
Raising Entrepreneurship Awareness through Training: The Case of Master Female Students in Social Sciences

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Abstract :

The underdevelopment of women's majority in Algeria has prompted the officials to take several actions to improve the material and social status of Algerian women.

That was done through improving the level of education, facilitating procedures for starters, making women aware of the importance and entrepreneurship in their daily lives.

This paper aims to develop a training strategy that helps to raise the awareness level of Algerian women, and that allows them to improve their financial revenues and their social status. The entrepreneurship helps the woman to move from a marginalized position to a respected social status within the society.

Keywords: Women entrepreneur, Entrepreneurship awareness, Raising awareness, Entrepreneurship training, Social status.

Jel Classification Codes : A23; J23, J24.

الملخص:

تهدف هذه الورقة إلى وضع إستراتيجية تدريبية تساعد على رفع مستوى الوعي المقاوِاتي لدى المرأة الجزائرية، وتتيح لها فرص تحسين إيراداتها المالية ومكانتها الاجتماعية. حيث أجريت دراسة ميدانية على عينة من 30 طالبة في مرحلة ماستر 2 بكلية العلوم الاجتماعية بجامعة وهران 2.

ومن خلال تطبيق برنامج تدريبي، أثبتت الدراسة أن الطالبات أصبحن أكثر توجها نحو المقاوِاتية، وأنهن تتميزن بمجموعة من الخصائص النفسية المساعدة على نجاحهن، وأقل خوفا من الفشل، أكثر وعيا بأهمية المقاوِاتية في حل مشاكلهن وتحسين ظروفهن المادية والمعنوية وتحقيق طموحاتهن.

الكلمات المفتاحية: التدريب على المقاوِاتية، النساء المقاوِات، التوعية على المقاوِاتية، الوعي المقاوِاتي، المكانة الاجتماعية.

1. Introduction

Arab women have inherited a low social status due to several causes, the most important of which are the low economic situation in most Arab countries in North Africa and the backward social perception of women in a manly society. This has resulted in women being marginal, dependent on men for the majority of financial and living issues, whether a man is a father, a brother or a husband. This situation lasted until the end of the twentieth century that women were allowed to rise to managerial positions and startup entrepreneurial activities.

Women have an important part in economic activities in modern societies. However, the profession of the entrepreneur in the Arab region, until the end of the 20th century, was confined to men, as this occupation requires freedom of mobility, negotiation abilities, and risk-taking. In addition to the cultural environment constraints, women meet the lack of financial and material resources, which were not always available to Algerian women. They encounter obstacles in setting up their enterprises, as a result of the absence of structures and premises to set up their businesses.

Besides these material constraints, we find often the oppositions from the family members, who prefer them to be employed in government jobs and do obstruct them from starting up their own businesses. The resistances of family members are usually solved through dialogue and persuasion, pushed by the absence of jobs, and the high competition in accessing them. So the independent economic activity remains the only available issue, that they are forced to accept.

Several socio-cultural and historical factors led to the actual women's situation as a result of the unhealthy environmental conditions, the upbringing of women and their socialization left them in the margin, as they do not have confidence in their abilities. To promote women entrepreneurship, it is necessary to make them aware of their abilities and help to promote their empowerment.

There are several pieces of research on women entrepreneurship in Europe and America, but fewer in the Arab

Region in general. The majority of researches are dealing with women entrepreneurship from an economic aspect, while this paper has focused on the psychological, social and cultural aspects of women entrepreneurship.

The economic crisis has made women more vulnerable to unemployment. This research is a contribution towards raising women’s awareness of their abilities and encourages them to create their professional activity, thus become business-women. That contributes to the reduction of economic and social disparities between males and females and to women empowerment.

The underdevelopment of women in Arab societies has prompted officials to take several actions towards improving the social and material positions of women within society. They have carried out a series of material and moral measures to improve women's socioeconomic status, through increasing their awareness of entrepreneurship importance.

