

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

*by Windijarto Windijarto*

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

*Tri Siwi Agustina<sup>1</sup>, Nan Hlaing Hlaing Myint<sup>2</sup>, Windijarto<sup>3</sup>*

<sup>1,3</sup>Faculty of Economic and Business, Airlangga University

<sup>2</sup>Faculty of Postgraduate School, Airlangga University

<sup>1</sup>Corresponding author: [agustina2772@gmail.com](mailto:agustina2772@gmail.com)

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#### ABSTRACT

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.

## INTRODUCTION

(Premuzic, 2013) have described that the works that compiled over female entrepreneurs' personality motivators and drivers are not yet enough. Having needs for independence, achievement, self-fulfillment, social status and power are continually ranked among the first motivators of female self-employment. If women are important for growth and entrepreneurship is important for growth, it is particularly important that we understand what factors mobilize or prevent women from starting new businesses, thus, failure to understand these factors may result in the underutilization of women's human capital and, as a result, in the perpetuation of lower living standards and in the implementation of costly and ineffective policies (Orser & Carrington, 2010). Many Economist including Adam Smiths, Alfred Marshall, Lionel Robbins etc had cited in their writings as early as 1776s that the fundamental of human "economic problems" is the scarcity of resources which. However, former women in last decades entrepreneurship have been an untapped or little tapped human resources of many nations especially, developing and low or middle income countries (Arhin, 2019).

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. Many developing countries, especially from low-income countries, women often show marked differences from their men counterpart in many characteristics that influenced their decision to run own businesses or to become entrepreneurs. Such age, work status, education, income, social ties, cultural norms or customs or tradition, family background, marriage status, family obligations, discrimination against women in many aspects of life (which is often the result of gender beliefs inherent in a culture or society), disproportionate bargaining power against men, and public/community perceptions are all significant social, economic and institutional factors are among key characteristics which determine a woman's decision to start a business (Tambunan, 2008). As female society in developing countries are not that welcomed to start and conduct with businesses as they are not well educated and acknowledged enough of running a business by own is a precious thing. Many previous studies also stated that women in developing and low-income countries are mostly not brave and confident enough to be the entrepreneurs in some ways. Most of them are forced to choose the career asserted by the society and some even possess the stereotypic thoughts of spending life as the low-class beings in the family or simple housewives. During recent years, women entrepreneurs tends to be popular among those countries and the rate of female entrepreneurs are rising continuously. Thus, how they overcome the mental and social barriers and what motivate them to become women entrepreneurs has also become an attraction topic.

**Table 1.1** Definition of SMEs Provided in the SME Development Law

Size	Sector	Number of Employees	Capital (a and b) Turnover (c-f) (MMK Million)
SMALL	a) Manufacturing sector, Mining sector, Construction sector	Up to 50	Up to 500
	b) Labor intensive manufacturing sector	Up to 300	Up to 500
	c) Wholesale business	Up to 30	UP to 100
	d) Retail business	Up to 30	Up to 500
	e) Service business	Up to 30	Up to 100
	f) Other than the above business	Up to 30	Up to 50
MEDIUM	a) Manufacturing sector, Mining sector, Construction sector	Up to 300	More than 500 up to 1,000
	b) Labor intensive manufacturing sector	Up to 600	More than 500 up to 1,000
	c) Wholesale business	Up to 60	More than 100 up to 300
	d) Retail business	Up to 60	More than 50 up to 100
	e) Servicing business	Up to 100	More than 100 up to 200
	f) Other than the above business	Up to 60	More than 50 up to 100

