

The Motivating Factors and Challenges Faced by Female Entrepreneurs of Small Businesses in Malta: A Gender Perspective



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Problem Statement

Statistics show that in recent years there has been an increase in female entrepreneurship in small businesses in Malta. The researcher appraised the motivating factors and challenges which are encountered by females to take the leap into investing in small businesses in Malta.

Research Approach

The researcher adopted a QUALITATIVE research approach.

Grounded theory was adopted as the methodological stance in this research. The grounded theory approach was considered as the most appropriate method of research as it is renowned to elicit rich insights into this research area.

Project Overview

This research sheds light on the present situation relating to female entrepreneurship in Malta from a gender perspective.

The purpose of this research is to help to identify and analyse the main push and pull factors affecting female entrepreneurship in Malta.

Research Objectives

- Objective 1: To appraise the motivating factors and challenges that female entrepreneurs experience when setting up small businesses in Malta
- Objective 2: To critically evaluate the existing support measures and incentives female entrepreneurs require when operating in Malta.
- Objective 3: To forward recommendations on how female entrepreneurs may enhance their operational activities when they are managing small businesses in Malta.

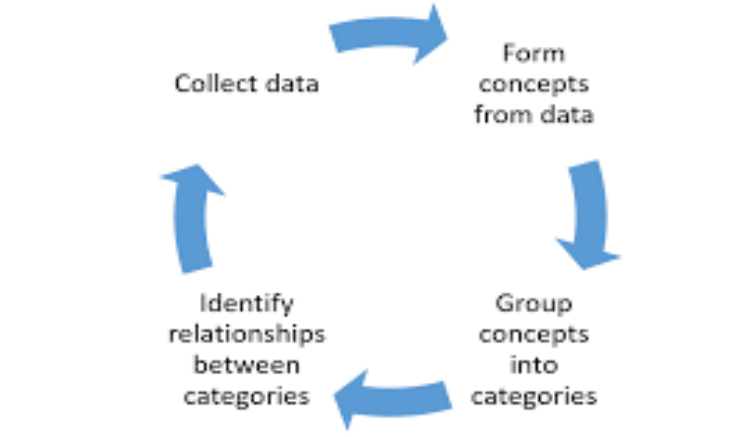
Methodology

Data Collection:
Interviews were conducted with the participants.



Data Analysis:
Grounded Theory
Codes, Categories & Sub-Categories were created.

Data Analysis:
Interviews were transcribed.
MAXQDA was used to analyse the data.



Key Findings



Research Propositions

The main research propositions emerging from this research study include:

- The need for educational campaigns relating to daily operations of the business, funding, and existing incentives.
- Introducing enterprise education and entrepreneurship as part of the National Curriculum Framework.
- Incorporating soft skills, life skills and time management in the education system, as from early years.
- Enhancing support systems for female entrepreneurs including emotional, social and financial support.
- Different forms of financing schemes and tax incentives should be offered by the government.
- Setting up business incubation centres.
- Offering mentoring opportunities to assist female entrepreneurs, especially in the initial stages of their business venture.
- Offering opportunities for networking between male and female entrepreneurs.
- Encouraging and supporting opportunities for business angels to assist female entrepreneurs.
- Emphasizing the importance of a clear vision and strategy of the business, taking into consideration the limitations of the business venture.

Key References

- Bonnici, B. (2021) The development of female entrepreneurship in Malta: A public policy perspective. University of Malta.
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