

# What motivates women entrepreneurs in UAE? Are they different from men?

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**Abstract** - The UAE government has significantly increased its support for entrepreneurs. It has been eager to stimulate the entrepreneurial spirits and ambitions among local Emiratis. This has resulted in various government-led campaigns trying to assist and encourage citizens to start up their own businesses. (Preiss and McCrohan, 2006, 2007; McCrohan et al., 2009). Despite this, the female entrepreneurship in UAE is understudied, which creates the opportunity to the research in this area. The aim of the research is to understand the major factors which motivate female entrepreneurs in UAE and how they are different from factors motivate men. The quantitative method was implemented to collect the data. A survey strategy has been conducted through questionnaire technique. The questionnaire has been distributed to female and male Emirati entrepreneurs. It was found that Emirati female entrepreneurs are more motivated by physiological factors more than other factors and the family & social factors has a vital role in motivating them.

**Keywords** - Women entrepreneurship; Entrepreneurship in UAE; Motivations for female entrepreneurs

## I. INTRODUCTION

Research in the entrepreneurship area started before 1970s. Growth in interest in the small business sector, coupled with a sharp rise in the number of women moving into self-employment in the 1980s, triggered a number of important research studies investigating the issue of gender and enterprise. Importantly, these trends were not confined to the UK, but were seen in many developed and developing economies. More recent research has focused on developing and improving the methodological basis of the studies, in particular the sampling strategies that are used in gender research. Increasingly, more recent large-scale studies have moved beyond the broad issues connected with business management and have attempted to assess a range of increasingly specialised issues. Despite the increased research interest, the area of female entrepreneurship remains seriously under-researched.

UAE government has significantly increased its support for SMEs, and has been eager to stimulate the entrepreneurial spirits and ambitions among local Emiratis. This has been driven partly by the need to diversify the economy away from dependence on oil revenues by building a knowledge-intensive innovative economy, and partly by a perceived pressing need of reducing unemployment among young Emirati nationals. This has resulted in various government-led campaigns trying to assist and encourage citizens to start up their own businesses. The efforts are comprehensive, covering all major dimensions of the entrepreneurial process: educational, legal, financial, industrial, institutional and communicational (Preiss and McCrohan, 2006, 2007; McCrohan et al., 2009).

This give the opportunity to the research in the area of female entrepreneurship to identify motivation factors for Emirati female entrepreneurs. This introduction is followed by a literature review (section2), to find out the motivation factors for Emirati female entrepreneurs in other contexts. Section 3 is about the research methodology. Section 4 is about the findings of the research. Finally, the discussion and conclusion are shown in the fifth section.

## II. LITERATURE REVIEW

The literature identified many factors motivate entrepreneurs to be self-employed. Research has continued the pre-occupation with motivations of female entrepreneurs, however a greater specialisation is developing.

An empirical study applied on Malaysia found that motivation variables contribute significantly to the entrepreneurial intention in women. The dimensions of such as psychological support, benefit from environment and previous work condition emerge as significant environmental factors. The results show that the, entrepreneurs have had lower psychological support than the non-entrepreneurs (Kavitha R., et al., 2013). This result seems to support certain observations by researchers that stress that entrepreneurs hail from difficult family backgrounds (Silver, 1983; Wilkens, 1987).

A further sub-theme within this literature compares the broader social background and business differences between male and female business owners. This sub-theme of the literature has been supplemented by country-specific research that has profiled the characteristics and

motivations of female entrepreneurs in a range of different national and regional settings. One important result for the research in this area was that the growth of women-owned business is a reflection of changes in society, and that women entrepreneurs' profiles will change accordingly. Collectively, these two reviews highlight the generative nature of entrepreneurship research, and lay the foundation for research on external social and contextual influences on women's entrepreneurship. Assessing the extent to which feminist theories underpin research on women's entrepreneurship (Similarly, Birley's, 1989).

A comprehensive review carried out by Neergaard et al. This review categorised 367 articles within three feminist schools of thought. This analytical framework focuses on how gender is conceptualized and considers whether there has been a development in the employment of such conceptualization over time. The three approaches adopted are: Gender As a Variable (GAV), Feminist Standpoint Theory (FST), and Post-Structural Feminism (PSF) (Neergaard et al's, 2011). This follows the commonly accepted categorization of the historical development of feminist thought in three waves (Harding, 1987; Weedon, 1999). The purpose of studying constructions of gender is that such constructions have social effects. So, for example, how do social constructions of women as being better suited to caring responsibilities than men affect men and women's career choices? (Ahl, 2007).

