An Analysis in Encouraging and Promoting Women to turn into Entrepreneurs by Developing their Entrepreneurial Skills in Abu Dhabi (U.A.E)

Kallalathil Venglath Nanditha Kumar
Faculty of Management Studies
Wisdom
Banasthali University
Banasthali Vidyapith, Rajasthan
Nandu3420@gmail.com

***Abstract*— The main aim of this study is to examine the Female entrepreneurship skills which motivate them to turn into a successful female entrepreneur. United Arab Emirates has always welcomed Women's no matter what color, religion, language sex or nationalities. Being the safest place on earth United Arab Emirates has always given special respect and place for Women in all sectors The main functions of a women entrepreneurs is to explore the prospects of starting a new venture, Undertake risks, handle the risks and economic uncertainty which happens in business, innovate new ideas and technologies, Coordinate administer, control Supervise and possess to be a good leader. At present United Arab Emirates is welcoming and opening new opportunities for Women's to explore their ideas here. United Arab Emirates is a welcoming landscape for startups. United Arab Emirates has a diverse economy which is a very huge opportunity for an entrepreneur. In Abu Dhabi, Last decade Women Entrepreneurs have been recognized as the untapped source of economic growth. However they still represent a minority of all entrepreneurs. Many authors have examined the Women entrepreneurs but up to date no studies has been conducted in Promoting Women entrepreneurship skills in United Arab Emirates. This may be because of the lack of information's. The research aims to focus in encouraging and promoting Women Entrepreneurs by developing their entrepreneurial skills which will turn them to become a successful. This research study will adopt ethnological nature of design. This study is predominantly based on primary data. This study collected information from primary data and secondary data also for the best effective way to make the study convenient personal interview or structured and unstructured interview will be framed for the collection of data from the sample women entrepreneurs. The collected data will be arranged, classified and organized as per the logic, similarities, uniqueness and methodology. The collected data will be analyzed using statistical package for social science software (SPSS). It's a software to manage the data and calculate a wide statistical data's. A pilot test will also be carried out to check the feasibility and reliability of the structured interview. The study adopted statistical tool Chi Square Test. The study also uses Correlation and ANOVA tool for analysis. The study further discusses the ways to improve the skills by Development, motivation and training programs. Women entrepreneur has been observed as a major source of knowledge about women's entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion. Women entrepreneur is related to both women's position in society and role of entrepreneurship in the same society. Women entrepreneurs must be taken seriously at individual level(the choice of becoming self-employed) and at the firm level(the performance of women owned and managed firms).The study also discussed about the training programs, in which models are considered to study into the relationship between the Women entrepreneurs, entrepreneurship skills, and the market. This study concluded that if the women is motivated more and encouraged will surely lead to become a successful women entrepreneur in United Arab Emirates, promoting the economic growth of the country and increasing employment opportunities and setting up example showing the women are no lesser than man and se. Noting is impossible for women also. The author thus submitting a theoretical study of Encouraging and promoting women entrepreneurs by developing their skills in United Arab Emirates .Only if the Entrepreneurial Skills are developed and focused on, the Women entrepreneurs can develop into a successful Entrepreneurs.**

***Index Terms*— Women Entrepreneurs, innovative, Entrepreneurship, Entrepreneurship skills, Development programs, successful entrepreneurs.**

I. Introduction

This study examines to develop the Entrepreneurship skills in a Women Entrepreneur in Abu Dhabi. This study will focus on the major Entrepreneurial skills required in a female to become a successful Entrepreneur and the training methods and programs offered for the Development of a Female Entrepreneur in Abu Dhabi. The main aim is to educate the younger female student how to develop the Entrepreneurship skills through training and how to implement it. Scholars encounter a variety of theoretical and practical problems studying them. Entrepreneurship plays an eminent function in creating avenue for employ ability for all communities, providing self- employment for whoever has started up their own business and enhancing the statues of Abu Dhabi. Entrepreneurship skills have completely transformed female Entrepreneurs into a perfect and successful business person

This is an open access article under the CC BY-SA 4.0 license (https://creativecommons.org/licenses/by-sa/4.0/)

and also have generated income for the Economy of Abu Dhabi.

