

KADIN GİRİŞİMCİLERİN KARŞILAŞTIKLARI SORUNLARINI TANIMLAMA VE İŞ HAYATLARINA ETKİLERİNİN GÖZLENMESİ: DOĞU AKDENİZ BÖLGESİ ÖRNEĞİ

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Özet

Yeni bir iş kuran ya da kendi işinin sahibi olan kadın girişimcilerin sayısı son yıllarda hızla artmaktadır. Kadınların girişimcilik süreçlerine yoğun olarak katılmaları kalkınmaya, dolayısıyla ülke kalkınmasına da katkı sağlayacaktır. Bu çalışma, Doğu Akdeniz Bölgesinde iş dünyasına ilişkin dernek ve odalara kayıtlı kadın girişimcilerin girişimcilikleri esnasında karşılaştıkları sorunlarını ve bu sorunların kadın girişimciler üzerindeki etkilerini belirlemek ve etkilerinin incelenmesi amacıyla gerçekleştirilmiştir. Kadın girişimcilerin işgücü piyasasındaki rolü irdelenmektedir. Kadın girişimcilerin iş yaşamını etkileyebileceği düşünülen bu faktörleri değerlendirerek, onların gelişmeleri ve güçlenmelerine katkıda bulunabilecek öneriler geliştirmektir. Çalışma kapsamında, Doğu Akdeniz Bölgesindeki kadın girişimciler araştırılmıştır. Yapılan ön çalışmada, Ticaret Odası, Sanayi Odası, Organize Sanayi Bölgesi, Ticaret Borsası ile temasa geçilerek kadın girişimci olarak kayıtlı olan kadın girişimciler saptanmış ve araştırma Adana/Doğu Akdeniz Bölgesi de yaşayan görüşmeyi kabul eden girişimciler ile yüz yüze anket yoluyla gerçekleştirilmiştir. Çalışma sonunda girişimcilik faaliyetinde bulunan kadınların en çok karşılaştıkları sorunların sırasıyla; eğitim seviyesinin düşük olması, finansal desteğin yetersizliği ve bilgi eksikliği olduğu tespit edilmiştir. Türkiye gibi gelişmekte olan ülkelerde özellikle kalkınma açısından kadın girişimciliğinin etkileri göz ardı edilmemelidir. Desteklenen kadın girişimciler daha sonraki yıllarda ciddi bir potansiyel olarak ülke ekonomisinde yer alacaktır. Bunu kolaylaştırmada kadın girişimciliği ile ilişkili kurumsal yapının daha etkin bir şekilde kurgulanması ve girişimciliğin geliştirilmesine yönelik olarak diğer kurum ve kuruluşlarla işbirliğinin geliştirilmesi ve kadın girişimciliği konusundaki faaliyetlerin yaygınlaştırılması önem taşımaktadır.

Anahtar Kelimeler: Girişimcilik, Girişimci, Kadın Girişimci

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DETERMINE THE PROBLEMS OF WOMEN ENTREPRENEURS AND THE RESEARCH OF THE EFFECTS OF THESE PROBLEMS ON WOMEN'S INITIATIVES: A CASE STUDY OF THE EASTERN MEDITERRANEAN REGION

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Abstract

The number of women entrepreneurs who start a new business or own a business has been increasing rapidly in recent years. The aim of this study was to determine the problems faced by women entrepreneurs registered in the associations and chambers of business in the Eastern Mediterranean Region during their entrepreneurship and to examine the effects of these problems on women entrepreneurs. The main purpose of this study is to define the role of female labor force in the new sectoral structure in the changing labor market. In addition, it is aimed to identify the existing entrepreneurship activities, to examine the barriers to entrepreneurship and to propose solutions to the problems identified in line with the findings. The role of women entrepreneurs in the labor market is examined. Evaluating these factors, which are thought to affect the business life of women entrepreneurs, to develop suggestions that can contribute to their development and empowerment. Within the scope of this study, women entrepreneurs in the Eastern Mediterranean Region were investigated. In the preliminary study, women entrepreneurs registered as women entrepreneurs were identified by contacting the Chamber of Commerce, Chamber of Industry, Organized Industrial Zone and Commodity Exchange, and the research was conducted through face-to-face questionnaires with the entrepreneurs who accepted the interview in Eastern Mediterranean Region. At the end of the study, the most common problems faced by women engaged in entrepreneurship activity were; low level of education, insufficient financial support and lack of information. In developing countries such as Turkey, especially in terms of the effects of women's entrepreneurship development should not be ignored. Supported women entrepreneurs will have a significant potential in the national economy in the following years. In order to facilitate this, it is important to develop the institutional structure related to women's entrepreneurship more effectively and to develop cooperation with other institutions and organizations to promote entrepreneurship and to expand activities on women's entrepreneurship.

