

FEMALE ENTREPRENEURS AND MOTIVATIONAL FACTORSYlvije Boriçi Kraja^A, Alba Berberi^B**ARTICLE INFO****Article history:****Received** 20 February 2023**Accepted** 08 May 2023**Keywords:**

Female Entrepreneurs;
Entrepreneurship;
Motivational Factors.

**ABSTRACT**

Purpose: The main aim of this research is to investigate and analyze, the impact of motivational factors on female entrepreneurship. This research intends to explore in-depth the motivating factors of female entrepreneurs, with a focus on Albania.

Theoretical framework: The literature on entrepreneurship, global trends in women's entrepreneurship, female entrepreneurship in Albania, and female motivation factors is studied, and it is the focus and is used to better understand the push and pull motivation factors of female entrepreneurs.

Design/methodology/approach: The methodology used in this study consists of quantitative methods. Based on the literature review in our understanding, a questionnaire was set up and was carried out to collect the data. It included several from the five-point Likert scale. The population of the study consisted of a final sample of 494 female entrepreneurs, from different Albanian cities. The hypothesis was developed in response to the research question. Regression analysis is used to empirically evaluate the hypothesis using SPSS, version 23.

Findings: The results of the study, show that being independent, working on scarce jobs, and working from home are the main motivational factors that positively correlate with women entrepreneurs' performance. At the country level, we find evidence that motivational factors encourage females to run their businesses, promoting development opportunities for female entrepreneurs. The conclusions are well supported by the data. Females are more inclined to start and go on their businesses. It is the best way to be independent, to have a job on a scarce time, and to work from home.

Research, Practical & Social Implications - The paper gives some novel insights into the motivation factors and helps to fill the gap in the literature on this topic. It will serve as a model for female entrepreneurs in developing and less developed countries. It will be full of interest and useful to females, business communities, academics, and policymakers. From an academic perspective, the findings demonstrated that factors influencing motivation play a significant role in encouraging women entrepreneurs to achieve success. This research contributes to the limited knowledge of motivational factors in developing countries, such as Albania.

Originality/value: The originality of this paper is the new approach in Albania regarding motivational factors that influence the performance of female entrepreneurs by adding evidence to this, which may be implied for further research in the future.

Doi: <https://doi.org/10.26668/businessreview/2023.v8i5.1512>

^A Ph.D in Economics. Lecturer and Researcher at the Business Administration Department. University Luigj Gurakuqi. Albania. E-mail: ylvije.kraja@unishk.edu.al Orcid: <https://orcid.org/0009-0006-9877-2325>

^B Ph.D. in Administration. Lecturer and Researcher at the Business Administration Department. University Luigj Gurakuqi. Albania. E-mail: albaberberi@unishk.edu.al Orcid: <https://orcid.org/0009-0000-4054-6778>

MULHERES EMPRESÁRIAS E FACTORES DE MOTIVAÇÃO

RESUMO

Objectivo: O principal objectivo desta investigação é investigar e analisar o impacto dos factores motivacionais no empreendedorismo feminino. Esta investigação pretende explorar em profundidade os factores de motivação das mulheres empresárias, com enfoque na Albânia.

Enquadramento teórico: É estudada a literatura sobre o empreendedorismo, as tendências globais do empreendedorismo feminino, o empreendedorismo feminino na Albânia e os factores de motivação das mulheres, que constituem o foco e são utilizados para compreender melhor os factores de motivação das mulheres empresárias.

Concepção/metodologia/abordagem: A metodologia utilizada neste estudo consiste em métodos quantitativos. Com base na revisão da literatura, foi elaborado um questionário para recolher os dados. Este incluía várias questões da escala de Likert de cinco pontos. A população do estudo consistiu numa amostra final de 494 mulheres empresárias, de diferentes cidades albanesas. A hipótese foi desenvolvida em resposta à questão de investigação. A análise de regressão é utilizada para avaliar empiricamente a hipótese utilizando o SPSS, versão 23.

Conclusões: Os resultados do estudo mostram que ser independente, trabalhar em empregos escassos e trabalhar a partir de casa são os principais factores de motivação que se correlacionam positivamente com o desempenho das mulheres empresárias. A nível nacional, encontramos provas de que os factores motivacionais encorajam as mulheres a gerir os seus negócios, promovendo oportunidades de desenvolvimento para as mulheres empresárias. As conclusões são bem apoiadas pelos dados. As mulheres estão mais inclinadas a iniciar e a prosseguir as suas actividades. É a melhor forma de serem independentes, de terem um emprego num período de tempo escasso e de trabalharem a partir de casa.

Investigação, Implicações Práticas e Sociais: O artigo apresenta algumas ideias inovadoras sobre os factores de motivação e ajuda a preencher a lacuna existente na literatura sobre este tema. Servirá de modelo para as empresárias dos países em desenvolvimento e menos desenvolvidos. Será de grande interesse e útil para as mulheres, as comunidades empresariais, os académicos e os decisores políticos. De uma perspectiva académica, os resultados demonstraram que os factores que influenciam a motivação desempenham um papel significativo no incentivo ao sucesso das mulheres empresárias. Esta investigação contribui para o conhecimento limitado dos factores de motivação nos países em desenvolvimento, como a Albânia.