**Source:** The Small and Medium Enterprises Development Law, 2015

Entrepreneurs are agents who perform a vital role in the economic development of a country and are linked to the overall industrial development of a nation. Despite the emergence of women entrepreneurs, the contribution to the national economy by the women is much less compare to men (Geetha & Rajani, 2017). We all know that significantly men own and manage businesses more than women worldwide. The reason may be due to women fail or not motivated enough more often than men or because fewer women than men start businesses or manage it. However, some evidence exists that, after correcting for factors such as size of the business and sectoral distribution, women's failure rates are not that significantly different from those of men. So, at least a portion of the difference between genders must be due to the fact that fewer women than men are dare to start a business or enterprise. Evidence to date suggests that a variety of reasons contribute to explaining observed differences in entrepreneurial behavior across genders, and that such differences have significant implications at the macroeconomic level. Perhaps women and men have different socioeconomic characteristics and, if we were to correct for factors such as education, wealth, family and work status, those differences would disappear and also the stereotypic aspects of the society that discriminate women in making important decision and managing or running business. There are also researches and descriptions that women tend to possess fewer years of experience than men and tend to concentrate in different sectors. In addition, the propensity of women to become an entrepreneur may differ from that of men due to cultural reasons such as discrimination and stereotypic concept of life. The businesses owned and managed by men and women are also different. We already known that, mostly women's businesses dispose to be not as huge as men and to grow less than those owned by men. Also, women's businesses are considered to be less profitable than those of men and more likely to make lower sales turnover than men, even in same industry comparisons or business trends. Although the relationship between entrepreneurship and gender-specific traits was first explored by McClelland, it was not further analyzed till the late 1990s, when feminist theoretical and empirical studies arose as an attempt to explain

how female entrepreneurship was linked to variables such as the allocation of family resources, childbearing decisions, opportunity perceptions, self-confidence and poverty (Premuzic, 2013).

Larger gender gaps in start-up activity are found in middle-income countries, whereas they tend to be narrower in lower-income countries probably because many women start businesses out of necessity. Surprisingly, women in poorer countries tend to be more self-confident about their abilities (skills and knowledge) to become entrepreneurs and less afraid of failure compared to women in middle and high-income countries, notwithstanding subjective and possibly biased perceptions about self-confidence, fear of failure, and existence of opportunities or significant and systematically associated determinants of the gender gap across all countries. Women in developing countries, like their counterparts in more developed ones, rely more than men on extended families which, in many rural settings are often their only or major social network. This is often constraining since women's marriage status, and the assets and incomes brought to their marriages, emerge as important determinants of their entrepreneurial decisions. Married women with young children are more likely to enter entrepreneurship than waged labor, and are more likely to be entrepreneurs than non-married women—although they are also more likely to quit a business voluntarily.

Being the unique image of one of the women entrepreneurs in Myanmar, Daw Khin Khin Kyi who become an entrepreneur breaking all the limitations, obstacles and stereotypic view. A woman from Chaung U, the dry zone of Myanmar, lived a normal life same to those women in villages of middle Myanmar. Chaung U is known for its fertile soil, paddy, peanuts and vegetables; which is all about agriculture. But it was hit by flood in 1995 and crops were destroyed seriously and the fields were in hardship too. Thus, local population suffered hardship as all of them are farmers. At that time, Daw Khin Khin Gyi was 25 years old and there was no obvious way for her to make earning. But, after visiting the exhibition in the nearby village, she got the idea that she could try making pottery herself for making earning. But she was totally new to that and so she practiced again and again until the good quality clay pots were made. Only the pots she made were very common in the market and so it was a problem to find a reasonable market. Then, she grabbed the opportunity by pursuing some women neighbors to take the training of producing clay cookstove that provided by the Forest Research Institute of Yezin.

### ***Problem Statement***

Based on the problems and enhancements mentioned in the background of the study, women entrepreneurs in Myanmar are considered to be motivated by different factors to undertake entrepreneurship or start a new business. Although Mandalay is the second most developed city in Myanmar and the most developed in upper Myanmar, it is also the city with rich cultures and traditions. The rate of small and medium enterprises is also found to be the highest in Myanmar. Nevertheless, the number of women entrepreneurs is also high in Mandalay. Motivation has become the hot topic recently, especially women entrepreneurship motivation has also become interested by various researchers.

The motivation of women entrepreneurs in developing countries is also worth to be conducted as studies described there are differences with women entrepreneurs in developed countries. Through the observation that until now, there is no the exactly similar topic was conducted on this topic, focus on SMEs in Mandalay, Myanmar, a country with many changes in economy and politic, and still on the road of changes. And the previous researchers had proof that motivational factors of women entrepreneurs vary according to the development of the country; developed and developing countries. So, this study aims at investigating motivation or motivational factors of women entrepreneurs in SMEs of Mandalay, Myanmar.

