

WOMAN, ENTREPRENEURSHIP AND MICROENTERPRISES

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ABSTRACT

The economic empowerment of women through entrepreneurship is an development opportunity not only for themselves but also for the society, looking to reduce gender gaps, reduction of poverty, generation of employment and inclusive economic growth, a clear way of seeing such participation is through the hundreds and hundreds of projects or microenterprises that are created daily in the world facilitating the inclusion of women in the business world. In addition to having a multiplier effect on their families that impact in a positive way the household income and modifies spending patterns in a way that benefits society and the family, tends to encourage the participation of the activities or projects that support entrepreneur communities. Enterprise services model of the CCB (who defines the profile of the entrepreneur and businessman from Bogota) reveals that 54% of entrepreneurs are men and 46% are women (Portafolio, 2016), which is a hopeful fact in terms of the inclusion and participation of women not only in the labour force but also in the creation of enterprises (entrepreneurship) , and is there where is interesting to investigate and analyze the peculiarities that have women to decide to create a company, keep it in a highly competitive, variable and complex market, its main barriers, and finally be able to identify so far which have been the aspects to change and/or improve to not only promote female entrepreneurship but also their sustainability over time and in the market.

Key Words: Microenterprise, women, entrepreneurship, female entrepreneurship.

1. INTRODUCTION:

Microenterprises keeps great importance in the economy activity of any country. In the field of entrepreneurship, according to the index of entrepreneurs of Latin America by Latin Business Chronicle, Colombia ranks as the fourth country after Chile, Panama and Mexico in entrepreneurship (Portafolio, 2016), which leads us to say that entrepreneurship is growing, thanks to many initiatives that support entrepreneurship in the country. Despite such hopeful facts, according to the Global Entrepreneurship Monitoring 2016, Colombia is one of the countries that stand out as having the worst gender gap in entrepreneurship, i.e., that while the country about this matter has been improving over the past decade, women are still being limited in access to opportunities of company creation.

It is important to highlight that this type of study can expand and work in different places where scenarios with gender gaps are still evident when it comes to starting a business; This in order to improve the conditions that offer strategies designed to promote entrepreneurship, as well as raise awareness to microenterprises, its owners and its internal members to prevent discrimination of gender in terms of recognition of their functions, roles and actions, promoting not only the growth of the company, society and equity, but also in the long term to the economy of each country accompanied by a change of perspective in those enterprises that perceive and are affected by discriminatory acts.

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This investigation links the themes of perspective gender and entrepreneurship in microenterprises, seeking through an approach to analyze the different scenarios that may unleash when it comes to develop a business idea and identify the specific behaviors that lead to the characterization of women entrepreneurs, understanding them as those that on its own initiative decide to take the next step in their life creating a company and surviving in a dynamic, changing and especially complex business world; determined, proactive, and capable women of achievement, autonomy, great burden to labour, family and household level, but with the best attitude and aptitude to take forward their family and themselves, women who face different scenarios that inhibit the full development of their purposes and business ideals, either by economic issues, ease of access, low levels of education, among others.

The question that originated the present investigation was “Which is the role played by the women at the moment of entrepreneur their business ideas (microenterprises)?”. In order to identify, analyze and describe the general profile that these women develop in the microenterprises belonging to the municipality of Funza, their dynamics, challenges, barriers and contributions, establishing its most relevant characteristics through:

The study of all those theories, research, facts and previous contributions that could be find about the topics under study (colombian microenterprises, entrepreneurship, gender and gender perspective).

The diagnosis of the condition of microenterprises, emphasizing its dynamics and most important features.

A proposal for a profile of the entrepreneur woman in microenterprises in the municipality of Funza.

Some final recommendations to companies in relation to the results obtained.

Achieving the above objective will be held in four parts: (1) A state of the art about the condition of the microenterprises in Colombia, entrepreneurship and the role of women in both scenarios; (2) The definition of tools and the methodology used to collect data; (3) The presentation of the obtained results in the fieldwork with the previously analyzed bibliography; So finally, to (4) be able to characterize women entrepreneurs and their peculiarities.

Is expected that the results serve as a guide for those individuals interested in entrepreneurship and gender issues, and that through them reinvestigations are may motivated about related topics to encourage a change of perspective in terms of those practices that put women at a disadvantage.