Originalidade/valor: A originalidade deste artigo é a nova abordagem na Albânia relativamente aos factores motivacionais que influenciam o desempenho das mulheres empresárias, acrescentando provas a este respeito, o que pode ser implicado em mais investigação no futuro.

Palavras-chave: Mulheres Empresárias, Empreendedorismo, Factores de Motivação.

MUJERES EMPRESARIAS Y FACTORES DE MOTIVACIÓN

RESUMEN

Objetivo: El principal objetivo de esta investigación es investigar y analizar el impacto de los factores de motivación en la iniciativa empresarial femenina. Esta investigación pretende profundizar en los factores de motivación de las mujeres empresarias, centrándose en Albania.

Marco teórico: Se estudia la literatura sobre el espíritu empresarial, las tendencias mundiales en el espíritu empresarial femenino, el espíritu empresarial femenino en Albania y los factores motivacionales de las mujeres, que son el centro de atención y se utilizan para comprender mejor los factores motivacionales de las mujeres empresarias.

Diseño/metodología/enfoque: La metodología utilizada en este estudio consiste en métodos cuantitativos. Basándose en la revisión de la literatura, se diseñó un cuestionario para recoger los datos. Éste incluía varias preguntas de escala Likert de cinco puntos. La población del estudio consistió en una muestra final de 494 mujeres empresarias, procedentes de diferentes ciudades albanesas. La hipótesis se elaboró en respuesta a la pregunta de investigación. Se utiliza el análisis de regresión para evaluar empíricamente la hipótesis utilizando SPSS, versión 23.

Conclusiones: Los resultados del estudio muestran que ser independiente, trabajar en empleos escasos y trabajar desde casa son los principales factores de motivación que se correlacionan positivamente con el rendimiento de las mujeres empresarias. A nivel nacional, encontramos evidencias de que los factores motivacionales animan a las mujeres a dirigir sus negocios, promoviendo oportunidades de desarrollo para las empresarias. Las conclusiones están bien respaldadas por los datos. Las mujeres se sienten más inclinadas a iniciar y continuar sus actividades. Es la mejor manera de ser independiente, de tener un empleo en poco tiempo y de trabajar desde casa.

Investigación, implicaciones prácticas y sociales: El artículo presenta algunas ideas innovadoras sobre los factores de motivación y contribuye a colmar la laguna existente en la bibliografía sobre este tema. Servirá de

modelo para las mujeres empresarias de los países en desarrollo y menos desarrollados. Será de gran interés y utilidad para las mujeres, las comunidades empresariales, los académicos y los responsables políticos. Desde una perspectiva académica, los resultados demostraron que los factores que influyen en la motivación desempeñan un papel significativo a la hora de fomentar el éxito entre las mujeres empresarias. Esta investigación contribuye al escaso conocimiento de los factores de motivación en los países en desarrollo como Albania.

Originalidad/valor: La originalidad de este artículo es el nuevo enfoque en Albania sobre los factores de motivación que influyen en el rendimiento de las mujeres empresarias, añadiendo pruebas a este respecto, que pueden implicarse en futuras investigaciones.

Palabras clave: Mujeres Empresarias, Espíritu Empresarial, Factores Motivacionales.

INTRODUCTION

Entrepreneurship is an important key driver of economic development, one of the major factors contributing to economic growth, and prosperity, especially in the transition economy. Entrepreneurship impacted so many people's lives. In these turbulent times of the post-covid, Ukraine war, it is difficult but worth fighting for it. Entrepreneurship is an attitude that manifests an individual's inspiration and ability to discover an opportunity and proceed with it, to fabricate new value or economic development.(Pretheeba P., 2014). Entrepreneurship is a risky career option, as most entrepreneurs fail (Heilbrunn A. et al., 2010). Entrepreneurship today is characterized by a complex relationship of different actors, so it is important to establish competitive advantages and create value by managing efficiently the missing resources to cope with fierce competition and to successfully confront the challenges faced by entrepreneurs (Kraja Borici Y. & Osmani E., 2015). Nowadays as (Freytag & Thurik, 2006) have underlined the multidimensionality of entrepreneurship is reflected both in the way it is defined and the way it is measured.

An entrepreneur could be seen as a leader who possesses the ability to be successful. Entrepreneurs must often make decisions in highly uncertain environments where the stakes are high, time pressures are immense, and there is a considerable emotional investment.(Yoganandan, G. & Vignesh, T., 2017). Gender disparities are now becoming a daily and policy issue. Women are making significant progress in this direction. Worldwide, females are showing a considerable interest in entrepreneurship, resulting in more females establishing new business ventures (Meyer, 2018). Female entrepreneurs have faced significant barriers to starting and running businesses and these barriers have been increasing and sometimes declining over time. Female entrepreneurs could be seen as a person with high skills, knowledge, initiative, motivation, and risk taker. They also could be seen as being flexible to easily adapt to changes in the business environment to grow up their business, to orient it towards success. Female entrepreneurs can compete with man entrepreneurs, through their

ideas, confidence, innovation, initiative, managerial skills, and courage. Women are powerful they are the primary force behind changes. They possess the necessary skills for running business. Women are strong, they possess competencies needed to achieve their goals. Communication, critical thinking, self-awareness, adaptability, teamwork, conflict resolution, empathy, and time management are among the skills that are giving women their assets. One of the greatest obstacles for female entrepreneurs is the lack of information. Women entrepreneurs are those that desire to be well-informed for their businesses, to learn about every circumstance, and to have their needs and wants met. According to (Ariani D.W, 2023), performance is a construct that is influenced by many factors,

The main goal of this paper is to analyze and to evaluate the motivational factors in the performance of women entrepreneurs. The main objectives are to review the literature regarding the entrepreneurship, female entrepreneurs, and the motivational factors to women in business and also to analyze the study done by others regarding the topics just mentioned above.

