

The Entrepreneurial Woman and sustainable Development in Algeria Between Challenges and Obstacles.

Oudie Soumaia¹, Salem Yakoub²

¹ **laboratory of social development and society service _ University of El Oued (Algeria)**
oudie-soumaia@univ-eloued.dz

² **laboratory of social development and society service University of El Oued (Algeria)**
Salem-yakoub@ univ-eloued.dz

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Abstract:

This research paper aims to establish a theoretical framework for female entrepreneurship and sustainable development in Algeria by addressing the following points: the concept of entrepreneurship, the entrepreneurial woman, the factors shaping the trend of female entrepreneurship, and finally, the challenges and obstacles facing women's contribution to sustainable development in Algeria.

Keywords: Entrepreneurship, Female Entrepreneur, Sustainable Development in Algeria.

Introduction

The issue of women and the attention to their rights in Algeria has been of paramount importance. After independence, the state initiated its development plans and programs to establish the foundations of its developmental model. The starting point was education and the emphasis on the necessity of enshrining it as a constitutional right, with the aim of enabling women to access various fields. With the state's adoption of a capitalist system based on privatization, which led to the dismissal of many workers from the public sector, and in light of the dire conditions, it became imperative for women to enter the workforce to contribute to improving family conditions. The policy of opening up to the market and the changes that occurred in the institutional sector through the adoption of a strategy to establish small and medium enterprises supported private initiatives in creating economic institutions aimed at profit and supporting the local economy.

In this context, and on the international level, all international bodies and human rights organizations acknowledge the importance and role of women in the social, cultural, economic, and political spheres and their effective participation in the sustainable development process. Women are considered one of the fundamental pillars in the process of creativity and production, as they play a pivotal and essential role in achieving socio-cultural and economic goals in various projects and development plans across different countries and communities.

It is worth noting here the increasing interest in women's issues day by day at the international, regional, and local levels, which cannot be achieved without establishing a system of their rights. This interest is primarily due to the growing and significant role women play in society. Women's rights and their equality with men are among the most important topics that the world's countries should focus on, given their close connection to the practices women face that hinder them from fulfilling their strategic role in the process of development and progress.

1-Definition of Entrepreneurship:

It is "the process of creating something new of value by devoting the necessary time, effort, and capital to a project, assuming the associated risks, and receiving the resulting rewards."

As for "**entrepreneurialism**" (or "**entrepreneurship**" in a broader sense): it is a dynamic process of wealth creation carried out by individuals who take financial risks and commit to applying their efforts to add value to certain products or services. These products may or may not be entirely new or unique, but the entrepreneur adds value through the allocation of necessary resources and skills. (Omar Yassin Khudair, 2010, p. 05)

2– Concept of Female Entrepreneurship:

Many researchers argue that the definition of entrepreneurship does not differ significantly between men and women. For example, Joseph Schumpeter (1950) defines the entrepreneur as: "A person characterized by creativity and innovation, a rare individual with talent who can generate high profits, act as a driver of economic development, and someone who has an idea, the will to succeed, flexibility in dealing with challenges, and a reasonable willingness to take risks, in addition to possessing organizational skills." (Shallouf Farida, 2008, p. 11).

Similarly, A. Catillon (1955) defines the entrepreneur as: "A person who takes the risk of conducting business on their own behalf and creates new value through a new product."

And through these two definitions, we derive a definition of the entrepreneurial woman as: **"that woman who possesses characteristics and qualities that enable her to take the risk of doing business."**

Despite being historically excluded from public participation, women have often contributed actively to traditional crafts within the household and to agriculture. The divide between these roles and formal entrepreneurship began historically with the development of modern industry, which required separating the workplace from ownership. (source: <http://www.womengateway.com>).

From here, it has become a preliminary condition for a person (whether a man or a woman) wishing to carry the title of "entrepreneur" to own (or possess) a part of the company's ownership and participate in its management. However, for some, these criteria are not sufficient... They implicitly keep some business models legal and others illegal, such as independent work and micro-enterprises... or those with goals other than the commonly recognized ones as the end of the company according to traditional economic indicators like:

- ✓ Profit.

- ✓ Growth rate.
- ✓ Market share.
- ✓ Return on investment.

