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The Study of Influence Factor for Female Entrepreneurship

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Abstract

With economic development, female entrepreneurship has increased and turned into a hot research issue in the field of management. The innate advantages and priorities empowered women with potential to be outstanding entrepreneurs; however, women still have some weaknesses. The present research investigated some female entrepreneurs and adopted Analytic Hierarchy Process (AHP) to analyze the factors that influence the success of female entrepreneurs. The results according to data analysis will provide along with some suggestions to female entrepreneurs that attempts to help their success.

Keywords: female entrepreneurship, influence factors, Analytic Hierarchy Process

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1. Introduction

The term of entrepreneurship was proposed in early 20th century. Since then, many scholars have elaborated on the connotation of entrepreneurship by considering that entrepreneurship is a dynamic process of creating wealth. The definition of entrepreneurship in this study is defined to be creating wealth from scratch and generating profound values for the society. Due to increasing number of female entrepreneurs in recent years, the present study will investigate what motivates female entrepreneurs to engage in entrepreneurship by considering the factors of capabilities, personalities, environment, and motivation through comparative analysis of relevant factors. Suggestions will be proposed based on the results of data analysis collected through successful female entrepreneurs.

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2. The Factors that Affect Female Entrepreneurship

In terms of the changes of industrial structure, the proportion of primary and secondary industry continued to decline. Employment opportunities have also shifted from primary and secondary industry to tertiary industry. The development of the Internet, SOHO, and telecommuting unrestricted by time and space is more suitable for career women with respect to their physical and psychological features. Accompanied by the development of information technology and knowledge-based economy, women are more capable to master all types of professional skills and better able to adapt to the development of modern industries, which prompt women to have in-field specialty, practical ability and innovative ability.

Factors that impact female entrepreneurship primarily include internal and external factors. Internal factors refer to personality, while external factors stand for environment. With respect to internal factor, entrepreneur's personalities, leadership and administrative ability, interpersonal ability and environmental factors are decisive to yield successful businesses. With regard to external factor, the factors that facilitate early business success rely on favorable environment (i.e., potentiality of markets and maturity of technology, etc.), high quality of entrepreneurs or entrepreneurial team (i.e., experience, age, and expertise, etc.), and encouraging strategies to support entrepreneurship.

Sun Guicui and Wang Xingyuan (2012) thought that six factors influencing the success of female entrepreneurship include personalities, human capital, femininity, entrepreneurial motivation, entrepreneurial environment and start-ups. Favorable personalities refer to whether the women have aptitude of risk-taking or strong motivation to succeed in entrepreneurship. Favorable female characteristics include cordiality (i.e., coordination and communication ability) and dedication (i.e., spirit of sacrifice). Favorable environment beneficial to successful enterprises involves the supports from government's policies potentiality of industry, and benign competition among competitors [2].

The researchers in the present study thought the factors that impact the success of female entrepreneurship include personal ability, personality, entrepreneurial environment, and entrepreneurial motivation. The present study will analyze the weight of these factors by AHP (analytic hierarchy process).

2.1. Skill or ability

Personal abilities concerning entrepreneurship defined in the present study involve imagination, memory capacity, associative ability, organizational skills, communication ability, leadership ability, innovative ability, learning ability, appeal, and adaptability. Dong Xiaoyan (2009) found that women have some advantages, such as strong communication skills, executive skill, communication skill, and leadership and administrative ability [3].

In the era of knowledge economy, keeping receiving new information and learning new skills will guarantee one person can survive in a competitive and ever-changing society. Because of rapid renovation of information, only keep learning to keep pace with the time can guarantee an individual not be excluded from a competitive workplace. Having a positive learning attitude will facilitate women to accept new ideas. When women are realizing ideas into actions, having good executive skill which will enable them to create better efficiency. Having good communication and expression skill is a great advantage for women while communicating with subordinates, customers, and suppliers. Having good leadership and administrative ability will be beneficial to help women operate enterprises steadily and prosperously.

In the present study, the scholars would think that a career woman's ability is either of nature or of nurture. Among the factors, learning ability, executive skill, communication skill, and leadership and administrative ability are critical to impact the success of female entrepreneurship.

