

Challenges of Women Entrepreneurs: Interview Findings on Cultural Differences of Three Women Business Owners in New York, Dubai and Athens

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Abstract : The aim of the study is to present the challenges faced by women SME owners in developing resilient businesses. Qualitative research methods will be used through semi-structured interviews to present the cases of women entrepreneurs in Athens, Dubai, and New York. The conclusions and findings of the study will focus on the challenges faced by women entrepreneurs which can be attributed to cultural and contextual differences. Moreover, the study intends to identify these differences and the causes to which they can be potentially attributed so that these cases will serve as the ground of lessons to learn in order to highlight enablers of women entrepreneurship. Finally, the study will provide valuable insight to cultural perspectives and their impact on the development of female entrepreneurship.

Keywords : women, entrepreneurs, culture, SMEs

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