

INFLUENCE OF PUSH AND PULL FACTORS ON FEMALE ENTREPRENEURSHIP IN ROMANIA

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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.

Introduction

As per any subject that is to be discussed, debated and analyzed in the literature of specialty, different views clash and compete to define a certain concept, taking into consideration a collection of factors and ranges of studying the matter. Thus, it is the same case when it comes to defining and explaining the entrepreneurship concept, and in order to cover the variety of a dissimilar multitude of views upon it, we will consider a summary of several perspectives from scholars referring to this matter.

Coining the now widely – spread term of “Entrepreneur” is to be acknowledged as being Richard Cantillon and Jean Baptiste Say’s contribution, who viewed the entrepreneur as the person capable of managing and organizing the production or trade process. (Śledzik, 2013) On the other side of the specter there is Schumpeter’s vision on what an entrepreneur represents, a conception which is based on the innovative character of entrepreneurship. According to Schumpeter’s view, an entrepreneur’s role is that of revolutionizing the production pattern via the invention and new technological processes. (Schumpeter, 1942)

Another important point of view in which concerns defining entrepreneurship is that of Knight, based on the capacity of risk-taking that entrepreneurs are perceived as possessing, believing that entrepreneurs distinguish themselves from others through the

ability of self-confidence, enabling them to bear risk-taking decisions with a higher degree in which concerns business. (Knight, 1921)

From J. S. Mill's perspective, which focuses on the managerial skills, an entrepreneur exhibits the aptitudes of control and superintendence, which confer the direction of the process. Together with those, there is to be considered as well the capacity of managing the implementation of a project that generates profit, ideally through the creative usage of resources and building teamwork. (Singh & Gupta, 2016)

An interesting vision of the entrepreneurship is that of McClelland – that of the entrepreneurial activity being the ability to achieve high goals, all through fulfilment of the needs of power and challenges. In his perspective, the entrepreneur lays down strategies and reaches solutions of unstructured problems while putting at use the capacities of influencing and dominating that he or she possesses. (Singh & Gupta, 2016)

Leaving aside the multitude of views and opinions expressed on the entrepreneurship concept, there is without any dispute that the activity of entrepreneurship is to be found by every individual as a machine contributing to both the economic growth and innovation through creating jobs and opportunities of careers, with the gender of the person not having any influence upon this. (Hayrapetyan, et al., 2016)

In the last decades, the female entrepreneurship has been acknowledged as being a significant factor when it comes to economic growth, with women generating jobs both for themselves and the others, bringing solutions to current problems that are distinct from the ones introduced by the counterparts of male origins, by exploiting new directions which are generating entrepreneurial opportunities. (Roibu & Roibu, 2016)

More specifically, the last decades are the ones that brought major shifts for the political weight and status of female entrepreneurs, via the strongly increasing interest in the research for this topic. Starting with the research of the 70's, there is to be mentioned that it was mainly based on the gender as a variable rather than testing the theory (Greene, et al., 2007), as it had as the main objective the development of the perfect entrepreneurial profile. The method of achieving this was through focusing on the individual characteristics exhibited by both genders and comparing them in order to discover characteristics differentiating the entrepreneur from the rest of the individuals. The research's focus suffered changes by the early 90's, as women reached roles with notable status - both in the entrepreneurial and political fields - studies shifted on a more feminist theory - oriented perspective, even though still maintaining the empirical character. (Minniti & Naude', 2010)

By the end of the 90's, various studies conducted and published by Blau, Claudia Goldin and Gary Becker have inspired for the research to reach and focus on many other aspects relating to the female entrepreneurial movement. Thus, dimensions such as family resources way of allocation, family life and motherhood, perception of opportunities and many others which were not approached by then began to be explored, making the area of the female entrepreneurship to become an established and defined field in the academic world. (Minniti & Naude', 2010)

In the present, even though the female entrepreneurial activity is widely acknowledged and explored, the entrepreneurship research field is still showing in recent studies the fact that a gap keeps on persisting between the males and females in which concerns the activity of entrepreneurship. (Minniti, et al., 2005) Besides the different limitations women encounter when engaging in business activities, the gap is also deepened due to the dissatisfaction women are increasingly experiencing when it comes

to specifically the societal limitations and expectations that have been set on them. (Radović-Marković, 2009)

