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Women's Entrepreneurship and Ecosystem Support: A Comprehensive Analysis in Developing Countries

ريادة الأعمال النسائية ودعم النظام البيئي: تحليل شامل في البلدان النامية

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Abstract :

This research offers critical insights for policymakers, stakeholders, and academics on creating an environment that supports the growth of women entrepreneurs in developing economies. The study explores women's entrepreneurship in these regions, aiming to understand and evaluate the essential supportive ecosystems needed for their success. Using a descriptive-analytical method and analyzing the experiences of nine women entrepreneurs, the results highlight the importance of a supportive environment, which includes family encouragement, societal behavioral changes to break stereotypes, government policies promoting women's participation in entrepreneurial activities and ensuring their sustainability, the digital technology landscape, and NGOs that champion women's entrepreneurship. The study recommends educating families, shaping social behaviors, advocating for sensible government policies, engaging NGOs, and empowering women through digital technology.

Keywords: Women's entrepreneurship, ecosystems, social behavior, government policies, Developing Economies.
JEL Classification Codes : B54 ; L26 ; P48 ; B55

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1- Introduction:

Entrepreneurship across the world has undergone many transformations that led it from a narrow concept to a broad one. The methods followed by entrepreneurs to build their successful projects have evolved, as it was once associated only with traditional commercial and industrial projects. After the technological revolution, entrepreneurship expanded into modern sectors such as communications, health, modern technology, environment, artificial intelligence, and others. This expansion in sectors also included a diversification in gender and age groups. While entrepreneurship was historically seen as the domain of men, women have also entered the entrepreneurial world. Due to their physiological and psychological composition and different social status from men, understanding entrepreneurship for women, in particular, was necessary through studying and identifying similarities, differences, strengths, and weaknesses.

Women's entrepreneurship, like other entrepreneurial projects, requires a supportive environment that encourages launch, aids growth, and ensures survival and continuity. This supportive environment comprises variables that affect women's entrepreneurial actions, providing them with resources and opportunities while attempting to mitigate challenges. Examining previous experiences of feminist entrepreneurial action leads to a better understanding of women's entrepreneurial behavior, actions, and reactions to environmental variables. Developing countries aim to promote women's entrepreneurship by developing projects and overcoming challenges, contributing to the overall goal of economic development and wealth creation, impacting individuals and society by elevating the standard of living.

In the light of understanding women's entrepreneurship experiences, the main problem of the study can be formulated as follows:

What are the components of the enabling environment that foster the growth of women's entrepreneurship in developing countries?

To address the study's problem, a set of sub-questions was posed:

- What are the environmental obstacles and challenges inhibiting women's entrepreneurship in developing countries?

- What methods and policies drive women's entrepreneurship in developing countries to success?
- How do pioneering experiences contribute to understanding the supportive environment for women's entrepreneurship in developing countries?

❖ **Objectives of the Study**: The study aims to highlight several points:

- Highlight entrepreneurship.
- Study women's entrepreneurship.
- Identify environmental variables affecting women's entrepreneurship.
- Examine the work environment that facilitates women's engagement in entrepreneurship.
- Spotlight some experiences in developing countries in the field of women's entrepreneurship.
- Propose a package of solutions and recommendations to enhance the supportive environment for women's entrepreneurship in developing countries.

❖ **Limitations of the Study**:

- Objective limits: The study focuses on the role of women's entrepreneurship and emphasizes the role of the supportive environment by studying environmental variables in the business environment, examining selected experiences of women's entrepreneurship.
- Time limits: The study was conducted between 2010-2023.
- Spatial boundaries: The study focused on women active in entrepreneurial projects in developing countries.

❖ **Curriculum Used**:

This research adopts a descriptive analytical approach, involving the retrieval of data and information related to the research subject, followed by their study and analysis. Based on these steps and to achieve the study's objectives and answer its questions, it will be divided into three fundamental elements.