Modern societies are more aware of their rights as a result of the expansion of education and easy connectivity, Facilitated by new communication technology and open mass-media. The feeling of awareness grows through the interaction of a group of elements, as shown in Table 1.

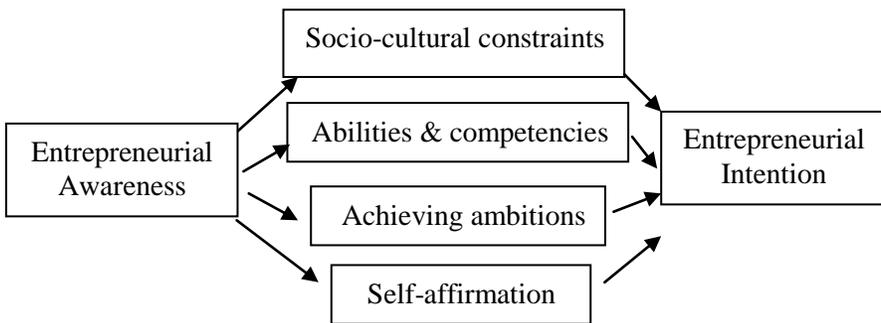


Figure1: From entrepreneurial awareness to entrepreneurial intention

The State can provide material means, but this is not enough, as women must be convinced of their ability and their desire to take the step forward to create their entrepreneurial activity.

2. Socio-cultural environment and status of Algerian women

With social, economic and educational development, the status of women has been improved, and that allowed them to complete their university studies, which has pushed them to work outside their homes.

In Algeria, as part of Arab - Muslim society, "to be born anatomically male or female requires you to play roles codified by society " (Pailot et al., 2010, p. 4).

Entrepreneurial culture is linked to gender, as influenced by the psychological characteristics of the sexes. If women are not culturally encouraged to engage in entrepreneurial activities, it is because of their anatomies and their psychological traits, such as shyness, emotional sensitivity, and other aspects linked to gender.

In a society of male culture, men find it difficult to create businesses; the case is more complex for women, in a traditional environment, hostile to women working outside their home. This can be seen as contrary to the nature of women in the Arab- Muslim environment. The woman is known for her sentimental qualities, is often influenced and find difficulties confront obstacles, which are usually left to men.

The popular idea of the entrepreneur is that of "a strong man" with a strong personality, who gives orders, which must be executed by subordinates, as done with military officers. That is incompatible with the idea about women, in traditional societies, as seen by the Algerian culture.

The idea of paid work for women is growing by necessity. This option causes qualitative changes in the relationship of women with their environment (Rachdi, 2006, p. 2).

Now-days, entrepreneurship is no longer confined to men as it used to be, but became open to women as a result of social change experienced by Arab societies.

The socialization practices in Arab families and societies obstruct women's promotion. Rachdi pointed out that "the socialization of girls does not help to develop their confidence, their independence, sense of risk and taste of innovation: skills which are necessary for any individual who wants to develop and manage their

own business " (Rachdi 2006, p. 2). Nevertheless, these obstacles are not insurmountable.

Being an entrepreneur requires managerial skills, which are summarized by Laviolette and Loue (2006) as the actions of leadership, communication and people management.

Algerian society is experiencing big changes, and entrepreneurial business and management tasks have become familiar to educated women.

The fact that women choose to be entrepreneurs in these socio-cultural contexts and the aspiration to a career traditionally reserved for males is a challenge for them. Entrepreneurship has inconsistency between women's developed characters through socialization and traditional family education on one hand and the requirements of entrepreneurship on the other hand.

Discouraging entrepreneurship in Algeria and the MENA Region is the result of the lack of an entrepreneurial culture. This is due to the fact that Algerian society is influenced by men's culture. Meanwhile, the region is experiencing socio-cultural changes, and women see themselves more and more as entrepreneurs.

Algerian society knew big mutations as a result of the spread of education. Internet and communication technologies have led to the installation of a modern entrepreneurial culture that encourages young people to set up their businesses, without distinction between genders.