2. THEORETICAL FRAMEWORK:

Microenterprises as the main engine of the economy meet particular characteristics that make them different in the market, including its dynamics and wide range of productive activities, its great contribution in the generation of employment, among others, which make it a pillar and strength in the business dynamism. In accordance with the law 590 of 10 July 2000 (amended by the law 905 of 2004) in Colombia, a microenterprise is classified as an economic unit integrated by less than 10 employees and total assets less than 500 legal monthly minimum wages (Bancoldex, 2016), this type of companies are usually created by entrepreneurs that decide to take a step forward in its labor and economic world, as a result of various factors, including: the search for a better quality of life and income, need (for unemployment or search for resources) and autonomy (innovation in a business idea).

Although there is no universal definition of microenterprises, found most relevant characteristics are: A very low scope of operation, poor technological access, limited access to credit and low management capacity, generally tend to be developed informally, which makes their existence depend largely on the form in which it is managed.

In principle, it is important to mention that the issue of entrepreneurship has been studied in three dimensions: its demographic, psychological and sociological profile, which gives a greater range in its meaning since it is approached by different social sciences from different approaches. The entrepreneurship word comes from the French "entrepreneur" (pioneer) and refers to the ability of a person to make an extra effort to achieve a goal or objective (Castrillon & Ricaurte, 2008), subsequent to the issue was added the fact of add value to a product, service or process existing or create a new one through innovation.

Within the bibliographic research about entrepreneurship, different authors were found, starting with J. Schumpeter who defines it as:

“Important for economic growth, the entrepreneur is characterized by innovation, break the old balances to create new combinations, determines the development and he do it because it carries out an endogenous and discontinuous change in the economy.” (Castrillon & Ricaurte, 2008).

Drucker as Schumpeter link the entrepreneurship with innovation capacity, other authors such as Karl H. Vesper link it with action guided by practice (trial and error), Kirzner as a state of alert where opportunities are on the market (as opposed to Schumpeter, Kirzner consider that the entrepreneur is guided to the state of equilibrium), Spinoza, Flores and Dreyfus defined it as an agent of institutional change.

A more landed vision to the kind of companies that the present research wish to work, is the Allan A. Gibb one, who defines the entrepreneur from the point of view of personal characteristics and his orientation to the creation of company and/or new projects:

“It shows a marked use of few entrepreneurs attributes in a determined context (in general in shops and businesses), the attributes include the initiative, great capacity of conviction in front of the public, creativity, innovation, autonomy and capacity for conflict resolution, need for achievement, imagination, safety, leadership, effort and uncertainty.” (Castrillon & Ricaurte, 2008).

In conclusion, the entrepreneur can be understood as the set of qualities and skills that possesses a person and allow him to meet and initiate new projects and challenges, is influenced mainly by the innovation and originality either to improve something that already exists or designing new business ideas, risk is part of their daily, so their lives are constantly prepared studying the market, its new and permanent demands, is autonomous, sure of itself, recursive, observe and take the opportunities that gives the business world, emerges in a world of imperfect information with the existence of transaction costs, all of the above, as result from a insatiable need to improve their life quality and their environment.

Within the entrepreneur is important to mention two types of roles that motivate both men and women to start a business:

The entrepreneur by need: “Person who make the decision to undertake entrepreneurial activity, had no other alternatives to generate revenues”. (GEM Colombia, 2016).

The entrepreneur by chance: “Person who, at the momento to make the decision to undertake entrepreneurial activity, has analysed the options that has, in some degree of detail has defined the existence of an entrepreneurial opportunity and has selected his entrepreneurial activity against other alternatives”. (GEM Colombia, 2016).

Before entering into context with the differentiation of entrepreneurship in men and women, it is necessary to include and delve into the theme of gender and gender perspective, for it will be taken the definition by Ana Buquet, Jennifer Cooper and Hilda Rodríguez in its publication "System of indicators for the equity of gender in institutions of high education" of Inchaustegui and Ugalde (2004) from a more academic perspective:

“The articulated set of traditions, values, rules, standards and laws, with which societies regulate the formation of subjectivities; the definition of roles, functions and styles of life allowed and accepted for men and women” (Buquet, Cooper, & Rodríguez, 2010).