The word entrepreneur comes from the French verb entreprendre which means to undertake. Female Entrepreneurs are women who organize and manage an enterprise, or a business. In the 20th century Female Entrepreneurs have steadily increased so then why not in Abu Dhabi? If there is development in female entrepreneur then it's not only the development towards the economy, but it was boost the development and education quality in the family also. The whole family becomes education and qualified and successful. In olden days in Abu Dhabi, Women were not allowed to come out of the house and also not much education. But in the century all women wants to get education and they feel that they are not less than males and they do expect respect .Now a day's women likes to contribute what they can do to their family as well as to the country.

During the 18th century, women is Abu Dhabi were becoming more progressive and started their businesses like selling fishes, making pottery, brothels, taverns and retail shops. Later in the 19th century more women came to join together in their venture and came to be seen in the view of Public. Later they development more progressive way of thinking and the rise is female entrepreneurs, the society started to accept them.

A female entrepreneur applies her own feminist values and approaches through entrepreneurship, keeping in mind the goal of improving the quality of life and wellbeing of girls and women. Female entrepreneurs are motivated to enter commercial markets by desire to create wealth and social change strictly based on the ethics of cooperation, equality and mutual respect. This is a definition most of the economists give and we all have studied in school. Female Entrepreneur is a person who runs his own business, assuming all the risks and rewards of the venture. A female entrepreneur is defined as an innovator by most of the economist. A female entrepreneur is a source of new ideas, goods, services and procedures. There are three economists who are very famous and have commented about entrepreneurs, which is a true reality.

The main duty of a female entrepreneur is to initiate, organize and run a business enterprise. According to Schumpeterian Women who are innovative, imitate and adopt a business activity are called women entrepreneurs. According to Kamal Singh Women entrepreneurs are defined as confident, innovation and creative women capable of achieving self-economic independence individually or in collaboration, generate employment opportunities for other through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life. A women entrepreneur is a person who is capable of handling family and work together side by side, but only a motivation factor is needed. According to Government of India (GOI 2006) women entrepreneurs are classified based on women participation in equality and employment of business enterprise. The enterprise should have a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.

Women entrepreneur has more responsibilities compared to that of male entrepreneurs. The duty and functions of women entrepreneurs are huge. She has to get involved in idea generation, screening, she has to determine the objectives, she has to prepare the projects, she has to analyze the products, she has to determine the forms of business organization, she has to complete promotional formalities, she has to arrange to funds, she has to procure men's, she has to arrange the machine and materials and in short she has to even check the operation and also the outputs.

II. LITERATURE REVIEW

"A study carried out on the Environments for Entrepreneurship development by Devi R. Gnywali in 1994 in the University of Pittsburgh.[1] " This research studies on the Entrepreneurship Environment. Mainly focus that on the Environmental factors affecting the Entrepreneur. He quoted that "Entrepreneurial Environment as a combination of factors that play role in the development of Entrepreneurship. This study has focused on the Government Policies, Procedures, Socio Economic Conditions, Entrepreneurial skills, financial support, Non- financial Support also. This study explains the Models of Entrepreneurial Environments.

"Sankaran Venkataraman conducted a study in the Distinctive Domain of Entrepreneurship research.[2] " This study focuses on the opportunities available for the Entrepreneur in the market, The non- existence of markets and the existence of Entrepreneurships, the different modes of organizations and their time of performances. This study focuses in the ability to establish connections between specific knowledge and a commercial opportunity.

"Claudio Michelacci conducted a study on the Low returns in R & D due to the Lack of Entrepreneurship Skills in 2002 (USA).[3] " This study reveals the fact that Innovation should be promoted by encouraging Entrepreneurship rather than research, because the lack of Entrepreneurship skills leads to Low returns in R & D.

"M B Sarkar conducted a study in 2001 in the Topic Alliance Entrepreneurship and Firm Market in USA.[4] " This study was conducted in two stages using Discovery oriented approach. This study investigates the effects of alliance proactiveness on market based firm performance. He explains that Alliance Proactiveness, the extent to which an organization engages in identifying and responding to partnering opportunities. This effect is tested within a contingency framework, with size and perceived environmental uncertainties and using data's.