The success of many young entrepreneurs including women, encourages more trained youth and graduate university students, to think seriously about entrepreneurship as a solution to unemployment.

The cultural constraints of Algerian women start with the family. As pointed out by Harender and Kumar, "there was an autocratic method of family organization, with men as decision-makers and women obliged to obey them" (Harender and Kumar, 2009).

Men have economic revenues that give them power, while women in these societies, till the end of the 20th century, have no remunerable jobs, without revenues, then without power. Yakubu pointed out that "Muslim women are frequently perceived as objects of pity often holding marginal and counter-productive statuses in their societies" Yakubu (2001. p. 108). That implies in traditional

societies as influenced by local cultures, which do not go with the ideals of modern society, where men and women should have equal opportunities.

While Bukhari and Ramzan found that "Cultural constraints, social norms, lack of awareness, lack of education and poverty, wherever the circumstances will be the same the result will be almost the same. It is not particularly affiliated with the religion of Islam" (Bukhari and Ramzan, 2013 p. 95-96).

In a study on factors behind women's underdevelopment, Harinarayan lists "economic backwardness, lack of familial and community support, ignorance of opportunities, lack of motivation, shyness and inhibition, preference for traditional occupation and preference for secure jobs as the factors that inhibit the promotion of entrepreneurship among women." (Harinarayan, 1991, p.47).

On his side, Singh Ranbir listed the problems that women entrepreneurs encounter are: Limited mobility, family ties, lack of education, male domination society and low risk-bearing ability (Singh Ranbir, 2012, p. 52).

We can conclude the similarity in the cultural constraints of women entrepreneurs in several countries, such as Morocco, Tunisia, Pakistan, Bangladesh, India, and Algeria. The same socio-cultural and economic situations lead generally to the same results, concerning performance, success or failure of women entrepreneurs in these countries. The same conclusions are reached also by scholars in other developing countries from Africa (Bizo F., 2012) and Asia (Shengliang D., Lou H. & Smita J., 1995).

The socio-cultural and economic factors are often behind the backward position of women. This phenomenon needs a move from politicians and decision-makers, in order to facilitate women's promotion and empowerment through entrepreneurship.

Following Sing, women's entrepreneurship is "an act of business ownership and business creation that empowers women economically increases their economic strength as well as position in society." (Singh Ranbir, 2012 p. 48). He added that "Woman entrepreneur is a person who accepts a challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of

entrepreneurial women, who is capable of contributing values in both family and social life" (Singh Ranbir, 2012 p. 48-49).

Kamala Singh defined a woman entrepreneur as "confident, innovative, and creative woman capable of achieving self economic independence, individually or, in collaboration, who generates employment opportunities for others through initiating, establishing and running an enterprise by keeping pace with her personal, family and social life" Singh Kamala, 1992).

Singh Ranbir (2012) pointed out that "women entrepreneurs engaged in business due to push and pull factors, which encourage women to have an independent occupation and stands on their own legs. A sense of independent decision-making on their life and career is the motivational factor behind this urge (Singh Ranbir, 2012 p. 49).

Entrepreneurial success requires a healthy entrepreneurial culture. According to Léger-Jarniou the entrepreneurial culture "promotes personal characteristics associated with entrepreneurship is individualism, marginality, the need for personal achievement, risk-taking, self-confidence, and social skills; who also value personal success while forgiving failure; and encourages diversity and not uniformity and encourages change and not stability " (Light - Jarniou, 2008, p. 162).

The cultural aspects and practices concerning entrepreneurial awareness in Algeria and developing countries in general, need to be deeply studied and promoted.

3. The importance of women's entrepreneurship awareness:

The awareness of the problems facing women in several aspects, psychological, cultural, social and economic spheres, motivates them to find solutions to their concerns. That is eased when they are educated, and their family members and the surrounding social environment help them to do so.