As a result, many studies show that numerous female entrepreneurs prefer their businesses to remain small and stable. They believe this allows them to balance their various life roles (as wives, mothers, daughters, etc.), contribute to their communities, demonstrate professional capability, and fulfill their economic needs. For these women, a “small and stable” business that grows slowly and steadily is not merely a phase in the business lifecycle but a desirable and sustainable institutional model.(Yvon Gasse, Paris, 2009, p. 64).

In general, we can say that there is no specific definition for a female entrepreneur that differs from a male entrepreneur. Therefore, she represents: any woman, whether alone or accompanied by one or more partners, who has established, purchased, or inherited a business and thus becomes financially, administratively, and socially responsible for it, as well as contributing to its ongoing management. She is also a person who takes financial risks to create or acquire a business and manages it creatively by developing new products and entering new markets.(Report of the Advisory Group on Quebec, 2000, website : www.collections.banc.qc.ca)

It is also worth noting that the term « entrepreneur » includes both :

- ❖ The female gender who practices the profession of entrepreneurship.
- ❖ Every woman is independent, in control, makes decisions, and manages a business (enterprise) on her own.
- ❖ Every woman who has established a business in an innovative and creative way.
- ❖ Therefore, it can be said that what applies to the entrepreneurial man also applies to the woman entrepreneur, as she is responsible for all the creation and management processes and the consequences of the risks accompanying the establishment of institutions.
- ❖ Therefore, it can be said that the emergence and spread of women's entrepreneurship is not new, as the entrepreneur (whether male or female) from Bruyat's perspective is a well-known figure in global economic literature since the works of Cantillon (1680–1734). This emergence followed the crisis of the 1970s in an economic context characterized by a

continuous increase in unemployment, which affected individual behaviors and management methods of institutions, making the establishment of enterprises a fundamental social and economic challenge. The process of establishing a business has also become a subject of intense social demand from both men and women alike.

- ❖ Thus, what applies to male entrepreneurs equally applies to female entrepreneurs, as they are responsible for all aspects of establishing, managing, and dealing with the risks associated with business operations.
 - ❖ The emergence and spread of female entrepreneurship is not a new phenomenon. According to Bruyat, the concept of the entrepreneur (whether male or female) has been recognized in economic literature since the time of Richard Cantillon (1680–1734). Its rise during the economic crisis of the 1970s, which was characterized by persistent unemployment, affected individual behaviors and business management methods, making entrepreneurship a crucial socio-economic objective for both men and women.
- As for the characteristics of institutions run by women, they are usually distinguished by the following :
 - Compared to male-run businesses, women-run businesses tend to be younger and smaller in terms of assets, sales, or employees.
 - The entrepreneurial activity of women is characterized by low growth in sectors such as retail trade and services, especially in the field of transportation or transformation.
 - Women here are also characterized by not being subject to partners, unlike men (Dunod, Paris, France, 2008, P 32–33).

3-Definition of Entrepreneurial Orientation:

Recently, researchers have shown increasing interest in the topic of entrepreneurial orientation among individuals, as it is a preliminary stage to entrepreneurship. Therefore, it is important to understand the main reasons and motivations that might prompt an individual, under certain conditions, to pursue entrepreneurship as a career path.

Many researchers have provided definitions of what entrepreneurial intention is, including :

For « **J.M. Crant** » in **1996**, it is the individual's decision regarding the likelihood of transitioning to entrepreneurial work one day.

K.E. Learned (1992): Views it as a response to certain circumstances, where the interaction between an individual's psychological characteristics and professional or entrepreneurial experience may stimulate their orientation toward entrepreneurship. Both « **J.P. Sabourin** » and « **Y. Gasse** » explain individuals' inclination towards entrepreneurship by the presence of many predispositions and preparations.

As for « **P. Davidson 1995**, » he primarily links entrepreneurial orientation to personal convictions, and entrepreneurship is the best choice for him.

Both « **Pihkala** » and « **J. Vesalainen** » emphasize that entrepreneurial orientation is primarily a personal will, but it depends on situational variables.

The researcher « **Tounès** » confirms in his study that although entrepreneurial orientation is an individual will recorded within cognitive and perceptual stages, it is influenced by social, cultural, and economic conditions.

We observe from the previous definitions that most researchers agree on placing the intention in the mind and thought of the individual who develops it, and then linking it to the outcome, which is the transition to project implementation (Salami Munir, 2008, p. 12).