"Edward P. Lazear conducted a study in 2004 in the Topic Balanced Skills and Entrepreneurship.[5] " This study focused on the different balance skills required for an Entrepreneur. This study focuses on Specific sector, for example for a small Restaurant Entrepreneurs, this study focuses what skills will be useful and will balance him with his work strategy. It also

IJBAMR

This is an open access article under the CC BY-SA 4.0 license (https://creativecommons.org/licenses/by-sa/4.0/)

focuses the Income of Entrepreneur and Income of a Specialist with balance skills of an Entrepreneur.

"JB Cunningham conducted a research in the topic Defining Entrepreneurship. [6]" This is a pretty vast topics and very useful for this research and the Managerial schools. This study is mainly carried out focusing the different business schools. This study has explained Entrepreneurship using models of 6 different schools. This study also used action research methods. This study revealed that an Entrepreneur should be a great person, Good Psychological Characteristics, Good Creativity, good managerial skills, good leadership skills and good Entrepreneurship/ Innovative skills.

"M Gopal conducted a research on the topic Women Entrepreneurship in India- their problems and prospect. [7] " This study is conducted in 2011, in India. This study focuses on 1] the concept of Women Entrepreneurs. 2] Reasons Women become Entrepreneurs. 3] Reasons for slow progress of women Entrepreneurs in India. 4] Suggestions for the growth of Women Entrepreneurs and 5] Schemes for promoting and development of Women Entrepreneurs in India. Statistical reports were taken from the Government sectors.

"A very important research conducted in the GCC by Arijit Sikdar on the topic Factors influencing Entrepreneurial value creation in the U.A.E.[8] " This study mainly focuses on the Factors that would facilitate the process of Entrepreneurial value creation. It focuses on the various processes that an Entrepreneur undertakes in creating his Business venture. This study confessed that there is lack of Institutional support for Entrepreneurs, relating to training, Mentoring and information availability which hinders the Entrepreneurs to be successful.

"Another study conducted by Rabia Naguib in 2015 on the topic Female Entrepreneurship in the U.A.E.[9] " A multi-level Integrative Lens. This study focuses only on the Female Entrepreneurs only. Focuses on the factors affecting Women Entrepreneurs only. This study used Analytical and Qualitative Research Methodology.

"Bill J. Bonnstetter, 2012 Conducted a research on the topic Who would become Serial Entrepreneurs.[10] " The study focused on a Target Training International Firm. This research was tested by analyzing the 5 Skills: - Persuasive, Leadership, Personal Accountability, Goal Oriented and interpersonal Skills. The conclusion was that "to be a Serial Entrepreneur one should have the skill of Persuasion".

"William L. Smith, Ken Schallenkamp and Douglas E. Eichholz Conducted a research on Entrepreneurial skills and small Business Education.[11] " This research mainly focused on the Seventeen Skills required for Entrepreneurial Activities. These Seventeen Skills were ranked accordingly from different category Entrepreneurs. The study concluded that out of these Seventeen skills there are nine skills that are very import and must needed for the Entrepreneurial Activities. The Nine skills recommended by this research is Operational Skills, Management Skills, Financial Skills Accountability Skills, Marketing/ Sales Skills, Business concept , Creativity, Environmental Scanning and Supplier/ Raw Materials Skills.

"Copenhagen, 2012 Conducted a research in Entrepreneurial skills for Growth – Oriented Business.[12] " This study focused on workshop of Small Enterprise. This study focused on the Barriers of Growth that is the external barriers and internal barrier of growth of the firm. Where external factors include Labour market condition, competition, Government policies, Economic Climate, Legislation and access to market. And on the other side internal barriers include Motivation factors, Management Capabilities, Funding, Shortage of Orders, Marketing Capacity and poor Product or services and the skills. This study also pointed the factors influencing the Growth in Small Firm. This study concluded that there should be training at each workshop for the growth of the firm.

Most of the researches are carried out in the topic "Entrepreneurship" but there are hardly very few researches done in Entrepreneurship skills of people and that is the reason for choosing of this Topic which will be of help to the aspiring entrepreneurs. This topic is very wide and vast. This topic is very informative and useful for all Expatriates who are or aspiring to become entrepreneur, Startups and the policy makers who can design appropriate training programs accordingly.

III. CONCEPTUAL FRAMEWORK

The Literature review provides us a wider scope to construct conceptual framework for effective explanation of this research.