Women's entrepreneurial awareness can be defined as the ability to determine the different barriers obstructing them, and to have the self-confidence to overcome them. It is the "raising the individual's motivation and capacity, independently or within an organization, to identify an opportunity and to pursue it in order to produce new or economic success" (Berntsson and Crossley, 2012).

Several projects in the world are set to encourage entrepreneurship awareness. As an example, "the ENSPIRE EU project, -which – is about improving the entrepreneurial mind-set and creating a climate where people are inspired to become entrepreneurs. It is about the very essence of entrepreneurship: mind-set, awareness and inspiration" (Berntsson and Crossley, 2012).

Recognizing the benefits of entrepreneurship and the solutions it contributes, including independence, freedom of movement and material income, the ability to highlight personality and competencies, and the opportunities for success, help women and encourage them to establish their own economic project.

Thus, what distinguishes Algerian women, the same for other women from Arab countries, is their interest in the personal and cultural aspects and the improvement of their status in the society, rather than concentration on material income, which is the basis of women entrepreneurship activity in the industrialized countries from Europe and the United States.

That confirms the importance of entrepreneurial awareness in encouraging women to open up to entrepreneurship despite the difficulties that may encounter. That can be done through the promotion of women entrepreneurship through education, training, and mass-media.

Women in Algeria and in the MENA Region in general, have suffered for decades from illiteracy, ignorance, underdevelopment and. That left negative impacts on their awareness of their situation, their rights, and their duties.

The long-suffering of Arab women and their lack of development were due to their acceptance of their conditions, their lack of awareness and their lack of self-confidence in confronting their obstacles.

4. Socio-economic changes and women's entrepreneurial awareness

Increasing the number of women entrepreneurs in any state and any society helps undoubtedly its economic development. This has led Algeria to work on women's contribution to economic development, which has occurred on several levels, the most important of which are:

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- The social and economic development of Algeria has improved the situation of society at large, including women.
 - Women's demand for education, including higher education, has contributed to raising their awareness, freeing them from traditional values and their contributions in social, economic and even political aspects.
 - The expansion of the media and the invasion of satellite television in all areas, including remote areas and poor communities, have contributed to raising the women's awareness in Algeria, including housewives.
 - The development, expansion, and entry of communication technology into each house have led women to open up and exploit modern communication technology, which has increased their social awareness.
 - The government's policy of promoting women's participation in the national development agenda, including entrepreneurship, by providing training and funding, required to set up their enterprises.
 - The awareness of society in general and its contribution to encouraging women to work independently and establish private businesses. The success of some business-women contributed to the dissemination of news and encouraged women to engage in entrepreneurship occupations. That has advantages that are commensurate with many of the cultural values prevailing in society.

In addition to these social factors, there are factors associated with a woman's sense of injustice that has led to her uprising against her traditional reality.

5. Women's feeling of injustice and reactions against negative societal values

Besides the socio-cultural environment, we find several psychological factors that pushed women to be aware of their situation presented by their marginality and their feelings unfair. They express their desire to achieve their hopes and self-realization through their desire for:

- Autonomy
- Equality

- Emancipation
- Authority
- Independence from the manly society
- Financial autonomy

These are legitimate desires that contribute to women's awareness and actions to change their positions. This situation has become disproportionate to social, economic and technological developments in the age of globalization, and the demands of women's rights movements in the world, which have played a role in this direction.

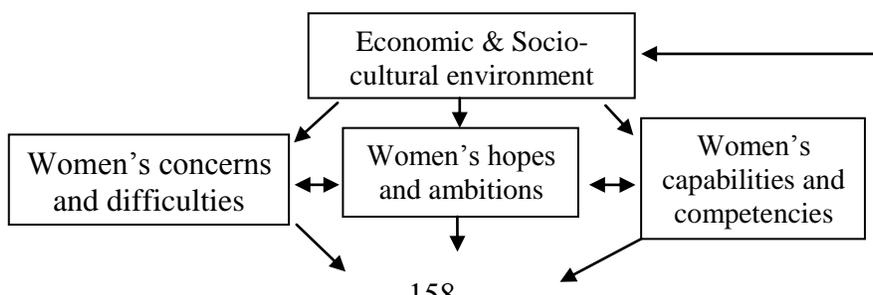
6. Women's entrepreneurship awareness

To ease women's entrepreneurship awareness, a new strategy has been developed. It is made up of several steps that can be taken in order to increase women's awareness and to encourage them to face the socio-cultural and environmental constraints.