Bearing in mind that the gender being an issue with enough strength during the past decade, tends to be different and varied according to the culture in which settles and is changing over time. Through its relationship with the business world, is possible to understand specific perceptions of women and men, that arise both in society and in the organizational field. For that, it will be understood as: “The influence that would have be male or female, and how this requires opportunities, roles, commitments, tasks and relationships that can unleash on society and business world”. (García, García, & Madrid, 2012).

Gender in organizations seeks to ensure that both women and men have the same opportunities for personal and professional success. Is there where gender equality includes: "Same human and labour rights; equal and fair distribution of: responsibilities, opportunities, workload and income and decision-making" (Castrillon & Ricaurte, 2008). About the entrepreneur, seeks that women may have ease in developing their ideas in business, ease of financing and a permanent accompaniment that promote business growth, as an engine of economic empowerment.

Additionally, pretends the already existing programs to "support and accompany the entrepreneur" does not focus on the assistance of the problems and needs faced by both women and men, but instead encourage their growth and participation.

It was decided to include an analysis with a gender perspective in this research because:

"It allows to understand and recognize that the places of women and men in society are prefigured by a system of gender that produces relations of domination and subordination between the sexes; at the same time, it gives inequality between men and women." (Zárate & Gall, 2005)

Also because this will make it easier to analyse the contexts and behaviors of men and women in microenterprises in comparison with the variables selected in the present work, with emphasis especially on the behavior of women and its relationship with the company, and evidence the different forms of segregation that may give off in the functioning and activity of a microenterprise, while clarify that these are not generally direct, clear or premeditated (since all those discriminatory practices set out formally in a company are currently banned in many countries of the world), but conversely, may develop in an indirect way, causing the permanence of social and institutional structures that are previously designed from a sharp partition between the masculine and feminine, where are unleashed inequalities less clear and identifiable, but which can impact the life of organizations either good or bad.

For the development of the present research, is important include the term equity of gender with which it seeks:

"A fair distribution of the resources and of the social power in the society. It is also justice in the treatment of men and women, according to their respective needs. In the workplace, the goal of gender equality is usually incorporate measures designed to compensate for the disadvantages of women (Project EQUAL, 2007)". (Espinoza & Voces Vitales, 2015)

Application of the study axis in Colombia

According to the newspaper Portafolio the microenterprises in Colombia contribute between 65% and 70% of the Gross Domestic Product in the country, and there are approximately 510,000 active microenterprises, placing them as one of the pillars of the colombian economy, and at international level as the 4th most innovative in 44 countries in the world and 2nd in Latin America followed by Chile, according to the World Economic Forum that evaluated the conditions for company generations (Portafolio, 2016). Among the determining factors when creating a company it is that 60% do it by their own initiative and the need to improve their quality life, and another 40% does it for need or other economic factors by which they were forced to do so as a last option.

Concerning the gender within the colombian entrepreneurship, the differences of gender continue being notable, while it has improved enough in matter of entrepreneurship, the women continue laggard to participate in plans of creation of company. New entrepreneurs have a disparity of gender of the 1.82, since the preference of men towards the creation of company is 13.5% and women of 7.4%, also in the pyramid business women find themselves at the base as owners of microenterprises and it diminishes their participation as of the same size will grow, which makes it necessary to investigate and check thoroughly the possible mechanism of development and support required by women to be more active in the colombian business environment (Varela, Gómez, Vesga, & Pereira, 2014)

However, according to the Organization of the United Nations for the Industrial Development (UNIDO), says that 40% and 60% of micro, small and medium-sized enterprises are in charge of women (Espinoza & Voces Vitales, 2015), which becomes a challenge for economies since if the trend is to increase the participation of women, it should generate strategies that not only provide the opportunity to create them but also keep them and helping them to grow in the market, since to date have proved to generate higher incomes and better optimization of resources.

Between the reasons by which a woman decides to be owner of a microenterprise and undertake its idea of business are: Not have any medium of survival alternative for his family, which requires that the existing programs pass of a assistal vision to a more business one that promote them. Among the factors that disinherit the step forward is the lack of study or lower levels of education, the multiplicity of load which woman is subjected to take the handle of a company, domestic household activities and family inhibits, discouraged and in some cases even affects the desire to start a business and keep it, and be solving problems and overcoming difficulties in their personal and social lives influence negatively their business performance ((Castrillon & Ricaurte, 2008).