Many studies are carried out focusing on the education of female entrepreneurs is one of the. These studies can be categorized into three sub-groups, the first studied the level of female entrepreneurs, the second focused on the area of their education, while the third studied the role of entrepreneurship education on female entrepreneurs. The likelihood of entering, staying, and re-entering self-employment is increased with increasing levels of education of the entrepreneur (Dolinsky, L., Arthur, et al, 1993). The success of the female entrepreneurs who obtained higher education may be resulted from that this level of education, except post-graduate level, facilitates entry into entrepreneurship (Karadeniz, E., and Egrican, N., 2012). This result is supported by a recent study carried out in 2014 and found that college or higher levels of education is positively related to opportunity entrepreneurship in both the female and male subsamples (Armijos., M and Johnson, T., 2014). The research found that women are undertaking studies in business areas which are more relevant to future needs, and less in general liberal arts areas (Dann, S., 2000). Blumberg & Letterie (2008). Literature found that early entrepreneurship education has an importance in increasing entrepreneurial self-efficacy, especially among girls and women, was underscored (Wilson, et al, 2009).

Recent studies concluded that in terms of entrepreneurship education, they may provoke a

reconsideration of current curricula and delivery models if we wish to close the gender gap in ESE. (Jennings, 2014)

Given the results demonstrating that the lower ESE of young women is partially attributable to gender differences in enactive mastery, physiological arousal and verbal persuasion, it may be particularly important for curriculum developers to include content that reinforces these components for young women. Moreover, although we did not find that vicarious experience explained the observed gender differences in ESE, the limitations of the study measure should not preclude curriculum developers from continuing to design activities that increase young women's exposure to, and relationships with, female entrepreneurial mentors.

Many studies are carried out studying the effect of family on the female entrepreneurs. Studies found that this effect can be going into encourage or discourage the female in her business.

The research in this area went to discuss the role of family in supporting their females to be entrepreneurs. The first support of the family to the female entrepreneurs is the financial capital support. The study found that family and financial capital have a positive influence on female entry into entrepreneurship, (Matthews and Moser, 1996; Caputo and Dolinsky, 1998). Another research found that the family capital is an important influence on entry into entrepreneurship only when the family is quite large (seven or more) (Karadeniz, E., and Egrican, N., 2012).

The second type of family support provided to female entrepreneurs is the moral support. A recent study carried out in 2013 and found that family moral support may be a key resource for female entrepreneurs when external sources of support are substantially limited owing to not only the national economic challenges but also difficulties in establishing peace and political stability. In such a context, raising human, social, financial and even survivability capital can be extremely difficult for female entrepreneurs elevating the importance of family moral support for them" (Welsh, D., et al 2013). On another hand, some research found that self-employment can be geared to family needs, because the female self-employment enables flexible working hours and working from the home. Another findings of the research in this area seems to be that: "It is interesting to see that importance of family for men also influences the entrepreneurial activity of women (in addition to that of men). Hence, if men become entrepreneurs, their wives probably also contribute as unpaid family workers. This does not work the other way around, i.e. if women become self-employed, their husbands are not more likely to become involved in their firms. This gives rise to the question of how far the (global) gender mainstreaming process has advanced". (Verheulz, I., et al., 2006).

An empirical study was conducted focused on Emirati female entrepreneurs (EFE) in the United Arab Emirates demonstrate that enhancing co-operation and support is possible through increasing interaction and networking with men. The main finding of this study was that “Men appear to have an important role for EFE’s in the UAE from the standpoint of the literature — men as obstructions and from this paper’s investigation — men as resources. The notions of support, co-operation and coordination are evident in the experiences of EFEs interacting and networking with men, family members and others. The language of collaboration and coordination provides indication that developing the required social capital for EFEs entails facilitating men to adopt the role of MNP Erogul, M. S., (2011). The socio-cultural and legislative challenges that EFEs come across require the development of a support system. Consequently, the support of ego-centric approaches in the UAE may help aspiring EFEs in developing network infrastructures that fulfil social capital requirements as a viable and complementary vehicle to overcome their constraints and achieve their business objectives.

