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RESEARCH ARTICLE

INVESTING IN WOMEN TO REDUCE POVERTY AND GROW THE ECONOMY IN THE TIMES OF CRISIS: THE SPECIFIC CASE OF WOMEN ENTREPRENEURSHIP IN BRAZIL AND TURKEY

N. Zeynep Ökten and Assunta Cecere

Okan University Business Administration Faculty International Trade Department, Istanbul, Turkey

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INTRODUCTION

Studying about the effect of economic crises on ethical cultural and anthropological transformation has a high importance to prevent the unfavourable social consequences of the financial economic crises. The institutional structures and economic theorems changes with the effect of deep economic crises so that new solutions and new theorems comes to stage. 21st century economic crises showed us that skilled labour requirement is the critical subject on the recovering the crises. Skilled labour has no gender apartheid and the role of women in the economic dimension acting like an employer or employee give acceleration to economic growth and development. First of it must be remembered that, from a certain profound sense, the economy is woman: not only because in the classical representation it is always represented with female images, but mainly because the *oikos nomos* is the government of the house, and those in traditional societies responsible for managing the house were women. With modernity and with the birth of political economy, the economy is separate from the house, becoming matter of only men. If today the economy back to being in relationship with the *oikos* (intended also and above all as environment, such as sustainable development), it should meet again with woman, but in a whole new way than traditional unequal companies, as claimed by J. Stuart Mill (The Subjection of Women, 1869). The role of woman is important in the transition from a sad economy and a crisis in an economic and happy renaissance, since it is shared.

*Corresponding author: N. Zeynep Ökten

Okan University Business Administration Faculty
International Trade Department, Istanbul, Turkey

ABSTRACT

This paper gives a general profile of women entrepreneurs and their businesses in Brazil and Turkey. Brazil, a member of the BRICS and the driving force for the Latin American countries, now tackles political and also economic problems; Turkey on the other hand is a country with a strongly growing economy, a bridge between Europe and Asia, but faces cultural and political problems everyday. Women entrepreneurs make a difference, because they constitute a key component of the economy of countries and a key support economic growth of middle-high income. In particular, women appears to be the solution for the exiting economic crisis, which is now global. This document explains the progress and current status of the issue in both countries. The research aims to understand the common and distinctive points between two countries and what the condition of women in the entrance of the Keywords: Entrepreneurship, Economic Growth, Comparative Studies of Countries

In recent decades women entrepreneurs are a growing phenomenon throughout the occidental countries and not, especially in front of small and medium enterprises. Being a woman and opting for a professional life driving activity business, often involves a very heavy personal burden; despite all, today, an increasing number of women experience and manage to achieve their ambitions. This happens in spite of a complex bureaucracy, an increasingly reported problem with credit, as well as prejudices and prevailing skepticism. In light of numerous studies on the front of "gender", widely used in the international scientific context, the aim of the work is to examine the path made by women in the world of self-employment in Turkey and Brazil, considering three different aspects of this issue: general appearance of the woman entrepreneur; specific aspect of the woman entrepreneur in Turkey and Brazil and finally a statistical / detailed aspect of the Turkish and Brazilian woman entrepreneur, by administering a questionnaire, to understand the reality of women's effective business community in both countries.

Comparison of two countries: Brazil and Turkey

World Bank and Goldman Sachs forecasting about the emerging markets and growth trends in the medium term shows that (graph 1) the global economic situation in perspective will change significantly compared to the performance today. (World Bank).

As it can be seen from the figure, the importance, in terms of GDP, from different countries, will change much in 2050 compared to 2012.