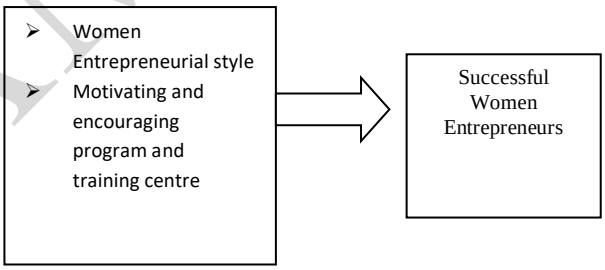
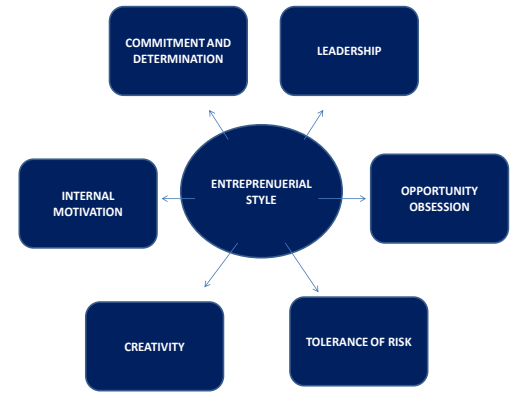


Fig. 1. Connection Framework



Source: Timmons, 1994

Fig. 2. Connection Framework

IJBAMR

This is an open access article under the CC BY-SA 4.0 license (https://creativecommons.org/licenses/by-sa/4.0/)

IV. RESEARCH

The limitations of Entrepreneurship skills have given birth to the new trend in Entrepreneurship skills development program, the four significant developments made in the entrepreneurship skills of expatriates are developing a more talented and challenging entrepreneur, Creating a more flexible entrepreneurship development programs, Improving the capability of understanding the U.A.E market and Understanding the relationship between the trend and the market.

The reason behind selecting this topic is that Women entrepreneurs has an important untapped source of economic growth and also women entrepreneurs has been neglected both in society and in social sciences. Equal opportunities for men and women from prospective of entrepreneurship is still not a reality.it is very necessary to know how much women contribute towards the economy more than men. Secondly to develop more women Entrepreneurs, help in the Economic Growth and development of Abu Dhabi and other countries, Boost the confidence level of the all-women's, and to show the correct route for the upcoming women entrepreneurs and to encourage, motivate and promote women's to start a venture in Abu Dhabi. The other reason to select this Topic is to provide a great amount of knowledge to the Business management students. This can be very useful for Managerial studies also. Entrepreneurship is the Engine of Innovation. Entrepreneurship Skills can be classified into two. Entrepreneurship processes and Entrepreneurship Traits Behavior. The Skills are classified into:-

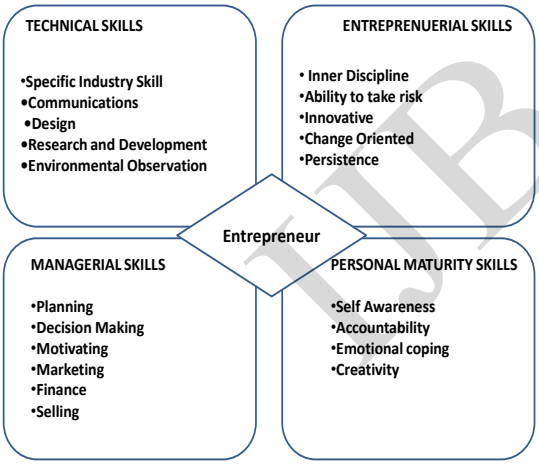


Fig. 3. Classification of women entrepreneurial skills

This research will adopt Qualitative research. The study is designed to examine the secret behind successful Entrepreneurs. To analyze the impact of Entrepreneurship skills on entrepreneurs this leads to their success. What is motivational Factor, what is the inspiration factor? The most famous and common method used to generate data in Qualitative research is an interview which may be structured (personal/direct), semi- structured or unstructured. This study is designed to study the framework of the Entrepreneurship skills to ensure a successful entrepreneur in Abu Dhabi. The research methodology adopted qualitative methodology to carry out the research work, Sample Entrepreneurs, data collection method and data analysis. This study seeks to contribute hugely for the development of the economy Abu Dhabi. Only if the economy is Abu Dhabi is being developed, it will open up huge opportunities to upcoming youngsters by providing huge employment opportunities and also motivate the youngsters to turn into the field of entrepreneur.