On the analysis for the primary motivating factor driving Emirati women to start their own business, there is a study carried out in 2008. It found that main motivation for them is the desire for independence which could be a reflection of the many constraints that they face across many aspects of their day to day lives in the UAE. Other important motivating factors included a desire to contribute to the development of their country; this is not surprising given the collectivistic dimension which exists in the roots of UAE society, as well as a desire to realize their personal talents and capabilities. These traits are more often found in an individualistic society. This illustrates the difficult conflict facing Emirati women who wish to contribute to their society through development of their personal talents and capabilities yet society values their contribution primarily in their role as a wife and a mother. The research also found that women entrepreneurs consider their families as important support providers; however, conflicts often occur between work and family due to time constraints. Emirati women are being asked to burden responsibilities both at home and at work with limited support from their male family members. Finally, the research found it is important for women entrepreneurs in the UAE to have emotional support and encouragement from their family members (Erogul, M. & McCrohan, D., 2008).

### III. METHODOLOGY

To researcher implemented quantitative method through interviews, while the quantitative method has been implemented through questionnaire. Accordingly, the suggested methodology consists of a questionnaire for the female and male entrepreneurs plus three semi-structured

interviews. The questionnaire was designed, a pilot study was proceeded with ten of female entrepreneurs. The data was collected from 262 respondents (males and females). ANOVA test was implemented to find out if there is any difference between motivations factors for male and female Emirati entrepreneurs or not.

## IV. FINDINGS

### 4.1. The impact of financial factors on the motivation of male and female entrepreneurs in UAE: Is it the same?

There are four financial motivations offered to the respondents to rate the importance level of each of them in motivating them to start their own business. The first is “To be able to earn more money”, the second is “To obtain financial security”, the third is “To find a job”, and the fourth is “A way to invest their money”.

The respondents rated the importance of each factor, weights (scores) are given to each level of importance as follows: “Not important at all” given score = 1; “Not important” given score = 2; “Neutral” given score = 3; “Importance” = 4; and “Very important” = 5. The next four sub-sections discuss the findings of the statistical analysis for each of these factors and if there is significant difference between males and females towards each factor.

#### a. To be able to earn more money than you would otherwise earn:

Respondents were asked about the importance of this factor in motivate them to start their own business. The mean of male respondents is 3.9286, while the mean of female respondents = 3.8689, this reflects that both male and female entrepreneurs in UAE think that one of their motivations to start the business is “To be able to earn more money than the entrepreneur otherwise earn”. ANOVA analysis was implemented to identify if there is a significant difference between males and females in this regard or not. ANOVA analysis found that there is no significant difference between male and female entrepreneurs in this type of financial motivations, where  $F_{cal.} = .239 < F_{sig.} .626$ .

#### b. To obtain financial security for the entrepreneur and his/her family:

The financial security is the second financial motivator given to respondents to rate its’ importance in motivate them to start their businesses. The mean of male respondents towards the importance of this variable is 4.0643, while the mean of female respondents = 4.0328, this reflects that both male and female entrepreneurs in UAE think that one of their motivations to start the business is to obtain financial security for themselves and their families. analysis results reflected that there is no significant difference between male and female entrepreneurs towards this type of financial motivations as  $F_{cal.} = .074 < F_{sig.} .785$ .

**c. To find a job:**

The third financial motivator offered to respondents to rate its' importance in motivate them to start their businesses is "To find a job for yourself", the descriptive statistics found that the mean of female respondents rating is 4.1066, while the mean of male respondents rating is 3.8357, this reflects that females are more motivated by that factor more than male counterparts. ANOVA analysis shows that there is a significant difference between male and female entrepreneurs towards this type of financial motivations as  $F_{cal.} = 5.037 > F_{sig.} = .026$ .

**d. A way to invest the entrepreneur's money**

The descriptive statistics about the rating of respondents towards this factor shows that the mean of female respondents rating is 4.1967, while the mean of male respondents rating is 4.0571, this reflects that both of them think that this factor highly motivate them to start their businesses. ANOVA analysis reflects that there is a significant difference between male and female entrepreneurs towards this type of financial motivations as  $F_{cal.} = 1.482 > F_{sig.} = .225$ .

**4.2. The impact of education / prior experience factors on the motivation of male and female entrepreneurs in UAE: Is it there a difference?**

The next sub-sections discuss the findings of the statistical analysis for each of these factors and if there is significant difference between males and females towards each motivator.

**a. Use educational qualifications:**

The mean of male reflections about this factor is = 3.5571 where the mean of female reflections = 3.8033, this shows that are between neutral and agree about this factor as motivator to the entrepreneurs in UAE. ANOVA statistics showed that there is a significant difference between males and females towards this factor as motivator for them to start their businesses as  $F_{cal.} = 3.519 > F_{sig.} = .062$ .