The methodology of this paper consists in a combination of primary and secondary research. Based on theoretical framework is raised conceptual model. In this model performance of female entrepreneurs is dependent variable while motivation is independent variable.

Research question: Is motivation correlated positively with female entrepreneurs' performance. In line with the theoretical framework and derive the following hypotheses:

H₁: Female entrepreneurs' performance is positively correlated with motivation.

THEORETICAL FRAMEWORK

Global Trends in Women's Entrepreneurship

A Globally, women represent about one in three high-growth entrepreneurs and one in three innovation entrepreneurs that are focused on national and international markets (Elam, A. & GEM, 2021). According to the literature, the intention to be an entrepreneur would be the single best predictor of actual firm-creation behavior (Fayolle A. & Gailly B., 2004). If an entrepreneur is made not born (Gartner, 1988), entrepreneurship can be understood as a learning process (Rodriguez, 2017). Female entrepreneurs are more prepared to take risks since they are used to get more family responsibilities, a career to give up. There are other important elements that also must be considered. Creativity, a key factor for fostering innovation and crucial also in the entrepreneurship process, particularly in the current competitive climate (World Economic Forum, 2009). Entrepreneurs are great contributors in the economic growth. At a

more general level, this article addresses motivations of woman entrepreneurs' theoretical approaches. A successful women entrepreneur lays down and follows a step-by-step plan while starting a new business. Despite the initiative to face challenges, entrepreneurs have to spend more time with management, strategies, because this will help to understand the current situation and to make safe steps towards the future (Kraja Borici Y. & Osmani E., 2013). Barriers faced by women entrepreneurs have always been a hot topic in women's entrepreneurship research (Wu et al., 2019). Education at universities is one of the important aspects of entrepreneurship. Economic faculties most of them have female students than man. That is why the idea of starting and growing a business is grown mostly in the last years at female. In everyday life, the women are the one that are in the center of the attention, they are good leaders. Leadership, a key factor in new business start-ups (Vecchio R., 2003) and comprising multiple attitudes required to ensure success (Timmons and Spinelli, 2004). Achievement, an attitude extensively highlighted in many studies as being closely associated with entrepreneurs (Caird S., 1991). Women are the ones that could control everything. Personal control, meaning the degree to which a person believes they have control over their own life ((Athayde R., 2009), is a central dimension in theories of entrepreneurship (Robinson B. et al., 1991). Intuition refers to the entrepreneur's potential to detect and exploit opportunities, even when operating in ambiguous or uncertain environments (Krueger N., 1994). As noted above, lack of investment in infrastructure also constrains female's entrepreneurs.

Numerous obstacles were common to both genders but females suffered especially from a shortage of initial venture finance in addition to issues of conflict between work and family(Abdel All et al., 2017). Women, in both personal and professional life have to conquer several criticisms, and also encumbers their empowerment (Jacob J & Munuswamy Sh, 2022). The issue of perceived feasibility of becoming an entrepreneur is of great importance, especially for immigrants who often face difficulties entering the host country's labor market, and who meet many constraints in recruiting financial, informational and social resources for setting up businesses (Heilbrunn S. & Kushnirovich N., 2007).According to (Rodriguez, 2017) entrepreneurship education should begin at the youngest age possible. One of the crucial elements in promoting entrepreneurship is to motivate individuals to become entrepreneurs and equip them with the right skills to translate opportunities into successful business ventures(Pretheeba P., 2014). The environment in which business is conducted plays a crucial role in fostering or weakening entrepreneurial activities in terms of firm creation, firm

expansion and of implementation of process, product and management innovation within a firm(Freytag & Thurik, 2006).

Different Studies are Done Considering Entrepreneurship and Female Motivational Factors

Some studies conclude that countries with low levels of uncertainty avoidance achieve high levels of entrepreneurship (Mueller and Thomas, 2001; Kreiser et al., 2010). The reasoning is that people in these countries deal better with risk and therefore are more likely to start entrepreneurial projects (Crespo, 2017). Existing studies have often adopted either explanatory/descriptive approaches or conventional quantitative methods, thereby limiting our understanding of gender specificity and complexity in terms of women's entrepreneurial barriers (Wu et al., 2019). In another research done by (Marques S. et al., 2022) it was concluded that the knowledge and entrepreneurship experience acquired in other countries allow these business people to look at the region differently, leading them to perceive unexplored potentialities and thus contribute to regional development. (Kraja Borici Y., 2018) studied success of entrepreneurship by considering the great potential of both intangible and tangible assets on the success. It was considered even the relationship of entrepreneurship's success and competitive advantage, the one achieved through differentiation and the other side through low cost (Kraja Borici Y. & Osmani E., 2013). In a research of (Sinatti G., 2022) the approach exemplifies the mindset of government institutions toward return and entrepreneurship and emphasizes development outcomes at the level of national economic growth and the other one focuses on the real-life experiences and transnational practices of migrants setting up businesses in the homeland.