4-Definition of Sustainable Development :

A/ Development :

The United Nations defined development as a set of messages and methods used to unify the efforts of the people with public authorities in order to improve the quality of life in economic, social, and cultural aspects (Suhair Hamid, 2007, p. 24).

In this regard, the sociologist « **Karl Marx** » defined development as a revolutionary process that involves comprehensive transformations in social, economic, political, and legal structures, as well as in lifestyles and cultural values. Marx mentioned that the most industrially advanced country represents the future of the less advanced country (Mohamed Shafik, 1999, p. 14).

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the most industrially advanced country represents the future of the less advanced country (Mohamed Shafik, 1999, p. 14).

The sociologist « **Max Weber** » emphasized that the concept of development cannot be realized without a single origin, which is that the world as a whole should be one state with a single functional structure and a unified economy. If this is achieved, it would be possible to unify the ideas of the world's peoples economically, culturally, and politically, and thus, the process of development would be a journey for all people (Mounes Rashad El-Din, 2002, p. 73).

The sociologist « **Max Weber** » affirmed that the concept of development cannot be realized without one fundamental principle : that the world as a whole should be a single state with a unified functional structure and a unified economy. If this is achieved, it would be possible to unify the ideas of the world's peoples economically, culturally, and politically. Thus, the process of development is a journey for all people (Mounes Rashad Al-Din, 2002, p. 73).

While « **Burki** » believes that development is an attempt by the Global South to emulate the Global North in terms of living standards. (Abu al-Hasan Abdul Mawgood Ibrahim, 2004, p. 16)

While « **Dolly Sears** » sees that development includes realizing human potential by reducing poverty, unemployment, inequality, and cultural independence (Suhair Hamid, 2007, p. 21).

Therefore, based on what has been discussed, it can be said that development is a process that encompasses all sectors, whether social, economic, or cultural, with the aim of achieving well-being, meeting various needs, and eliminating backwardness.

B/ Sustainable Development :

The « **Rio de Janeiro** » conference referred to the concept of sustainable development as a necessity to achieve the right to development in a way that meets the developmental and environmental needs of present and future generations equally.

For sustainable development to be realized, environmental protection must be an integral part of the development process, and it cannot be considered in isolation (Wissam Darwish, 2016, p. 71).

As for the « **Brundtland Report** » issued by the World Commission on Environment and Development in 1987, titled « **Our Common Future**, » it

defines sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Farouk Mohamed Mustafa, p. 76).

The « **Brundtland Report** » issued by the World Commission on Environment and Development in 1987, titled « **Our Common Future**, » defines sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Farouk Mohamed Mustafa, p. 76).

« **Rothmans** » and « **Kros Kirth** » have indicated that sustainable development is a generational phenomenon, meaning a process that transforms from one generation to another and occurs over a time period of no less than two generations (spatial-temporal period between 25 and 50 years) (Wisam Darwish, 2016, p. 78).

And therefore, based on what has been addressed and indicated, one can say that sustainable development :

« **It is a process through which efforts are made to improve the living conditions of current generations without harming the interests of future generations.** »

5– Basics of Sustainable Development in Algeria:

Over successive periods of time, the concept of development has had many meanings. However, its current meaning emerged after World War II.

With the escalation of the Cold War, economic development strategies were developed, one reflecting the free market philosophy as seen by capitalism, and the other the central planning philosophy as seen by socialism. In this regard, development can be considered keeping pace with progress in industrialized countries.

The contribution of intellectuals to the subject of development is also embodied in the works of many Arab thinkers, most notably the scholar Ibn Khaldun. This is evident in the fact that in the 14th century, **Ibn Khaldun** said: "Know that the difference between generations is due to the difference in their ability to earn a living. Their coming together in their circumstances is only to cooperate in obtaining it, starting with what is necessary. At that time, their coming together and cooperating was in the needs of their livelihood and their development" (Ali Al-Attar, p. 3). Of strength and ammunition, it is only to the extent that preserves life

and obtains the language of living without further inability to do so. **Ibn Khaldun** also considers the city to be an economic phenomenon before anything else. The law of ebb and flow governs the economy as a continuous movement between production on the one hand and consumption on the other. He links this to the process of circulation, without which production is not distributed for consumption. **Ibn Khaldun** paid special attention to industry, as a civilizational phenomenon affected by the development of society and the law of supply and demand. He focused on training, practice, and experience in vocational education, without excessive theoretical indoctrination, which is of little use and ineffective, especially in this field.