2- The concept of entrepreneurship:

Idiomatically according to Abdul Fattah Muhammad Zain Al-Abidin, "**Orientation involves a desire to create a private business managed by the individual, involving thoughtful consideration, effort, time, and financial investment, imbued**

with the spirit of adventure and a willingness to accept calculated risks"(Abdelfatah, 2016).

The definition of entrepreneurship first appeared in its economic sense during the period (1730-1792) and was associated with many academic concepts. In 1755, it was defined by Cantillon as "the entrepreneur who bears the risk due to the uncertainty of the future prices of the market." The concept of entrepreneurship was later linked to innovation, as per Schumpeter's theory: "**Entrepreneurs innovate and apply new technologies to reduce costs and increase profits**" **(Belkacem & Abdelhak, 2023)**.

Throughout its development, entrepreneurship has been influenced by various schools of thought. The pioneers of the classical school, such as Jean Bast Say (J.B. Say) and Richard Cantillon (R. Cantillon), played a significant role in explaining entrepreneurial behavior. Additionally, the Austrian school, led by Schumpeter, equates leadership with innovation and creativity **(Allali & Allali, 2021)**

2.1-women's entrepreneurship:

Understanding women's entrepreneurship requires addressing significant previous studies and how they approach entrepreneurship topics. It can be divided into two groups:

2.1.1-First of all:

Most studies do not distinguish between women's entrepreneurship and men's entrepreneurship. Another aspect of criticism is related to the focus of most studies and theories in the field of entrepreneurship on male entrepreneurs. These may be challenging to use as a starting point for analyzing women's entrepreneurship. Consequently, these theories may provide a skewed perception of the style and way in which women manage their companies because businesswomen adopt different strategies and organizational structures than men.**(Mohamed, 2015)**-An example of this:

- the study "**A Gendered Perspective on Organizational Creation**," which advances the idea that the perspective of the gender of founders (male or female) may have an important yet relatively invisible impact on both the entrepreneurial process and the attributes of newly created organizations**(Bird & Brush, 2002)**.

- Another study, "**Exploring the Career/Achievement and Personal Life Orientation Differences between Entrepreneurs and Non-entrepreneurs: The Impact of Sex and Dependents**," conducted among female business pioneers, showed that women's goals in leadership stem from necessities different from men, focusing on achievement, work-life balance, and family **(Demartino et al., 2006)**.

2.1.2- Secondly:

On the one hand, other studies that talked about feminist leadership took Two different paths, focusing on the first to identify the female entrepreneur in terms of personal characteristics, personal motivations, and the environment that motivates her to entrepreneurship, **(El katbi & Yaich, 2023)**.

- Study "**Femmes et entrepreneurs: Trenteans de recherche en motivation entrepreneurialeféminine**" Women and Entrepreneurs: Thirty Years of Research and Motivating Women Entrepreneurs (Gabarret & d'Andria, 2016).

provides a review of thirty years of research on the drivers of women's entrepreneurship. The study identifies three ideal types of female entrepreneurs:

- **Women entrepreneurs by necessity** are women who start a business out of necessity, driven by economic reasons and the need to ensure their livelihood.
- **Career transformation entrepreneurs** are women who transition to entrepreneurship from a profession and find achievement and independence in entrepreneurship.
- **Entrepreneur Moms (Mampreneurs)** are a specific group of female entrepreneurs who are mothers and business owners, seeking to balance their professional and family lives. They are motivated by a combination of push and pull factors

Women entrepreneurs see entrepreneurship as a means to achieve their personal and professional aspirations while prioritizing their role as mothers. They aim to create a business that allows them flexibility and control over their time, enabling them to meet the needs of their children. The concept of entrepreneurs highlights the unique challenges and motivations of women traversing the intersection of motherhood and entrepreneurship.

So, there is heterogeneity in the factors of push and attraction for women to experience entrepreneurship.

