

Women Entrepreneurs and Ecosystem Support: An In-Depth Examination of Selected Experiences and Dynamics within Developing Economies

Souleyman Beghni^{1*}, Miryam Gourari²

¹ University of Abou Bakr Belkaid, MECAS, Tlemcen(Algeria), souleyman.beghni@univ-tlemcen.dz

² University of Abou Bakr Belkaid, MECAS, Tlemcen(Algeria), miryamgourari@yahoo.fr

Received: 1/6/2024

Accepted: 9/25/2024

Published: 10/31/2024

Abstract: This study provides valuable insights for policymakers, stakeholders, and academics in fostering an environment conducive to the flourishing of women entrepreneurs in developing economies. This study also investigates women's entrepreneurship in developing countries, aiming to comprehend and assess the supportive ecosystem crucial for its success. Employing a descriptive-analytical approach and examining nine women entrepreneurs, the findings underscore the necessity of a supportive environment involving family encouragement, societal behavioral shifts to dispel stereotypes, government policies fostering women's engagement in entrepreneurial initiatives and guaranteeing their sustainability, the digital technology landscape, and NGOs that advocate women's entrepreneurship. Recommendations include educating families, influencing social behavior, advocating rational government policies, involving NGOs, and empowering women with digital technology.

Keywords: Women's entrepreneurship, supportive environment, social behavior, government policies, Developing Economies.

JEL Classification Codes : B54 ; L26 ; P48 ; B55

* : Souleyman Beghni.

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.
- Explore the dynamics of women's entrepreneurship.
- Identify environmental variables affecting women's entrepreneurship.
- Examine the work environment that facilitates women's engagement in entrepreneurship.
- Highlight notable experiences in developing countries related to women's entrepreneurship.

- Offer a set of recommendations and solutions to improve the ecosystem that supports women's entrepreneurship in developing nations.
- ❖ **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.
- ❖ **Methodology Employed:**

This research employs a descriptive-analytical approach, involving the collection of relevant data and information pertaining to the subject matter, followed by thorough examination and analysis. To fulfill the study's objectives and address its research questions, the analysis will be structured into three main components.

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 **Richard 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**" (korichi & Kanoun, 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.(Bennaser Chaqaoui, 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 (Women and men) 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: Trente ans de recherche en motivation entrepreneuriale féminine**" 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" **(Bennaser Chaqaoui, 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.

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, p.). 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 (Bandar, 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:

Sara bint Ayed bin Mohammed Al-Ayed has been working in the business sector for about 15 years. She co-founded TRACCS with her brother Mohammed Al-Ayed in 1998. Today, it has become one of the largest networks in the field of public relations and corporate communications in the Middle East and North Africa region, employing 200 specialists across 14 offices in 13 countries.

Sara initially started her career as an English teacher and had a passion for fashion design. However, she ventured into the business world in partnership with her brother, and they founded TRACCS with only three employees, gradually expanding from there.

In 2013, Forbes Middle East ranked the Saudi entrepreneur Sara Al-Ayed 26th on its list of the most influential women in the Arab business world. Sara's vision is to transform the city of Jeddah, Saudi Arabia, into a hub for the creation and development of small and medium-sized enterprises in the Arab world. She has launched an initiative to support women entrepreneurs and female-led projects. (Badioui, 2019).

4.1.2 Mother and Child Guide Company Saudi Arabia:

Nihad Soleimani, CEO and Co-founder of "Mother and Child Guide," oversees a comprehensive platform dedicated to providing valuable resources for mothers and children. The website collaborates with local experts and specialized doctors to answer user questions and share essential information. Both the website, motherchildguide.com, and its companion magazine have achieved remarkable popularity among mothers throughout the Kingdom.

Nahed Suleimani holds a Bachelor's degree in Computer Science and began her career as a programmer at Erfan Hospital. Her entrepreneurial drive inspired her to launch her own venture. With financial backing from **Flat6Labs** Jeddah, she established the "Mother and Child Guide" initiative. The success of this project is evident, as the platform and its magazine ranked 33rd among the top 50 emerging Saudi companies in 2016. This recognition underscores the significant impact of Nahed Suleimani's work in maternal and child health, cementing its role as a key player in Saudi Arabia's entrepreneurial ecosystem. (Badioui, 2019)

4.1.3 Eman Al Ayyaf Trading Company Kuwait:

Eman Al-Ayaf began her career in a government position, a strategic decision aimed at accumulating the capital necessary for her ultimate goal: entering the world of

financial trading. Her shift from government work to private enterprise is a notable example of capital formation and risk mitigation in the early stages of entrepreneurship.