Entrepreneurial motives vary across gender, culture, and economy(Fauziah F et al., 2023). In general, women and men both decide to launch entrepreneurial start-up ventures for a multitude of extrinsic, intrinsic, and transcendental reasons (Mas-Tur et al., 2015). Women entrepreneurs are making significant contributions to developing countries economy and society. Based on the countries in the GEM 2020 survey, an estimated 274 million women globally are involved in business startups in addition to 139 million women owners/managers of established businesses and 144 million women informal investors globally (Elam, A. & GEM, 2021). Females are a source of entrepreneurial talent (Solesvik et al., 2019). The importance of female entrepreneurship and its contribution to the economy has been on the increase, and therefore a great deal of research into female business owners has concentrated

on what motivates them to start up business operations (Sarri & Trihopoulou, 2005). According to the findings, of (Sarri & Trihopoulou, 2005) the motives of women entrepreneurs in Greece that covers business start-ups for a period of ten years (1990-2000), female entrepreneurs in Greece seem to be motivated to undertake entrepreneurship mainly by factors that relate to economic reasons and self-fulfillment, including the needs for creativity, autonomy and independence

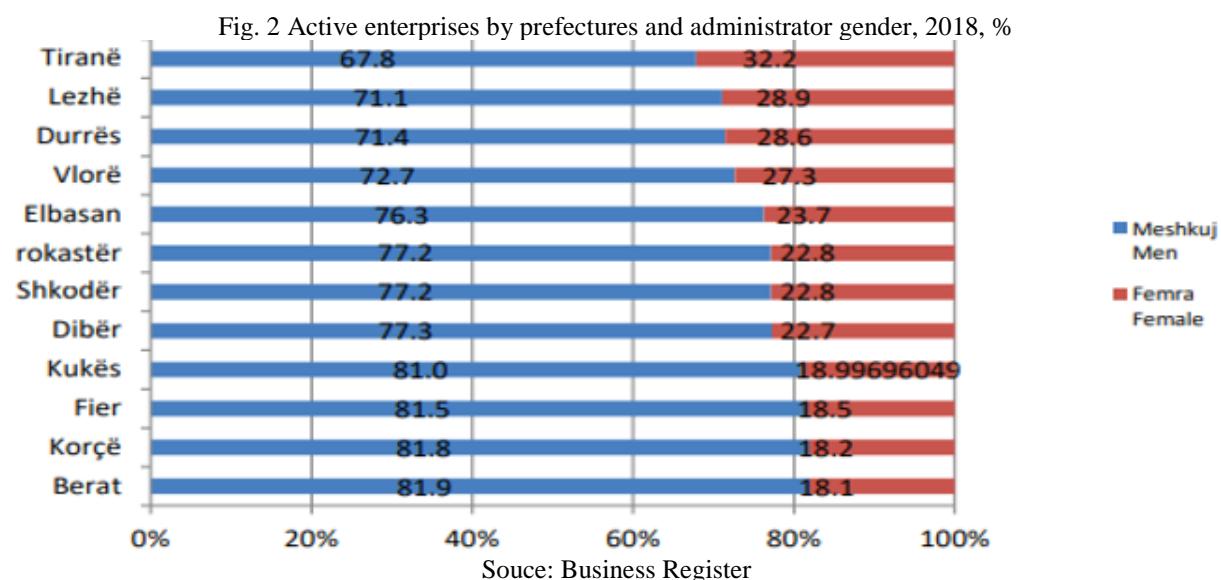
In another research done by (Nguyen et al., 2020) a qualitative research study was done to the business context and the role of women entrepreneurs in Vietnam; findings on Vietnamese women motivation for starting and running a business. The top five motivators that female Vietnamese entrepreneurs as well as their international peers are: increasing incomes, being one's own boss, providing jobs for family members, using previous experience and training, and ensuring job security. The research of (Mas-Tur et al., 2015) explains the differences between extrinsic, intrinsic, and transcendental factors as well as discussing the motivations associated with push and pull factors.

(Meyer & Hamilton, 2020) study highlighted the importance of entrepreneurial training, and especially within the female cohort, as it potentially could enhance the growth ambitions of these entrepreneurs. Study done by (DiRienzo C.E., & Das J., 2021) had examined the relationship between the size of a country's informal sector and the prevalence of female entrepreneurship in the formal economy. The analysis results indicate a significant inverse relationship between the size of the informal sector and the prevalence of formal sector female entrepreneurship.

Data on Female Entrepreneurship in Albania

Female entrepreneurs provide a noteworthy contribution to the Albanian economy in terms of employment, innovation, social life, and production. In Albania, their population has increased drastically during the past several years. The Institute of Statistics (INSTAT) reported in the Statistical Yearbook 2019 that women owned or managed more than 25,7% of operating businesses in Albania in 2018. Across Albania, there are 162,853 businesses of various sizes, and 40,953 of them are run by women business owners. According to the data, 24.5% of all current businesses started operations before 2011. Regionally, Tirana has the greatest proportion of female business owners (41.4%). Most women-owned businesses are small to medium-sized businesses. Nevertheless, 19.6% of large businesses with 50 or more employees

were managed or owned by women. Year after years involvement of female in entrepreneurial issues is increased.