In terms of personality, both men and women entrepreneurs are matching the classic successfully profile of an entrepreneur, displaying courage, energy, discipline, goal-orientation, enthusiasm, innovation, persistence, passion, vision, client-orientation characteristics and hard-working orientation. Comparing the women entrepreneurs to the male ones though, it has been noticed that females have the tendency of being more flexible and tolerant, with a more realistic vision in place. Some studies have pointed out that because females are more cautious, self-confident, less aggressive, they exhibit a lower level of leadership and decision-making skills when the decision-taking process is being risk-associated. (Tanase & Tanase, 2010)

It has been also noticed the fact that cultural factors are crucial for the entrepreneurial initiative, but when approaching them with respect to female entrepreneurs, there is to be underlined that they act in a negative way, restricting females from acting in the entrepreneurial field. Different researches have defined that the most important socio-cultural factors that are to be considered are fear of failure, role models and perceived capabilities. (Hayrapetyan, et al., 2016)

Women have been beginning to dedicate themselves more in starting up new businesses and companies with entrepreneurial character, this having the potential of being interpreted as an increase in obtaining autonomy and self-confidence. This is especially an important point to analyze and reflect upon due to the fact that female entrepreneurship is met more frequently in countries with low-incomes, among communities having peaking birth rates, with female managing to break through the local economy via entrepreneurial activities (d'Andria & Gabarret, 2017).

Preconceptions are inevitable to be associated with women entrepreneurs, with the society perceiving them as not being capable to bear the burden of competition when it comes to face several types of pressure such as political, social or economic. (Cojocaru, 2014)

Despite those preconceptions, women have proven themselves more than capable of maintaining a business on their own, contributing considerably to the global economic development, outpacing the rate at which men are establishing new businesses (Minniti & Naude', 2010). This is to be remarked by the fact that they represent one third out of the persons dealing with entrepreneurship – oriented activities (Minniti, et al., 2005) and all through creating and developing businesses in a pursue of independence, satisfaction at job, personal freedom or even some type of security (Klapper & Parker, 2011).

Background

The last years have revealed an increase of female engagement in the business area, both at the global level and at the national one, in Romania. Even though the European Union is supporting and encouraging the entrepreneurial initiative of females, Romania, in comparison with other European countries is lacking programs designed for encouraging the development of the female entrepreneurial activity, with the Romanian business area being dominated by men, with only 37,4% of the existent Romanian companies being under female management or ownership. (KeysFin, 2019)

A conference that has taken place in Cluj-Napoca in 2015 revealed that in the previous year, in 2014, Romania was registering 35% when it came to small to medium enterprises run by women, whilst another 11% were managed and owned solely by

women (Sima, et al., 2017). In 2014 in Romania, approximately 50 out of the biggest 1000 turnover generating companies were led by women. (Forbes România, 2016)

According to an analysis conducted by KeysFin, more than over 500 000 females are currently involved into business on the Romanian labour market, either as shareholders or owners. Comparing the situation of female entrepreneurship in March 2019 with the one from March 2018, it has been noticed that the number of females that are major shareholders has raised with 5.6%.

According to the data published by the Romanian Trade Register, at the end of 2018 only a number of 508 312 out of the 1 359 362 owners or shareholders were females, this representing only a little bit over one third out of the total. Comparing that data to the one from 2014 though, it is to be mentioned that the number of females involved in business has raised with over 21%.

The top three counties, including the capital, that registered a considerable increase in number of female shareholders from 2014 to 2018 are: Bucharest, with an increase of 15%; Ilfov, that has experienced a considerable growth of 57% and Cluj that has also expanded its female involvement in business in a major manner, with 35%.

If it is to look at the national overall level, the counties that are leading with the highest rates of female entrepreneurs are as it follows: Tulcea, with 41,4% of female ownership, Galați – with a slight smaller value over 41%, and Hunedoara, where female ownership accounts for 41%.

Females have been analyzed over 8 years, between 2010 and 2018 and have been identified as being mostly focused in the retail area when it comes to establishing entrepreneurial ventures. This domain is followed by the one of beauty services and salons, to which the area of consultancy services in business and management is coming along, representing the fields on which the most of the Romanian female entrepreneurship is focused on.

According to the same study, the most active ones in starting entrepreneurial careers are the females with the age between 30 and 50 years, with more than 60% of the female owners or shareholders fitting this category. 10% of the Romanian female entrepreneurs are reportedly over the age of 60, whilst only 0.2% are to be characterized as young female entrepreneurs, being part of the age category of 18-20 years.