Keywords: Entrepreneuers, Entrepreneuership, Woman Entrepreneuership

Introduction

Entrepreneurship has become an important part of the country's economy and social life in recent years. With the effect of intense competition in developing economies, the importance given to entrepreneurs is increasing. In the 10th Development Plan covering the period of 2014-2018, it is seen that the targets and policies related to the working life of women are included (Anonymous, 2014).

According to the Global Entrepreneurship Monitor (GEM), individual entrepreneurship is shaped by the socio-cultural and political environment, and socio-economic development of the society is realized as a result of the activities of entrepreneurial individuals (Anonymous, 2011). Since the early 1950s, women began to gain a foothold in working life when the first female mayor (Mufide İlhan) was elected from Mersin. It is predicted that by increasing the rate of women's participation in working life, it will have an impact of approximately 0.6 percentage points on economic growth for medium to long periods (Anonymous, 2016).

While there is no significant difference on the problems of women entrepreneurs according to gender, age, marital status and childbearing status, there are significant differences according to political and legal environment, economic environment and working time. In this research, it was assumed that women entrepreneurs answered the individual information form and the questions in the scale sincerely. It is assumed that the "Entrepreneurship Scale" used in the study will provide the determination of the validity of the hypotheses determined in the study. It is assumed that the sample will represent the population. There are basically two parts in the survey study and 37 questions in total. In the first part, there are 9 questions about getting to know the entrepreneurs' initiatives as well as demographic questions for women entrepreneurs. In the second part of the questionnaire, 28 questions about the environmental factors faced by women entrepreneurs in the entrepreneurship process (Likert scale answers will be given in this section), and finally, questions about market entry strategies, micro and macro problems.

FINDINGS AND DISCUSSION

In the first part of the study survey, there are questions about getting to know the entrepreneurs' initiatives as well as demographic questions for women entrepreneurs. In the second part, there are questions about the environmental factors that women entrepreneurs

encounter in the entrepreneurship process (Likert scale answers will be given in this section), and finally, questions about market entry strategies, micro and macro problems. The results obtained after the application of the survey, data collection, sorting and entering into the computer are related to the determination of the profiles of the Women Entrepreneurs and the problems they encounter in the entrepreneurship process, a coding system was created in SPSS and the frequency distributions of the survey results were calculated. The hypotheses were tested using methods. Table 1, which includes the demographic information of the entrepreneur women interviewed, also reflects the descriptive characteristics of the entrepreneur women. The demographic information (age, marital status, education level and number of children) of the interviewed entrepreneur women were transferred to the program in different variables. Marital status; were examined in three different categories as married, single and divorced. The sample of the research consists of women entrepreneurs who are members of business associations in Adana.

Table 1. Descriptive Characteristics of the Sample

Entrepreneurs	Age	Marital status Single-Married- Divorced	Education	Sector of the Company Food-Organization-Other (Education, Handicrafts, Fashion, Clothing, etc.)	City
27 people	20-30	51-70-18 people	83 people	15-6-118 people	Adana

The education level of the majority of the entrepreneur women participating in the research is 59.7% of the entrepreneurs who have participated in training activities in the relevant profession. 50.4% of the entrepreneurs participating in the study are married, 12.9% are divorced and the rest are single. The average age of 139 entrepreneur women participating in the research is 46. The age distribution is concentrated between the ages of 31-40 and 41-60. In the research; 19.4% of women entrepreneurs are in the 26-30 age range, 54% are in the 31-40 age range, and 26.6% are in the 41-60 age range. It is seen that 63 of the entrepreneur women in the center participating in the research have been operating for one year, 49 for 2-5 years, 12 for 6-14 years, and 14 for 15 years or more. It is seen that 10.8% of the enterprises in the research operate in the food sector, 4.3% in the organization sector, and 84.9% in other sectors. In addition, 95.7% of the enterprises in the sample have 0-50 employees, and 4.3%