Female entrepreneurship is still at a moderate level. Female entrepreneurs did not stop looking for ways to learn more about the problems they were facing and finding the best way to solve them during the hard times. Motivation is a hot topic, especially in developing countries. Factors that motivate women to run their businesses are important in developing countries as Albania. The majority of the female business owners had prior entrepreneurial experience and most of them are confident on what they are doing. Nowadays there is an increased number of female entrepreneurs who are succeeding.

METHODOLOGY

The target population for this article consists of Albanian women business owners. To gather information about female entrepreneurs, their firms, and the factors that influence and motivate them, a questionnaire was created. Questionnaires were distributed by email, in-person interactions, and most of them online. Because conducting an online survey is simpler, less expensive, and quicker, and because it is possible to reach larger study sample groups in practically every Albanian city, it was chosen above other kinds of research. 494 female business owners from various regions of Albania completed the questionnaire. The questionnaire had the following section: The profile of the women entrepreneurs, including their age, years of experience, type of firm, etc. motivations factors that encourage women entrepreneurs. The questionnaire was tested for its face validity. From the theoretical

framework, the hypothesis is derived. Factor analysis is a statistical technique. To assess whether variables are statistically independent was used, and this is realized to go on, to further procedure with statistical analysis. Cronbach Alpha is used to measure the reliability. While reliability according to Hair et.al.,(1998) is an assessment of the degree of consistency between multiply measurements of a variableRegression analysis is used to empirically evaluate the hypothesis using SPSS, version 23.

RESULTS AND DISCUSSION

An empirical analysis was carried out based on the respondents that showed interest in completing the questionnaire. Based on descriptive analysis, Figure 2, it is obvious that female entrepreneurs stay solid and successful in their businesses if they have 9-10 years of experience.

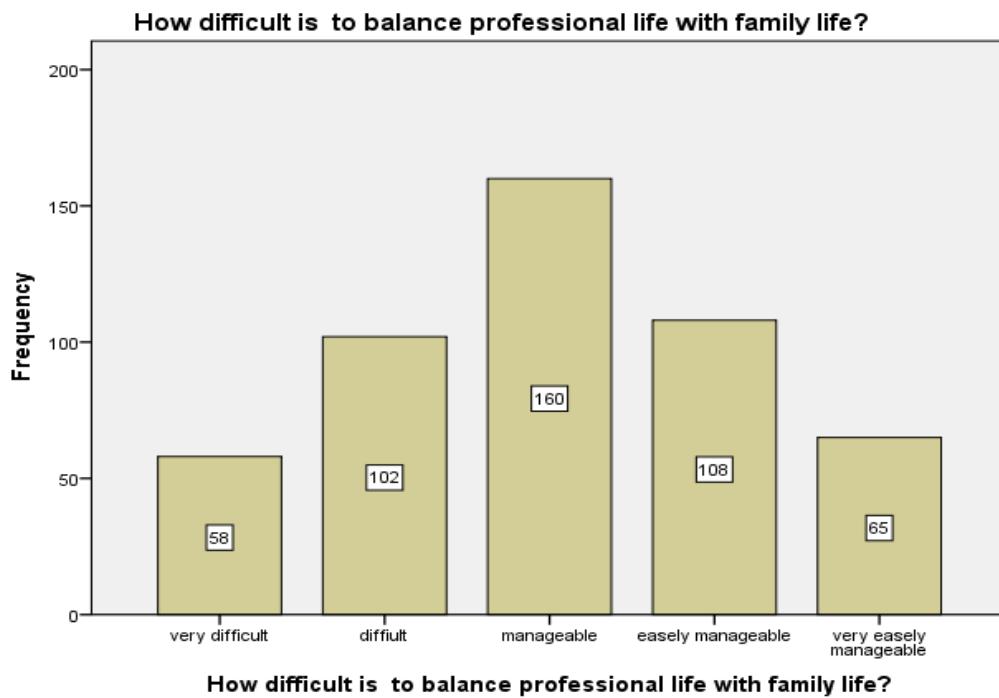
Figure 2. How long have female entrepreneurs (respondents) running their business?



Source: Prepared by authors (2023)

In fact, there are a lot of women in Albania running their businesses today. Woman entrepreneurs are in different phases of their careers. They were asked that how difficult is for female entrepreneurs to balance professional life with family life? Women who have faith in their own value, skills, and experiences, a growth mindset that is constantly nourished, and who are encouraged to go further by themselves and others, will succeed.

Figure 3. How difficult is for female entrepreneurs to balance professional life with family life?



Source: Prepared by authors (2023)

The responses to the question, "How difficult is it to balance professional life with family life?" are presented in the table above. Women are better at multitasking, meeting deadlines, etc. It is understood that women can easily manage their professional and family lives at the same time.