Thanks to the creation of organic law 3/2007 for equality between women and men, the first have been able to break the traditional paradigm and has the opportunity to access high qualified and experience equal to men, notwithstanding the foregoing, and that has improved in terms of gender, being male or female is conditioning the possibilities of a person to aspire to senior management positions or owning their own businesses. Another trend about female entrepreneurship, is that even still can be seen some activities and economic sectors designed and concentrated by women (which are not strategic, since they limit the wide range of possibilities that exist in the business hub, also because many of them can cope better in male activities), for example, it is very common to see a woman when it comes to creating a company leaning on the side of health, education, services, among others.

At the social level is continue seeing constraints for the development of a company or project, including:

Formation: As a fairly important conditional because if cannot access for economic reasons to a level of greater study, will be located in places lower in the organizational scale. However, women who manage to access high academic levels show to be much more prepared to take directive positions. (Castrillon & Ricaurte, 2008).

Cultural and organizational factors: Many of the companies being managed for years by men makes the position design, organizational structure, functions and work environment designed by these, which acts as limiting for the full development of women. (Castrillon & Ricaurte, 2008)

Domestic and family responsibilities: The approach of the women to the care of the home has distance them by many years from learning productive teachings as decisions taking, overcoming of possible obstacles, among others, which prevents that she feel safe to perform their projects of business. This is because that has always been assigned to the tasks of education, parenting and domestic activities. (Castrillon & Ricaurte, 2008)

Limited access to financial resource: It tends to take more time to accumulate the necessary initial capital for the creation of a company, so they are forced to use various mechanisms of financing (loans, credits, among others), and when they dip into these tolos, they prove to be excellent paying on their commitments. (Espinoza & Voces Vitales, 2015)

Week step in the productive chain: The fact to tend to settle in small spaces such as neighbourhoods, communities, municipalities, among others, is less the access to larger companies, its orientation is concentrated in direct contact with consumers which tends to hinder the proper planning of the production. (Espinoza & Voces Vitales, 2015)

The above factors were also mentioned by Professor Veciana, who proposes that there are limiting factors to the creation of companies, divided into fundamental factors (precedent and personal attributes of the entrepreneur, the company and its environment), and precipitating factors (refer to the dissatisfaction, loss of interest, opportunity and need to create a company; and this tends to develop are in the life cycle of a company: gestation, creation, launch and consolidation). (Fuentes & Sanchez , 2010)

The challenges to which women face to undertake their ideas of business tend to not be different to men ones. However, the major challenge which the women faces is to be taken seriously, trust in their abilities as entrepreneurs and project them. The growth of female entrepreneurship in the world is an advancement in the workforce of the companies, which has always been present in Colombia since women have always been entrepreneurs, either to increase family incomes, improve the quality of life, choice of life, among others, without leaving aside its skills and household activities (which is considered as a value added compared to male entrepreneurship); another of the options that are additional tasks to a formal work (business side), to which women are added to generate revenue as distributors, independent vendors, among others, taking full advantage of their contact networks.

To speak of entrepreneurship is imposible to leave on a side the gender equity. Like many Latin societies, some years ago was inconceivable female inclusion into the labor force since it was assumed the idea of that if women did neglect of rearing and household chores. With the passage of time, women have occupied greater and better labor and academic spaces that project them in their social environment since it gives them access to a better quality of life and their families opportunities, the most important thing is that they perform these activities without neglecting or put aside their household chores and to contribute to the family economy through small businesses (microenterprises).

The challenges of entrepreneurial women are equal to men's, but if the participation of women in senior positions is check, is identified that the balance leans more beside men, given that yet there is a lack of credibility in the abilities of women to bring forward big projects and that they require more work. The above points to all the projects

