



STRENGTHEN AND WEAKNESS OF MODELING IN WOMEN ENTREPRENEURSHIP OF SMALL AND MEDIUM SCALE ENTERPRISES

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ABSTRACT

On this era, women entrepreneurship increase quickly at Small and Medium Enterprises (SMEs). Man and women has no difference to run a business and become entrepreneur. Small and Medium Scale Enterprises (SMEs) play significant roles in providing employment opportunities, alleviating poverty, empowering communities, provision of goods and services, contributing toward the GDP and achieving sustainable growth and development of the economy. Besides that, strengthen and the weakness of previous modeling of Women entrepreneurs such as Knowledge, Marketing, Finance, Expertise Labour (Training Labour) and Government Support on women entrepreneurship. This article discuss whether the item of previous model does enough item for the women entrepreneurs for survive in their business. The conclusion of previous models of women entrepreneurship need to add more item for women entrepreneurs to survive their businesses.

Key Words: Knowledge; Finance; Marketing; Training Labour; Government Support; Women Entrepreneurship

1. Introduction

The international buzz about entrepreneurship has become even more pronounced with the explosion of new technology, rise in the availability and use of equity capital and breaking down of economic and trade barriers. The Global Entrepreneurship Monitor (GEM) studies find that entrepreneurship is a central source for employment creation (Reynolds et al, 2005; Acs et al, 2009)

The ways that people start and grow businesses vary substantially by country, depending on level of economic development, cultural factors, natural resources and industrial base. In

developed countries, entrepreneurial ventures produce innovation and create wealth, as well as enhance economic development in challenging geographic or industrial sectors (Acs et al, 2006). In transactional economies entrepreneurship drives privatization by building market institution, influencing monetary and fiscal policy, and affecting macroeconomic stabilization and growth.

Economic development supporting new venture creation is an attractive public policy in most countries. Regardless of location or country text, the increased attention to economic contributions of entrepreneurship, and in particular, growing businesses, is reflected in the accelerated pace and variety of public and private sector policy initiatives at all levels – local, regional, national and super-national level (Hart, 2004).

How do woman participate in this phenomenon? Recent statistics shows that women are important drivers of growth in many of the world's economies (Minitti et al, 2005). However, while statistics recording small firm and entrepreneurship activity are available for many countries, there is far less documentation about the contribution women make to the process (Minitti et al, 2005). Further, almost no information is available about women entrepreneurship as a global phenomenon (Brush et al, 2004). Available information generally aggregates and studies all businesses together, without highlighting the sex of the founder or the business sector (Gatewood et al, 2004). Consequently, while entrepreneurship is viewed as solution to economic development, we have little understanding of the gendered influences on the experiences and subsequent contributions. The Global Entrepreneurship Monitor (GEM) studies show variation across countries between men and women in motivation and business sector (Minitti et al, 2005)

Micro, small and medium-sized enterprises (SMEs) are the engine of the European economy. They are an essential source of jobs, create entrepreneurial spirit and innovation in the Europe and are thus crucial for fostering competitiveness and employment (Verheugen, 2003). The growth of Asian enterprises has been prominent feature of the small business population (Dhaliwal, 2000). SMEs are one of the levers of the economy side. SMEs are very growing rapidly covering in many fields. Most of the established families, but most of the others was founded by a woman (Ummu Hani, 2012).

2. Literature Review

According to Nurul Alia Abdul Halim and Norizan Abdul Razak, (2014) with the objective of the research are to investigate the communication strategies in entrepreneurship among female leaders and to identify the reason for using those communication strategies. The findings of the research and at once as the strengthen of the research are a leader should be aware of the factors that focus on relationships, symbolic communication, body language, and cognitive complexity for a better, more effective communication strategy. The weakness of this research are just focus on communication strategies in entrepreneurship; no discuss Takaful for women entrepreneurs as an existing model; no discuss about Marketing as an existing model; and no discuss about expertise labour as an existing model.

According to Ummu Hani, (2012) with the objective of the research are to identify patterns of entrepreneurship and social economic challenges facing women business owner in Indonesia and to support and encourage sustainable small-medium enterprises economic development activities by Indonesian women. The findings of the research and at once as the strengthen of the research are understandable about the patterns of women entrepreneurship in Indonesia viewed from various aspects, such as major type of their business, their major obstacles, and their major supporting factors; and Indonesian women entrepreneurship can be divided into four cluster with different characteristics. The weakness of this research are no discuss about Takaful for women entrepreneurs as an existing model; no discuss about Marketing as an existing model; and no discuss about Expertise Labour as an existing model.

According to Syukuriah Idrus, et. al., (2013) with the objective of the research are to make valuable contributions toward the area of entrepreneurship training program; to reveals that education and training are crucial for the development and creation of entrepreneurs in Malaysia and To investigate and explore whether the content of the WEP has an effect on women starting their own business. The findings of the research and at once as the strengthen of the research are entrepreneurship program can help create new businesses, grow existing ones, and generate new jobs. The weakness of the research are no discuss about Takaful for women entrepreneurs as an existing model; no discuss about marketing as an existing model and no discuss about Expertise labour as an existing model.

According to M. Bellen and Garcia Palma, (2016) with the objective of the research are to analyze the competence dimension of knowledge on women entrepreneurs and to identify whether there are specific features in such dimension on female entrepreneurs. The findings of the research and at once as the strengthen of the research are the results show that a particular construction of knowledge in woman entrepreneurs, whose justification would be given by the educational level and starting the process of building knowledge and learning process thereof may occur. The weakness of the research are no discuss about Takaful for women entrepreneurs as an existing model; no discuss about Marketing as an existing model and no discuss about expertise labour as an existing model.

3. Conclusion

Women have started to have the ability to run a business. This is necessary so that women began to be compared to the ranks of men. The previous research of modeling in women entrepreneurship of small and medium scale enterprises are mostly discuss part of the item to survive their businesses which are only discuss about knowledge and training of women entrepreneurship; only discuss about finance and training of women entrepreneurship; only discuss about finance and marketing of women entrepreneurship; and only discuss about government support and knowledge of women entrepreneurship. The next research needs to add Takaful for women entrepreneurs to survive their businesses.

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