The other paths focuses on identifying the women's entrepreneurial organization in terms of its field of activity, sources of funding, and size, profits, and the challenges to its continuation**(El katbi & Yaich, 2023)**

- **Study "Understanding MSME-owned women entrepreneurs in Bangladesh: exploring motives, challenges, and success factors"(Uddin, 2021)**

presents the challenges women face in running their businesses: lack of funding, gender discrimination, lack of management skills, fear of failure, lack of training, lack of information, and conflict between work and family are found to be significant challenges women face in running their businesses.

Factors influencing women's entrepreneurship success, such as more profit and wealth, self-achievement, family support, education, motivation and commitment, a gender-neutral environment, a large network, and government support, were identified as factors influencing women's entrepreneurship success.

Therefore, through many previous studies around the world that focused on women entrepreneurship as a different element from entrepreneurial men, we have more knowledge of women's entrepreneurship and paved the way for a new era and new thought that allows understanding the factors of push and attraction for women on the one hand, and on the other hand, dissecting women's entrepreneurial organizations through the success factors and challenges they face.

3- Supportive Environment:

3.1. Family:

Family support is considered one of the most important pillars of the success of women's entrepreneurship. Women need emotional and moral support to continue adopting entrepreneurial behavior, and businesswomen rely on the support of family members and their attitude towards creating and supporting their projects **(Rajani & Sarada, 2008)**.

Many studies have shown this, including, for example, "an analytical study of success strategies for women's entrepreneurship in the Kingdom of Saudi Arabia"(Mohammed, 2015)

The results of individual interviews revealed the essential role of the family in supporting the participants' jobs in entrepreneurship. This support can take various forms, including funding, childcare, completion of facility-related transactions, and sometimes moral support. Eighty percent of respondents confirmed that the support of family and friends is one of the most important factors in helping them succeed. Mona explains this as follows"**The support of my family and my husband later was the reason for my wings after God's success. I don't think I would have reached this stage in my work without their support**."Ghada also explains, "**My husband's mother cares about my third child. It helps a lot because we live in the same house, so I can be late at work, and I am sure that there is someone who takes care of their homework and helps in raising them. My husband helps me a lot**."

3.2.Society and its culture:

Talking about society here as a supportive environment leads us to inevitably talk about the cultural and social challenges to visualize the exit of women to play their role in the economic field and entrepreneurship. The changes that modern society has known have contributed significantly to linking women to the business world through the transformation in the behaviors of individuals from abusive to encouraging. This transformation was followed by building a fertile social environment for the emergence and growth of women's entrepreneurship. Despite that, there are still many adverse behaviors, and their intensity varies from society to society. For example, what is said in the theory of the glass ceiling revolves around the imaginary barrier that prevents women from assuming leading positions in institutions despite their competence and suitability for the position**(Chaoui & kattaf, 2022)**. This exclusion affects their ability to acquire entrepreneurial behavior that qualifies them in the future for success in their entrepreneurial project, **(Mouafaq & Haicher, 2015)**. Therefore, changing the stereotype of women's role in business participation will undoubtedly increase the chances of success of women's projects.

3.3. Local Policies:

The divergence in the roles of governments is evident concerning the facilitation of a conducive environment for projects, with a specific focus on women. This variance is manifested through a series of measures primarily aimed at augmenting the participation of women in entrepreneurial initiatives and ensuring their success. These measures are fundamentally aligned with the

overarching objective of fostering comprehensive development. Key initiatives encompass:

3.3. 1. Finance and microfinance systems:

One of the biggest obstacles faced by women in establishing their projects and managing them is all about funding. Despite women's level of education and technical expertise, private equity lenders and venture capitalists still have concerns about women's commitment to their projects and their qualifications to lead high-growth companies. This often leads to a lack of capital, which has proven that many promising projects remain small and do not grow **(Winn, 2005)**، Here, the role of local policies comes into play in directing investments towards promising women's projects by supporting them and providing an influx of capital to increase the size of their projects and thus ensure continuity.