### **RESEARCH QUESTION**

Entrepreneurship motivation has become the active topic of interest to study between the scholars and researchers. It was still new to adapt the motivational factors of women entrepreneurs in Myanmar, with unique traditions and economic stream, as only few researchers conducted, although it was done by many researchers internationally. This study seeks to explore the entrepreneurial motivation of the women entrepreneurs in order to improve understanding of entrepreneurship. Leading from these motivations and objectives the central research question of my thesis is:

*“How motivational factors influence on women entrepreneurs in Mandalay in starting and managing small or medium enterprises?”*

### **RESEARCH OBJECTIVES**

The objective of the research in this study is to identify the motivations of women in starting their own business and undergoing it in small or medium enterprises in Mandalay, Myanmar.

#### ***Benefits of the research***

Based on the formulation and objectives of this study, the benefits that can be drawn from this study are as follows:

1. Academically can contribute scientifically to the study of the science of Human Resource Development, especially in the field of the study on motivation and women entrepreneurship.
2. Practically can provide input to the government and local governments in the development of women entrepreneurship and bring the information in developing of women entrepreneurs in SMEs.

### **LITERATURE REVIEW**

#### ***Entrepreneur***

The earliest definition of entrepreneurship can be dated to the eighteenth century, stating it as an economic term describing the process of bearing the risk of buying at certain prices and selling at uncertain prices. The word ‘entrepreneur’ is derived from the French word in the 17th century

“Entrepreneur” which means to undertake. Over the years the concept of entrepreneurship has evolved and refined further. Early this century, the concept of innovation was added to the definition of entrepreneurship. Innovation could be process innovation, market innovation, product innovation, factor innovation, and even organizational innovation. Later definitions described entrepreneurship as involving the creation of new enterprises and that the entrepreneur is the founder. There is no universal theory to entrepreneurship, it cuts across disciplines and is a multidimensional phenomenon. Risk bearing is an important element of entrepreneurial behavior; many entrepreneurs have succeeded by avoiding risk where possible and seeking others to bear the risk (Sunil Kumar R., 2018). For the purposes of this paper, an entrepreneur is defined as “one who owns, launches, manages, and assumes the risks of an economic venture” (Greve and Salaff, 2003). This definition is consistent with prior literature, can be readily operationalized, and is sufficiently broad to allow inclusion of what Shane (2003) terms the two main entrepreneurship activities: new firm formation and self-employment. Entrepreneurial activity refers to self-employment, which is broad enough to encompass new firm formation but does not presume it (Terrell & Troilo, 2009).

### *Entrepreneurship and Motivation*

The study of motivation among entrepreneurs states that ‘motivation is the result of the interaction of individual and situation, as we analyze the motivating factor that influences individuals to take up entrepreneurship varies between individual and within individuals at different times (Sunil Kumar R., 2018). (Kathryn M. Bartol, 1998) classified the factors that motivate entrepreneurs into: (i) Personal characteristics (ii) Life-path circumstances and (iii) Environmental factors; Hisrich and Brush (1986) classified these factors into push and pull factors. However, the results of their findings revealed that most women under their study cited push factors as their major motivation into business. These factors include: frustration, job dissatisfaction, deployment, divorce and boredom in their previous jobs. They also identified pull factors to include: independence, autonomy, education and family security (Okafor & Amalu, 2010).

### *Women Entrepreneurship*

Women or female entrepreneurship was defined by various previous researchers. Among those, it was stated that “female entrepreneur as the female head of a business who takes the initiative of launching a new venture; accepts the associated risks, financial, administrative and social responsibilities, and who is effectively in charge of the daily management of business (Lavoie, 1985). “Women entrepreneur is the female owner-manager who may acquire business ownership through their own creation, inheritance, or jointly established with or without family members, being directors in the establishment and must be actively involved in the business.