**b. Use special talents / skills effectively**

Respondents were asked to rate the importance of their effective use of special talents and skills as motivator to start their businesses. The descriptive statistics showed that mean of male entrepreneurs responses equals 3.9214 and for female entrepreneurs = 4.1721. This reflects that respondents think that the effective use of special talents and skills is an important motivator for them. ANOVA statistics showed that  $F_{cal.} = 4.943 > F_{sig.} = .027$  which reflects that there is a significant difference between male and female respondents towards their consideration to the effective use of talents and skills as motivator for them to start their businesses.

**c. To get benefit from previous experience**

This is the last factor respondents were asked to rate as a motivator in this pillar. The mean of male rating = 3.8429 and for females = 3.7377. This reflects that respondents see that respondents are between neutral and agree about this factor as motivator to the entrepreneurs in UAE. ANOVA test reflected that there is a significant difference between male and female entrepreneurs regarding their assessment to this factor as a motivator to start the business, as  $F_{cal.} = .726 > F_{sig.} = .395$ .

**4.3. The family factors as motivations on male and female entrepreneurs in UAE:****a. To continue the family's business**

The first family motivator given to respondents to reflect its importance in motivate them is "To continue the family's business". Descriptives of this variable show that the mean of males respond is 3.5786, and it's the mean of females respond as well. ANOVA test reflected that there is no significant difference between males and females in their assessment for this factor as family motivator for them to start their own businesses as  $F_{cal.} = .001 < F_{sig.} = .973$

**b. To have greater flexibility for personal and family life**

Having greater flexibility for personal and family life is the second family factor respondents assessed its importance as motivator for them. The descriptive statistics reflected that the mean of male response is 3.8286 while it is 4.2541 for female respondents. ANOVA test reflected that  $F_{cal.} = 16.238$ , which is higher than  $F_{sig.} = .000$ , this means that there is a significant difference between male female entrepreneurs in have greater flexibility for personal and family life as a family motivator to start the business.

**c. Have support from family**

Family support to entrepreneur is the third factor motivate entrepreneurs to start the business. Descriptives show that the mean of males respond = 3.7571 and the mean of female respond 3.6721. There is no significant difference between male and female respondents assessment to the importance of family support as motivator to entrepreneurs to start the business, as  $F_{cal.} = .446$  is less than  $< F_{sig.} = .505$  in.

**4.4. The psychological motivations on male and female entrepreneurs in UAE:****a. To be your own boss (To avoid having to work for others)**

The first psychological motivator given to respondents to reflect its importance in motivate them on their businesses' start-up is "To be your own boss (To avoid having to work for others)". Descriptives show the mean of males

respond is 3.8500, while the mean of female responds is 4.0820. This reflects that females consider this factor as motivator for them more than male entrepreneurs. ANOVA test results reflect that there is a significant difference between males and females in their assessment for this factor as psychological motivator for them to start their own businesses as  $F_{cal.} = 3.134 > F_{sig.} = .078$ .

**b. To challenge yourself**

The self-challenge is the second investigated motivator asked to respondents. Descriptives of respondents are shown that both male and female respondents agree that this motivator motivated them to start their own businesses, although this, females believe more than males in this factor as motivator for them. This is shown clearly in the mean of respondents' score which is 4.0071 for male respondents, while it is 4.3607 for females.

**c. To fulfil a personal vision**

Respondents were asked to assess the fulfillment of personal vision as a motivator to start their business. Descriptives of their assessment show that the mean of males respond is 4.0214, while the mean of female responds is 4.4016. This reflects that although both males and females agree that this factor motivated them to start their businesses, females think consider it more than males for the same. ANOVA test results, which reflects that there is a significant difference between males and females in their assessment for this factor as psychological motivator for them to start their own businesses as  $F_{cal.} = 12.236 > F_{sig.} = .001$ .

**d. To be innovative**

The descriptive statistics about the rating of respondents towards this factor. As per these results, the mean of female respondents rating is 4.4180, while the mean of male respondents rating is 3.8929, this reflects that both of them think that this factor highly motivate them to start their businesses, while females are more confident in this factor more than males. ANOVA analysis shows that there is a significant difference between male and female entrepreneurs towards this type of financial motivations as  $F_{cal.} = 23.021 > F_{sig.} = .000$ .