3.3.2. licenses and permits needed to start:

The fertile ground for growth and investment in the world is that in which governments facilitate the issuance of permits at various stages and administrative procedures, so as not to be a curb factor for entrepreneurial projects that need flexibility to ensure survival in a strong competitive environment. To create the appropriate environment and facilitate and accelerate investment licensing procedures that support the women's entrepreneurship sector, countries are working on this element significantly **(Muslim, 2022)**

3.3.3 . Leadership Development Training for Women:

Today, we can talk about the importance of training and development in a changing technological environment. Therefore, the groundwork provided by governments involves offering training courses and workshops aimed at developing skills through institutions such as training centers, universities, and other entities active in this field. Advances in technology, such as social media, mobile learning, crowdsourcing, and social networks, have led to optimal learning outcomes and maximized the benefits of training (**(Dewine et al., 2017)**.

3.3.4. Infrastructure Development and Service Provision:

Infrastructure is one of the factors for the success of entrepreneurial projects, so governments are working to provide advanced infrastructure that includes all areas of education and technology, health, the banking system, transportation, ports and airports. The appropriate structure is reflected in the growth of

entrepreneurial projects by facilitating supply chains and opportunities for technological development and the development of the individual worker. Many countries have developed their infrastructure for the purpose of developing projects. Examples of this include the project(North Carolina Global TransPark, DT)an international project aiming to provide an advanced logistics and industrial facility in the state of North Carolina, USA. It aims to promote economic growth and global trade by providing advanced infrastructure for companies and international organizations**(Kasarda, 1996)**

3.3.5. Promote Equality, Diversity:

Women face challenges in starting and expanding their businesses, including limited access to markets, technology, networks, and finance. Gender bias, societal norms, and prejudices limit opportunities for women and hinder their ability to innovate and create value. Policies and programs can help women overcome these challenges and thrive in the world of entrepreneurship. A comprehensive approach is needed to promote gender equality in entrepreneurship and innovation, and strengthening networks and mentorship opportunities for women entrepreneurs is important to their success **(Veckalne & Tambovceva, 2023)**.

3.3.6. Export promotion programs:

These policies aim to encourage startups in general and women entrepreneurship in particular to search for opportunities to expand and export to international markets. Export and development promotion mechanisms and instruments should allow for timely responses to further liberalization of economic relations **(Jatuliavičienė & Kučinskienė, 2014)**.

Of course, local policies that contribute in one way or another to providing a supportive environment for entrepreneurial projects in general, and women in particular, are numerous and vary from one country to another. But the goal remains one: to achieve economic growth and attract investments of various kinds, internal and external.

3.3.7. The role of Nongovernmental organizations (NGOs):

NGOs play an important role in promoting women's entrepreneurship around the world and in various economies. Many studies have discussed the opportunities provided by the latter for women to enter the field of entrepreneurship on the one hand and accompany them on the other. This is especially true concerning the establishment of advisory centers, legal and legislative support, encouraging partnerships and cooperation, and providing professional training and development, as well as funding and

financial support, NGOs in the world are many and varied. For example:

- **Udyogini(*Women Empowerment NGO in India*, 2023)** is a non-governmental organization that has played a crucial role in advancing the cause of women entrepreneurs in Jharkhand. It has intervened in areas such as Jonte, Ranti, and Gomla in India. **Udyogini** focuses on empowering women through entrepreneurship and provides support in various aspects such as skills development, access to finance, and market linkages. The organization aims to create sustainable livelihood opportunities for women and promote their economic independence. **Udyogini's** interventions have contributed to the growth and success of 48,015 women entrepreneurs in Jharkhand, enabling them to overcome challenges and create their own businesses**(Chaudhary & Kumari, 2023)**.
- GO Operational Development in **North Ghana**: This organization is related to indigenous women's social entrepreneurship as a tool for poverty alleviation. Poor communities in northern Ghana have the resources to produce but lack managerial training, financial and technical support, and market access. Development NGOs play a crucial role in linking local resources and providing equipment and skills training to produce internationally certified products for local and international markets**(Amofah, 2021)**.
- NGOs empowering women through entrepreneurship in **East Java, Indonesia**: However, it emphasizes the importance of well-defined methodologies for the success of the implemented projects. The methodology is generally based on the objectives of the project and the ground-level reality. NGOs may change their methodologies according to the characteristics of the beneficiaries. One NGO provided family businesses with training in marketing, sales techniques, packaging, and record-keeping to increase market share and profitability.**(Bhukuth et al., 2019)**.