2.2. Personality

Personality with respect to entrepreneurship refers to how an individual deals with surrounding people and environment, and how he/she deals with pressure and difficulties. Personality is an important index when measuring the success of entrepreneurship.

The study of Sun Guicui and Wang Xingyuan concluded that female personalities favorable to entrepreneurship include tenderness (gentleness, exquisiteness, compassion, and humility), cordiality (coordination, communication, and affinity), caution (relationship-orientation, detail-orientation, and prudence), and dedication (spirit of sacrifice, perseverance, diligence, and endurance).

Li Ning (2013), from the perspective of sociology, argued that the female qualities that promote career development involve three types of personalities – foremost personality, core personality, and secondary personality. Foremost personality consists of self-confidence, self-reliance and integrity; core personality constitutes willpower, tenderness, image-caring, family-orientation; and secondary personality comprises studiousness, cleverness, and full of energy [4].

2.3. Entrepreneurial environment

The entrepreneurial environment refers to the factors that entrepreneurs must face when engaging in entrepreneurial activities to realize entrepreneurial ideals. However, some threats might mitigate the development of entrepreneurship. Rosa, P. and S. Carter, D. Hamilton (1996) suggested following threats might affect the development of new ventures [6]:

(a) Market hostility refers to the injury that inflicts the development of industrial structure and external environment. Market hostility discloses the weaknesses of main industrial structure, not conducive to supply and demand, reduces profits, and mitigates the growth of enterprises.(b) Competitor hostility refers to the number of tough competitors and the potential threats imposed by these competitors. Undesirable strategies will make a fragile company to be outcompeted in a fierce competition.(c) Technology hostility refers to the threats resulted from transfer of technology and expertise among the competitors, in which technological know-how or intelligent property will be imitated or stolen by the rivals, which in turn will damage the source-company's position and lead it to downfall finally.

Zhu Li-ping (2012) pointed out that due to the constraints of social expectations and traditional views, the potential of female entrepreneurs is undervalued. Women are expected to play a traditional role by doing housework and seldom being encouraged to engage in social activities or operating a company, which in turn will be disadvantageous for a woman to demonstrate their strength and capability. Therefore, most women, in their whole life, bury themselves in housework, sacrifice their ideals and make no contributions to business management [9].

The society bears prejudice against women that women should stay at home to be housewives, discourage women to take initiatives to realize their ideals. Being discouraged to be business women makes women unconfident in developing their potential, in which women may sacrifice their ambition. Even though, the government has promoted equality between men and women, many policies and regulations in

China have emphasized the differences between men and women. The born gender discrimination against women, in which women are discouraged to be entrepreneurs. Biased policies will only strengthen gender discrimination against women by depriving their power, opportunities and responsibilities of being entrepreneurs.

The results of previous research suggest that social environment and traditional values constrain women's willingness to be entrepreneurs. Zhu Li-ping (2012) pointed out that women are traditionally restricted to be housewives, they are not encouraged to be career women to realize their ambitious dreams, self-realization and personal value are sacrificed by the constraint of traditional value.

It is generally believed that female entrepreneurs may lack capabilities, managerial ability, decision-making ability, risk control ability and trustworthiness as compared with male entrepreneurs. As a result, women are more likely to be rejected in the process of financing loan from banks than men in the same circumstances. We should set aside stereotypes but full-heartedly support women by providing them with information, technology, laws, funds and relevant assistance concerning entrepreneurship. By doing this will reduce the barrier of starting a business and encourage women to be entrepreneurs.

This present research will analyze information networks, density of interpersonal networks, government policies and social values with an attempt to find out the solutions to solve the problem of female entrepreneurs. Information networks and density of connections refer to resources and supports women can access during the process of starting a business. Government policies mean the rules and regulations that can provide women with favorable conditions and opportunities. Social values refer to the public's opinions towards female entrepreneurs.

2.4. Entreprenteurial motivation

Entrepreneurial motivation can be classified into short-term and long-term. Having motivation to be an entrepreneur means the woman have intention and desire to be an entrepreneur. The extent of motivation will directly impact the entrepreneur's behavior and performance and determine their success or failure of running an enterprise.