**e. To be active in retirement**

The achievement in retirement is the fifth psychological motivator given to respondents to rate its' importance in motivate them to start their businesses. The descriptive statistics, where the mean of male respondents towards the importance of this variable is 3.9429, while the mean of female respondents = 4.2623, this reflects that both male and female entrepreneurs in UAE agree that one of their motivations to start the business is to be active in retirement, while females tend to believe in this factor more than females. ANOVA analysis results reflect that

there is a significant difference between male and female entrepreneurs towards this type of psychological motivations as  $F_{cal.} = 7.614 > F_{sig.} = .006$ .

**f. To have more control over your time**

The sixth psychological motivator offered to respondents to rate its' importance in motivate them to start their businesses is "To have more control over your time", the descriptive statistics about the rating of respondents towards this factor show that the mean of female respondents rating is 4.2951, while the mean of male respondents rating is 3.9571, this reflects that both of them think that this factor highly motivate them to start their businesses. ANOVA analysis is shows that there is a significant difference between male and female entrepreneurs towards this type of financial motivations as  $F_{cal.} = 9.169 > F_{sig.} = .003$ .

**g. To achieve a higher position for yourself in society**

The achievement of a higher position for the entrepreneur in society is the seventh offered factor to respondents in this pillar. Descriptives of the respondents' reflections. The mean of male reflections = 3.9143 where the mean of female reflections = 4.1557, this shows that both male and female respondents agree about this factor motivate them to start their businesses. ANOVA statistics regarding to this motivator. The results show that there is a significant difference between males and females towards this factor as motivator for them to start their businesses as  $F_{cal.} = 3.673 > F_{sig.} = .056$ .

**h. To use up your spare time**

The last psychological factor considered to motivate entrepreneurs in UAE is "To use up your spare time", as respondents asked to rate its' importance in motivate them to start their businesses. The descriptive statistics about the rating of respondents towards this factor are provided in table no. C.25-a in appendix C. which shows that the mean of female respondents rating is 4.2787, while the mean of male respondents rating is 3.9000, this reflects that both of them think that the use of spare time highly motivate Emirati entrepreneurs to start their businesses. Table no. C.25-b shows ANOVA analysis which reflects that there is a significant difference between male and female entrepreneurs towards this type of financial motivations as  $F_{cal.} = 10.894 > F_{sig.} = .001$ .

**4.5. The Business environmental factors as motivations for Emirati entrepreneurs in UAE:**

**a. To get benefit from available opportunities:**

The first business environmental motivator offered to respondents to rate its' importance in motivate them to start their businesses is "To get benefit from available

opportunities”, the descriptive statistics about the rating of respondents towards this factor showed that the mean of female respondents rating is 4.2049, while the mean of male respondents rating is 3.8500, this reflects that both of them agree that this factor motivate them to start their businesses, while male tend to that more than males. ANOVA analysis show that there is a significant difference between male and female entrepreneurs towards this type of motivations as  $F_{cal.} = 9.806 > F_{sig.} = .002$ .

**b. To get benefit from the support which is provided from the governmental institutions to entrepreneurs**

Obtain benefit from the provided support from the governmental institutions is the second factor given to respondents to assess in the business environmental factors. The descriptives of the respondents' reflections show that the mean of male reflections = 3.5571 where the mean of female reflections = 3.8852, this shows that both male and female respondents “Between neutral and agree” about this factor motivate them to start their businesses, while females are in a higher level of agreement than males. The result of ANOVA statistics regarding to this motivator show that there is a significant difference between males and females towards this factor as motivator for them to start their businesses as  $F_{cal.} = 6.359 > F_{sig.} = .012$ .

**c. To get benefit from the support which is provided from the non-governmental institutions to entrepreneurs**

The last factor asked to respondents as business environmental factor is “To get benefit from the support which is provided from the non-governmental institutions to entrepreneurs”. The mean of male rating = 3.5500 and for females = 3.6393. This reflects that respondents see that respondents are “between neutral and agree” about this factor as motivator to the entrepreneurs in UAE. ANOVA test reflects that there is no significant difference between male and female entrepreneurs regarding their assessment to this factor as a motivator to start the business, as  $F_{cal.} = .409 < F_{sig.} = .523$ .

## V. DISCUSSION AND CONCLUSION

The research investigated motivations for Emirati female entrepreneurs. Five types of motivations were identified, they are: financial; educational/ prior experience; social and family; psychological; and motivations related to business environment.

The psychological motivations: The Emirati female entrepreneurs consider that psychological motivations are the highest factors motivated them to start their own businesses. Emirati female entrepreneurs are significantly motivated by psychological factors more than males. All

psychological factors got higher rates from females than males. The investigated factors are: to avoid having to work for others; to challenge yourself; to fulfil a personal vision; to be innovative; to be active in retirement; to have more control over the time; to achieve a higher position in the society; and to use up the spare time.