Women can be guided and helped to increase their entrepreneurial awareness through the following actions:

1. Getting them to know the impacts of economic and socio-cultural environment
2. Determining their concerns and difficulties.
3. Identification of their hopes and their ambitions.
4. Identification of their skills and competencies.
5. Encouraging them to take actions to face their problems and to overcome their obstacles.
6. Help them to feel confident and be aware of their abilities to affirm themselves through entrepreneurship.

These aspects help women to learn from their experiences; feel confident and able to control their future, as outlined in figure 2.



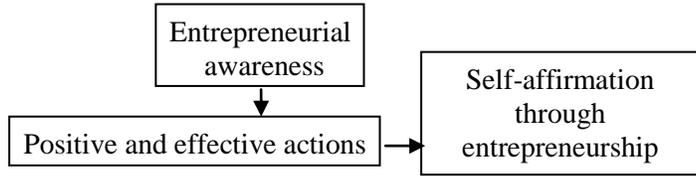


Figure 2: Factors affecting women’s entrepreneurial awareness.

To study the impact of entrepreneurial awareness on motivating women towards entrepreneurship requires well-designed training programs.

7. Role of the University in developing entrepreneurial awareness

Entrepreneurial awareness is a key factor in the development of entrepreneurial intention, which needs to be taken into consideration. Algerian University has been interested in teaching "entrepreneurship" in all universities and disciplines, which began from the academic year (2018-2019). It is a teaching unit program, taught for the second-year Master students, one hour and thirty minutes, a week, for one semester. The broad lines of the entrepreneurship training program include the following aspects :

- The importance of studying entrepreneurship.
- The concept of entrepreneurship.
- Approaches to the study of entrepreneurship.
- Characteristics of a successful entrepreneur.
- Planning a business project.
- Structures supporting young people in establishing business projects.
- Reasons for the failure of young entrepreneurs.
- Factors leading to the success of young entrepreneurs' projects.

This program is respected in training master student in social sciences.

8. Research methodology

The researcher supervised the teaching of the teaching unit (TU) “Entrepreneurship” for psychology students at the Faculty of Social Sciences. The focus has been on female students, as they suffer from social and cultural barriers and difficulties. Algerian society is characterized by the fact of being manly dominated,

despite the significant improvement in education; including higher education.

8.1. The objective of the entrepreneurship training program

This program aims to achieve a set of objectives, as follows:

1. Raising awareness of the importance of entrepreneurship in modern society
2. Developing entrepreneurial intention.
3. Helping students to find ideas for possible entrepreneurship projects.
4. Helping students in developing business plans.
5. Helping students to carry out feasibility studies.
6. Training students on the basic entrepreneurial competencies and skills:
 - Personality traits
 - Professional skills
 - Entrepreneurial skills
7. Training students on management competencies and skills.
 - Leadership characteristics of the entrepreneur.
 - Communication skills and human relations management.

These aspects help to make university students aware of the entrepreneurship importance and to encourage them in setting up their own businesses.

The women entrepreneurial awareness strategy is set up for people not considering becoming entrepreneurs in the first place, and for people wanting to become entrepreneurs but not knowing how to do it (Berntsson and Crossley, 2012).

8.2. Entrepreneurship training methods

A set of methods were adopted and applied in training on entrepreneurship as follows:

1. Lecturing method: Basic principles on entrepreneurship are presented to social sciences students, who are not familiar with economics and management concepts.