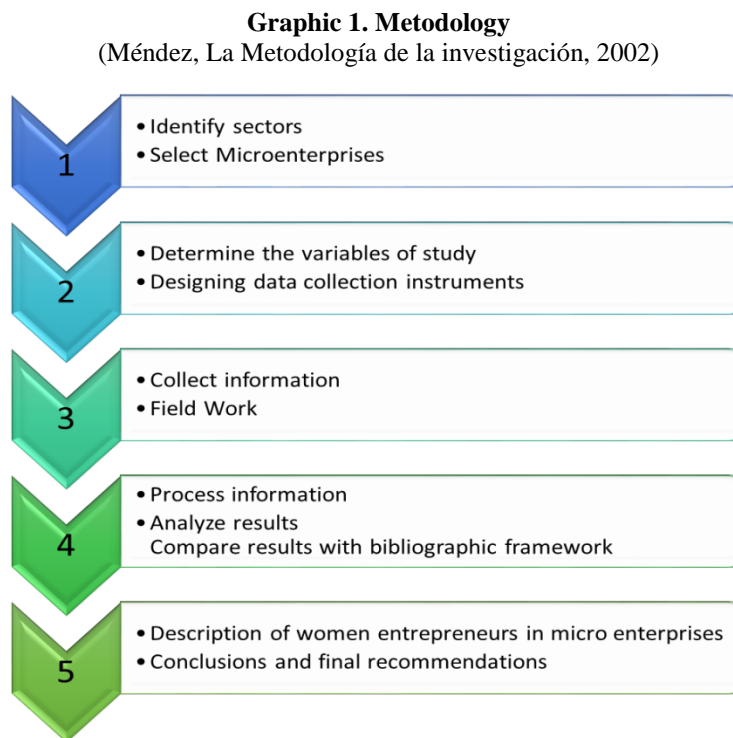
developed by women are seen as "small business or microenterprise" and while the women stay with that name they will be supported and motivated by the society, but when the business becomes "big" Enterprise the social position changes hindering the growth of such enterprises.

Undeterred by foregoing, women today have large and major projects that develop them and make them professionals, many of them private and governmenta, looking for that female entrepreneurship beyond a microenterprise, facilitating their growth and development.

Many times, women decide to break paradigms and barriers that impede their business development, but to do so in many cases they give up in the idea of forming a family, being a mother, wife, to have acquired a better status and business stability. Therefore, the present research aims through an approach with the entrepreneurs get to describe which aspects prevent the full development of women in creating a company, the attributes with which they have to not only create but also keep a business, and to get to suggest some guidelines to change and actions to take to improve the participation of women in the business world, which the entrepreneurs of the municipality of Funza permitting it is expected to be able to give feedback.

3. METODOLOGY

This research is carried out as a exploratory and descriptive study case, with use of primary information (through the search for bibliographic material on shafts of study that deals with research, as well as the use of information collected through field work) and secondary (through the use of information of works based on real events), the same qualitative and quantitative results, since they are intended to be able to establish or define the role of women entrepreneurs in microenterprises along with their most important characteristics. Therefore, the following phases are established:



Source: Own production

Is important to highlight:

To begin with this research, 20 microenterprises of Funza - Cundinamarca were selected in the field work. After having collected bibliographic information of the central themes to investigate, it proceeded by means of referral of the sector to contact women leaders of their own business arranged to provide information through interviews to

depth and surveys. It is important to mention that it was a convenience sampling non-probability in the municipality of Funza which had a rapprochement with the selected companies which facilitates contact and information gathering.

With the objective of get significant information of the microenterprises were designed and developed instruments of collection of information prior to the field work, these is accomplished with base in the Global Entrepreneurship Monitor (Castrillon & Ricaurte, 2008), a study that is performed to world level for study to depth them relationship between the entrepreneurship and the growth economic (GEM Colombia, 2016), with the addition of variable with an approach of gender. The following is the selected variables:

Graphic 2. Variables of information recollection

Gender, age and socio-economic levels
Attitudes, aspirations, and business activity
Forms of financing
Technology and innovation capacity
Political Government
Government support programs
Education and training
Research and development
Fear of failure
Self-perception (abilities and skills)
Perception of opportunities
Knowledge of successful cases of female entrepreneurship
Motivation to undertake
Barriers to female entrepreneurship
Development and business growth

Source: Own production

Once carried out the surveys and interviews with depth to microenterprises will be processing and reviewing all the information collected, its analysis and junction with the theoretical framework. The above makes it easy to diagnose the basic characteristics of microenterprises run by women, their behavior and work environment, they environment, the opportunities and challenges that this type of business and its creators face in the business world. Subsequently, is profiled the entrepreneur woman in the microenterprises, their mechanisms of action, what they promotes and what they stops at the time of undertake their ideas of business, and describe if still with the new and current mechanisms and tools that has the municipality and the country has been reduced the gaps of gender at the time of undertake it. Finally, relevant final conclusions in the investigation that lead to the incentive of new related research and knowledge of individuals that may be interested in the results of this research will be formulated.