employ more than 50 employees. Entrepreneur women were asked about the sectors in which businesses operate and their business ownership status. The businesses in which the entrepreneurs operate are defined with the “industry” variable and their status in the sector is shown in three different ways: “Food”, “Organization” and “Other (Education, Handicrafts, Fashion, Clothing, etc.)”. It is seen that 118 of the entrepreneur women in Adana center participated in the research, 118 other (Education, Handicrafts, Fashion, Clothing, etc.), 15 food and 6 organizational activities. Findings on the initiatives of Women Entrepreneurs are given in Table 2. As can be seen in Table 2, 45.3% of women entrepreneurs' enterprises included in the study are between 0 and 1 year, 35.3% between 2 and 5 years, 8.6% between 6 and 14 years and 10.1% between 15 years. and over a period of time, one person did not express his opinion on the subject. 10.8% of the enterprises in the research operate in the food sector, 4.3% in the organization sector, and 84.9% in other sectors. (education, handicrafts, fashion, clothing, etc.). In addition, 95.7% of the enterprises in the sample have 0-50 employees, and 4.3% employ more than 50 employees.

Table 2. Averages of Enterprises of Women Entrepreneurs

YEAR	AMOUNT	PERCENTAGE
0-1	63	%45.3
2-5	49	%35.3
6-14	12	%8.6
15 and over	14	%10.1
SECTOR	AMOUNT	PERCENTAGE
Food	15	%10.8
Organization	6	%4.3
Other (Education, Hand made craft, Fashion, Clothes, ...etc..)	118	%84.9
SIZE	AMOUNT	PERCENTAGE
0-50	133	%95.7
51 and over	6	%4.3

In the interviews, how they define entrepreneurship to women entrepreneurs, the motivations for entrepreneurship and the difficulties encountered, entrepreneurs' own personality traits, the characteristics that a successful entrepreneur should have, their suggestions to other entrepreneurs, how their business was formed and born, the people and institutions that the entrepreneur was influenced by, their future dreams about entrepreneurial activities, the entrepreneurship process. They were asked who they would like to see with them and their needs for the future of their entrepreneurial activities. It is seen that environmental factors, socio-cultural environment, economic, legal and political environment-related features have a

decisive role in overcoming the problems faced by women entrepreneurs. The organizational level of entrepreneurial women has a decisive role in solving the problems they encounter in the entrepreneurship process. 56.2% of women entrepreneurs stated that the changes in consumer preferences and expectations affect women entrepreneurs positively, while 58.3% stated that the dominant structure of entrepreneurial men in working life does not affect women entrepreneurs. 56.8% of women entrepreneurs stated that there are enough opportunities to develop their entrepreneurship in the business line in which they operate, and 49.7% stated that the high rate of increase of male competitors in the market negatively affects women entrepreneurs. Entrepreneurial women; initiatives reveal that knowing the existing legal rights in family and social structure issues positively affects the success of entrepreneurial women. 33.8% of women entrepreneurs reveal that the negative discrimination of women entrepreneurs by credit institutions affects women entrepreneurs positively. It is seen that the assistance provided by the Association/Chamber positively affects the success of entrepreneurial women. It reveals that the support given by the Association/Chamber to enter the market by using the name or operating rights of the business positively affects the success of the entrepreneurial women. Increasing family support seems to play an active role in overcoming insecurity. It has been determined that approximately 43.8% of the respondents stated that the Association or the Chamber is not sufficient for all the professional support that women who want to be potential entrepreneurs need during the shaping of their initiatives. 75.4% of women entrepreneurs declared that their organization contributed to the solution of problems.

CONCLUSION

As a result of the findings obtained as a result of this research, it has been seen that the problems faced by women on the way to being a successful entrepreneur and achieving success are mainly caused by 2 environments within the environment called environmental determinants. economic environment and legal and political environment. On the basis of women's problems arising from these two environments, it may arise from the social identity and cultural responsibilities of women, as well as from legal regulations, lack of knowledge-skills in using technology or institutionalized traditionalist practices. When the findings in this study are examined, it has been shown that marital status, age, and child-bearing status do not have an effect on the initiatives of women entrepreneurs. It has been determined that there is a significant relationship between the time the firm has been operating and the variables of market entry strategies together with the legal and political environment. In this research,

when the results of the relationship between market entry strategies and the socio-cultural environment were evaluated, no significant relationship was found. Likewise, it has been determined that there is no significant relationship between being organized and the economic environment, and between the legal and political environment. In this study, it was found that only the economic environment variable has an effect on the solution of the micro-level problems of women entrepreneurs.

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