There are three important needs for an individual in a workplace. They are respectively achievement needs, right needs, and affinity needs. Achievement needs refer to the needs to be successful and outstanding in workplace. Right needs stand for the needs to influence or control others and not be controlled by others. Affinity needs mean the needs to establish friendly and intimate relationships with others.

Some scholars believed that motivation is a concept [7], which can explain why entrepreneurs engage in specific activities, what motivates them to work hard, and why they work for a specific goal sustainably. Motivation can be said to drive people to carry out specific activities, in which they are autonomous and willing to devote themselves to achieve the goal.

The factors that affect entrepreneurial motivation include [8]: economic and non-economic factor. Economic factors include the quality of capital, labor, raw materials, technology, market, economic opportunity and economic risk. Non-economic factor include business-related laws and regulations, social stability, security, conception, and psychological factors.

In recent years, the upsurge of female entrepreneurship can be contributed to the dramatic changes in social structure and industrial structure. The radical changes in social structure lead women to have willingness to take challenges and engage in entrepreneurship. Besides, the changes in industrial structure yield numerous business opportunities, which in turn change women's self-recognition (Chen Huiji, 1997) [5].

Motivation is the driving force to drive women become entrepreneurs. The present study will focus entrepreneurial motivation in terms of the achievement motivation, economic motivation and business operation motivation. The achievement motivation and business operation motivation are located at the upper level of Maslow's hierarchy of needs, driving a person to be willing to strive for the goal and pay for it. Economic motivation, however, belong to lower level of basic needs. Economic needs will take place at the initial stage of entrepreneurship, while business operation and achievement motivation will take place only at the latter stage of entrepreneurship. The four factors contributing to the success of female entrepreneurship can be concluded in Table I.

3. Research Method

3.1. Fuzzy analytic hierarchy process (FAHP)

Owing to linguistic scale of AHP does not contain fuzzy uncertainty which decision makers make decision. Larrhoven & Pedrycz [10] evolved conventional AHP, they developed Fuzzy Analytic Hierarchy Process (FAHP). And the pairwise comparison matrix was brought into triangular fuzzy number of the fuzzy set theory. The purpose is to solve vague problem, which occur during the analysis of criteria and judgment process. In addition, FAHP improved drawback which getting weight did not use in

TABLE 1: Relevant studies about the four factors.

Aspects	Relevant studies explanation
Personalities	The study of Sun Guicui and Wang Xingyuan concluded that female personalities favorable to entrepreneurship include tenderness (gentleness, exquisiteness, compassion, and humility), cordiality (coordination, communication, and affinity), caution (relationship-orientation, detail-orientation, and prudence), and dedication (spirit of sacrifice, perseverance, diligence, and endurance). Li Ning (2013) from the perspective of sociology, argued that the female qualities that promote career development involve three types of personalities– foremost personality, core personality, and secondary personality.
Skill or Ability	Dong Xiaoyan (2009) found that women have some advantages, such as strong communication skills, keen intuition, meticulousness, tenderness and cordiality, which are advantageous qualities for an entrepreneur.
Environment	(1) Zahra and Neubaum defined the environmental as the following three types: (a) Market hostility refers to the injury that inflicts the development of industrial structure and external environment. (b) Competitor hostility refers to the number of tough competitors and the potential threats imposed by these competitors.(c) Technology hostility refers to the threats resulted from transfer of technology and expertise among the competitors. (2)Zhu (2012) pointed out that the society bears prejudice against women and generally agrees that women should stay at home to be housewives, discourage women to take initiatives to realize their ideals.
Motivation	(1) Campbell and Pritchard argued that motivation is a concept, which can explain why entrepreneurs engage in specific activities, what motivates them to work hard, and why they work for a specific goal sustainably. Motivation can be said to drive people to carry out specific activities, in which they are autonomous and willing to devote themselves to achieve the goal. (2) Wilkin thought that the factors that affect entrepreneurial motivation include economic and non-economic factor. Economic factors include the quality of capital, labor, raw materials, technology...; Non-economic factors include business-related laws or regulations, social stability, conceptual and psychological factors.

fuzzy matrix and concept of consistency transformed fuzzy matrix. The procedure of the FAHP is described as follows:

1. Scaling the relative importance of decision elements: The design of the questionnaire incorporated pairwise comparisons of decision elements within the hierarchical framework. Each decision maker was asked to express the relative importance of two decision elements in the same level using a nine-point rating scale. The collection pairwise comparison scores were then used to form pairwise comparison matrices for each of the K decision makers.