The main research objective of this study is. To explore the Entrepreneurship skills of Expatriates in Abu Dhabi. To study the challenges faced by the Entrepreneurs in U.A.E. To propose suitable training programs (Entrepreneurship Development and Training Programs EDP) to build up the best Entrepreneurship skills in an individual and make them good and successful Entrepreneurs. To access the critical skills that lead to a successful entrepreneurship. The primary data required for the study will be collected from the sample entrepreneurs at their business enterprise or place convenient for them. The interview contains two divisions. In the first section queries will be posted to collect information on demographic and socio- economic profile of the sample Entrepreneur. This will cover their gender, age, marital status, educational qualification, turnover of business. Queries for which the sample Entrepreneur is not comfortable will be excluded. In the Second section, queries related to the factors that motivate them and their job satisfaction will be discussed. These variables will be considered/ measured on the basis of Likert five point scale, like strongly agree, Agree, Partially agree, Disagree and strongly disagree. Entrepreneurs will be interviewed accordingly. The research being carried out is quit informative.

TABLE I. SECTORAL BREAKDOWN OF THE SAMPLE

Sector	Number of Entrepreneurs
Highly successful Entrepreneurs	12
Average Successful Entrepreneurs	20
New/ unsuccessful entrepreneurs	30

Direct interviews, will be used focusing on the emotional factor, success factor, Behavioral factor and little of Market factor.

V. FINDINGS AND LIMITATIONS

The collected Information's will be arranged, classified and organized as per the logic, similarities, uniqueness and methodology. For the final conclusion the study has adopted the chi Square analysis from the data's collected by direct

IJBAMR

This is an open access article under the CC BY-SA 4.0 license (https://creativecommons.org/licenses/by-sa/4.0/)

interview and questionnaires. Chi Square analysis is selected as it shows a relationship between two types of variables numerical and non- numerical variables. And in this study there are variables related to numerical when it comes to questionnaires and non- numerical when it comes to Direct interviews. But at the same time these information's have some limitations of being biased. There are chances for minor difference in the interpretation. This study also has a major limitation of selecting the entrepreneurs. This study does not describe the entrepreneurship skills or training programs. This study only focuses on the concept of Entrepreneurial skills that are mandatory to become successful entrepreneurs.

It's being concluded that there is a strong relationship between the Entrepreneurial skills and the Entrepreneur. Without a proper entrepreneurial skill no entrepreneur can be successful. Either the entrepreneur has to develop his skills or remain an unsuccessful entrepreneur his whole life. This fact also confirms that entrepreneurs have strong bond with the market also. Hence it is advisable to undergo Entrepreneurship development programs to develop or train their entrepreneurial skills. Knowing this feedback the Governments of U.A.E has already started development programs for Entrepreneurs. These programs are conducted in the U.A.E University.

If an entrepreneur follows these entrepreneurial skills he or she can for surely be a reason for the growth of the economy of Abu Dhabi (United Arab Emirates) and provide lot of employment opportunities. He or she can be a motivating factor for all the other upcoming new entrepreneurs.

The U.A.E government is trying its maximum best to support the entrepreneurs by providing the best Entrepreneurship development programs at the best University. The U.A.E Government has contributed its part with focusing the Community (Inhabitants), Place of ease to train, the stages of learning (Primary stage, secondary stage and lifelong learning stage), Health and the economic opportunity. Entrepreneurship is the most transformative force on Earth for solving big problems, creating social change and spurring economic growth.

VI. DISCUSSIONS

Entrepreneur is a very vast, upcoming and growing topic, in which the research can never end. It can only result in the ending of another research question or discussion. So when it comes to Entrepreneurs, it is mandatory to discuss the entrepreneurial skills otherwise it makes no sense of completion. An entrepreneur is incomplete without proper entrepreneurial skills. This study will surely raise another research question like "Can these skills be developed or is it in born". This research can also raise another discussion of "What is meant by successful entrepreneur". This study can also raise another question "if these problems are only faced by expatriates only or Locals". Another research Question can be "if these training programs are developed or in born." Hence it can be concluded with the arising of such concept for the research.