The profile that has resulted from this study describes the Romanian female entrepreneur as being of an average age of 42 years, intelligent, educated, exceeding males with 2% when it comes to owning an university degree, and being focused on the entrepreneurial initiative majorly in the fields of retail, consultancy and beauty services.

Focusing on demographics, there is to be mentioned that the urban areas are registering a higher percentage of entrepreneurial activities performed by females, in comparison to the rural ones, considering that out of the total inactive population, females in these regions represent more than half of it. (KeysFin, 2019)

Methods

Through the research that was conducted for the aim of elaborating this paper, I have chosen to explore and analyze a dimension related to the female entrepreneurship in Romania via a quantitative method – questionnaire. The dimension on which I have focused are those of “Factors influencing the entrepreneurial decision of Romanian females” for which I will further describe the approach and the way of collecting and analyzing data that was used.

The sample

The sample that was used to conduct the study on, and to which the questionnaire has been distributed, is consisting of women entrepreneurs from all over the country, from various locations, as per table 1 below.

Table No. 1 - Regional distribution of surveyed female entrepreneurs

Location	Number of female entrepreneurs
București	10
Timiș	5
Cluj	3
Bacău	3
Sibiu	3
Arad	2
Brașov	2
Covasna	1
Suceava	1
Ilfov	1
Ialomița	1
Outside	3

Source: completed by the author based on respondents' answers

The sample was contacted via social media means, more precisely via the social platform Facebook. I have joined two large and very large private groups – “Antreprenoare” and “Vreau sa reusesc! By Success Team”, with the first one registering 736 members and the second one 7,959 persons.

The median age recorded after evaluating and analyzing the results is that of approximately 33 years, with an average entrepreneurial experience of 3.43 years.

Data and methodology

The data that was obtained has been collected via quantitative research methodology, through a questionnaire realized in Google forms and has been analyzed after being Excel exported by using the SPSS software based on registering a number of 33 responses.

Results and discussions, including research limits and advantages

There have been encountered several limitations throughout the research conducted, starting with the fact that there is a certain difficulty in reaching a large number of female entrepreneurs via social media means, despite of the tendency to believe the opposite. The post relating to my survey did not experience a high reach, people tending to ignore posts that are not particularly addressing them in a personal and relatable way, thus the usage of social media in this case turned out as a limitation. There is to be mentioned as well the skepticism that has been displayed by female entrepreneurs that have been contacted privately – as I have directly messaged approximately 200 female entrepreneurs – most of them not reverting to me on the topic.

Another limitation is represented by the fact that out of the females that have completed the survey, three of them are established outside the Romanian border. Even though they are Romanian entrepreneurs at origins, there is no way of deducing from the questionnaire if the entrepreneurial activity started by being influenced by the

environment in which they are now located. Thus, these females exhibit the probability of no longer sharing the same mentality and values as the Romanian established ones.

An important limitation that is to be underlined is the registered number of responses, with only 33 responses being obtained for our survey, making the statistical and econometrical analysis and interpretation not being highly qualitative. Furthermore, another matter that could be considered as a significant limitation is the fact that the majority of the respondents is represented by married females that are also having children, leading to a significant singular direction of the responses obtained and as a consequence, of the outcome interpretation as well. That leads to the outcome not being able to be generalized for Romanian females involved in entrepreneurial activities in general, but instead suggested.

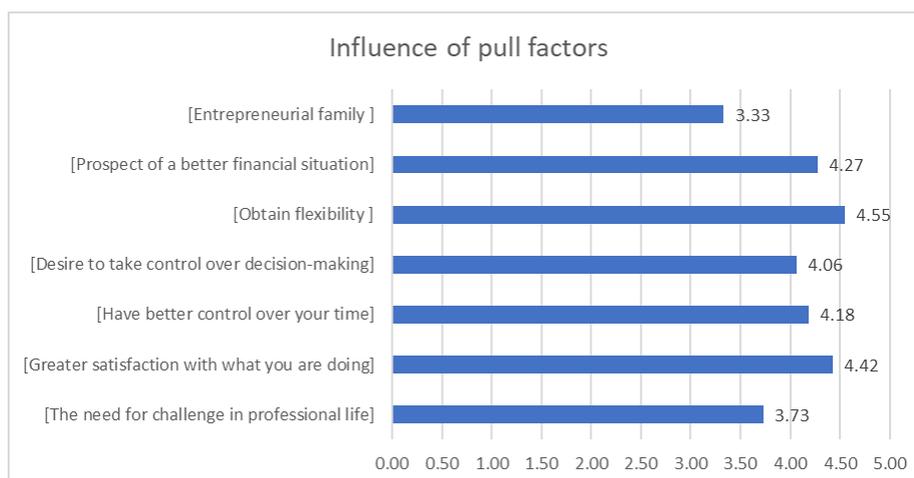
The analysis of the survey focuses on the Push and Pull factors that are influencing the entrepreneurial decision and other factors such as well-being after beginning an entrepreneurship career.

