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A STUDY TO ANALAYSE THE MAIN FACTORS ON THE SUCCESS OF WOMEN ENTREPRENEURS IN NORTH CYPRUS

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ABSTRACT: There are many factors which contributes to the success of women entrepreneurs. Skills are one of these. Thus the purpose of this study is to investigate the skills that have contributed to the success of women entrepreneurs in North Cyprus. The data of the study are collected through questionnaire. The questionnaire has three sections. Section one includes personal questions related to the participants, section two includes questions about the companies and in section three, there is a list of skills that were mostly accepted as the skills of successful entrepreneurs. Also an open-ended question is added to the questionnaire. Nineteen women entrepreneurs from different sectors are selected as the population of this research. The paper is important as it investigates the skills that lead to success of a group of women entrepreneurs in North Cyprus. Moreover it is aimed to be a base for the related researches and a route for the future entrepreneurship education programs and entrepreneurial activities for women in North Cyprus.

Key words: entrepreneurship, skills, women entrepreneurs, entrepreneurship education.

INTRODUCTION

Entrepreneurship plays a significant role for the countries. Considering its feature of creating job opportunities, it is accepted as the key driver of the economies. In this respect, countries should take some steps to increase the awareness of entrepreneurship and make it part of their culture.

The aim of this article is to analyse the skills of the women entrepreneurs in North Cyprus as a success factor. It is believed that, the findings of this study will give a route to future studies related and make suggestions for the entrepreneurship education programs.

Many researches are done about the success of women entrepreneurship (Jean Lee, (1997), Ove C. Hansemark, (1998), Robert D. Hisrich, Sevgi Ayse Öztürk, (1999), Spinder Dhaliwal, (2000), Ruth McKay, (2001)). When we look at North Cyprus studies about the women entrepreneurship, the study of Katircioglu, S. and Jenkins, H. P. (2007) appears as an important study which focuses on the social and business factors affecting the success of women entrepreneurs. The recent studies about the field appears as the studies of Dorothy Perrin Moore Jamie L. Moore Jamie W. Moore, (2011), Golshan Javadian Robert P. Singh, (2012), Siwan Mitchelmore Jennifer Rowley, (2013), Njoku O. Ama Kagiso T. Mangadi Helen A. Ama, (2014). This paper addresses the extraction of key skills that plays important roles in the successes of women entrepreneurs, specifically in North Cyprus.

The outline of this article is as follows. Firstly, the information provided about researches for women entrepreneurship. Next, the methodology for this research is described, including the design of the questionnaire, data collection method and data analysis. The Findings section presents the results of the analysis. Finally, the article concludes with a summary addressing the aims of the study, a contribution of the research to the future researches in that area.

METHODOLOGY

The aim of this study is to investigate the skills that lead to success of women entrepreneurs in North Cyprus. Participants were identified through associations like Turkish Cypriot Women Entrepreneurs. At the beginning of the questionnaire, information about the title and aim of the study were explained clearly to the participants. Questionnaires include three sections. First section includes questions about personal information. Questions like age, education, living places and marital status are asked to the participants. Second section includes questions about companies. Questions regarding the number of years in business, the sectors, legal status of the companies and the number of employees in company are asked to the participants. The last sections include tick boxes about

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skills and an open-ended question provided for the respondents to give them opportunity to share their thoughts about the skills that put contribution to their success in their business life. In this section, skills like leadership, communication, decision-making, projecting, creativity, teamwork, seeing opportunity, self-confidence, and realism are given as a list. The participants are asked to rate the degree of the skills. Five degrees, ranging from 'very low' to the 'very high' are given below each skill. Then, the participant scores are transformed into numerical values ranging from 1 to 5 where 1 means 'very low' and 5 means 'very high' degree.

RESULTS

The results of the questionnaire are considered in two parts. The first part provides the statistics about the participants and their business. The second part provides the scores for the entrepreneurship skills that are evaluated by the participants. The results of the first part is given in Table I.

Table 1. Personal and Business Information of Participants.

Variables	Ranges	Count
Age	20-30	1
	31-40	10
	41-50	3
	51-70	5
Education Level	High School	5
	University	9
	Higher Degree	5
Entrepreneurship Education	Present	5
	Absent	14
City	İskele	4
	Gazimağusa	6
	Lefkoşa	9
Marital Status	Single	3
	Married	14
	Divorced	2
No. of years in business	0-5	3
	6-10	5
	11-15	3
	16-20	1
	21-25	4
	>26	3
Number of Employees	1-5	14
	6-10	1
	11-20	1
	30-40	1
	>50	2

We can see from Table I that, the majority of the participants are between the ages of 31 and 40. The educational level of all the participants are in at least high school level. Moreover, the majority of the participants did not study any entrepreneurship related coursework in their educational life. Additionally, it is seen from Table 1 that most of the participants are married. The distribution of the participants according to the selected cities of North Cyprus, number of years the entrepreneurs spent in business and the number of employees are also presented in Table I.

In Table II, some of the business sectors of the companies for the participants are listed. We see that the variety of sectors are involved in the analyses.

Table 2. Some of the Business Sectors Involved in the Analyses.

Business Sectors	
Education	Consultancy
Textile	Finance
Food	Stationary

Table 3. Average Participant Scores for the Entrepreneurship Skills.

Skill	Average Score
Leadership	3.94
Communication	4.47
Decision-making	4.26
Projecting	3.89
Creativity	4.31
Teamwork	4.31
Seeing opportunity	4.05
Self-confidence	4.26
Realism	4.21
Maximum	4.47
Minimum	3.89
Mean	4.20

The average participant scores are given in Table III. When we analyze Table III, we see that the mean score for all the skills is around 4.2 which means that the included entrepreneurship skills are significantly contributing to the successes of the women entrepreneurs. The communication skill has the highest score as 4.47. The lowest score is obtained from projecting. Therefore, besides all the skills significantly contributing to the success, the test results show that the communication skill has more significance. On the other hand, the test results show that the projecting has the least significant effect on the success.

When we analyze the scores according to the mean score, that is 4.20, we see that decision-making, creativity, teamwork, self-confidence and realism are above the mean score meaning that they have more effect on success. Among these skills, teamwork and creativity are the second highest scores. On the other hand, leadership, projecting and seeing opportunity skills are scored less than the mean score meaning that compared to the other skills, these are having less effect on the success.

CONCLUSION

This study is about the skills that have contributed to the success of women entrepreneurs in North Cyprus. A group of women entrepreneurs are selected and a questionnaire has been conducted in order to extract the contribution of entrepreneurial skills. The test results show that the selected skills are significantly contributing to the success with a mean score of 4.20 out of 5. Moreover, the test results show that the communication skill has the most significant effect, followed by creativity and teamwork. This study is aimed to be a base for the further entrepreneurship researches and gives a direction to entrepreneurship education programs in North Cyprus.

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