### *Motivations of Women Entrepreneurs*

Hence the motivations of women entrepreneurs are different according to various factors and causes, the previous researches also stated the classifications of women entrepreneurship motivations differently following the observations and studies of different authors. Reviewing the findings of (Carland et al., 1984), achievement of entrepreneurial goals which may be: target for growth, profit or innovation were seen as reasons for women venturing into entrepreneurship. (John M. Ivancevich., 1997) further argued that “pull and push factors” may include: survival, desire to achieve personal goals, to feed one’s family, to be respected, quest for pride of ownership, peer pressure, desire for social recognition, desire to deal with the issue of gender discrimination in the labor market and loss of job to mention but a few (Okafor & Amalu, 2010). And previous research has suggested that women may be more motivated by push factors than by pull factors (Orhan and Scott, 2001). On the contrary, Amit and Muller (1995) found women were more often pulled into entrepreneurship than pushed into it. When comparing women’s motivations across countries, McClelland et al. (2005) similarly found few push factors (Kirkwood, 2009).

### *SMEs in Mandalay, Myanmar*

As with most growing economies, Myanmar needs to develop its small and medium sized enterprises (SMEs), which is the key engine for growth for all Southeast Asian countries. The country opened its economy to private investment only in 1988. Prior to this, the Social Economic System existed and everything was controlled by the state. In 1989, the SLORC, later reconstituted as the State Peace and Development Council (SPDC), allowed private sector businesses to “engage in external trade and to retain export earnings and started to legitimize and formalize border trade with neighboring countries, hitherto an activity that had been deemed illegal” (Kudo & Mieno, 2007) in (Bhasin & Venkataramany, 2012). Traditional enterprises have long existed in Myanmar. They were small cottage industries engaging in handicrafts, textile manufacturing, weaving, jewel cutting and polishing, lacquer ware, wood works, gold, silver and blacksmithing.

Very limited research has been done on SME development though it is the main structure of the Myanmar economy. A closed economy – that which is seen as being flawed - recently opened to private enterprise. Not being connected to the global economy, there is little scope for growth and development. In such an environment, the resources available are also limited and expertise in technology, management, distribution, quality control, and export are scarce indeed.

### **RESEARCH APPROACH**

The selection of qualitative research methods in this study is based on Creswell's opinion (in Corry, 2010), introducing five types of qualitative research methods. The five methods are historical, phenomenology, grounded theory, ethnography and case studies. The first type of method is Historical, according to Creswell (in Corry, 2010) historical method, which is research that has a focus on research in the form of events that have passed and reconstructed the past with



historical data sources or witnesses that still exist today. The source of the data can be obtained from various historical records, artifacts, verbal reports, and living witnesses that can be accounted for the truth of the testimony. Because it examines events that have passed, the hallmark of historical research is time; where the phenomenon is seen developments or changes based on time shifts. The second type of method is Phenomenology. Phenomenology is part of a qualitative method. The theoretical basis of this method is the philosophy of phenomenology. Phenomenology actually means 'letting the phenomena that are realized reveal themselves' (to show themselves) Something will appear as it is (things as they appear). The main problem to be explored and understood by this method is the meaning or understanding, structure and nature of the life experience of a person or group over a style experienced. The intended meaning as expressed by Max Weber is Verstehen 'which is a deep understanding (in depth). The third type of method is Grounded-theory, Grounded-theory is a qualitative method that aims to find new theories. The basis of this method is the social sciences and methodology. The main question to be answered is what theory arises after the field data analysis is carried out. This method was developed by Glaser and Strauss and modified by Corbin. This method is used to describe various human processes in areas where quantitative methods cannot be conclusively explained. Grounded theory is one type of qualitative method, because the analysis does not use numbers. The pattern is inductive, because it wants to find a new theory. The object of its research is a phenomenon that exists in its natural context and is understood after field data is obtained, whether through interviews or observation. The fourth type of method is Ethnography. Ethnography has its foundation in Anthropology. The main topic of discussion or concern is group or individual culture. Ethnography comes from the Greek word ethnos 'which means someone or a cultural group'. This word refers to a description of how people live as a group. The basic assumption of this method is that humans who live together always become relationships with other humans. Interactions that occur between them every day for a long time will eventually form a culture. Culture is a collection of behavior patterns of groups of people who live together in a particular place or region. They establish standards of behavior, norms and values that become their handle in interacting. Based on the values and norms they created, they developed a reward and punishment system. The fifth type of qualitative method is Study Case (Case Study). Case studies or 'case studies, are part of a qualitative method that wants to explore a particular case in more depth by involving the collection of information sources. Creswell defines a case study as an exploration of related systems (bounded systems) or cases to be investigated because of the unique features of the case that have meaning in others, at least researchers. Patton (2002) adds that case studies are studies of the specificity and complexity of a single case and try to understand the case in a particular context, situation and time. With this method researchers are expected to capture the complexity of the case. The case must be singular and special.