Pull Factors

For the questionnaire, several pull factors were chosen in order to establish which were the ones exhibiting the highest influence on the decision of following an entrepreneurial path. The factors that were considered as pulling female entrepreneurs towards becoming an entrepreneur, having a positive impact on the decision, are:

- the desire to obtain flexibility;
- the need to take control over the decision-making process;
- the want to have better control over time;
- the need for challenge in professional life;
- the aspiration to obtain greater satisfaction with what one's doing;
- the prospect of better financial situation and the existence of an entrepreneurial family.

Figure No. 1 Influence of Pull Factors on entrepreneurial decision



Source: Generated in SPSS by the author based on the questionnaire

By analyzing the responses obtained from the respondents of the questionnaire, there is to be noticed as per Figure No. 1, that the most important factor influencing the female entrepreneur's decision of pursuing an entrepreneurial career, in the personal perception of the females undertaking the survey, is that of obtaining flexibility, followed

closely by the need of obtaining greater satisfaction when it comes to one’s working activity. The entrepreneurial activity attracts females as well through the prospect of a superior financial situation, together with the one of a better controlled time schedule, with those two factors being ranked highly as well, succeeding the first ones at a mild difference in ranking.

The female entrepreneurs ‘evaluation of the influence the pull factors are exerting on them is the lowest for the need of “better control over time”, “the need for challenge in professional life” and “entrepreneurial family”. Although those factors are ranking as the lowest in importance among all of the pull factors, there is to be mentioned that they were evaluated by being assessed a mark, their scores being still high, all of them exceeding the grade of 3, showing that their importance is significant.

Table No. 1 KMO and Bartlett's Test on Pull Factors

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.658
Approx. Chi-Square	80.568
Bartlett's Test of Sphericity df	21
Sig.	.000

Source: Generated in SPSS by the author based on the questionnaire

Table No. 1 outlines the results obtained after performing the Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's test of sphericity on the “Pull factors” evaluated in our questionnaire. With the first test having a result of over 0.5, more exactly 0.658 as outlined in the table, there is the indication that factor analysis could be useful for our data, but not that qualitative, as the value is not close enough to 1.

The second test is indicating that our variables are related and suitable for performing the factor analysis.

Table No. 2 Total Variance of Pull Factors

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.185	45.503	45.503	3.185	45.503	45.503	2.536	36.227	36.227
2	1.159	16.560	62.063	1.159	16.560	62.063	1.601	22.873	59.101
3	1.101	15.727	77.790	1.101	15.727	77.790	1.308	18.689	77.790
4	.585	8.354	86.144						
5	.465	6.641	92.785						
6	.344	4.919	97.703						
7	.161	2.297	100.000						

Extraction Method: Principal Component Analysis.

Source: Generated in SPSS by the author based on the questionnaire

Inputting the variables representing the “Pull factors” we have obtained the above Eigenvalues, registered in Table No. 2, for the 7 factors, with the highest values reflecting the values which are the underlying ones – in our case three. They are considered as being “strong factors”, as their value is above 1, underlying the questions that female entrepreneurs were asked in the questionnaire.