2. Constructing the fuzzy positive reciprocal matrix: The pairwise comparison scores were transformed into linguistic variables, which were represented by fuzzy numbers (see Table 2). A fuzzy reciprocal judgment matrix $\tilde{A}^k$ can be established as

$$\tilde{A}^k = [\tilde{a}_{ij}]^k \tag{1}$$

where n is the number of related decision elements at this level, $\tilde{a}_{ij}^k = 1$, $\forall i = j$ and, $\tilde{a}_{ij}^k = 1/\tilde{a}_{ij}^k$, $\forall i, j = 1, 2, ..., n$.

Once fuzzy reciprocal judgment matrix $\tilde{a}^k$ is established, the fuzzy numbers in $\tilde{a}^k$ are transformed into triangular fuzzy numbers based on Table II. According to Buckley [3], a fuzzy positive reciprocal matrix can be defined

TABLE II TRIANGULAR FUZZY NUMBERS

Linguistic variables	Fuzzy number	Triangular fuzzy numbers
Equally important	$\tilde{1}$	(1, 1, 1)
Intermediate	$\tilde{2}$	(1, 2, 3)
Weakly more important	$\tilde{3}$	(2, 3, 4)
Intermediate	$\tilde{4}$	(3, 4, 5)
Strongly more important	$\tilde{5}$	(4, 5, 6)
Intermediate	$\tilde{6}$	(5, 6, 7)
Very strongly more important	$\tilde{7}$	(6, 7, 8)
Intermediate	$\tilde{8}$	(7. 8, 9)
Absolutely more important	$\tilde{9}$	(9, 9, 9)

$$\tilde{R}^k = [\tilde{r}_{ij}]^k \tag{2}$$

where $\tilde{R}^k$ is the fuzzy positive reciprocal matrix for decision maker k, $\tilde{r}_{ij} = (l_{ij}, m_{ij}, n_{ij})$. $\tilde{r}_{ij}$ is the relative difference in the importance between decision elements i and j. $r_{11} = (1, 1, 1)$, $\forall i = j$, $\tilde{r}_{ij} = 1/\tilde{r}_{ij}$, $\forall i, j = 1, 2, ..., n$.

3. Consistency test: According to the analysis of Csutora and Buckley [11], let $\tilde{R} = [\tilde{r}_{ij}]$ be a fuzzy positive reciprocal matrix with triangular fuzzy number $\tilde{r}_{ij} = (\alpha_{ij}, \beta_{ij}, \gamma_{ij})$ and form $R = [\beta_{ij}]$. If R is consistent, then $\tilde{R}$ is consistent. The consistency index (C.I.) is formulated as

$$C.I. = \frac{\lambda_{\max} - n}{n - 1} \tag{3}$$

where λ_{max} is the maximum eigenvalue and the dimension of matrix.

Accordingly, the consistency ration (*C.R.*) can be computed as

$$C.R. = \frac{C.I.}{R.I.} \qquad (4)$$

for each size of matrix n, random matrices were generated; their mean *C.I.* value, called the random index (*R.I.*), is shown in Table III. If the calculated *C.R.* of a pairwise comparison matrix is less than 0.1, the consistency of the pairwise judgment can be thought of as being acceptable. If the consistency test is not passed, the original values in the pairwise comparison matrix must be revised by the decision maker.

TABLE 2: Random index (*R.I.*)

N	3	4	5	6	7	8	9	10	11
R.I.	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49	1.51

4. Calculating fuzzy weights: This procedure is as follows:

   (a) Based on the α-cut method, set α= 1 to obtain the positive matrix of decision maker k, $\tilde{R}_m^k = [\tilde{r}_{ij}]_m^k$.

   (b) Next, set α= 0 to obtain the lower bound and upper bound positive matrices of decision maker k, $\tilde{R}_l^k = [\tilde{r}_{ij}]_l^k$ and $\tilde{R}_u^k = [\tilde{r}_{ij}]_u^k$.