4. EXPECTED RESULTS:

According to all the writings which have argued the purpose of the present study research topics, the following research results are expected:

- While there is a gap between women and men entrepreneurs along with the opportunities in the market and the financial support from various entities, we will find successful female entrepreneurship within microenterprises that are intended to analyze.
- One of the characteristics of women is that they have little study related to finance, administrative fields and business, however, is expected to find that the number of women that begins or is studying these disciplines is increasingly higher.

- Within businesses and microenterprises led by women is expected to confirm the theory that the (male) partner does not directly intervene in the idea of undertake business.
- If women entrepreneurs have children of an age in which are able to help in business, women will have more support within their microenterprise, since the family is a factor of great influence in the process of undertaking, otherwise if the children are young age and represent a strong demand of attention and care they prevent the development of microenterprises.
- Is likely that the microenterprises led by women have a growth more slow in the sale, which is derivative of the managerial inexperience, disciplines related or lack of credibility from the society in the skills that have the women.

It is expected that entrepreneur women receive less financing capital due to a lack of confidence in their entrepreneurial skills, which discourages women obtain a higher amount in the financial capital.

5. ENTREPRENEUR WOMAN IN MICROENTERPRISES

According to all the material collected field work can be say that an entrepreneur woman in microenterprises is:

- Has a constant need of wanting to improve her quality of life (overcoming personal) and of her family, are independent, love to work in a better environment labor, doesn't affect or fear to failure, and in other way if they live the failure they learn from it and try to not commit the same mistakes.
- Despite being active in their businesses, do not neglect the home work and their family (although it is important to mention if they feel that their family relationships are affected greatly, while it improves its social, economic and individual life); While they concentrate their efforts in the business, if their are married their couple do not get involved in their business activities.
- The level of education of entrepreneurs women tend to be lower than the men, however, when they have the opportunity to improve their academic level, do not hesitate to do it and prove to be much more engaged and delivered to his studies with better results.
- Have the ability to influence positively in the companies, has a strategic view of their businesses, employ a more transformational than transactional management style, they have better leadership skills, allowing them to promote teamwork and a better working environment. Additionally, in moments of crisis and scarcity they prove to be more strategic and effective.
- They tend to have barriers to access to funding mechanisms, due to the lack of trust of some entities, business skills and the failure to comply with some requirements as credit life. Despite this, when they manages to Access them they show to be responsible and complying with the payments.

Among the barriers that prevent the creation of a company to a woman can be found: Household "obligations" and family, the limited options of business, lack of security and self-confidence as women for a high impact of Latin American culture (who some years ago was ruled by men), few access of mechanism to financing, weak link in the production chain and the existence of cultural and organizational factors.

6. EXPECTED CONCLUSIONS

- Innovation is fundamental part of entrepreneurship, which in turn acts as an engine of economic development, since they improve productivity (growth), technology acquisition, generation of alliances, competitiveness, business management, and stimulate the organizational environment.
- Women creating company faces various difficulties and situations that do not allow them an equitable development and are conditioned by gender patterns, by traditionalist tendencies which were relegated to activities of affection or sentiment, prevailing the sexual division of labor, i.e., although they have reached levels of inclusion in the labour inequality continues.
- Each time more women face the challenge of creating their own business, which is a scenario hopeful since leads to the acceptance social of the female participation in the economic development. These are motivated mainly by personal improvement, need for status and better quality of life; among the main tools that help them project their companies is the specialization through access to high levels of education, networking, ease access to financing mechanisms (which proved to be quite responsible and fulfilled), and physical or moral support from his family and society in which emerge (being one of the cultural factors with greatest impact in creating a company).