The sociologist **Karl Marx** also made many contributions to this. He was known for being a revolutionary communist. Marx believed that increased investment, followed by economic hardships, would inevitably lead to a revolution of the miserable workers and to dictatorship. Marx considered development to represent a revolution against traditional conditions. He also emphasized that production relations under the capitalist system conflict with technological progress, leading to periodic economic depression and then stagnation. Inevitably, he pointed out the high and recurring costs of economic growth under the capitalist system, which manifest in the form of economic and social fragmentation that befalls society. Some fundamental amendments have been made, particularly to previous changes, particularly how capital accumulation is achieved through economic development. These amendments are represented by Schumpeter's important contributions, highlighting the role of the organizer in leading the accumulation process. This is clearly evident in his book "The Theory of Economic Development," where he presented two main themes: the first is innovation, including the introduction of new products and methods of production, the opening of new markets, the development of new resources, and the opening of new markets. The second is the efforts of entrepreneurs who contribute to innovations, which are considered necessary to break away from the monotony of economic rules. In the same context, he emphasizes the necessity of distinguishing, especially between economic leadership and invention (Suhair Hamid, 2007, p. 52).

Perhaps the interest in the economic aspect of development and its adequate crystallization directly contributed to the emergence of new trends that view the concept from different perspectives, primarily the social aspect, "where the first beginnings emerged. Thus, from the late 1960s until the mid-1970s, the

development process began to focus on social aspects, such as poverty, unemployment, and human self-realization. The United Nations used another slogan, "human development and environmental development," as one of the necessary conditions and elements for achieving effective development based on sustainability. This means expanding individuals' choices and capabilities through the formation of social capital, which is used with the greatest possible degree of justice to meet the needs of current generations without compromising the needs of future generations (Khababa Abdullah, p. 127).

Thus, development in the current era fully encompasses all its economic, social, cultural, health, and educational dimensions. Modern science has focused on development as a human goal and purpose. However, if we consider development as a process, we find it as old as humanity itself (Abu al-Hasan Abd al-Mawgoud Ibrahim, 2004, p. 35).

Therefore, development is a multidimensional process that encompasses economic, social, cultural, and environmental dimensions. Humans represent the primary element within it, as they are primarily and effectively responsible for it, the originator of it, and the primary recipient of its outcomes. Sustainable development aims to achieve a set of objectives that can be highlighted as follows:

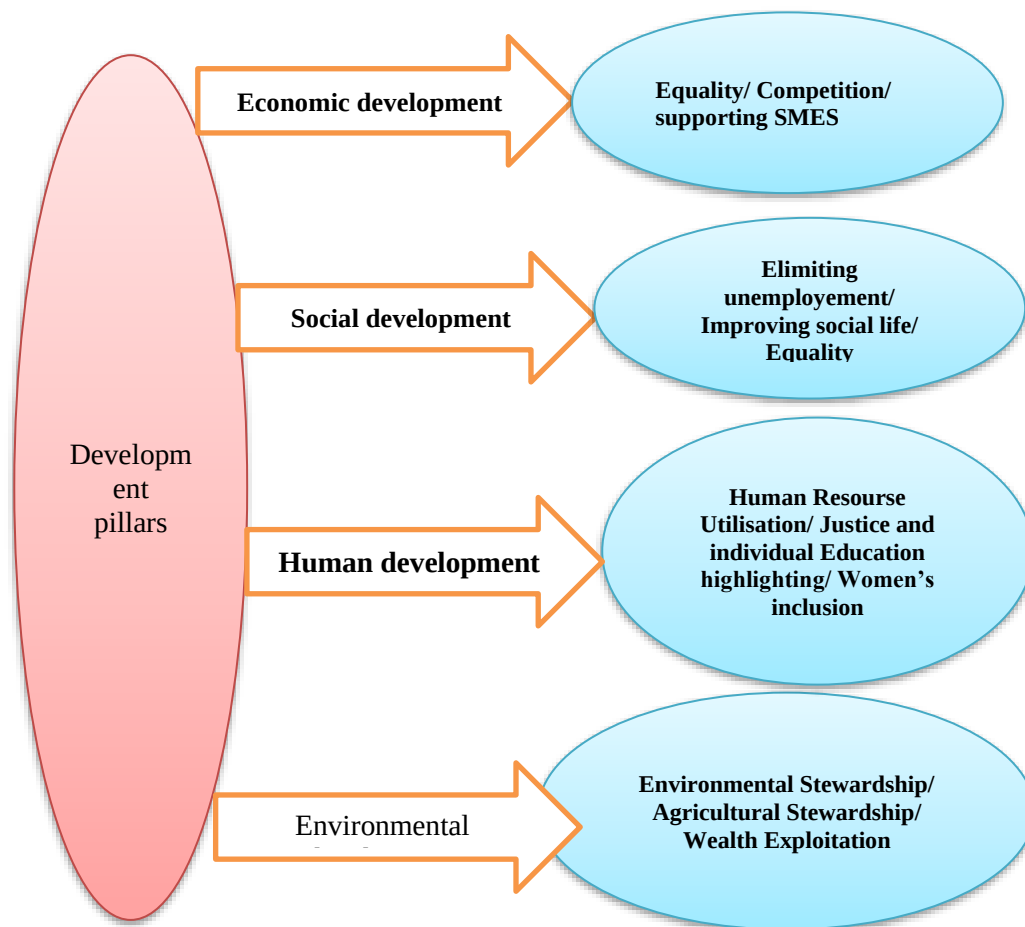
- Improving the spatial and living context of individuals.
- Developing the living environment so that individuals can utilize their unique, cultural, and social components.
- Improving the quality of life.
- Training in collaborative work and establishing a culture of local governance.
- Developing individual experiences and embracing local cultures and traditions, making them a fundamental component in establishing a culturally diverse local community open to other experiences. Establishing spaces for dialogue among the various components of the local community.

To achieve the set of goals outlined before us, we find that sustainable development, as an ongoing and planned process, relies primarily on a set of metrics, as follows:

- Increasing the gross national product (GNP) over a long period of time. This metric must take population growth into account, and it does not reflect the costs borne by society as a result of pollution, urbanization, or waste.

- Gross national product (GNP), where development here means an increase in the GNP per capita over a long period of time. Here, the GNP growth rate must be greater than the population growth rate to achieve an increase in the GNP per capita (Al-Mundhir Ismail, 2013-2014, p. 25).
- Basic needs, where this metric emphasizes the need to provide food, water, clothing, housing, and health services development (Abu Al-Hassan Abdul Mawgoud Ibrahim, pp. 222-224)
- Lack of competent and innovative leadership skills for women.
- Poor health, educational, social, and cultural standards among a large number of women.
- Delayed implementation of development projects involving women.
- Failure to implement the results of research and studies that emphasize the importance of women's participation.

Sustainable development is also based on a set of pillars that can be explained through the following figure :



A figure showing the pillars of sustainable development prepared by researchers.

- In order to assess the levels of achievement and development achieved by different countries around the world, certain dimensions are necessary.
- **Developmental dimensions vary and can be explained as follows:**
 - ✓ **The material dimension:** This is evident through the emphasis on the concepts of growth, modernization, and waste.
 - ✓ **The social-human dimension:** This includes avoiding poverty, satisfying the basic needs of the majority of the population, and achieving a more equitable distribution of income.
 - ✓ **The political dimension:** This includes the concepts of freedom from dependency and economic independence.

- ✓ **The environmental dimension:** This involves preserving the material and biological resource base and ecosystems, advancing them, and making them an integral part of the cultural structure of individual and collective behavior in society.
- ✓ **The international dimension:** This includes the concepts of international cooperation and its relationship to development within the framework of organizations, agreements, and the comprehensive global and regional system (Abu al-Hasan Abd al-Mawjud Ibrahim, p. 42).

Sustainable development also consists of a set of essential components and actors, represented by:

- Local actors.
- Territorial space, with its economic, cultural, and social components.
- Social interconnectedness and interdependence that are a source of creativity and the preservation of cultural heritage.

Their scopes are diverse, including:

- The economic sphere, which focuses on developing economic activities, services, and labor.
- The social sphere, through the adoption of policies with a social dimension aimed at improving and developing the standard of living of the population and expanding employment opportunities (Abdullah Al-Baridi, 2015, p. 48).