   (c) Following the weight calculation procedure proposed in AHP, use to calculate weight vertices $W_m^k = (w_i)_m^k$, $W_l^k = (w_i)_l^k$ and $W_u^k = (w_i)_u^k$.

   (d) By [11], two constants, the smallest possible S_l^k and largest possible S_u^k, are used to minimize the fuzziness of the weight. S_l^k and S_u^k can be expressed as follows:

$$S_l^k = \min\left\{ \frac{w_{im}^k}{w_{il}^k} \;\middle|\; 1 \leq i \leq n \right\}, \qquad (5)$$

$$S_u^k = \max\left\{ \frac{w_{im}^k}{w_{iu}^k} \;\middle|\; 1 \leq i \leq n \right\}, \qquad (6)$$

The lower bound and upper bound of the weight are defined as

$$w_{il}^{*k} = S_l^k w_{il}^k, \quad i = 1, 2, ..., n \qquad (7)$$

$$w_{iu}^{*k} = S_u^k w_{iu}^k, \quad i = 1, 2, ..., n \qquad (8)$$

Thus, the lower and upper weight vectors are $(w_i^*)_l^k$ and $(w_i^*)_n^k$, i = 1, 2,..., n.

(e) By combining the lower, the middle, and the upper bound weight vectors, the fuzzy weight matrix for decision maker k can be obtained, and is defined as

$$\bar{W}_u^k = (w_{il}^{*k}, w_{im}^{*k}, w_{iu}^{*k}), \quad i = 1, 2, ..., n \tag{9}$$

5. Combine the opinions of decision makers: This procedure is used to combine the fuzzy weights of decision makers, that is

$$\tilde{\bar{W}}_i = \frac{1}{k}(\tilde{W}_i^1 \oplus \tilde{W}_i^2 \oplus \cdots \oplus \tilde{W}_i^k) \tag{10}$$

where $\tilde{\bar{W}}_i$ is the combined fuzzy weight of decision element *i* for K decision makers, $\tilde{W}_i^k$ is the fuzzy weight of decision element i for K decision makers, and K is the number of decision makers.

6. Undertaking defuzzication and obtaining the final ranking [12]: Applying the distance measurement method to undertake defuzzification, the defuzzification value of fuzzy weights $R_{\tilde{w}_i}$ is calculated using the reference [12]. The ranking order of the decision elements is determined by $R_{\tilde{w}_i}$, which can be expressed as follows:

$$R_{\tilde{w}_i} = \frac{d^-(\tilde{\bar{W}}_i, 0)}{d^-(\tilde{\bar{W}}_i, 0) + d^+(\tilde{\bar{W}}_i, 0)}, \quad i = 1, 2, \cdots, n; \quad 0 \le R_{\tilde{w}_i} \le 1 \tag{11}$$

where $d^-(\tilde{\bar{W}}_i, 0)$ and $d^+(\tilde{\bar{W}}_i, 0)$ are the distance measurement between two fuzzy numbers.

The weight ω_i for decision element *i* is the normalization of $R_{\tilde{w}_i}$, which can be expressed as:

$$\omega_i = \frac{R_{\tilde{w}_i}}{\sum_{i=1}^n R_{\tilde{w}_i}}, \quad i = 1, 2, \cdots, n \tag{12}$$

3.2. Research participants data analysis

According to the expert investigation, 80 questionnaires were distributed and invalid questionnaires were excluded. As a result, 30 valid questionnaires were able to analysis. The demographic information of the participants was presented in Table IV.

TABLE 3: Random index (*R.I.*)

Category	Information
Age	20-25: 6; 26-30: 8; 31-35:7; 36-40: 2; 41-45: 3; 46-50: 3; >50: 1
Education	Senior high school, college: 19; University:10; Bi-degrees:1; Master: 0; Ph. D.:0
Marital status	Married: 20; Single:10
Family	With children: 17; without children: 13; Need to support parents: 22; No need to support parents: 8
Experience	With entrepreneurial experience:10; Without entrepreneurial experience: 20
Years of entrepreneurship	0-3: 4; 3-5: 1; 5-7: 2; 7-9: 1; >10: 2
Years of management	<1: 6; 1-3: 3; 3-5: 4; 5-7: 3; 7-9: 1; >10: 3

3.3. The framework of influence factors for female entrepreneurship

The major factors analyzed in the present study are classified into three levels: the first level is goal, the second level is aspect, and the third level is objective, in which showing as Fig. 1.