- Reach to raise awareness of gender becomes a challenge not only to the State or the promoters and sponsors entities of entrepreneurship in Colombia, also is it for all those individuals that crave to form company to improve their quality of life (both men and women), in several scenarios even though there are programs that assist the presence of gender in enterprise development gaps, the same people limited their possibilities by a cultural trait quite marked in Latin America by a machismo predominantly that although has been weakened persists in the limitation personal of foster that the women well is by its load family and the home or by its lack of confidence in itself as being important in the society, feeling helpless or limited at the time of generate their ideas of business.
- Therefore, is necessary to generate a gender awareness in which all the individuals of a society perceive through the experience that the expectations and needs of women and men are different, and therefore tend to create imbalances in the fair distribution of resources and opportunities by allocation of traditional roles aimed at the limitation of the full development of their personal skills and decision making.

7. PARTIAL RESULTS ACHIEVED

These results were derived from field work, although it is not yet finished shows the following characteristics:

- One of the main motivations of the women to be entrepreneurs and create their own company is to raise their family, improve their quality of life and that of their children, as well as find a job security and save for future school of their children. The independence and flexibility of schedule is also one of the main reasons for deciding to assume the responsibility of creating a company.
- Women entrepreneurs agree that it is impossible to not find at the time of creating and sustaining a business, but all these drawbacks can be overcome with proper support and a correct decision making, in addition to these women show no fear when it comes to taking on new challenges and have the courage to confront crisis and mishaps that may occur within your company.
- Entrepreneur women who have grown up in a family that is also independent bring with them a way of thinking very different in comparison to those who do not have this opportunity, because they are more accustomed to the idea of undertaking, know about the experience of her parents and family, so the fact of starting their own business is not unknown, but is on the contrary their lifestyle so support and accompaniment of the family is essential to increase the motivation and willingness to create company.
- All the interviewed women so far have children and agree that, although this required more time and that some of the work tasks are harder, they are the largest source of motivation to remain independent. And one of the advantages that them motivated to create companies is that to be owners of their time to be able to combine in the best way their work with the care of their children, since prefer have this responsibility themselves that delegate it to nannies or gardens. Children sometimes can help within the company, as for example in a marketing woman's children's clothing where children help indirectly, proving the good quality of the clothes or on occasions when they are within the store and a customer wants to compare sizes can serve as models. This gives to understand that although caring for children and running the company at the same time could require twice the work, this does not necessarily mean that it is a double burden, and that on the contrary it would become a mutual aid, since values in the child-rearing are also taking root. The women also agree that children seeing the example of their parents is indoctrinating early the value of work, the value of things, responsibility, and respect for employees, besides that it is building the character of the child and at the same time it is leaving a small seed of entrepreneurship within they.
- The majority of entrepreneur women interviewed so far are married and have children, and in some cases they already had the production unit being unmarried, however their husbands wanted to participate in the company and now they work in family. Within the internal management responsibilities are shared, both have the same level of authority and share the final decisions, as within the household responsibilities are shared and highlights the fact that children also help in household chores, so in these cases the families work as team to meet all the daily activities that include working school and home.
- Women entrepreneurs with a university level of education highlight the importance of having more studies to carry out a better management of the company, however women who had technical studies or only high school did not see as a fundamental need study and training in academic subjects to continue the operation of its production unit.

- Women prefer to take informal lending money to relatives than borrow from any bank or financial institution since interest rates and legal procedures are saw as a waste of time, besides that on several occasions their relatives not charge interest on loans.
- Women entrepreneurs see their employees as partners, giving priority to the warmth, respect and teamwork, in addition to the company helps the integral and personal development of all, this in contrast to men who look like leaders against their workers.
- Within the companies of interviewed owners there is no discrimination of sex about the employees, activities and tasks are assigned the same independent if it is male or female.

It is important to highlight that some of the theories and research confirms these results, however it is in the process of completing fieldwork interviewing more women to have the final and quantitative results of this research.

