

**THE PERSPECTIVES OF DOING BUSINESS FOR FEMALE
ENTREPRENEURS IN UZBEKISTAN**

Abstract The current research engaged in a critical theoretical exercise to prolong perspectives of women entrepreneurship. Theory and research dedicated to demonstrate “women entrepreneurship capable to establish several positive economic impacts” and “educated female entrepreneurs as essential key to advance current and future social life of country”. During representing women entrepreneurship through feminist analytical lenses, there will be explorations of various scientists’ studies on particular field.

Key words: woman, business, entrepreneurship, economy.

Introduction. Entrepreneurship has becoming global among the whole world. There is slightly respect, value and interest in female’s businesses in developing countries De Vita (2018). For too long, the contributions, attributes, and needs of women entrepreneurs, of self-made women, went unnoticed, unexamined, and the subject of a deafening silence. Socialized expectations of the roles that women fulfill and the corresponding antipathy toward women who exercise power and who step beyond those roles. Fortunately, pioneers have braved these frontiers and brought female entrepreneurship out of anonymity. Scholars, such as Dorothy Perrin Moore, E. Holly Buttner, Candida G. Brush, Robert D. Hisrich, and others took up female entrepreneurship as a subject of research and academic inquiry made significantly more complex by the gendered contexts within which such entrepreneurship occurs. Approximately, one-third of whole world entrepreneurs are females (Xavier, et, al, 2012). It is an undeniable fact that in Islamic countries exist gender gap. The current females of Uzbekistan are living in the prosperity period of the Uzbekistan compared

to Soviet Union times' women. Uzbekistan is one of the independent, democratic countries of Central Asia. Over the years, the leadership of the country adopted and ratified about 100 national and international legal instruments aimed at protecting the interests of women. Constitution of the country is the cornerstone document that guarantees the fundamental rights of women (Jahon Information Agency, 2019). The process of evolvement in each field of Uzbekistan, also the agitations of current president have opened new opportunities for women. A couple of decades before women avoided from gaining education in prestige institutions (even from the school), women did not use to work in the society with the male colleague, with the one word women did not possess the importance in the society

Significance of the issue. Seiler and Weeks (2001) stated that business is an evolving survey field through academics, the reason for this is that the development of entrepreneurial activity is associated with the greater economic growth. Nieder (1987) claims the interest to perceive females' business deed is due to the prominence they are achieving in the business environment. However, women are being capable to work equally with the men, females collide *glass ceiling* and have striving to achieve concentrated potential. Radovic Markovic (2009) claimed the businesswomen has brought a new revolution, like we witness females emerging entrepreneur frames in economic sector they have not formerly engaged. According to Badrasi (2007) borders to gender business might have an adversative influence on a country's competitiveness, productivity, and development evolution. Due to these factors the researcher intended to demonstrate the views and perspectives of women entrepreneurship in Uzbekistan, the growth of female's entrepreneurship, its types and scale, which are the vital elements of prosperity in Uzbekistan.

Problems for female in business. Harding (2003) reported that women are not limited in terms of ability or skills when they want to establish a business. Actually, they do not have the chances accessible to themselves compared to their men entrepreneur counterparts. Harding (2003) considered that there is also judgement in

females that they are not familiar with the entrepreneurship field and this factor could be border for women to run their own entrepreneurs. In most cases, men consider that females have shortage of ability, powerful and experience in order to become businessperson. In addition, females also restricted in terms of training, they accept and in what way their accomplishment was observed in former position. Businesswomen frequently collide with dramatic issues than male in the business area. Moreover, Smallbone (2000) reported that typically, females do not have enough training in order to become business owner. Their linkages are not as powerful as they ought to be. Moreover, Ljunggren and Kolvereid (1996), surveyed that women believe that females have greater business abilities compared to the male. Avalido, Radovic Makovic (2013), Lonza (2011) accomplished special survey based on female's business and perceiving their background over the organizational characteristics of particular organization. As a result, education determined as the crucial factor, the border in education might also inhibit business prosperity. Limitations in terms of experience and knowledge is a huge issue for recently established enterprise's owners and able to impact on development and survival rates (Lonza 2011).

From the other side Buttner (2001) revealed that the vast amount of female begins their own entrepreneurship with delimited investment, working capital is the major problem to run a business. Customers dealers and banks all might have less confidence in women business owners compared to in their men colleagues, with the shortage of capital usually, female does not exist as great subsistence rate in entrepreneurship than male. Apart from this, entrance to adequate investment might be enormous difficulty for the women to establish successful business.

The factors of success for female. Basu and Altinay (2002) found that the proper encouragement and motivation is the foundation of successful decision in running new and successful entrepreneurship. *Push* and *Pull* factors have great influence on establishing new enterprise (Elliot, 2013). Push factors could be

estimated as the confrontational powers that impact on a females' decision to become businessperson. Deakins and Whittam (2000) stated drawings of push factors containing losing job, unemployment, and absence of capability to obtain what they desire in the working environment. Orhan and Scott (2001) wrote that women might wish to have flexibility in their work schedule and the facility to apply more time with their families. Pull dynamics are beneficial powers that effect on female to be entrepreneur. It covers itself ambition for self-independence, to become chief, gain personal wishes, using their creative abilities, to be more fulfilled, and the wish to be wealth (Orhan, Scott 2000). It is necessary to mention that the vast amount of females have ambition to create contribution to public and make a change in the globe (The economist 2016). Butter and Moore (1997) stated there is three vital individual purpose among all businesswomen in order to instigate their entrepreneurship; first is the sense for *independence in the workstation*, next is *sense of security*, third is *job satisfaction*, when women recognize mentioned spirits they would become successful entrepreneurs (Butter and Moore 1997). The desire for wealth and capital is primary motivation equally to men and female, in order to accomplish some successful business activities (Orhan and Scott 2001). Likewise, females have variety causes in order to expose an entrepreneurship and these aims might be differing from country and country.

Conclusion. Women are busy with small business in Uzbekistan, since it does not require deep and much skills, it is fact that without appropriate skills it is ease to hold some area, if the business is small all investment and loss also will be small so it is safe for women to risk and run small business. Apart from this, it possesses low taxes. The entrepreneurship is established on venture, nevertheless, owner must possess accountability skills, respondents mentioned and most scholars wrote that manageability and accountability is essential key for female entrepreneurs in achieving business goals. With regard to findings of the study, the rate of discrimination for women is more observed in taking low wages, moreover woman

able to accomplish the task equally with male counterparts it is often repeated people pay less wage to women. Other than these, overall society gives low trust on women, they consider that females unable to do the tasks what men can do, in reality there is some females who is even stronger than men. Noteworthy item is banks and investors have hesitations while giving credits to females, they afraid of losing capital by giving it to women. Uzbekistan contains uncountable countryside itself, the respondents gave their own advice to rural areas women that because of rural areas have lack of education it would be the best option to bring educational system in rural areas.

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