4. Result of this Research

Based on experts investigation, the collected data were analyzed and reached internal consistency. Geometric mean was adopted to get the matrix of average preference. Through Super Decisions software, the relative weights of all aspects and objectives are presented as follows:

4.1. The weight of the four aspects

The weight of each aspect using the geometric mean is shown in Table V.

TABLE 4: Results of the four aspects.

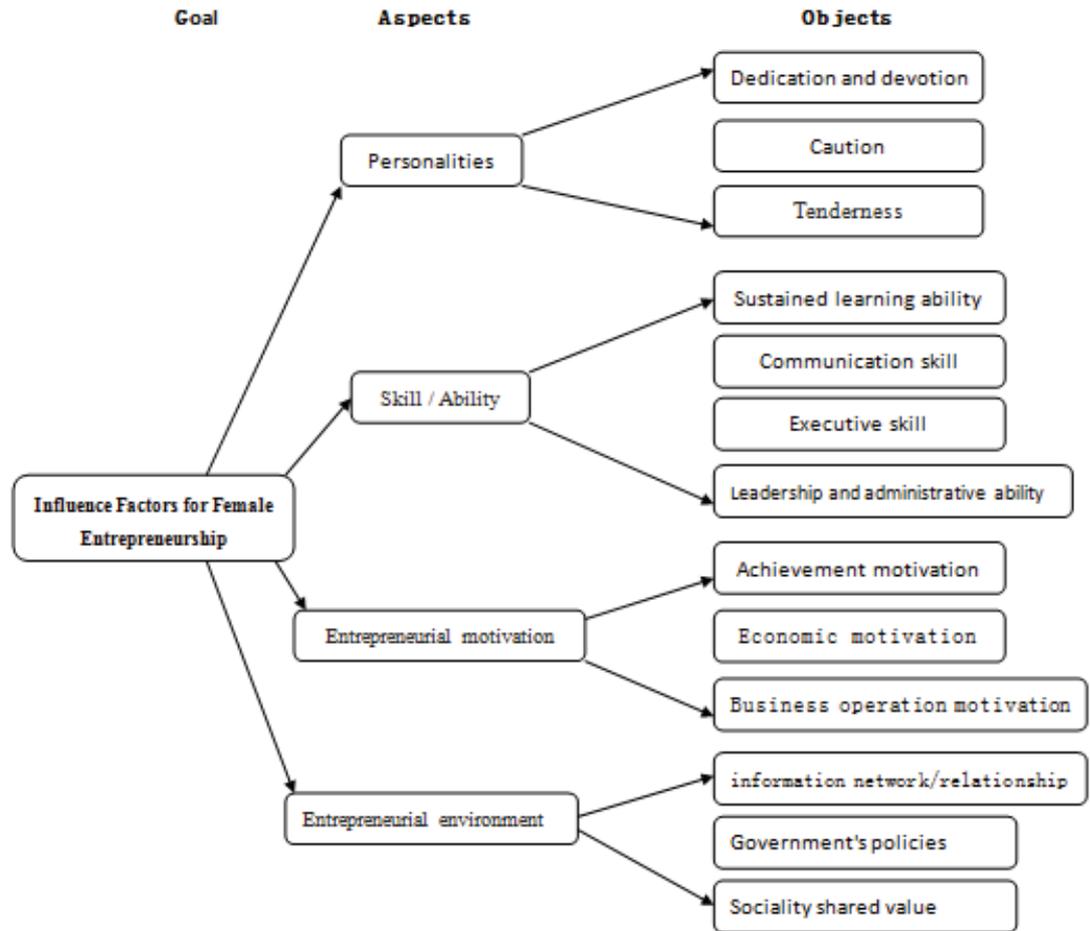| Aspects	Weight	Rank	C.I.	C.R.
A. Skill or Ability	0.174	3	0.08445	0.09383
B. Personality	0.458	1		
C. Entrepreneurial environment	0.251	2		
D. Entrepreneurial motivation	0.117	4		

Figure 1: The framework of influence factors for female entrepreneurship.