8. PARTIAL CONCLUSIONS ACHIEVED

- Women who come from family businesses and entrepreneurs face much easier the idea of being independent and create its own production unit in comparison to those who not.
- When they work as a team with their partner and achieve a same level of conditions that is no overloaded for women about the household tasks, since it has a vision of work equipment that encourages the family to work together.
- When they have a grade of schooling there is a need to keep forming and make new research, courses and workshops about themes linked with the unit productive, and mostly put it in practice within their projects.
- Working with children are values about entrepreneurship, independence and responsibility that, in future, will help them to create their own business if they want it.
- Some men decide to engage in the business of their partners because they see the opportunity to grow economically with the productive unit, improve their quality of life and support their couple.
- The barriers that exist in society to promote women in entrepreneurship skills rather than be generated because of someone or a gender specific is one matter more of responsibilities. . I.e., to develop an entrepreneurial role should be self-confident regardless of the obstacles or paradigms that wants to impose its culture and society (clear internal barriers of the “no I can't or don't want to”) in many business projects, it is noteworthy that touches women for a role of too much noise to be able to highlight, to show its progress or be heard, being an exhausting work for them and entering context becomes the first obstacle which face. In many cases seen identifies that the first barriers that exist are placed by themselves, being that if this intelligence, talent, experience and the only tools necessary to jump, break the fear and risk.
- While the fear goes linked to the step of the entrepreneurship from any scenario, them women tend to be more prudent at the time of make it, i.e., tend to undertake more by opportunity of business, in some form measuring more the risk and considered should be more safe and prepared to the do it. In many cases revised women entrepreneurs before throwing the ring already had with certain degree of experience and knowledge in the field in which to develop their entrepreneurship, obviously not equal to which you acquire when they decide to do so as entrepreneurs; best learning occurs in the action, day to day of the entrepreneur and its working relation to be enduring at the time.
- A shaft to strengthen skills that develops when handling staff or have a human resource manager, i.e. by assigning a charge to a person within your projects in many cases women they tend to act with more sentimentality and men with more rationalism, which also tends to affect the leadership that the entrepreneur generates its personnel in charge. The reason by which is difficult more this activity is the grade of responsibility that is acquires to the direct the talent human of any project and the capacity of leadership that there are that have to motivate to each one to participate and give it best of itself same. However, it is not an impediment to undertake, is simply a topic that should review, evaluate and improve within the female entrepreneurship.
- If questioned something simple at the time of launch, many would say nothing, but perhaps for women it is much easier to adopt a role creative, bold and innovative in dealing with any situation, i.e., prepare and report both at the time of any adverse event seeking the best way succeed, being its main engine, the fact of his own and is the source of income in your home.
- Entrepreneurship by gender is closely related to education and the socio-cultural environment, i.e. the environment men taught entrepreneurship than women, this is reflected in the figures reported to the GEM in its reports where mentioned that "men have higher rate of participation than women"(GEM Colombia,

2016). If this paradigm is changed and from homes, school and universities society will have a different thought and motivate as generators of companies regardless of genre, offering equal opportunities for all.

- Among the reasons by which men tend to undertake their business more ideas that women is that men detect more easily than women the opportunities of business in Colombia. This result is complemented by the fact that man fears less to fail than women, which faces a more decidedly risk when starting a new business.
- Among the benefits women to undertake are: take care of themselves (they regain the dignity of work and feel integrated, clearly there is a deep change in them, and also in the way in which relate to their environment), increases the level of decision on resources (they no longer choose the role of dependents and take a role as economic autonomy) they develop as people (by improving their income, have access to better quality of life, professionalism, among others), break generational cycles of poverty (they begin to foster entrepreneurship in their generations, investing in better food, better education, better housing, better health, etc.) and choose a role in territorial development.
- Entrepreneurship should go hand in hand with creating economic and social policies, development programmes and financial, technical and social skills that promote female entrepreneurship scenarios, providing tools that allow women to generate business successfully and in an equitable manner, reduce gender gaps and ensure the full exercise of the economic rights of women. While enough progress on the above, it is necessary that will strengthen, is weight and generate new projects of action for female entrepreneurship.
- In Colombia women entrepreneurship tends to develop in the medium term, which is a hopeful scenario because the progress made so far are quite prosperous and entrepreneurship tends to become the choice of life of many women professionals and non-professionals (since the opportunities afforded to them by society allowed access to improve their educational level) who seek economic independence and flexibility to address their homes developing professionally as businesswomen, mothers and heads of household.
- Women entrepreneurs today enjoy a wide access to private and public organizations that design and support programmes to a large extent by companies created by women. These projects provide financial, technical, organizational, consulting and management support, i.e., today women can undertake by chance (which gives the company) rather than by necessity, need is not left aside since it always seeks to improve incomes and quality of life, but at least now more opportunities are provided so the women believe their companies and do so because they have access financial and professional to do so.

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