Table No. 3 Rotated Component Matrix for Pull Factors

Rotated Component Matrix ^a			
	Component		
	1	2	3
[The need for challenge in professional life]	.035	.840	.331
[Greater satisfaction with what you are doing]	.263	.761	-.155
[Have better control over your time]	.708	.382	-.239
[Desire to take control over decision-making]	.641	.385	.347
[Obtain flexibility]	.900	.124	.019
[Prospect of a better financial situation]	.855	-.028	.376
[Entrepreneurial family]	.116	.069	.925

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Source: Generated in SPSS by the author based on the questionnaire

The Rotated component Matrix introduced as Table No. 3, is showing each component as being measured by certain factors, as following:

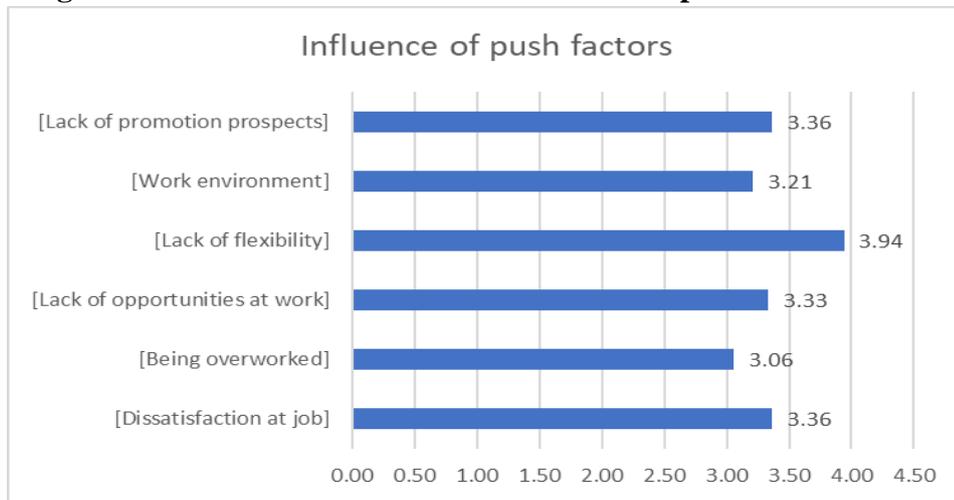
- The first component is represented by the factors defined in the questionnaire as: “Better control over time”, “Taking control over decision-making”, “Obtain flexibility” and “Prospect of a better financial situation”, making it to be described as “Control over career”, as all the variables are defining such dimension;
- The second component is measured by two variables – “Need for challenge in professional life” and “Greater satisfaction with what you are doing”, describing this component as “Personal fulfillment”, as they relate to one’s focus on this aspect of a career;
- The third dimension is related to only one factor, which gives it as underlying trait the one of “Entrepreneurial family”.

Push Factors

The push factors that were used in evaluating the impact of the negative reasons leading female entrepreneurs to follow the entrepreneurship career have been established as the following ones: dissatisfaction at job, being overworked, lack of opportunities at work, the lack of flexibility, the work environment, the lack of promotion prospects. They had to be assessed grades in the same manner as the pull factors, in order to reflect the

importance they have played in taking the decision of becoming an entrepreneur for the case of the Romanian females questioned.

Figure No. 2 Influence of Push Factors on entrepreneurial decision



Source: Made by the author based on the questionnaire

There can be noticed in Figure No. 2 that compared to the Pull factors, Push factors are registering considerably lower scores. It can be observed that none of them are passing the value of 4 out of 5, in fact not even reaching the value of 4. Thus, it can be concluded that the push factors present a lower importance in the decision-making process of becoming an entrepreneur in the case of the Romanian female entrepreneurs that were questioned via this questionnaire. The highest value registered for the push factors is for the one relating to “Lack of flexibility”, with a score of 3.94 out of 5, with 5 representing that the factor to which is assessed is registering a high importance for the questioned persons.

Romanian female entrepreneurs undertaking the survey are viewing the lack of promotion prospects and dissatisfaction at job as being of the same importance when it comes to those factors pushing them towards entrepreneurship. The lack of opportunities at work is following the previous ones closely, being succeeded by the work environment, with all of those being very close to each other in which concerns the scoring, and thus the similar importance they have for females when deciding on becoming an entrepreneur.

Table No. 4 KMO and Bartlett's Test on Push Factors

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.791
Approx. Chi-Square	98.607
Bartlett's Test of Sphericity	df
	15
	Sig.
	.000

Source: Generated in SPSS by the author based on the questionnaire

Table No. 4 outlines the results obtained after performing the Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's test of sphericity on the “Push factors”, in the same manner as it was done for the “Pull factors”. The result of the first test in this case, compared to the one conducted for the other category of factors, is much closer to the value of 1, indicating an increase in the quality and usefulness of the factorial analysis.