According to Table V, the relative importance of the four aspects is listed as follows: personality ranks the top, entrepreneurial environment the second, skill or ability the third, and entrepreneurial motivation the last. The survey shows that in the process of entrepreneurship, personality is considered to be the most important factor affecting entrepreneurship with a weight of 45.8%, almost half of the overall weight. It indicates that personality, to a large extent, affects the success of entrepreneurship. If women make good use of their dedication, cordiality, and tenderness, they will be more successful in the workplace. An entrepreneurial environment ranked the second, indicating that in addition to personality, a desirable environment also plays an important role in facilitating the success of entrepreneurship.

That entrepreneurial motivation ranking the fourth place does not mean it is unimportant, but means it plays a minor role, weak to explain the entire process of entrepreneurship. Entrepreneurial motivation is an incentive, but might change, disappear, or be substituted by other factors. Not motivation but superior ability is important

to facilitate the success of women entrepreneurship. Among all factors, personality is the most important factor in the process of entrepreneurship.

4.2. The weight of overall objects

The weight of the objectives can be divided into partial weight and overall weight. These are showing as follows:

Table VI. Results of each criteria

Aspect	Objects	Local weight	Local ranking	Overall weight	Overall ranking
A. Personality	A1 innovative awareness	0.250	2	0.0179	8
(0.072 ; 3)	A2 adventurous spirit	0.085	3	0.0061	10
	A3 Resilience	0.665	1	0.0476	5
B. Ability	B1 executive ability	0.037	3	0.0275	7
(0.751; 1)	B2 interpersonal ability	0.217	2	0.1631	2
	B3 collaboration ability	0.746	1	0.5606	1
C. Implicit family factor	C1 family control	0.021	3	0.0010	12
(0.047; 4)	C2 vfamily intimacy	0.826	1	0.0390	6
	C3 family knowledge	0.140	2	0.0066	9
	C4 family entertainment	0.013	4	0.0006	13
D. Explicit family factor	D1 mastery of social resources	0.381	2	0.0495	4
(0.130; 2)	D2 patents' ability	0.045	3	0.0058	11
	D3 parenting style	0.575	1	0.0747	3

Note: *CI.* < 0.1, CR < 0.1 consistent to internal consistency

4.2.1. The partial weight analysis of all objectves

According to the results in TABLE VI, among the four subcategories in An aspect of skill or ability, sustainable learning ability ranks the most important, followed by communication skill, executive skill ranks the third, and leadership and administrative ability ranks the last. That sustainable learning ability may not be equal to academic qualifications. Some people's learning ability is shown in actual performance in workplace, rather than good scores in exams while in school. Women's cordiality, tenderness, and dedication empower them with better communication skills compared with men. The survey shows that women are more careful and detail-oriented in carrying out plans. Women desire their performance in workplace can change the public's ideas and receive fair treatment in the entrepreneurship. Leadership and administrative ability ranks the last, which seems to be consistent with the social value. It is generally

believed that women are not good at leadership. However, inconsistent with traditional view, women are tender and communicative, but may not explicitly express their leadership ability.

Secondly, the relative weight of the three subcategories in B aspect – personality is as follows: cordiality ranks the first, caution ranks the second, and dedication ranks the third. Women's tenderness is advantageous in negotiation and business operation. Women's patience and meticulousness enable them to be good at dealing with problems in entrepreneurship and business operation. Through their own effort, they will benefit themselves and the business as well. If women want to be successful entrepreneurs, they can make good use of their qualities to create a win-win situation for the enterprise and themselves.

For women, it is uneasy to keep a balance between family and career, once women engaged in entrepreneurial activities. The reason why women regard sociality share values as the most important factor for the success of entrepreneurship is that they do not want to become heterogeneous in society, and unfavorable values will hinder their entrepreneurship. Therefore, in order not to be discriminated or receive unfair treatment, women will be more self-reliant with an attempt to win approval and recognition from the society. Once the sociality share value is changed, the density of information networks and relationship will be changed as well. In terms of entrepreneurial motivation, women want to have outstanding performance in workplace in order to demonstrate they are not inferior to men. Women's outstanding performance in enterprises will gradually change the public's stereotype.