2. Open discussions and dialogues: Open discussions about entrepreneurship were carried out with students, especially with female students, who suffer from cultural and social difficulties in a manly society.
3. Field studies: Students were asked to go out to the field, and visit enterprises managed by women and carry out interviews with them. Students are provided with questionnaires to be filled in by women entrepreneurs.
4. Report presentation and discussions: Reports about the field studies were presented to the training group and discussed with the team.

Finally, students were asked to complete a questionnaire to assess their training and the most important benefits from it. The shortcomings and the impact of the training program on entrepreneurship intention and awareness are pointed out.

This training program has helped students to gain knowledge about entrepreneurship, women entrepreneurship and the ways of dealing with the different obstacles in setting-up their entrepreneurial projects.

8.3. Research questions:

In order to guide our research about the development of entrepreneurial awareness among female students, a set of questions were developed as follows:

1. What difficulties do students fear when thinking about entering the entrepreneurial project?
2. What are their capabilities and competencies that can be exploited in the entrepreneurship activity?
3. To what extent does the entrepreneurship help female students to achieve their ambitions and solve their problems?
4. Does entrepreneurship help in self-affirmation and solutions to cultural problems?
5. To what extent does training contribute to improving entrepreneurial intention among female students?
6. Did the training contribute to raising entrepreneurial awareness among female students?

The questionnaires are submitted to female students in order to evaluate the training period about entrepreneurship.

8.4. Data collection tool:

The data collection tool was a survey of the "Entrepreneurial Awareness Index" which was built for this purpose. The questionnaire contains 10 dimensions, and the answers are for open questions concerning:

1. Personal information
2. Difficulties that students fear when working as an entrepreneur.
3. Capabilities and competencies that students can exploit in the entrepreneurship.
4. Ambitions that can be realized and the difficulties that can be solved through entrepreneurship.
5. The use of entrepreneurship as a means of self-affirmation and self-realization.
6. The impact of the training program on entrepreneurial intention.
7. The impact of the training period on entrepreneurial awareness.

The questionnaires were unloaded and analyzed, the results are presented through this paper.

8.5. Study sample

The sample of the study consists of 30 female students from the Department of Psychology, Faculty of Social Sciences, who followed a training program on entrepreneurship.

Table 1: Age

Under 20 years	20-25 years	26-30 years	over 30 years	Total
0	18	10	02	30

Table 2: Civil status

Single	married	Divorced	widowed	Total
28	02	00	00	30

Table 3: The extent of working currently as an entrepreneur.

Are you an entrepreneur?	No	yes
	28	2

Table 4: The extent to which you are thinking of creating an enterprise

Have you ever thought about becoming a business?	Yes	No
	18	12

9. Results

By analyzing the open responses, filled on by female students, members of the training group, a set of findings were drawn, which could be explained as follows :

9.1. Students fear when thinking about starting up an enterprise

Table 5: Difficulties do students fear when thinking about starting up an enterprise.

	What difficulties do students fear when thinking about entering an entrepreneurial project?	Frequency
1	-The fear of failure	20
2	-Society's intolerance and contempt of women's work, the idea of women entrepreneurs are not got used to in our society, the opposition of husbands and family members	16
3	- The lack of self-confidence	8
4	- The fear of not being able to make the right decisions	8
5	-The fear of not being encouraged by relatives and of making the family members and friends away from me.	6
6	- The fear of not being able to carry the burden of responsibility	6
7	-The fear of not being able to control workers	4

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8	- The fear of not being able to reconcile between the home and work duties	2
9	-The fear of not being able to prove oneself	2
10	-Material difficulties	2

The result showed that the most feared aspect is the failure, the social attitudes towards women entrepreneurs, the lack of self-confidence and the fear of not being able to make the right decisions.