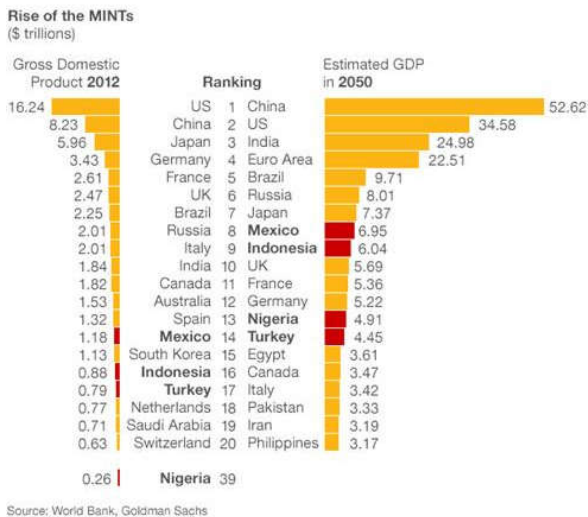


Fig 1 source: World Bank, Goldman Sachs

Graph I. The top twenty countries GDP growth, 2050 vs. 2012

It that the world's largest economy will be represented by China, followed by the US, India, Brazil and Russia. Among the new countries that will occupy one of the top fifteen positions are Mexico, Indonesia, Nigeria and Turkey, which in 2012 lower positions or like Nigeria were not even among the top twenty in the world economies. The five countries, Brazil, China, India, Russia and South Africa, are in fact grown a lot in the first decade of the twenty-first century, albeit with different characteristics have greatly increased its economic and political weight on the international stage. In recent years however, the Brics are facing a series of problems that have brought the debate to focus on new emerging countries with higher growth prospects that we could define as the new Brics. Turkey, however, is identified in the MINT, a term that describes, as the four countries are identified as new Brics, ie the most promising countries among the emerging economies. The MINT are Mexico, Indonesia, Nigeria and Turkey, four very different countries with each other, in three cases, manufacturers of raw materials, while in the case of Turkey stretch of country which in recent years has greatly increased its industrial power and is in a phase characterized by strong infrastructure investments in anticipation of the centenary of the Republic in 2023. The interest to compare these two countries, stems from the fact that mainly are part and will be part of the global economy, as new players.



Turkey		Brazil	
GDP per capita (current US\$)		GDP per capita (current US\$)	
10,515.0		11,384.4	
Population 75.93million		Population 206.1 million	
GDP \$798.4 billion		GDP \$2.346 trillion	
GDP growth 2.9%		GDP growth 0.1%	
Inflation 8.9%		Inflation 6.3%	

Fig,2 Source: Worldbank, 2014

Brazil and Turkey, among the fragile periphery countries, are two that seem more likely to be compared with each other;

they are two countries that have similarity and parallelism in their experiences. "The reason for this comparison lies in successive economic crises, Turkey and Brazil being the most indebted countries to the International Monetary Fund for some time and strong governments, which came into power consecutively in both countries. However, the question whether other macro-economic and financial indicators of these two countries followed the so-called "twin brother" phenomena yet remained unanswered"¹. So much so that, recently, efforts are being made to predict the trends in Turkey by monitoring what is going on in Brazil. For instance, the foreign exchange rate. There is a huge similarity when the Brazilian real and the Turkish Lira are compared at the IMF database as of September 2010. In 2015, the rating agency Standard and Poor's² downgraded the Brazilian government bonds. The country has passed so as to be ranked BBB-, the last step indicating "adequate repayment ability, but could worsen" to BB + first step of the non-investment inhabited by the predominantly speculative. The downgrading of Brazil represents a major blow to its economy and the political class already put into question in recent months since the recession clouds are on the country. Some suggest that Turkey (who's long-term foreign currency sovereign credit rating is also rated BB+) could be next in line, after Brazil, partly due to the country's political difficulties and partly due to its heavy reliance on external financing.

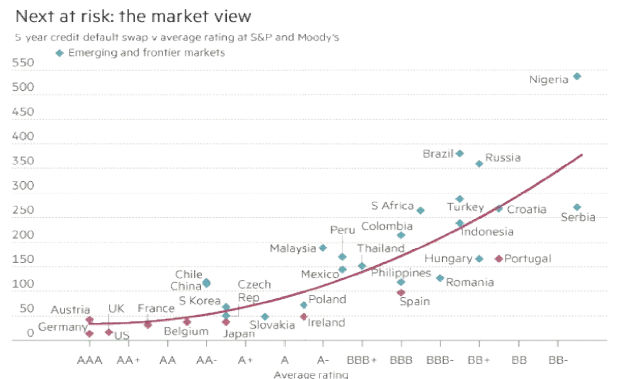


Fig.3 Source: Financial Times

Brazil is the eighth largest economy in the world and the largest in Latin America. In recent years, the country has been one of the fastest-growing economies in the world primarily due to its export potential. The country's trade is driven by its extensive natural resources and diverse agricultural and manufacturing production. Also, rising domestic demand, increasingly skilled workforce along with scientific and technological development, have attracted foreign direct investment. However, bureaucracy, corruption and weak infrastructure remain the biggest obstacles to economic development. Turkey is classified as an emerging market economy. The country is one of the world's biggest producers of agricultural products; textiles; motor vehicles, ships and

¹Emre YALÇIN, BREZİLYA VE TÜRKİYE EKONOMİLERİNİN BENZERLİĞİ: GERÇEK Mİ YANILSAMA MI? Türkiye Cumhuriyet Merkez Bankası İletişim ve Dış İlişkiler Genel Müdürlüğü Ankara, Mart 2008, pp.13
² "Standard & Poor's (S&P) is the world's leading index provider and the foremost source of independent credit ratings. Standard & Poor's has been providing financial market intelligence to decision-makers for more than 150 years. In addition to Standard & Poor's Ratings Services and S&P Indices, the company has a third division, S&P Capital IQ, which provides data, research and analytics to institutional investors and investment advisors. Standard & Poor's was acquired by The McGraw-Hill Companies in 1966". <http://www.investopedia.com/terms/s/sp.asp>

other transportation equipment; construction materials; consumer electronics and home appliances.