  While many may think that the role of NGOs is complementary to local policies, they can also play a key role in the process of creating value for women's projects. This is due to the nature of women, which requires constant accompaniment and confidence that increases through contact with people working in the charitable field.

3.3.8. Technological Environment:

The modern world has witnessed a technological leap and a revolution in communications that changed the thinking of entrepreneurs from traditional methods to modern ones. Social media is one of the variables that entered the equation and contributed significantly to women's entry into the world of entrepreneurship. Many studies have discussed this, especially influential women (influencers) in social media platforms such as Facebook, Twitter, Instagram, YouTube, etc., creating a supportive environment for the emergence of many female entrepreneurs in different fields.**(Bouheda, 2020)**.Women entrepreneurs have leveraged the internet and social media to build their startups and businesses. Social media has helped women entrepreneurs reframe and define their roles in the right context to become financially independent**(Elshantaly & Moussa, 2022)**.

4. Women Entrepreneurship in Developing Countries:

In this component, we will attempt to demonstrate noteworthy instances of women entrepreneurship within developing economies. This investigation delves into the intricate interplay between the entrepreneurial undertakings of women and the environmental factors, with a keen focus on the variables influencing their triumphs.

4.1. Cases of Women's Entrepreneurship in Developing Countries:

4.1.1. TRACCS Saudi Arabia:

Sarah Al-Ayed, of TRACCS Company, is Sarah bintAyed bin Mohammed Al-Ayed. Engaged in business for approximately 15 years, she co-founded TRACCS with her brother, Mohammed Al-Ayed, in 1998. The company has since grown to become one of the largest networks in the field of public relations and corporate communication in the Middle East and North Africa. Employing 200 specialists across 14 offices in 13 countries, TRACCS stands as a prominent entity in the region. Sarah began her career as an English teacher and pursued fashion design, but she shifted towards the business world in partnership with her brother. They established TRACCS with only three employees initially, and the company expanded over time. In 2013, Sarah Al-Ayed, a Saudi entrepreneur, secured the 26th position in Forbes Middle East's list of the most influential women in the Arab business world. Her aspirations include positioning Jeddah, Saudi Arabia, as a hub for the creation and development of small and medium-sized enterprises in the Arab world. To support female entrepreneurs and projects, she has

launched an initiative dedicated to fostering entrepreneurship among women **(Nadda, 2019)**.

4.1.2. Mother and Child Guide Company Saudi Arabia:

Nihad Soleimani, CEO, and Co-founder of the website "Mother and Child Guide", leads a comprehensive resource dedicated to mothers and children. The platform collaborates with local experts and specialized doctors, addressing user inquiries and providing valuable information. The website, motherchildguide.com, and its affiliated magazine have gained exceptional popularity among mothers in the Kingdom.

