

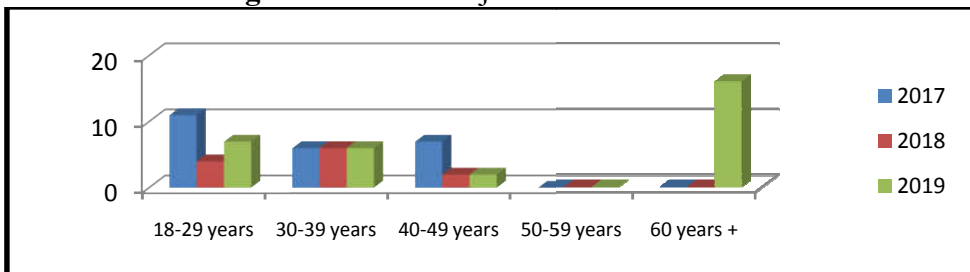
Figure 16: PNR AMP till 100 000 DA



Source : ANGEM of Mostaganem, 2020

As it is shown in this figure, concerning projects financed till 100 000 DA by ANGEM, the majority of women entrepreneurship are aged from 30-39 years between 2017 and 2019, that constitutes part of a vulnerable population striving for economic and social integration and deserving of financial support.

Figure 17: PNR Project till 1 000 000 DA

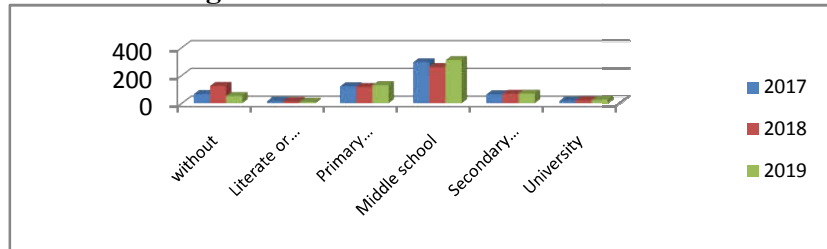


Source : ANGEM of Mostaganem, 2020

In 2019, a great number of project was financed for women entrepreneurship aged of 60 years and plus and they invest an amount of 1 000 000 DA for the project especially in services due to their new vision comparing to carft and other sectors.

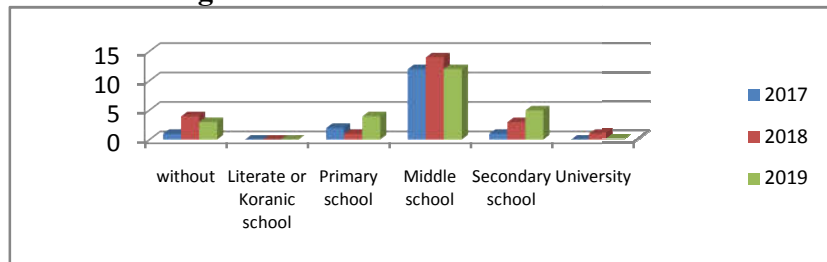
9.1.2. Financing by level of education (2017-2019) :

Figure 18 : PNR AMP till 40 000 DA



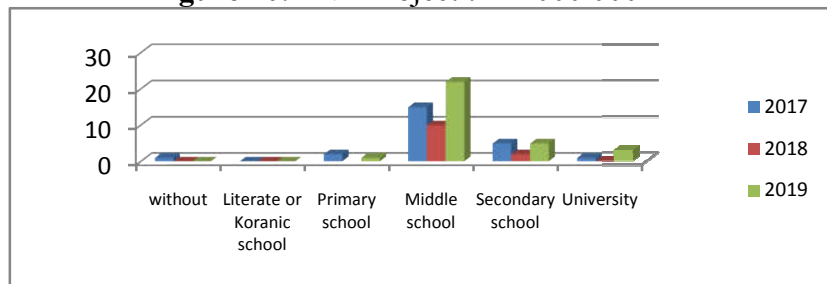
The level of the majority of women entrepreneurship is the middle school concerning PNR AMP till 40 000 DA

Figure 19 : PNR AMP till 100 000 DA



The level of the majority of women entrepreneurship is the middle school concerning PNR AMP till 100 000 DA

Figure 20: PNR Project till 1 000 000 DA



The level of the majority of women entrepreneurship is the middle school concerning PNR AMP till 1000 000 DA

Source : ANGEM of Mostaganem, 2020

According to this results, for the majority of Women entrepreneurship, the importance is given to craft like sewing, sweets and traditional crafts and services due to their level of education which is regarded as real obstacles to ceate their small industriues or ingaging in BTP since the majority of them has the middle school level.

10. Conclusion :

Women Entrepreneurs create employment not only for themselves and their employees but also benefit their investors, suppliers and communities they are active in. Women launch and grow businesses, create and sell innovative products and services, and take part at every level of

trade and commerce. For these reasons, they become an important drivers of economic growth and development in Algeria. They need to be supported and encouraged: it is essential for them to create opportunities to be integrated in the markets, from which they are most often excluded. By gender equality, development of relevant infrastructure and access to networks, entrepreneurship could help women achieve further empowerment. In conclusion, engaging in Entrepreneurship is even more difficult for women. At the same time, Woman Entrepreneurship has really become a new pillar of the economy since it represent an important part in the Algerian economy. However, In addition to societal and feminist perspectives, economic ones affect the world of Woman Entrepreneurship in Algeria.

11. Recommendations :

- Encouraging woman entrepreneurship through specific support especially for those staying at home.
- Orientation of the system towards activities that create wealth and jobs, contribute to the reduction of unemployment, the reduction of poverty, participation in local development.
- Diversification of promoters' activities in line with the priorities adopted for the development of sectors (industry, agriculture, environment, ICT, tourism, etc.).
- Encouraging the creation of innovative, high quality and value-added projects (ICT and start-ups) by focusing on young graduates of vocational training and universities.

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