

INFLUENCE OF PUSH AND PULL FACTORS ON FEMALE ENTREPRENEURSHIP IN ROMANIA

Carbunaru Andra Florentina

Bucharest University of Economic Studies,
Faculty of Business Administration in Foreign Languages, Romania,
andrafcarbunaru@gmail.com

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Abstract

When it comes to follow the path of entrepreneurship, there are several factors influencing the decision of female entrepreneurs. The present study aimed to research the importance and influence that two categories of factors are exerting on this decision, as in regards to female entrepreneurs that are Romanian. Through using a questionnaire that evaluated several aspects of those influencing factors grouped as push and pull factors, the results were processed in the SPSS software via various methods such as Correlation tests, Pearson correlation, Factor analysis and linear regression. Those lead to the conclusion that for our particular sample of Romanian female entrepreneurs there are not applicable the same results as the theory implies. In our case, the sample is more focused and motivated by intrinsic benefits rather than extrinsic ones, choosing the entrepreneurial path due to pull factors rather than push ones as the specialty literature reflects.

Keywords: *Extrinsic benefits, Intrinsic benefits, Pull factors, Push factors, Romanian female entrepreneurship*

JEL Classification: L26, J23.