Table 1. What are the business barriers faced by women entrepreneurs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Financial difficulties	16	3.2	3.2	3.2
	Bureaucratic difficulties	10	2.0	2.0	5.3
	Infrastructure difficulties	34	6.9	6.9	12.2
	Corruption	36	7.3	7.3	19.5
	Difficulties as consequence of gender	60	12.1	12.2	31.6
	Informal economy	176	35.6	35.7	67.3
	Macroeconomic instability	161	32.6	32.7	100.0
	Total	493	99.8	100.0	
Missing	System	1	.2		
	Total	494	100.0		

Source: Prepared by authors (2023)

Based on the data in the table above, women entrepreneurs face several obstacles, including problems with the infrastructure, bureaucracy, financial, corruption, problems brought on by gender, the informal economy, and macroeconomic instability. However, 12.1 percent indicated that they had difficulties as consequences of gender. Meantime the informal

economy and macroeconomic instability account for 35.6 percent, and 32.6 percent of the barriers, respectively, according to the data.

Factorial Analyses and Regression Analyses

There were shown several motivation factors to them that inspire women entrepreneurs to have their own businesses. The main motivation factors included were to make a difference; to work flexible hours; to be successful, to increase income; to be able to spend more time with my children; to earn a living because jobs are scarce, to be independent etc. We can see that "to be independent" and "to earn a living because jobs are scarce" are two main motivations for women to take risks like starting a business or growing one. This is reflecting excellent motivation opportunities for women entrepreneurs. The motivation of women at business start-up and their skills to go further one. We were anticipating similar results from these data.

Table 2. Factor Analysis: Total Variance Explained

	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	% of Variance	Cumulative %	% of Variance	Cumulative%
1	75.822	75.822	75.822	75.822
2	24.178	100.000		

Extraction Method: Principal Component Analysis.

Factor analysis was used to determine the number of factors to best represent the performance that was measure as the inter-relationships among the ROI and income, of the female entrepreneurs, and to identify the components that loaded onto the key factors of performance. It was decided to use factor analysis because it can be used to find correlations between variables. These indicates that 75.82 % of the total variance is explained by these two variables, ROI, and income. Using the Varimax method of factor analysis, those variables resulted in a component. A Likert scale was used to rate each question, which ranged from: 1 disagrees - 5 strongly agree. Cronbach's Alpha yielded a reliability coefficient of 0.702, which is sufficient for further analyses.

Table 3. Factor Analysis; Extraction Method: Principal Component Cronbach's Alpha=0.702

	Component 1
ROI	.871
Income	.871

All questions were rated based on a Likert scale from: 1 disagree - 5 very much agree.

Factor analysis is done to measure the motivated factors such as: to work part-time, to work from home, to be independent and to earn a living because jobs are scarce.

Table 4. Factor Analysis; Method: Principal Component Cronbach's Alpha=0.867

	<i>Component 1</i>	<i>Component 2</i>
To work part time	.433	
To work from home	.773	
To be independent		0.944
To earn a living because jobs are scarce	.749	

All questions were rated based on a Likert scale from: 1 disagree - 5 very much agree

Table 5. Factor Analysis: Total Variance Explained

	<i>Initial Eigenvalues</i>	Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	% of Variance
1	33.698	33.698	33.698	33.698
2	25.716	59.414	59.414	59.414
3	23.476	82.890		
4	17.110	100.000		

Extraction Method: Principal Component Analysis.

The question “to work part time” resulted 0.433, which means does not fulfil criteria to further go on. So, it was dropped, and factor analysis is redone, with three other questions,

Table 6. Factor Analysis: Total Variance Explained

	<i>Initial Eigenvalues</i>	Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	% of Variance
1	43.060	43.060	43.060	43.060
2	34.102	77.162	34.102	77.162
3	22.838	100.000		

Extraction Method: Principal Component Analysis

Table 7. Factor Analysis; Method: Principal Component Cronbach's Alpha=0.867

	<i>Component 1</i>	<i>Component 2</i>
To work from home	.804	
To be independent		0.976
To earn a living because jobs are scarce	.804	

All questions were rated based on a Likert scale from: 1 disagree - 5 very much agree.

Table 8 shows that correlation analysis is done, just to see if the predictors 1 and 2 are correlated. the results of the regression analysis which show correlations between the performance of women at business start-up and their grown-up businesses.

Variables	Table 8. "Correlation": Predictor 1-Predictor 2	
	1	2
1. Pearson correlation Sig 2 tailed	1	
2. Pearson correlation Sig 2 tailed	0.246**	1

** Correlation is significant at 0.01 level (2-tailed) * Correlation 0.05 (2-tailed)

Table 9. Model Summary

	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	0.599	.358	.356	.73385

a. Predictors (constant), to be independent, work from home.

Based on the data Table 9, the R^2 squared correlation coefficient, is 0.358, which is also referred to as the determination coefficient. This value indicates the percentage of total variation of Y explained by x_1 and x_2 "Work (scarce jobs & work from home)" and "to be independent". "Work (scarce jobs & work from home)" and "to be independent".

"Performance of women entrepreneurs" = $1.308 + 0.474 \text{ "Work (scarce jobs & work from home)" } + 0.129 \text{ "to be independent"}$.

As can be seen from the Table 11, the unstandardized regression coefficient of the constant is 1.308, whereas the unstandardized regression coefficients of the "Work (scarce jobs & work from home)" and "to be independent" of the independent variables are positive, which entails that they have a positive impact on the performance of the women entrepreneurs. Based on the regression analysis refer to Tabel 9, it resulted that the independents variables account for 35.8 % of the variance of the "performance of women entrepreneurs" dependet variable, and this is not by chance.