### ***Research Settings***

This research was conducted in Mandalay region, emphasizes on Mandalay city, Myanmar. The research was carried out with the corresponding of respondents

who are female entrepreneurs in different types of enterprises in Mandalay. The population of respondents is 5 female entrepreneurs.

### ***Types and Sources of Data***

Sources of data used in this study using primary data and secondary data

1. Primary data is data obtained directly from the first party, namely from research informants using the help of guided questions for broad story-telling interview or semi-structured questionnaire, and perform one-to-one and face-to-face dept interview and additional information from respondents for further addenda, with telephone.
2. Secondary data obtained from results of literature studies and other sources that support and relate to the problems studied such as books, journals, articles, blogs and the internet or websites.

### **DATA COLLECTION METHODS**

According to Conny R. Semiawan (2010) data collection methods are the most strategic step in research, because the objectives. The data collection methods used in this study are as follows:

1. In-depth interviews (in depth interview). This data collection method is by conducting question and answer directly and verbally to parties related to the problem under study, such as selected women entrepreneurs who are appropriate with the determined criteria and facts.
2. Observation, namely the method of collecting data directly from the field observation data can in the form of a description of attitudes, behavior, behavior, actions, overall interaction between humans.
3. Literature Review or Literature Study, namely the method of collecting data by studying books or written materials that are related to the topic to be examined, including written data others originating from related institutions that are used as research objects include studying documents related to the Selection of Resource Persons.

### ***Data Analysis Techniques***

After collecting the data needed in research, the next step that must be done is to analyze the data that has been collected. Data analysis is the process of arranging data sequences, organizing them into patterns, categorizations and basic units of description. Data analysis was carried out to study and process the data that had been collected in order to obtain conclusions in accordance with the objectives of the study. According to Patton (1990), that conducting data analysis in qualitative research is not the same as quantitative research. NVivo software package was used to manage the data more systematically. Using NVivo, transcripts were coded according to themes, and analyzed using a constant comparison approach (Glaser, 1992). Analysis started with the creation of a new project in NVivo with two source folders, for transcripts and audio files. I had ten sources in total for my project: five audio files in WMV (Windows Media Video) format and five transcripts in Microsoft office word

format. Later, the audio files will be translated into English language as the data will be collected in Burmese (local language) for sake of convenient process. The transcript in word format were transferred without any problem. After all necessary files were transferred, the next step was coding, the process of putting together extracts (across documents) that are related to each other into basins called nodes. Since analysis was driven by grounded theory principles, the first two transcripts and audio files were read and listened to in detail respectively and interesting excerpts were coded to free nodes. In particular, transcripts were thoroughly read and nodes were created in the process to house relevant excerpts or text from the transcripts. Then, a thematic analysis strategy will be used. This is a process of coding and then segregating the data by codes into data-clumps for further analysis and description (Glesne, 2013). The coding process will consist of sorting and defining data. Codes are generated from the words and expressions used by my respondents. In reading the data, key ideas, topic, key points or terms and concepts are to be looked for. The codes will be applied to lines or passages that contained those. Each code is the representation to the topic, idea, term and concept.