ACKNOWLEDGMENT

This work was supported by Abu Dhabi Municipality and Chamber of commerce. This work was also supported by Navane Services. The work was also supported by government of United Arab Emirates.

REFERENCES

[1] Gnyawali D.R, "Environments for entrepreneurships development the key dimensions and research implications" 1994, pp. 43-62.
[2] Sankaran Venkataraman, "Distinctive domain of entrepreneurship" pp 217-226.
[3] Claudio Michelacci, "Low returns in R & D due to lack of entrepreneurship skills in 2002, USA" pp. 250-325.
[4] Sarkar M.B, "Alliance entrepreneurship and firm market in USA" pp. 56-102.
[5] Edward P lazear, "balanced skills and entrepreneurship" 2004, pp. 452-521.
[6] J B Cunningham, "Defining Entrepreneurship, 2009, pp. 328-350.
[7] M. Gopal, "Women Entrepreneurship in India their problems and prospects" 2011.
[8] Arjith Sikdar, "Factors influencing entrepreneurial value creation in the UAE" 2013, pp. 523-980.
[9] Rabia Naguib, "Female Entrepreneurship in the UAE" 2015, pp.46-60.
[10] Bill J. Bonnstetter, "Who would become serial entrepreneurs" 2012, pp. 81-110.
[11] William L.Smith, Ken Schallenkamp and Douglas E.Eichholz, "Entreprenerial skills and small business education".
[12] Copenhagen, Entrepreneurial skills for growth- oriented business, 2012, pp. 42-99.
[13] The Business National. "Day in the Life: Dubai Entrepreneur in After School" 2015, in press.
[14] David Hall [2000], "The landmark Book on Entrepreneurship and Entrepreneurs".
[15] Eilene Zinnerman [2015], "The skills that make Entrepreneurs Extra ordinary".
[16] Ajaero Tony Martins [2000], "How to Develop your Entrepreneurship skills".
[17] Asian Productivity Organization [2007], "Entrepreneurship Development for Competitive Small and Medium Enterprises".
[18] Williams C. [2003], "Management: Second Edition", Thomson – Southwestern: Mason Ohio pg 520-600.
[19] Timmons J. A. [1989], "The Entrepreneurial Mind": Brick House Publishing. Timmons J.
[20] A & Spinelli [2004], "New Venture Creation- Entrepreneurship for the 21st Century", sixth edition, pg 820 – 879.
[21] Bird B. [1995]," Towards a theory of entrepreneurial competency. Advances in Entrepreneurship, Firm Emergence and growth".
[22] Bridge S. O'Neill K. and Martin F. [2009], "Understanding Enterprise, Entrepreneurship and Small Business", Basingstoke: Palgrave Macmillian, pg 1021-1200.
[23] Erkkila K [2000], "Entrepreneurial education: mapping the debates", Abingdon, Taylor & Francis.
[24] Gibb, A. [2008], "Entrepreneurship and enterprise education in schools and colleges", International Journal of Entrepreneurship Education. Kolvereid, L. & Moen, O. [1997], "Entrepreneurship

IJBAMR

This is an open access article under the CC BY-SA 4.0 license (https://creativecommons.org/licenses/by-sa/4.0/)

among business graduates: does a major in entrepreneurship make a difference?"
[25] Journal of European Industrial Training. Carree M. A, Thurik A. R., Audretsch, D. B., Z. J. [2010], "The impact of Entrepreneurship on economic growth" in press.
[26] Koellinger, P. D., Thurik, A. R. "Entrepreneurship and the business cycle" Review of Economics and Statistics. Parker, S. C [1995], "Theories of entrepreneurship, innovation and the business cycle" Journal of Economic Surveys. Parker, S. C.,
[27] Braunerhjelm, P [1995], "Entrepreneurship and the business cycle: Evidence and implications for policy-makers" In: Braunerhjelm, P. Entrepreneurship, Norms and the Business Cycle, pg 50 - 110.
[28] Buame, S.K. [1996], "Entrepreneurship: A Contextual Perspective", Lund University Press. Campbell, J. P. Dunnette, M. D. Lawyer, E. E. & Weick K. E .[1970], "Entrepreneurship behavior, perfection and effectiveness".

IJBAMR

This is an open access article under the CC BY-SA 4.0 license (https://creativecommons.org/licenses/by-sa/4.0/)