Eman Al-Ayaf's career trajectory illustrates a strategic approach to entrepreneurship and risk management in financial trading. Initially employed in a government position to accumulate capital, she transitioned to the financial sector by joining the women's department at VI Markets' "Yasmeen." Eman then founded Eman Al-Ayaf Trading Company and partnered with XTB Limited International. Her venture into high-risk financial products, such as Contracts for Difference (CFDs), underscores the importance of understanding and communicating financial risks. Eman emphasizes self-development as crucial for overcoming fear and converting it into positive energy, advocating for continuous personal growth through available programs. This case highlights how strategic risk-taking, collaboration, and ongoing self-improvement can drive success in high-risk financial environments. **(AlAyyaf Show, 2023).**

4.1.4 "Sea Food Factory" Egypt:

"Sea Food Factory" stands out as a premier startup within Egypt's seafood sector. Instead of positioning itself as a small or medium-sized enterprise, the company has prioritized a rapid market entry. It seeks to achieve substantial growth by offering a broad selection of seafood products. Presently, "Sea Food Factory" distributes around ten thousand packages each month and has achieved a notable three percent market share in Egypt's fish trade sector within just four years of dedicated effort. The company aims to expand its market share to twelve percent over the next three years. Additionally, "Sea Food Factory" is the pioneering mobile application in Egypt focused on seafood, offering a comprehensive assortment that includes processed, marinated, cleaned, freshly caught, and ready-to-eat fish. The company emphasizes preserving the genuine sea flavor of its products, effectively addressing a significant gap in both local markets and supermarkets. Moreover, Aya, one of the company's founders, has benefited from the "She Can" grant provided by the Continuing Education College at the American University in Cairo. Aya appreciates the grant's opportunities, noting, "We launched the company with a personal investment of ten million pounds and have intentionally refrained from participating in funding rounds until we achieve stability. When new investors join us, we only allocate minor equity stakes. My aim in securing this grant was to acquire skills in negotiation and managing funding rounds, and I am confident that we are now well-prepared for such endeavors." **(Hossem Eddine, 2023).**

4.1.5 Company "Princess Raya brand" Algeria:

Amira stands as the trailblazing woman behind the "Amira Raya Brand," an Algerian fashion label dedicated to veiled women. Her brand has broadened its reach across various locations within Algeria. Amira notes that the center provided her with valuable opportunities to collaborate with international brands, which enhanced her brand's visibility and facilitated connections for training and development **(réseau dzair, 2022)** City Centre was the inaugural supporter of Amira, embracing the concept of Amira Raya and opening up investment opportunities by featuring her products in its venue. Situated in the Mohammedia municipality of Algiers, City Centre Mall covers

32,000 square meters and serves as a dynamic hub for living and shopping, hosting around 45 textile brands(safarway, 2023)

4.1.6 HABIBA NATURAL CARE COMPANY CAMEROON:

"HABIBA NATURAL CARE" stands out as a leading initiative in the natural care industry, established by Celestine with the aim of empowering women in her community through job creation and the use of locally sourced raw materials such as shea butter and sesame oil. This initiative is instrumental in stimulating the local economy and providing high-quality natural products. By partnering with the World Intellectual Property Organization (WIPO), Celestine seeks to safeguard the distinctive features of her products and maintain their unique market presence.

The core mission of "HABIBA NATURAL CARE" is to bolster the local community by creating employment opportunities for women, thereby improving their quality of life and fostering financial independence. The company emphasizes the use of local resources like shea butter and sesame oil, which supports environmental sustainability and strengthens the local economy. Additionally, "HABIBA NATURAL CARE" is committed to delivering premium natural products that address customer needs and enhance their health and beauty.

Celestine's engagement with WIPO—a renowned global entity dedicated to aiding entrepreneurs in securing their intellectual property rights—is a pivotal aspect of her strategy to protect the unique characteristics of "HABIBA NATURAL CARE" products. This strategy involves securing exclusive rights to particular product attributes, including proprietary ingredients and manufacturing processes, establishing distinct brand identifiers to set her products apart in the market, and ensuring the confidentiality of sensitive formulations against unauthorized access.

"HABIBA NATURAL CARE" aspires to positively influence both the market and the community by enhancing the local economy, introducing innovative products that elevate consumer experiences, and supporting women in attaining financial independence and engaging in an expanding industry. The company exemplifies the effective use of local resources to benefit the community and provide high-quality natural products. Through its collaboration with WIPO, Celestine ensures comprehensive protection for her products and their market visibility, thereby promoting sustainable growth and success while underscoring her commitment to innovation, excellence, and delivering substantial benefits to the community and local economy(wipo, 2022).