6– Women Entrepreneurs and Sustainable Development in Algeria

_ A/ The Role of Women Entrepreneurs and Their Challenges:

Women are considered one of the fundamental pillars of the sustainable development process, as they represent a key social actor in society. This is clearly evident in their contributions to various fields and sectors, whether social, economic, or even political. As a result of the profound and pivotal influence women exert, the Millennium Development Goals emerged from the Universal Declaration of Human Rights. These goals establish a concrete goal, bound by a timetable set by 2015. Concrete targets were identified, and the extent of achievement can be measured

using several indicators. Among the Millennium Development Goals are the following:

- ❖ Eradicate poverty and hunger.
- ❖ Ensure universal primary education.
- ❖ Promote gender equality and empower women.
- ❖ Reduce child mortality.
- ❖ Improve women's health.
- ❖ Ensure environmental sustainability.
- ❖ Establish a global partnership for development.

The status of women and the need to activate their role and participation across all sectors have occupied a pivotal position in development plans and sustainable goals, from the 2015 Development Plan to the 2030 Development Plan.

_The Millennium Development Goals focused on key indicators, perhaps most notably the issue of gender equality and women's empowerment. There are fundamental facts about the role of women in development, as they represent half of society and are an effective tool within it.

_The development process cannot be achieved solely by men, and women cannot be considered merely recipients; rather, they must be a key player, as they are a key player in the services valued by development and the process of change.

_The international community has agreed to enhance women's participation and activate their development roles by:

- Making changes to the state's administrative apparatus.
- Training women leaders at the rural and urban levels.
- Conducting an awareness campaign for communities and private social institutions, which are a natural outlet for women's development efforts.
- Reviewing legislation pertaining to the status of women and their employment laws to remove the impeding factors that may hinder women's progress (Abu al-Hasan Abd al-Mawjud Ibrahim, p. 262).
- Emphasizing the role of the media, including all forms of communication, in enlightening public opinion, and women in particular.

Women's participation in development programs is diverse, ranging from health, social, economic, and political.

In the health field, women's participation is effective in raising awareness for the purpose of healthy child rearing and caring for pregnant women. We also find their participation in cooperating to spread healthy habits and provide guidance on treatment methods. We also find women's contribution to raising awareness by presenting examples of symptoms, how infections are transmitted, and preventive methods.

In the social sphere, we find women's contribution through volunteering to contribute to development projects, whether through effort or money, or by participating in fundraising for various aid projects. We also see women assisting needy families, participating in training women in various crafts that enable them to utilize and invest their free time, contributing to some urban projects, and volunteering in hospitals.

In the economic sphere, we find women representing an important element of economic development, such as contributing to training mothers and girls in homemaking and traditional industries, implementing economic projects, and helping raise awareness about savings and establishing cooperatives, in addition to agricultural, rural, and environmental industries (Abu al-Hasan Abd al-Mawjud Ibrahim, pp. 262-264).

_ B/ Obstacles to Women Entrepreneurs in Algeria that Limit the Sustainable Development Process:

Empowering women in various fields within society and attempting to integrate them into various development projects represents one of the fundamental challenges facing various countries seeking advancement and growth. This is due to the multiple obstacles that impact women's role in the development process. The obstacles that limit women's development role can be summarized as follows:

- ❖ Poverty and low family income.
- ❖ Lack of knowledge and high illiteracy rates among women.
- ❖ Customs and traditions in local communities.
- ❖ Lack of commitment to a specific strategy for women's participation in development work (Abu al-Hassan Abd al-Mawjoud Ibrahim, pp. 222-222).

Conclusion:

Sustainability is a development model characterized by rationality and wisdom. It deals with social and economic activities aimed at growth on the one hand, and with measures to preserve environmental resources on the other. The world today has become convinced that sustainable development is the means to eradicate backwardness and the only sure way to ensure the attainment of the elements of a better life. It is clear that women entrepreneurs' role in achieving sustainable development remains hostage to a set of challenges and difficulties they face in achieving their desired goals through the projects they implement. These include administrative and bureaucratic difficulties, in addition to societal culture and the lack of support and guidance from supervisory bodies. The most prominent obstacle preventing women entrepreneurs from achieving their ambitions remains male dominance and their presence in a patriarchal society.

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