Table 10. ANOVA Sig. .000

	<i>Sum of Squares</i>	<i>df</i>	Mean Square	<i>F</i>
Regression	147.341	2	73.670	136.798
Residual	263.882	490	.539	
Total	411.23	492		

b. Dependent Variable: Performance
c. Predictors (constant), To be independent & work from home (or scarce)

As long as the unstandardized coefficients are ($B_1=0.474$) and ($B_2= 0.129$) refer Table 11, the results demonstrate that the regression model of the value $F(2.490)=136.798$ (Table 10), becomes well-matched for ($p=0.00$) the significance level of (0.05), because in this case ($p=0.000$) is less than (0.05).

By using statistical testing of controlling the individual regression coefficient Table 11, it were achieved the same results ($t_1= 16.137$ and $p=0.000$; $t_2=3.572$ and $p= 0.000$). These coefficients are different from zero, and are positive which means they contribute to the performance of the female entrepreneurs. The results show that hypothese is accepted.

Table 11. Coefficients Sig. .000

	<i>Understandardized Coefficients</i>		<i>Standardized Coefficient</i>	
	<i>B</i>	Std. Error	Beta	<i>t</i>
1 (Constant)	1.308	.197		6.623
2. Work (scarce jobs & work from home)	.474	.029	.584	16.137
3. To be independent	.129	.036	.129	3.572

Dependent Variable: Performance

Entrepreneurship is seen by women as the opportunity, as the best way to be independent, to have a job on a scarce time, to work from home and it is seen as the quickest path for women to rise. Entrepreneurship gives female business owners the all motivation, self-assurance they need to advance and have a great career ahead of them.

CONCLUSION

The major goal of this study is reached It concluded that female entrepreneurs have motivation factors, skills needed to run a business. It is a positive correlation between motivational factors and the female business performance. Even though women's entrepreneurship is critical to advancing economic, social, and environmental sustainability,

the results demonstrate that "being independent" and "working (scarce jobs & working from home)" were two main motivational elements. They were positively correlated with the success of women entrepreneurs. Even other researchers that have a favorable assessment of this relationship agree with this conclusion.

There are some limitations in this study. Informal female businesses are not included in this study. For greater and more precise results, a broader scope would have been preferable. Further studies may include even a deeper understanding by exploring and other motivational.

The originality of this paper is studying the gap between theory and practice in entrepreneurship by focusing on motivational factors that influence the performance of female entrepreneurs in Albania adding evidence to this, which may be implied for further research in the future.

From an academic perspective, the findings demonstrated that factors influencing motivation play a significant role in encouraging women entrepreneurs to achieve success.

We recommend that such studies are vital for raising government awareness, to support and encourage female entrepreneurs to start and run their own businesses and to give them a chance to succeed. There is still a lot to be done to support them. Programs that assist women in gaining entrepreneurial knowledge, skills, and experience should receive government support. All stakeholders, including local and central government, ought to shoulder more responsibility for female entrepreneurs. The main factors that can be used to reduce mobility as well as to encourage female entrepreneurs to run businesses are education, political stability, and improvement in the political climate. This indicates that women with powerful skills are unique. Women entrepreneurs receive more inspiration and motivation to improve their lives.

REFERENCES

- Abdel All, S. F., Jabeen, F., & Katsioloudes, B. (2017). *SMEs Capital Structure Decisions and Success Determinants: Empirical Evidence from the UAE*.
- Ariani D.W. (2023). EXPLORING RELATIONSHIP OF JOB SATISFACTION, ORGANIZATIONAL CULTURE, AND EMPLOYEE PERFORMANCE IN SMALL MEDIUM ENTERPRISE. *International Journal of Professional Business Review*, 8(2). <https://doi.org/10.26668/businessreview/2023.v8i2.876>
- Athayde R. (2009). *Measuring Enterprise Potential in Young People*.
- Caird S. (1991). Testing Enterprising Tendency In Occupational Groups. <https://doi.org/10.1111/j.1467-8551.1991.tb00025.x>

Crespo, F. N. (2017). Cross-cultural differences in the entrepreneurial activity of men and women: A fuzzy-set approach. *Gender in Management: An International Journal*. <https://doi.org/10.1108/GM-03-2016-0072>

DiRienzo C.E., & Das J. (2021). Formal Female Entrepreneurship and the Shadow Economy. *Journal of Economics and Behavioral Studies*, Vol. 13, No. 5, October 2021, 63-72.,

Elam, A. & GEM. (2021). *GEM Global Entrepreneurship Monitor. Women's Entrepreneurship 2020/202 Thriving through crisis*. Global Entrepreneurship Research Association, London Business School.,

Fauziah F, Nurfadillah M, & Yamin B. (2023). *SOCIAL MOTIVATION OF DAYAK WOMEN'S ENTREPRENEURSHIP: EXPLORE THE HOME INDUSTRY IN EAST KALIMANTAN*. 8, 1–16. <https://doi.org/10.26668/businessreview/2023.v8i3.818>

Fayolle A. & Gailly B. (2004). Using the Theory of Planned Behaviour to Assess Entrepreneurship Teaching Programs: A First Experimentation. *University of Napoli Federico II (Italy)*,.