4.1.7 FashionValet company Fifi Yusuf Malisia:

Datin Vivi Sovinas Yusuf, widely known as Yivi Yusuf, is a celebrated Malaysian entrepreneur recognized in Forbes magazine's "Top 30 Under 30 in Asia." Balancing her roles as a wife and mother of three, Yivi Yusuf has made significant strides in the fashion and lifestyle industries. She co-founded FashionValet, a multi-million-dollar fashion e-commerce company, and dUck, a versatile lifestyle brand offering products such as scarves, cosmetics, stationery, bags, and home essentials.

FashionValet has become a leading platform in Malaysia's online retail market, while dUck has gained acclaim for its stylish and functional offerings (**Fv.Group, 2023**)

In addition to her business successes, Yivi Yusuf is a prominent social media figure with millions of followers. Her engaging content on blogging and vlogging through her YouTube channel has amplified her influence and complemented her entrepreneurial ventures. Her impact on social media has further enhanced the visibility of her brands.

Yivi Yusuf's exceptional achievements have been recognized through prestigious awards, including the "Young Entrepreneurs Award Honoring Malaysian Women" and being named one of the "Top 5 Social Media Personalities of 2017." These accolades highlight her significant contributions to both the entrepreneurial and digital spheres. Her success with FashionValet and dUck, along with her influential online presence, underscores her role as a leading figure in Malaysia's business and social media landscapes, reflecting her innovative approach and leadership (**Excel Education.net, 2021**)

4.1.8 iMED Tech Neil Nkhoulise South Africa:

Nkhoulise Nakhouliz has garnered substantial acclaim for her groundbreaking work in medical technology. Recognized as Africa's top innovator by the World Economic Forum in 2016 and featured in Forbes Africa's list of the 30 most influential individuals under 30 in 2018, Nakhouliz has received numerous accolades for her contributions. As the founder and director of iMED Tech, she has played a pivotal role in the creation of advanced medical prostheses and bioimplants. These innovations are designed to significantly enhance the quality of life for individuals who have lost body parts due to accidents, cancer, or other conditions.

Under Nakhouliz's leadership, iMED Tech has pioneered the development of state-of-the-art medical technologies that restore functionality and improve patient outcomes. Her efforts have established iMED Tech as a prominent entity in the field, underscoring her dedication to addressing critical healthcare challenges through technological advancements.

In addition to her technical accomplishments, Nakhouliz is a staunch advocate for women's leadership in business. She underscores the importance of self-confidence and aims to demonstrate that women are fully capable of managing successful enterprises in high-tech sectors. She asserts, "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". This perspective reflects her broader commitment to empowering women and dismantling barriers in industries traditionally dominated by men.

Nakhouliz's recognition, including her designation as Africa's best innovator and her inclusion in Forbes Africa's influential list, underscores her significant impact and leadership in medical technology. Her ongoing work continues to inspire and drive

progress, showcasing her exceptional contributions to both the industry and the wider entrepreneurial community. (Batchlor, 2021).

4.1.9 Carolina Herrera Venezuela:

Carolina Herrera, hailed as the "Best Woman of All Time" by Vanity Fair, is recognized as one of Latin America's most accomplished entrepreneurs. Raised in a politically influential Venezuelan family, she was exposed to an atmosphere of sophistication from a young age, which profoundly influenced her career path. Although she had a natural affinity for fashion design well before formally entering the industry, Herrera embarked on her professional journey only at the age of 42.

She and her family relocated from Caracas to New York City, where they began working on her debut fashion collection. This collection, introduced the following year, quickly garnered critical acclaim, marking the start of a meteoric rise in her career. By 1981, Herrera had established herself at the helm of her own fashion house, a pivotal moment in her professional trajectory.

With a net worth estimated at \$130 million, Carolina Herrera's brand has achieved notable international success, especially in key markets such as South Asia and the Middle East. Her impressive rise in the fashion world and her adeptness at penetrating global markets highlight her exceptional talent and strategic foresight (Monclou, 2023).

5 Results and Discussion:

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 Brand Algeria:** 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.

6 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 results The 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.

Research Limitations:

The investigation into the success narratives of accomplished female entrepreneurs remains a relatively underexplored field. Although existing studies offer insights into the obstacles and achievements faced by women in entrepreneurship, their geographical focus and data sources constrain the generalizability of their findings. This research aims to address these limitations and highlight areas needing further exploration.