### ***Validity Test***

A qualitative study requires a validity test to prove its validity. Validity can be briefly defined as truth and honesty of a description, conclusion, explanation, interpretation and all kinds report. Validity can be presented through evidence and a strong foundation so that the truth of a report can be trusted (Alwasilah, 2002: 169-170). This research uses in-depth-interview data collection methods, so that the validity test that is considered appropriate is to use a member check technique (Alwasilah, 2002: 172). Alwasilah (2002: 177-178) in (Sukmana, 2009) explains that member checks are input provided by individuals who are subjects of research studies. The answers of the research subjects are proof and validation tools of the truth of the statement in the study. This technique is considered best for: 1. Avoiding misinterpretations of the answers of research subjects when interviewed. 2. Avoid misinterpretations of the behavior of research subjects when observed. 3. Confirm the emic (individual) perspective of the research subject to an ongoing process.

### ***Reliability***

The reliability criteria in the research design are based on the assumption of one reality (single reality), which if reviewed, the results will be the same (Alwasilah, 2002: 186). (Egon Guba., 1981) suggest the use of the term dependability or consistency. Reliability shows that the conduct of a study, such as data collection procedures, can be interpreted, with the same results. The general purpose of reliability is to minimize errors (mistakes) and bias (deviation) in a study. The general way to approach dependability is to make as many and operational steps as possible, and to conduct research as if someone were watching the researcher (Yin, 2004: 38-45). Reliability (consistency) is done through the use of a combination protocol of questions that will be asked to all research subjects.

### ***Triangulation***

In this study, triangulation is used to test the credibility of the data obtained by the researcher. The type of triangulation used is source triangulation. According to (Moleong, 2000), triangulation of sources is comparing and checking back the degree of trust in information obtained through a variety of different sources. Triangulation of sources is done by those obtained from interviews with research sources compared with data obtained from other sources. So, the testing of the data involved various data sources. In this study, triangulation technique, which is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison of that data was used. Triangulation refers to efforts to extract different data sources to explain a certain thing. Data from a variety of different sources can be used to elaborate and enrich research.

### **RESEARCH SCHEDULE**

Research Plan was conducted using Qualitative research methods, the stages of the study were carried out namely:

- a. The First Stage, an exploratory stage, including determining the location of research, finding the appropriate and available respondent, and observing the research objectives. The first stage lasts for one month, namely in August 2019.
- b. The Second Stage, compiles research proposals by observation and collects the initial research data. It is the duration of performing interview applying semi-structured interview. This stage may last about one month, namely in September 2019.
- c. Third Phase, proceed the thesis compilation by way of the dept exploring informants and conduct analysis. The third stage is held for two months, namely from October to December 2019.

### **RESULT AND DISCUSSION**

#### ***Respondent Demographics***

The respondents of this researchers were chosen focused on the women who run or own the small or medium enterprises in Mandalay, Myanmar, namely the female entrepreneurs in Mandalay. The respondents have different profiles and the criteria they possess are also diverse. Age ranging of respondents is from 22 -55 years, residential address (as much as possible from different parts of Mandalay), the field of business undertaken and the different criteria. The number of research subjects planned is to get as many women entrepreneurs as they do business in manufacturing SMEs. However, due to limited time and funds, and the limitation of women entrepreneurs who meet the criteria set and who want to answer the in-depth interview.

Research Subject Profile

**Table 3.1** Profile of research respondents

No	Name	Age	Status	Name of enterprise	Type of enterprise	Year of started
1	KKH	44	Married	Hlaing Yadanar Gems & Jewelry	Gems and jewelry	2004
2	MMT	29	Single	Myo Makeup	Makeup artist, influencer	2013
3	SDL	48	Married	Grace Kyal Sin Min / Tourmaline company limited	Travel & Tours	2014
4	KMH	34	Married	The Savour Korean BBQ and Restaurant	Food restaurant	2017
5	YS	36	Divorced	Ngwe Kant Kaw Silk and Fabric, NK online shop	Manufacturing and distribution of traditional silk and fabric, online shop	2012

**DATA ANALYSIS**

General Strategy in Data Analysis Yin (2009) describes "Data analysis consist of examining, categorizing, tabulating, or otherwise recombining the evidence to address the initial propositions of study". There are 2 general strategies in analyzing data, namely:

1. Relying on theoretical propositions, a theory that explains both the data and the actual phenomena, that is the strategy of analyzing data by following the propositions contained in this study. This is based on the assumption that the initial purpose of this study is proof. The proposition which is a reflection of research questions, literature reviews, and new insights.
2. Developing a case description, this strategy is very useful as an alternative if there are no propositions. In this strategy, a descriptive framework was developed to organize this research. Thus, here it typically describes the case goal and provides a general description of what actually happens, the normal course of events, adding a brief description of any minor variation.