Nahed Suleimani holds a Bachelor's degree in Computer Science and initially worked as a programmer at "Erfan Hospital". Motivated by her entrepreneurial spirit, she ventured into her own project. With financial support from **Flat 6 Labs Jeddah**, she founded the "Mother and Child Guide" initiative. The success of her venture is evident as the website and its associated magazine secured the 33rd position in the list of the top 50 emerging Saudi companies for the year 2016. This achievement highlights the impactful contribution of Nahed Suleimani's project in the realm of maternal and child health, solidifying its position as a prominent entity in the Saudi entrepreneurial landscape**(Nadda, 2019)**

4.1.3. Eman Al Ayyaf Trading Company Kuwait:

Eman Al-Ayaf shared her journey, revealing that she initially held a government position to accumulate capital for trading, which was her primary goal. Later, she transitioned from her government job to pursue her passion, joining the women's department of VI Markets' financial brokerage company, "Yasmeen." Subsequently, Eman founded Eman Al-Ayaf Trading Company, forming a partnership with the financial broker XTB Limited International. The text underscores that Contracts for Difference (CFDs) are a high-risk financial leverage product carrying the potential for substantial capital loss. (In a YouTube interview, Emma Al-Ayaf emphasizes the significance of self-development in overcoming fear and transforming into positive energy. She advocates for self-improvement through available programs provided by governments, non-governmental organizations, and individuals online. Additionally, she stresses the need for continuous personal growth and improvement, asserting that focusing on specific goals aids in achieving success.**(Eman AlAyyaf Show, 2023)**.

4.1.4. "Sea Food Factory" Egypt:

From the outset, we recognized the need for a swift launch and refrained from categorizing ourselves as a small or medium-sized company. Instead, we acknowledged that Sea Food Factory is

a startup. Presently, we are selling approximately ten thousand packages per month. Over four years of dedicated work, we have achieved a notable milestone, securing a three percent market share in the fish trade industry in Egypt. Looking ahead, our aspiration is to capture 12 percent of the market within the next three years.

Sea Food Factory stands as the first mobile application dedicated to seafood in Egypt. Our product range encompasses all types of fish, including processed, marinated, cleaned, freshly caught, and ready-to-eat varieties. We have prioritized the care of fish, recognizing it as an overlooked product in both markets and supermarkets. Our commitment is to ensure that the fish we provide carries the authentic aroma of the sea, reaching our customers in its purest form.

Aya has benefited from the "She Can" grant, which was offered to her by the Continuing Education College at the American University in Egypt. In her own words, Aya expresses her gratitude for the opportunities and empowerment this grant has provided. "**We initiated the company with personal investments amounting to ten million pounds, and we have refrained from participating in any funding rounds until our company achieves stability. In cases of new investor involvement, we only allocate small percentages. My pursuit of this grant is driven by the goal of acquiring skills in negotiation and navigating funding rounds. I am confident that we are well-prepared for such opportunities starting today"(Karim, 2023)**.

4.1.5. Company "Princess Raya brand" Algeria:

Amira is the pioneering woman in Algeria to launch the "**Amira RayaBrand**", an Algerian fashion label catering to veiled women. The brand has expanded its presence to several locations within the country. According to Amira, the center provided her with opportunities to collaborate with international brands, enhancing her brand's visibility and facilitating connections for training and learning**(réseau dzair, 2022)** City Centre was the first to support Amira and embraced the concept of Amir Raya, opening avenues for investment by showcasing her products in its center. Located in the municipality of Mohammedia in the province of Algiers, City Centre Mall spans an area of 32,000 square meters. It serves as a vibrant space for living and shopping, hosting approximately 45 textile brands**(safarway, 2023).**

4.1.6. HABIBA NATURAL CARE COMPANY CAMEROON:

Celestine is the founder of "**HABIBA NATURAL CARE**" She supports women in her community by creating job opportunities and sourcing local raw materials, including shea butter and sesame oil. As part of her engagement with the World

Intellectual Property Organization (WIPO), an organization that assists entrepreneurs in protecting their intellectual property, Celestine strategically focused on safeguarding the unique qualities of her products and establishing distinctive marks in the market to ensure the protection and integrity of her recipes**(wipo, 2022)**.