• Restricted Geographical Focus:

Current research primarily examines a limited selection of countries, namely Saudi Arabia, Kuwait, Egypt, Algeria, Cameroon, Malaysia, and Venezuela. This narrow geographic focus fails to capture the full range of economic and cultural contexts found in developing nations. As a result, the findings cannot be broadly applied to all developing countries, restricting the ability to draw universal conclusions.

- **Data Sources:**

The data used in these studies comes predominantly from press interviews and media reports, which often lack accuracy and thoroughness. This reliance on potentially unreliable sources, combined with the limited number of countries examined, means that the findings may not fully capture the diverse experiences of female entrepreneurs in developing countries. As a result, significant aspects of their experiences may remain unexplored, highlighting the need for further research to address these gaps and provide a more comprehensive understanding.

7 Bibliography List:

- Abdelfatah, M. Z. A. A. (2016). Awareness of Entrepreneurial Culture Among Preparatory Year Students at King Saud University and Their Attitudes Toward It: A Field Study. *Journal of Scientific Research in Education*, 17(the third part), Article the third part. <https://doi.org/10.21608/jsre.2016.9763>
- AlAyyaf Show (Director). (2023). *Fear, why should we develop ourselves? Eliminate the negative and not add the positive? The story of Jan Koum, Iman Al-Ayyaf Show, Episode One* [Video recording]. <https://www.youtube.com/watch?v=kCYYvOYYXQM>
- Allali, E., & Allali, F. (2021). Business plan and entrepreneurship achievement. *Economic Integration*, 9(2), Article 2.
- Amofah, S. (2021). Indigenous Women Social Entrepreneurship; Poverty Alleviation Tool Used by Development NGOs in Ghana. *ATHENS JOURNAL OF SOCIAL SCIENCES*, 8(2), 151–164. <https://doi.org/10.30958/ajss.8-2-4>
- Badioui, N. (2019, January). *11 of the most prominent Saudi women entrepreneurs, get to know them*. E7kky. <https://www.e7kky.com/article/29737/11--أبرز-رائدات-الأعمال-السعديات-تعرفوا-عليهن>
- Bandar, M. (2022, March 29). *Coordination to facilitate procedures for issuing “entrepreneurship” licenses in Saudi Arabia*. Asharq Al-Awsat newspaper. <https://aawsat.com/node/3559846>
- Batchlor, M. (2021, November). *Most successful women in business in South Africa*. The CEO Magazine. <https://www.theceomagazine.com/business/management-leadership/women-in-business-south-africa/>
- Bennaser Chaqaoui, M. (2015). An analytical study of success strategies for women’s entrepreneurship in the Kingdom of Saudi Arabia. *New Economy Magazine*, 6(1), Article 1.
- Bhukuth, A., Terrany, B., & Wulandari, A. (2019). Empowering Women Through Entrepreneurship: A Case Study in East Java, Indonesia. *Gender Studies*, 18(1), 113–128. <https://doi.org/10.2478/genst-2020-0009>
- Bird, B., & Brush, C. (2002). A Gendered Perspective on Organizational Creation. *Entrepreneurship Theory and Practice*, 26, 41–65. <https://doi.org/10.1177/104225870202600303>
- Bouheda, C. (2020). The effectiveness of social networking sites in promoting women’s craft work in Algeria, the Jawhara Association for Traditional Crafts and Crafts in the state of Medea—A model. *Scientific research notebooks*, 8(2), 106–119.
- Chaoui, R., & kattaf, R. (2022). Determinants of Women’s Orientation towards Entrepreneurial Action in Algeria: Setif City as a Model. *Contemporary Economic Researches*, 5(1), 114–133.
- Chaudhary, A. K., & Kumari, R. (2023). The Role of NGOs in the Development of Women’s Entrepreneurship in Jharkhand. *International Journal for Research in Applied Science and Engineering Technology*, 11(3), Article 3. <https://doi.org/10.22214/ijraset.2023.49439>
- Demartino, R., Barbato, R., & Jacques, P. (2006). Exploring the Career/Achievement and Personal Life Orientation Differences between Entrepreneurs and Nonentrepreneurs: The Impact of Sex and Dependents. *Journal of Small*