The second test is indicating once more that our variables are in fact related and suitable for performing the factor analysis, as the value obtained is the best one that could be registered for the significance level, being considerably lower than 0.05.

Table No. 5 Total variance of Push Factors

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.623	60.379	60.379	3.623	60.379	60.379	2.684	44.730	44.730
2	1.019	16.982	77.361	1.019	16.982	77.361	1.958	32.631	77.361
3	.523	8.711	86.072						
4	.425	7.080	93.152						
5	.232	3.864	97.016						
6	.179	2.984	100.000						

Extraction Method: Principal Component Analysis.

Source: Generated in SPSS by the author based on the questionnaire

In the case of “Push factors”, the Eigenvalues reflected in Table No. 5 are registering 2 underlying factors, out of the 6 ones that have been analyzed, as they are the only ones to be considered “strong factors”, exceeding the value of 1. This will further on lead to having two components in the Rotated component matrix.

Table No. 6 Rotation Matrix for Push Factors

	Rotated Component Matrix ^a	
	Component	
	1	2
[Dissatisfaction at job]	.733	.296
[Being overworked]	.236	.910
[Lack of opportunities at work]	.864	.286
[Lack of flexibility]	.823	.060
[Work environment]	.780	.390
[Lack of promotion prospects]	.244	.897

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Source: Generated in SPSS by the author based on the questionnaire

The Rotated component Matrix for the Push Factors – Table 7, is showing each of the two components as being measured by certain factors, as following:

- The first component is measured by the four factors that were defined in the questionnaire as: “Dissatisfaction at job”, “Lack of opportunities at work”, “Lack of flexibility” and “Work environment”, making it to be described as “Job dissatisfaction”, as all the variables are describing the dimension in such manner, with females questioned not being content with their work place in terms described by the variables used;
- The second component in our Rotated component Matrix is measured by two variables – “Being overworked” and “Lack of promotion prospects” defining this component as “Under valued at work”, as the variables mostly relate to one’s capabilities not only being exploited but also not appreciated and rewarded.

Multiple linear regression – Well-being after entrepreneurship

Table No. 7 Model summary Well-being before entrepreneurship

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.415 ^a	.172	.019	1.054

a. Predictors: (Constant), Entrepreneurial_family, Personal_Fulfillment, Control_over_career, Job_dissatisfaction, Undervaluation_at_work

Source: Generated in SPSS by the author based on the questionnaire

Table No. 7 is reflecting the multiple linear regression model summary and the overall fit statistics in case of Well-being after entrepreneurship, where the adjusted R² resulted for this model has the value of .019, whilst the R² is equal to .172. By interpreting this, we can say that our linear regression explains only 17% of the data’s variance, meaning that “Well-being after entrepreneurship”’s variation is explained by the independent variables in a proportion of 17%. Although, by analyzing the value obtained for the adjusted R², we can say that the regression equation is not that accurate for making predictions, as the value shown in the table is considerably low.

Table No. 8 ANOVA - Well-being after entrepreneurship

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	6.238	5	1.248	1.123	.372 ^b
	Residual	30.004	27	1.111		
	Total	36.242	32			

a. Dependent Variable: Well-being after entrepreneurship

b. Predictors: (Constant), Entrepreneurial_family, Personal_Fulfillment, Control_over_career, Job_dissatisfaction, Undervaluation_at_work

Source: Generated in SPSS by the author based on the questionnaire

Our significance value obtained for our model, as it can be noticed in Table No. 8 is considerably above the level of significance $\alpha = 0.05$, $0.372 > 0.05$ leading to the conclusion that the effect between the variables is not statistically significant, meaning that the model may not be of good fit for our data.

Considering the analysis conducted up to this point, and that none of the coefficients obtained for the variables makes them statistically significant – see Annexes, with the p-value not meeting the Fisher criterion for any of them, we can conclude that there cannot be established any linear relation between the motivational factors expressed by the components and well-being.