9.2. The women’s abilities and competencies

Table 6: Students’ capabilities and competencies which can be exploited in a project

	What are the students’ capabilities and competencies which can be exploited in entrepreneurship	
1	Psychological characteristics: personal strength, intelligence, patience, determination strength, perseverance, discipline, responsibility feeling, self-confidence.	24
2	Love of work and motivation for achievement	12
3	Learning ability, creativity, and understanding	12
4	Abilities: High performance, project management, communication, decision-making.	12
5	Ability to achieve success and to turn failure into success.	10
6	Training in computing and sewing.	4
7	Not accepting failure and the belief that nothing is impossible	4
8	Being an organizational psychologist helps me to manage my enterprise	2
9	The ability to face risks in critical situations	2

10	I am a social and good in dealing with People	2
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From table 5, we conclude that students have positive psychological characteristics, love of work, learning abilities and the master of managing human resources in organizations.

9.3. Entrepreneurship as a means for achieving ambitions and concerns

Table 7: Role of entrepreneurship in the achievement of aspirations and concerns.

	What are the contributions of entrepreneurship to achieve aspirations and solve problems?	Frequ.
1	The achievement of ambitions and dreams	12
2	Self-affirmation and self-reliance	10
3	Meeting material needs	8
4	Helping others and supporting the poor and needy.	6
5	Contributing to the creation of jobs and development of the national economy	4
6	Facing Difficult situations and problem-Solving	4
7	Self-confidence	4
8	Success	4
9	Family Support	4
10	Widening social relations	2

As shown in table 7, entrepreneurship helps women in the achievement of their ambitions, self-affirmation, and self-reliance, meeting material needs and allows for the support families and the poor.

9.4. Entrepreneurship as a way for self-affirmation and cultural problem solving

Concerning a question, if they see the need to adopt entrepreneurship as a way to prove themselves and solve their problems, 22 students answered yes and 08 said no.

Table 8: The need entrepreneurship in self-affirmation and cultural problem solving

	Does entrepreneurship help for self-affirmation and cultural problem-solving?	Frequ.
1	It is s a way to prove oneself by enhancing self-	8

	confidence and the sense of independence	
2	I don't want to rely on others and want to be independent in my decisions.	6
3	I feel more responsible through entrepreneurship.	2
4	The practice brings out the individuals' personality, whether he can be an entrepreneur or not	2

Entrepreneurship is considered by most female students as a way to prove themselves in enhancing self-confidence and a sense of independence, as they want to be independent in their decisions and not to depend on others.

9.5. Entrepreneurship intention

Are you considering entrepreneurship a choice for your future occupation?

Table 9: Women’s entrepreneurship intention

Are you considering entrepreneurship as a choice for your future occupation?	Yes	No
Were you considering setting up an enterprise?	16	12
Are you thinking of setting up a business after following this training?	26	2
If you are currently an entrepreneur, will this training helps you to think of expanding your business?	2	00

About half of the training team (16) were considering to start-up projects even before following the training program. The number rose to 26 after the training.

Table 10: Impact of training on women’s entrepreneurship intention

	What are the impacts of training on entrepreneurship intention?	Freq.
1	The training allowed me to expand my ideas about entrepreneurship and allowed me to know more about it.	8

2	I learned about the needed characteristics of women entrepreneurs.	6
3	I became bolder to make decisions	6
4	I became more willing to held responsibility	6
5	I can dream of a better future	2
6	I became more positive and ambitious	2
7	I became sure that I would avoid many problems and difficulties that would allow me to make my project a success.	2
8	That showed me how to create a project and startup an enterprise.	2
9	I became familiar with the characteristics of a successful entrepreneur and her personality	2
10	I am no longer afraid to face problems	2

As shown in Table 10, the training allowed students to expand their ideas about entrepreneurship, learn more about the psychological characteristics of successful women entrepreneurs, and more willing to hold responsibilities and to make decisions.

9.6. Entrepreneurial Awareness

When asked about the impact of the training program on entrepreneurial awareness among female students; 30 students replied that they became more aware of the importance of entrepreneurship in solving their financial and social barriers.

Some of the most important answers are:

- "I learned about different aspects of entrepreneurship that supported my interest in this professional activity."

- "After the training, I became well acquainted with the subject and I became eager to be a future entrepreneur."