4.1.7. FashionValet company Fifi Yusuf Malisia:

Listed in Forbes magazine's "Top 30 Under 30 in Asia" list, **Datin Vivi Sovinas Yusuf** (widely known as **Yivi Yusuf**) is one of Malaysia's most renowned female entrepreneurs. Besides being a wife and mother of three, she is the co-founder of **FashionValet**, a multi-million-dollar fashion e-commerce company, and **dUck**, a lifestyle brand that offers scarves, cosmetics, stationery, bags, and home and living utensils **(Fv.Group, 2023)** Vivi Yusuf is also a social media icon with millions of followers, supported by her passion for blogging and vlogging on her YouTube channel. Her significant impact in the public eye has resulted in her receiving several prestigious awards, including the "Young Entrepreneurs Award Honoring Malaysian Women" and the "Top 5 Social Media Personalities of 2017"**(Admin E2, 2021)**.

4.1.8. iMED Tech Neil Nkholise South Africa:

The World Economic Forum named her Africa's best innovator in 2016, and in 2018, she also made it to Forbes Africa's list of the 30 most influential people under the age of 30, among other awards. As the founder and director of **iMED Tech**, a company that produces medical prostheses and bioimplants,Nkholise has been able to provide innovative medical solutions to improve the lives of people who have lost precious body parts due to accidents, cancer, and diseases. One of Nellie Nakhouliz's most important pieces of advice is to believe in yourself as a woman. She states, "**By launching iMed Tech, I wanted to confirm the theory that women have the ability and potential to run companies in the medical technology sector. Not just ordinary companies, but companies that will become multinational**."**(Marlina, 2021)**.

4.1.9. Carolina Herrera Venezuela:

Herrera was ranked as the best woman of all time by Vanity Fair, establishing her as one of the most successful entrepreneurs in Latin America. Born as the daughter of a Venezuelan politician, she was immersed in an environment of elegance from a young age. Displaying the qualities of a fashion designer well before officially assuming the role, Herrera embarked on her professional journey at

the age of 42. Relocating with her husband and four daughters from Caracas to New York City, they commenced work on their inaugural collection, which debuted the subsequent year. Garnering acclaim from critics, her career swiftly ascended to the pinnacle. In 1981, she assumed the directorship of her own fashion house. Herrera's net worth is estimated at $130 million. The most prominent markets for positioning her brand are in South Asia and the Middle East**(Monclou, 2023)**.

5. Analysis of women's entrepreneurship:

The presentation of these experiences in various developing countries showed that:

- **TRACCS**: The positive role played by the entrepreneur's brother served as both a moral and material incentive for her to continue her entrepreneurial journey in the field of elegance and fashion.
- **Mother and Child Guide Company**: Benefiting from funding provided by **Flat 6 Labs Jeddah**, this company exemplifies state-supported financial programs for women's entrepreneurship. The technological environment further strengthens the company, facilitating collaboration with experts and specialists to address user inquiries from mothers.
- **Eman Al Ayyaf Trading Company**, a partner with the financial broker XTB Limited International: Built on stock exchange trading, the success of entrepreneur Eman Al Ayyaf indicates the presence of a robust stock exchange and a strong technological environment, fostering the growth of the project. Quality training opportunities have transformed the entrepreneur into an expert in trading.
- **Seafood Factory Aya Mounir Application for Fish Trade Egypt**: Operating in an advanced technological environment, this project, reliant on marketing through applications, signifies the country's technological advancement. Funding opportunities, such as the "She Can" grant empowering women, support capital expansion, increased investments, and the acquisition of negotiation skills, backed by government policies offering training opportunities and financial support.
- **Princess Raya BrandAlgeria**: The officials of City Center played a pivotal role in providing opportunities for marketing and collaboration with international brands, demonstrating societal understanding and encouragement of creative women. Social media further contributes to product promotion.
- **HABIBA NATURAL CARE**: Acknowledging the role of the World Intellectual Property Organization in training women

entrepreneurs to protect their intellectual property is crucial. This support is vital for innovative projects like Celestine in Cameroon, ensuring their growth.