In this research, the "relying on theoretical propositions" strategy is used, in this case the data relevant to the proposition will be selected for further analysis. To make the research analysis more systematic and strong figuring, NVivo 12 research analysis software is used for axial coding.

**ANALYSIS RESULTS**

Data collection was done by in-depth interviews with interview models, semi-structured interviews with 5 research respondents. This study focuses on factors that motivate women entrepreneurs in undertaking their business, namely motivational factors. The semi-structured interview method produces various information that is not even related to the topic but can help provide useful information that might be needed in this study. Information: Other information collected can help provide another picture of the research subject regarding personalities and other details. invisible.

The results of the in-depth interview method can be strengthened by the results of observations made in the work environment of research subjects. The results of the observation can provide a complete picture of the daily lives of research

subjects who can show something that cannot even be obtained from the interviews conducted. "There are two factors that motivate women to start and undergo businesses, namely push factors and pull factors."

### **CONCLUSION**

From the results analyzed and discussed in chapter 4 and obtained from the discussion before, it can be made some conclusions on the findings and discussions of this study as below:

1. Push factors; unemployment, underemployment, the need to accommodate work and home roles, supporting family income and no reliable man in the family are found to be the motivational factors that motivated women entrepreneurs in Mandalay. Accordance to the previous studies, the results in this study was also found that mostly the push factors were based on economic necessity, situations of family and the changes of circumstances.
2. Women entrepreneurs in Mandalay are found to be attracted by the pull factors: the desire of achieving something, independence and the desire to be own boss or decision maker.
3. For the women entrepreneurs who started their entrepreneurship after married were found to be more motivated by push factors related to the family. Most of the momtrepreneurs and married women entrepreneurs were more likely to priorities family concerns and economic necessity than personal desires.
4. It was found according to the discussions of the results that the motivational factors that influence on women entrepreneurs in Mandalay are not similar to the previous description of the previous researchers that women entrepreneurs are basically more motivated by push factors. However, it was found that women entrepreneurs are motivated by push factors but most are attracted by more pull factors, according to different family background, education, ability, environment and conception.
5. Women entrepreneurs are found not motivated by single motivational factor. They are encouraged by different motivation which includes both push and pull factors through different circumstances influenced by outer and inner aspects. This also supported by the research of Moore, Dorothy (2003).

### **SUGGESTION**

Based on the information obtained from this study, the author wanted to give some suggestions:

1. Women in Mandalay needs more supports from family and ideological education on being more courageous to carry out their desires and being independent both financially and mentally to break out the stereotypic views on women are not suitable in becoming leaders. And family education and supporting speaks a lot in encouraging women in undergoing their own business. Thus, family and environment need to support more on women in entrepreneurship.

2. Women entrepreneurship in Myanmar is rising now and also it was seen to get help and aware by the government and media also. But there still lack actual cooperation and action on improving and promoting this effectively. The government and regional government should provide more workshop and training like improving the skill and efficiency of women entrepreneurs. And promote more business exhibitions of women entrepreneurs and also need to improve the education by educating the children as Myanmar has the special course of “*ethics, moral, civics and general knowledge*”. For adults, in the classes in the three “for”, a three-dimensional project for uneducated and poor people, so that we can chase the problem from the root of thoughts and perception. And the existence of the organizations for women entrepreneurs also need to improve efficiency and clear on the effectiveness and purpose of the organizations, by helping more women in entrepreneurship to make progress together. Then, the society also need to be educated to know the resource, women’s possibility in economics as leading roles and reduce discrimination. The society need to be educated more through propaganda from various media and speech and talks of influenced persons.

3. There is some limitation on this study; it is not supportive by the related organizations and departments in providing necessary information of women entrepreneurship and it was hard to get data and make in-depth interview with most of the respondents without any recommendation and medium, as they are very protective to freedom of speak.

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