- Business Management*, 44, 350–368. <https://doi.org/10.1111/j.1540-627X.2006.00176.x>
- Dewine, S., Eicholtz, M. M., & White-Mills, K. (2017). Training and Development. In *The International Encyclopedia of Organizational Communication* (pp. 1–14). John Wiley & Sons, Ltd. <https://doi.org/10.1002/9781118955567.wbieoc207>
- El katbi, R., & Yaich, W. (2023). Women’s entrepreneurship between reality and expectations: A descriptive and analytical study. *Al-Adab Journal*, 145, 365–406. <https://doi.org/10.31973/aj.v1i145.3970>
- Elshantaly, A., & Moussa, M. (2022). The Role of Social Media in Women’s Entrepreneurship in the UAE: Implications for Gender Development and Equality. *University of Sharjah Journal for Humanities and Social Sciences*, 19. <https://doi.org/10.36394/jhss/19/3/8>
- Excel Education.net. (2021, March 8). Top 5 Malaysian Business Women & How To Become One? *Excel Education | Study in Australia, Malaysia, the UK & Canada*. <https://www.e2studysolution.com/news/top-5-malaysian-business-women-how-to-become-one/>
- Fv.Group. (2023, March 9). *FashionValet*. <https://www.fashionvalet.com/>
- Gabarret, I., & d’Andria, A. (2016). Femmes et entrepreneurs: Trente ans de recherche en motivation entrepreneuriale féminine. *Revue de l’Entrepreneuriat*, 15. <https://doi.org/10.3917/entre.153.0087>
- Hossem Eddine, K. (2023, March 24). *Egyptian women entrepreneurs with sky-high ambitions*. CNN Economic. <https://cnnbusinessarabic.com/companies/15197/%D8%B1%D8%A7%D8%A6%D8%AF%D8%A7%D8%AA-%D8%A3%D8%B9%D9%85%D8%A7%D9%84-%D9%85%D8%B5%D8%B1%D9%8A%D8%A7%D8%AA-%D8%A8%D8%B7%D9%85%D9%88%D8%AD-%D9%81%D9%8A-%D8%B9%D9%86%D8%A7%D9%86-%D8%A7%D9%84%D8%B3%D9%85/>
- Jatuliavičienė, G., & Kučinskienė, M. (2014). Export promotion changes of SME’s for export expansion directions development in Lithuania. *Regional Formation and Development Studies*. <https://www.semanticscholar.org/paper/Export-promotion-changes-of-SME%E2%80%99s-for-export-i-n-Jatuliavi%C4%8Dien%C4%97-Ku%C4%8Dinskien%C4%97/52eafc43832ad2de98dfad9688c0345b73086172>
- Kasarda, J. D. (1996). TRANSPORTATION INFRASTRUCTURE FOR COMPETITIVE SUCCESS. *Transportation Quarterly*, 50(1). <https://trid.trb.org/view/461756>
- korichi, B., & Kanoun, A. (2023). Enhancing Online Entrepreneurship—An Analytical Study of International. *AFAQ 3ilmiya*, 15(2), Article 2.
- Monclou, C. R. (2023, September 4). 5 Successful Women Entrepreneurs From Latin America—*LatinAmerican Post*. <https://latinamericanpost.com/34612-5-successful-women-entrepreneurs-from-latin-america>
- Mouafaq, S., & Haicher, samira. (2015). Working women and leadership positions: “A study of the glass ceiling phenomenon.” *Recherchers economiques manageriales*, 9(1), 243–257.
- North Carolina Global TransPark. (2023, September). North Carolina Global TransPark. <https://www.ncgtp.com>

- Rajani, N., & Sarada, D. (2008). Women Entrepreneurship and Support Systems. *Studies on Home and Community Science*, 2(2), 107–112.
<https://doi.org/10.1080/09737189.2008.11885260>
- réseau dzair (Director). (2022). *Who is Amira Raya? Her profession* [Video recording]. https://www.youtube.com/watch?v=_47H1z2WaJ4
- safarway. (2023, September). *City Center Shopping Mall* -. safarway.
https://www.safarway.com/property/center-commercial-city-center_23203
- Uddin, M. (2021). Understanding MSME-owned women entrepreneurs in Bangladesh: Exploring motives, challenges, and success factors. *International Journal of Critical Accounting*, 12(2), 107–128.
<https://doi.org/10.1504/IJCA.2021.115472>
- Veckalne, R., & Tambovceva, T. (2023). The Importance of Gender Equality in Promoting Entrepreneurship and Innovation. *Marketing and Management of Innovations*, 14(1), 158–168. <https://doi.org/10.21272/mmi.2023.1-014>
- Winn, J. (2005). Women Entrepreneurs: Can We Remove the Barriers? *The International Entrepreneurship and Management Journal*, 1(3), 381–397.
<https://doi.org/10.1007/s11365-005-2602-8>
- wipo. (2022). *Global innovation index 2022*.
<https://www.wipo.int/portal/ar/index.html>
- Women Empowerment NGO in India. (2023, September 2). Udyogini.
<https://udyogini.org/>