- **FashionValet**: Social media plays a stereotypical yet significant role in women's projects, especially in fashion and elegance. The technological environment has contributed substantially to the emergence and success of female entrepreneurs, evident in the blogging and vlogging on platforms like YouTube and Instagram. Fifi Yusuf's company in Malaysia exemplifies this trend.
- **iMED Tech Nail Nakholis South Africa**: Relying entirely on technological development through the manufacture of artificial organs on demand, this company operates in a robust technological environment. South Africa's users showcase a high cultural level supporting such advancements, emphasizing the indispensable role of a strong technological environment in the development of women's companies.
- **Carolina Herrera Venezuela**: In this company, the support provided by the family, first from Carolina's family and secondly from her husband, underscores the crucial role of family presence and support for women in initiating and sustaining their projects.

Table 1: Summarizes the supportive environment and its positive role for women's entrepreneurship according to the examples presented.

Number	Company	Supportive Environment	Positive Role
1	TRACCS	Family	Moral and financial support
2	Mother & Child Guide Company	Local Policies, Technological Environment, Product Marketing	Financial support
3	Eman Al Ayyaf Trading Company	Local Policies, Technological Environment, Product Marketing	Provide training and development
4	Seafood Factory	Local Policies, Technological Environment, Product Marketing	Provide training and financial support
5	Company "Princess Raya brand"	Society and its culture, Technological Environment	Engage in the business world, Product Marketing
6	HABIBA NATURAL CARE COMPANY	Non-governmental organizations	Provide training and development
7	FashionValet	Technological Environment	Product Marketing
8	iMED Tech Nakhoulis	Technological Environment	Provide training and development
9	Carolina Herrera Company	Family	Moral and financial support

Source: Prepared by the researchers**.**

While the number of 9 entrepreneurship projects in various developing countries mentioned above may limit the opportunity for broad observations and generalizations in the context of developing countries, it can be asserted that the listed companies have indeed benefited from a diverse supportive environment. This encompasses factors such as family, local policies, technological environment, society, culture, and non-governmental organizations. These elements collectively contribute to the increased participation of women in entrepreneurship and, consequently, the success of these women-led entrepreneurial ventures.

Conclusion:

Through this research, we have endeavored to identify the supportive environment for women's entrepreneurship in developing countries by exploring the role played by the variables of this environment in encouraging women to engage in entrepreneurship, ensuring their persistence, and creating a conducive environment to help them overcome challenges and obstacles. We have presented various experiences to illustrate the form of this supportive environment, leading to the following resultsThe supportive environment encompasses**:**

- Supportive families for women entrepreneurs, who play a crucial role in facilitating their entry into the business world. Women often require emotional and moral support to sustain their entrepreneurial endeavors.
- The behaviors of an understanding society that discourages violence and empowers women, providing them with opportunities to participate in the business world.
- Government policies that adopt several measures aimed at increasing the rate of women's participation in entrepreneurial projects and ensuring their continuity.
- NGOs playing a significant role in promoting women's entrepreneurship and complementing government policies.
- A digital technology environment that offers strategic options for women to overcome barriers, rebuild their roles, and achieve financial independence.

To encourage women's participation in the realm of entrepreneurship in developing countries, the study puts forth a series of recommendations:

- Educate families about the importance of providing both material and moral support for their daughters to establish their own projects by highlighting the positive outcomes.
- Endeavor to change social behavior by influencing individuals through all available means to alleviate prevailing ideologies rooted in patriarchal society.
- Advocate for pioneering government policies guiding women's business behavior and ensuring the continuity of their enterprises. This includes support and financing, streamlined licensing processes, economic training opportunities, promotion of equality and diversity, and encouragement of exports and international expansion.
- Strengthen and involve NGOs in changing women's skeptical views of entrepreneurship. NGOs can contribute by establishing counseling centers, providing legal and legislative support, fostering partnerships and cooperation, offering training and professional development, and providing funding and financial support.
- Educate women to leverage digital technology, particularly social media, to broaden their entry horizons and achieve success in entrepreneurship.

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