

ABSTRACT

ENTREPRENEURSHIP MOTIVATION OF WOMAN ENTREPRENEURS IN SMALL AND MEDIUM-SIZED ENTERPRISES IN MANDALAY, MYANMAR

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In recent years, small and medium-sized enterprises become rising, and also women are improving to show their performance continuously in regional economy. Since SMEs are also considered as the major drivers of economic growth in developing countries, it makes it even more interesting to look at women entrepreneurship in developing countries. Women not only act as a complement but are the spearhead in the journey of a business, either as a founder or initiator or as a manager who works directly in the main line of SME. Women are gradually advancing into the leading and manager roles of business market. This study aims to analyze the things that motivate women in undergoing with entrepreneurship in SMEs, emphasized on Mandalay, Myanmar. This research was conducted with the accordance of Push and Pull Theory. This research using a theoretical approach with a qualitative method that is in accordance with the research objectives, namely exploring in depth about entrepreneurship motivation. The data was collected from interviews with 5 women entrepreneurs with different intended criteria. NVivo 12 systematic analysis software was used in analyzing and coding data. The results and findings of this research shows the influence of push factors; unemployment, underemployment, supporting family income, the need to accommodate work and home roles, and no reliable man in family, and pull factors; the desire of achievement, the desire of being own boss, and independence as motivation for women entrepreneurs in Mandalay to undergo entrepreneurship.

Keywords: Motivation, women Entrepreneur, Entrepreneurship, SMEs, Myanmar