Freytag, A., & Thurik, F. (2006). Entrepreneurship and its determinants in a cross-country setting. *Springer-Verlag*. <https://doi.org/10.1007/s00191-006-0044-2>

Heilbrunn A., Kushnirovich N., & Zeltzer-Zubida . (2010). *Barriers to immigrants' integration into the labor market: Modes and coping*. 34(3), 244–252. <https://doi.org/10.1016/j.ijintrel.2010.02.008>

Heilbrunn S. & Kushnirovich N. (2007). *Immigrant and indigenous enterprises: Similarities and differences*. 9(3). <http://dx.doi.org/10.1504/IJ BPM.2007.013312>

Jacob J, & Munuswamy Sh. (2022). *THE ROLE OF MICRO-ENTERPRISES IN THE FOUR-DIMENSIONAL FRAMEWORK OF WOMEN'S EMPOWERMENT*. 7(4).

Kraja Borici Y. (2018). *Entrepreneurship in Post-Communist Countries New Drivers Towards a Market Economy. Chapter: The Impact of Tangible and Intangible Assets on the SMEs' Success: The Albanian Case* (Edition: 1st in 2018; Editors: Ateljević J. & Budak J.). Publisher: Springer.

Kraja Borici Y. & Osmani E. (2013). Competitive advantage and its impact in Small and Medium Enterprises SMEs. Case of Albania. <Https://Www.Researchgate.Net/Journal/European-Scientific-Journal-1857-7881>, Vol. 7(Iss 3), 188–195. <http://dx.doi.org/10.19044/esj.2013.v9n16p%25p>

Kraja Borici Y. & Osmani E. (2015). Importance of external and Internal Environment in Creation of Competitive Advantage to SMEs. Case of SMEs, in the Northern Region of Albania. *European-Scientific-Journal*. <http://dx.doi.org/10.19044/esj.2015.v11n13p%25p>

Krueger N. (1994). *Entrepreneurial Potential & Potential Entrepreneurs*.

Marques S., Mascarenhas C., Galvão A., & Pinto D. (2022). *The importance of immigrant and return migrant entrepreneurship in the development of a low-density region*. <https://doi.org/10.1002/jsc.2494>

Mas-Tur, A., Ribeiro Soriano, D., & Roig-Tierno, N. (2015). Motivational Factors of Female Entrepreneurs. *Palgrave Macmillan, a Division of Macmillan Publishers Limited 2015.* https://doi.org/DOI: 10.1057/9781137444516_3

Meyer, N., & Hamilton, L. (2020). FEMALE ENTREPRENEURS' BUSINESS TRAINING AND ITS EFFECT ON VARIOUS ENTREPRENEURIAL FACTORS: EVIDENCE FROM A DEVELOPING COUNTRY. *INTERNATIONAL JOURNAL OF ECONOMICS AND FINANCE STUDIES, Vol: 12.* <https://doi.org/Doi:10.34109/ijefs.202012109>

Nguyen, T., Phuong, H., Le, T., & Phuong Vo, L. (2020). *Vietnamese Women Entrepreneurs' Motivations, Challenges, and Success Factors.* 22(2). <https://doi.org/10.1177/1523422320907050>

Pretheeba P. (2014). Predicting Entrepreneurial Intention among Business and Engineering Students in Sri Lanka. *Ruhuna Journal of Management and Finance, Volume 1 Number 1.*

Robinson B., Stimpson V., Huefner C., & Hunt H. (1991). *An Attitude Approach to the Prediction of Entrepreneurship.*

Rodriguez, F. (2017). *Analysis of the Potential of Entrepreneurship Education in Young Children.* <https://doi.org/10.1515/erj-2017-0064>

Sarri, K., & Trihopoulou, A. (2005). *Female entrepreneurs' personal characteristics and motivation: A review of the Greek situation.* 20, 24–36. <https://doi.org/doi:10.1108/09649420510579559>

Sinatti G. (2022). *Return migration. Chapter 24: Return migration, entrepreneurship and development: Vol. Handbook Chapter.*

Solesvik, M., Iakovleva, T., & Trifilova, A. (2019). Motivation of female entrepreneurs: A cross-national study. *Emerald Publishing Limited, Vol. 26(No. 5),* 684–705. <https://doi.org/10.1108/JSBED-10-2018-0306>

Vecchio R. (2003). Entrepreneurship and leadership: Common trends and common threads. *Pergamon, 13(2),* 303–327. [https://doi.org/10.1016/S1053-4822\(03\)00019-6](https://doi.org/10.1016/S1053-4822(03)00019-6)

Wu, Y., Li, Y., & Zhang, D. (2019). *Identifying women's entrepreneurial barriers and empowering female entrepreneurship worldwide: A fuzzy-set QCA approach.* <https://doi.org/10.1007/s11365-019-00570-z>

Yoganandan, G. & Vignesh, T. (2017). Challenges of young entrepreneurs. *Asia Pacific Journal of Research, 1(LVI).*

Hair,J.F., Anderson, R.E.,Tatham, R.L. & Back,W.C., (1998). Multivariate Data Analysis, Fifth Edition, New Jersey: Prentice Hall

OECD (2003), Women's Entrepreneurship: Issues and Policies, Organisation for Economic Co-operation and Development, Paris.