On TABLE VI, the findings of this study show that economic needs of women is ranked last with a weight of 17.5%, lower than the pursuit of achievement. The discrepancy between the present study and previous study is probably because of following reasons. First of all, it is because the government financially supports the women with grants to help them engage in entrepreneurial activities. Secondly, women are capable to gather money through hardworking in workplace or accessing loan from banks, have sufficient capital to initiate entrepreneurial activities. Therefore, economic needs plays a minor role in the process of entrepreneurship. Nowadays, women are mostly self-reliant. Once they set up the goal, they will strive to be outstanding in workplace in order to win approval and recognition. Creating wealth is but a by-product in the process of entrepreneurship, winning approval and recognition is more important than gaining wealth.

4.2.2. The overall weight analysis of objecttives

The results indicate that women concern more about their skill or ability. Through the enhancement of skill or ability, they will win more approval and recognition from the public. They think that keeping learning can help them adapt to ever-changing market and acquire more expertise. Executive skill also help women turn theory into practice in entrepreneurship. Communication skill can create a harmonious relationship between customers and employees, since their needs are taken care of. Same as leadership and administrative ability, will be critical to create a harmonious relationship among the members in the team in the workplace.

Sociality share values, the pursuit of achievement, along with women's cordiality, meticulousness and government's support explain the critical factors that influence women' success in entrepreneurship. The impact of traditional values on women's entrepreneurship is very far-reaching and hard to change in a short time. Fighting against traditional value will lead women to proactively achievement motivation in workplace with an attempt to win approval and recognition. The government policy supporting female entrepreneurship represents government's positive attitudes towards female entrepreneurs by providing opportunities and favorable treatments to help them to engage in entrepreneurial activities. Unexpectedly, women do not pay too much attention to develop information network and relationship when starting a business. It is assumed that women are not good at accessing information resources and developing interpersonal relationship, which prompts them rely less on building up their own relationships when pursuing success in entrepreneurship. According to the principle of drawing on advantages and avoiding disadvantages, women would rather take advantage of their own strength than utilize their relationship to be successful in enterprises. Being outstanding in workplace is aimed to win respect and approval. Once gender discrimination is eliminated, women will not be treated as fragile figures. Instead, more support will be gathered to support female entrepreneurship, the network of interpersonal relationship will be established accordingly.

Business interests and economic needs impact least on women. Women engaging in entrepreneurship are no longer to earn a meager life. What they are seeking is a sense of achievement, rather than economic interests. Most female entrepreneurs have a large sum of money available for them to start their own business, so their need for financial support at the initial stage of entrepreneurship is not considered to be decisive. Under the support of government's policy, women will start a business through their own efforts to change the value of the society, so as to gain respect.

5. Conclusions and Suggestions

5.1. Providing self-growth opportunity

The authorities should provide women with opportunities to encourage self-growth through training courses and interpersonal communication. Since the promotion of personal skill or ability is much important for women in the process of entrepreneurship, the government and relevant authorities concerned should pay attention to the growth of women by providing them with training courses or interpersonal communication opportunity to promote their expertise.

5.2. Creating equalized entrepreneurship environment

The government should create an environment beneficial for women entrepreneurship. Women's capability is not inferior to men's anymore. The government should support women in entrepreneurship with favorable funds, policies, conditions, and resources to make up their weakness. The government should change the traditional value by advocating that women are not men's accessories but deserve to win equal treatment as men do without gender discrimination.

5.3. Well developing women's characteristics

It is believe that women's advantageous characteristics are helpful while entrepreneurship. Women should be able to make good use of their personal characteristics such as sensitivity, meticulousness and consideration. So as to maintain high-quality communication with customers and employees, it would grasp the market veins and customer needs while enhancing their own innovative abilities, facing challenges and improving the quality of services and products. In terms of consolidating information network and relationship, some social clubs or communities platform are suggested to be set up. Thus, women can enhance their own business level, while also having more opportunities to cooperate and exchange with peers.

Acknowledgements

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