Financial motivations: The results show that female Emirati entrepreneurs rated these factors as 4.05 / 5.00 which reflects that they believe that financial factors highly motivate them to start their businesses. It was found that there is no difference between female and male Emirati entrepreneurs in considering two of financial motivations they are: to be able to earn more money than you would otherwise earn and to obtain financial security for the entrepreneur and his/her family, while female are significantly more motivated than males in two factors, they are “to find a job and a way to invest the entrepreneur's money”.

The business environment: Female Emirati entrepreneurs rated these factors by 3.91/ 5.00 which reflects that they believe that these factors highly motivate them to start their businesses. The research found that there is no significant difference between male and female Emirati entrepreneurs in considering the support which is provided from the governmental institutions to entrepreneurs, while females are more motivated than males in the received benefit from available opportunities and the received benefit from the support which is provided from the governmental institutions to entrepreneurs.

The family factors: female Emirati entrepreneurs rated these factors by 3.83 / 5.00 which reflects that they believe that these factors highly motivate them to start their businesses. ANOVA test found that there is no significant difference between male and female Emirati entrepreneurs in considering the continuation of family business and to have support from family as a motivational factors, while having greater flexibility for personal and family life motivates females more than males to start their own businesses.

Education / prior experience factors: female Emirati entrepreneurs rated these factors as 3.81 / 5.00 which reflects that they believe that these factors highly motivate them to start their businesses. ANOVA test found that females consider that the use of educational qualifications and the Use special talents / skills effectively motivates them more than males. On the other hand, males believe that To get benefit from previous experience motivates them more than females.

It can be concluded that Emirati female entrepreneurs are been motivated by physiological factors more than other factors. This result reflects the uniqueness of the Emirati case, as the majority of literature reflected that financial factors are the major motivators for females to start their

own ventures. The same was not found in the Emirati case, as the physiological factors are the main motivators.

It was found that the UAE matching all other developing countries in majority of related issues to motherhood. In UAE and all Arab countries, the women has the major role in the family. She is responsible to take care of all other family members (husband and children). Her role doesn't stop at this point, it extended to take care of her parents or parents in law. These are the main priorities in her life. She take all decisions to achieve this goal. This priority motivated many female entrepreneurs to start their businesses while it restricted others and pushed a third group to stop.

The responsibility towards the family and the deep desire to secure its life motivate many Emirati female entrepreneurs to start the business. It's found that the females start their businesses mainly to find a job enables her to earn more money than otherwise which obtain financial security for the entrepreneur and her family.

Motherhood motivated other females to start the business in another way, it's the flexibility for personal and family life. Governmental job requires attendance for certain hours in the work, which may impact the female social life. Hence, many female entrepreneurs liked to start their businesses to be able to achieve the work life balance and take care of her social responsibility. Many Emirati females resigned from governmental job and started their businesses for this reason. It's found that "more control over time" factor motivates females more than males in UAE. Many husbands prefer that their spouses go for private business, to have greater flexibility for personal and family life. This factor significantly motivates females than males, which makes sense as men commitments towards children and all the house issues are very limited, will the full burden is given to women in this regard.

Other females started their business when they feel that they have a spare time and need to use it. After some years of marriage, kids become older and can depend on themselves in most of their daily needs. Hence, mothers feel a lot of spare time, then they start to think in start a business to utilize this time.

The Emirati business environment motivated female entrepreneurs in UAE to start their businesses. The provided support from the government and non-government institutions to entrepreneurs make. Emirati female entrepreneurs believe that living in Dubai environment, the commercial environment, motivated them. They live between successful people, which motivate to start and to achieve better and better. In the same context, institutions reflect that the nature of economic circumstances has changed which push women to start their business to can secure a higher income for her family.

"To get benefit from available opportunities" motivated females significantly more than male Emirati entrepreneurs. The same is shown for "To get benefit from the support which is provided from the governmental institutions to entrepreneurs". While there is no significant difference in the impact of "To get benefit from the support which is provided from the non-governmental institutions to entrepreneurs" on male and female entrepreneurs in UAE.

Overall, female and male Emirati entrepreneurs don't consider Emirati business environment a challenge for them. Specially, females who ranked it as less than medium challenge. Dealing with red tape and government rules and regulations; Difficulty to access business networks; and Difficulty to access the judicial system. Hence, women are less significantly restricted than males by the different aspects of business environment.

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