Multiple linear regression – Personal fulfillment after entrepreneurship

Table No. 9 Model summary Personal fulfillment after entrepreneurship

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.420 ^a	.177	.122	.732

a. Predictors: (Constant), Personal_Fulfillment, Job_dissatisfaction

Source: Generated in SPSS by the author based on the questionnaire

By analyzing Table No. 9, which is showing the multiple linear regression model summary and overall fit statistics for Personal fulfillment after entrepreneurship, there can be observed that once more, as in the case of the previous regression for Well-being after entrepreneurship, the regression equation is not that accurate if used for predictions. That is due to the values that adjusted R^2 and R^2 are registering, more exactly 0.177 and respectively 0.122. In this case, we could say that our linear expression explains only 12% of our data variance. The low value of our R^2 could be explained by the fact that human behavior is harder to predict than other well-established processes.

Table No. 10 ANOVA - Personal fulfillment after entrepreneurship

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.449	2	1.724	3.220	.054 ^b
	Residual	16.066	30	.536		
	Total	19.515	32			

a. Dependent Variable: Personal fulfillment after entrepreneurship

b. Predictors: (Constant), Personal_Fulfillment, Job_dissatisfaction

Source: Generated in SPSS by the author based on the questionnaire

Observing the value obtained in Table No. 10 for our model when referring to the significance value, there is to be acknowledged the fact that it is slightly above the limit of $\alpha = 0.05$, but still leading to the conclusion that the effect between the variables is not statistically significant, with the model not really being a good fit for our data.

Table No. 11 ANOVA - Coefficients for Personal fulfillment after entrepreneurship

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.212	.127		33.064	.000
	Job_dissatisfaction	.307	.135	.393	2.277	.030
	Personal_Fulfillment	.230	.135	.295	1.710	.098

a. Dependent Variable: Personal fulfillment after entrepreneurship

Source: Generated in SPSS by the author based on the questionnaire

Table 11, which is describing the coefficients of Personal fulfillment after entrepreneurship that were used as being significant as a result of an automatic linear model which can be seen in Annexes, is comprising as the only statistically significant variable the one described as “Job dissatisfaction”. That is due to its p-value, which is fitting the Fisher criterion – of having a value below that of the significance value equal to 0.05 stated by the Fisher criterion - in our case being of 0.03.

The following equation is to be analyzed in order to determine the way “Personal fulfillment after entrepreneurship” is influenced by the coefficient bearing the name of “Job dissatisfaction”.

$$(1) \text{ Personal fulfillment after entrepreneurship} = 4.212 + 0.307 \times \text{Job dissatisfaction} + \varepsilon$$

According to the above, the interpretation is that for every unit increase in “Job dissatisfaction”, there is also an increase of 0.307 in “Personal fulfillment after entrepreneurship”, as probably the biggest the dissatisfaction level before the females start an entrepreneurial career, the higher the level of personal fulfillment that is reached afterwards.

Conclusions

The paper that is concluded now has been centered on female entrepreneurship in Romania, with a focus on the motivational factors that are leading women to follow the entrepreneurial path. Thus, the questionnaire that was used in order to explore and evaluate this dimension has revealed several important aspects relating to this category which is going to be presented further on.

The two types of factors used in evaluating the way Romanian female entrepreneurs – the push and pull factors – have revealed that the females undertaking the questionnaire are distinctive from the theoretical review and the general tendency that female entrepreneurs are exhibiting. It has to be mentioned that the women entrepreneurs that represent the respondents of this survey are especially driven and motivated towards the entrepreneurial field in a major way due to pull factors, which is contradicting the overall movement of female entrepreneurs. This has to be mentioned that is mostly linked to the fact that the sample on which the present study was run is characterized essentially by women concentrated in the urban area with higher than average studies, defining our sample as being a very particular one.

The survey outcome is reflecting that the most important factor for female entrepreneurs when taking their decision to pursue entrepreneurial activity is represented by the pull factor of obtaining flexibility, followed by the need to obtain greater satisfaction and superior financial situation, thus our respondents being mainly focused on the intrinsic benefits that the entrepreneurial activity is generating.

It has resulted from our research that there is a tendency of higher financial security and situation when the female entrepreneur is following the entrepreneurial path and has as a background a family of entrepreneurs.

The particularity of this research paper is consisting of the unique statistical model that has been developed based on the motivational factors defined as pull and push factors that are influencing the decision of Romanian females of pursuing an entrepreneurial career and their well-being and personal fulfillment once they carry on with the entrepreneurial activity.

The results are to not be generalized, as the sample that has been representing the focus of our research is quite particular, more research being needed to be conducted in this aspect, in order for a better understanding of the Romanian female entrepreneurs to be obtained.

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