- Many young women have a business personality but are not aware of this, and learning about entrepreneurship plays a big role in attracting them to this activity. That increases the employment opportunities of many female graduates by establishing their own businesses."

That confirms the success of the training program in raising the entrepreneurial awareness of female graduated from the university.

10. Discussion

The fact of being aware of their unfair situation pushes women entrepreneurs to act in order to get more autonomy, more freedom, more authority, more income, and then more power in their society.

In order to achieve goals, reasonably and logically, the psychological characteristics, abilities, competencies, and skills, they master and control must be identified, be exploited to face difficulties and achieve goals. Skills are defined as "abilities or proficiencies required of a person in a position to plan and execute an action geared at accomplishing some tasks in achieving some goals" (Uglu and Ezeani, 2012).

The most important thing to do at this stage is to avoid stillness, inactivity, and acceptance of the fait accompli. That is followed by the move through actions, to face problems through pursuing scientific and logical methods. That helps women to prove themselves and to achieve their aspirations.

After going through the previous training, women became aware of the entrepreneurship importance as an adjunct approach in identifying problems and obstacles and identifying the entrepreneurial and personal skills, and advantages they possess, which encourages the adoption of the appropriate approaches to face difficulties and achieve goals and ambitions.

From the workshops carried out with female students, it was concluded the necessity for newly graduated female students, for discussions about the importance of entrepreneurial awareness. That helps them in breaking out their isolation and encouraging them to start up their enterprises.

That helped women to run their businesses, which has positive effects on women's empowerment and improved their position. That had also an outcome on the development of social, cultural, economic and even political and civilization aspects. The

success of the strategy has been identified through direct contact and follow-up. The awareness training program succeeded in helping the raise of awareness level and empowerment of female students in Algeria. That can be applied in the MENA Region, as they share the same Arab-Islamic values, culture and historic experiences.

The most important indicators of the success in raising awareness efforts and the pursuit of the women empowerment are, that a large number of female students who graduated from different universities, succeeded in setting up their businesses, managed to overcome their fears and were able to face the social, cultural and administrative difficulties and to face the challenges, experienced by women in general.

The university can help by encouraging women graduates to practice business activities and contribute to solving their psychological, social, cultural, financial and administrative problems and constraints.

What can be learned from this experience is the need for concerted efforts between state structures, the economic and social plans, as well as the efforts of the university and scientific research centers in the social sciences, entrepreneurship and business administration. These efforts contribute to the empowerment of women and help them to enter professional and economic fields, which were exclusive for men. That can be applied through helping women in solving their psychological, social, cultural and financial problems, to bring prosperity and development to the society as a whole.

The encouragement of women to start-up enterprises requires the providence of the necessary financial support, which helps young girls to start artisanal activities or create appropriate economic enterprises. While the resistances of family members are usually solved through dialogue and persuasion, especially in the absence of government jobs, high competition in access to them and the rising unemployment, so that independent economic activity remains the only available solution, they are forced to accept.

The success of women entrepreneurship phenomenon contributes undoubtedly to the empowerment of women and helps them to enter professional and economic fields, which were exclusive for men. That can be through helping women in solving

their psychological, social, cultural and financial problems, to bring prosperity and development to society as a whole.

11. Conclusion

This paper is a contribution to women empowerment, by helping them to identify their abilities, skills, and solutions that can be accessed through their entrepreneurship practices

To succeed in a strategy for promoting women's entrepreneurship awareness, there is a need for concerted efforts of the state's employment structures, with the efforts of the university and scientific research centers. These efforts contribute to the promotion of women entrepreneurship awareness and encourage them towards jobs that were exclusive for men.

The women's entrepreneurship strategy can be applied in the MENA Region and Most developing countries. It is not sufficient for the states to adopt a strategy for financing and encouraging youth projects. Appropriate university training is necessary to encourage female students, to practice business activities and contribute to solving their psychological, social, cultural, financial and administrative problems and constraints.

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