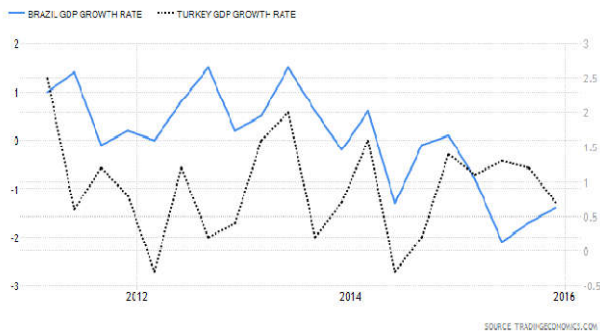


Fig.4 Source:Tradingeconomics.com

Right now, the two economies are having a fairly weak growth than in the past in which they were stronger. In the scheme we can see, such as Brazil, now in deep recession grows at -1. % and Turkey rather than 0.7%

Profile of woman entrepreneur

For some time, there have been many studies on the subject of entrepreneurship. Ifby McClelland (1961), the entrepreneur is described as a person with a strong need to build, according to Dolabela (2008) on the other hand, the entrepreneur is the one who dreams and seeks to realize the dream into reality. Filion (1999) presents some characteristics attributed to entrepreneurs: innovation, need for achievement, leadership, self-awareness, moderate risk, self-confidence, independence, involvement in long-term, creativity, tolerance to ambiguity and uncertainty, energy, initiative, tenacity, learning ability, originality, skill in the use of resources, optimism, sensitivity to others, results orientation, aggressiveness, flexibility, tendency to rely on people, situations and ability to conduct money as a performance measure. According to the GEM (Global Entrepreneurship Monitor), the most important organ that monitors the entrepreneurial activity in the world, entrepreneurship (GEM, 2008, p.134) can be summarized as: “any attempt to create a new business or new venture, for example, an autonomous activity, a new business or the expansion of an existing enterprise by an individual, groups of individuals or companies established”. In recent decades, women entrepreneurs are a growing phenomenon across the country, especially in front of small and medium enterprises. Global Entrepreneurship Monitor, said, (2013): “Women’s entrepreneurship has hit a media tipping point. The question is: Is it just a passing media fad that will soon be a blip on the radar screen, or is it actually a real, fundamental economic force that’s reshaping the world? Women-owned entities in the formal sector represent approximately 37% of enterprises globally — a market worthy of attention by businesses and policy makers alike.”³ (see the Tab. down) *“Women’s entrepreneurship in the World”*

The growing presence of women in the labor market is surely one of the most notorious new phenomena in the societies of the last century. Always, woman fought to get a space in the world of work compared to men; in the French Revolution we have started talking about equal rights until the Industrial Revolution, where women were a new working force in the factories. With the entry of women into the world of men,

traditional patterns of masculinity and femininity were modified, but these patterns are still heavily influencing differentiation selecting occupations for women.

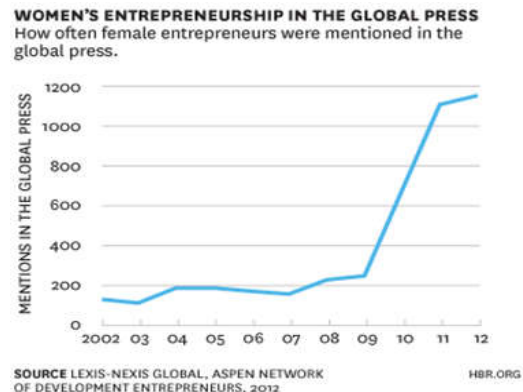


Fig.5 Source: Lexis-Nexis Global, Asp. Netw. Of Development Entrepreneurs, 2012



Fig.6 Source: IFC-Banking on Women, 2013

The occupations to which women had access were and still are an extension of the tasks within the home meets. The United Nations General Assembly, by resolution adopted on December 18, 1972, declared 1975 "International Year of the Woman", proposing the following objectives:

- 1) To promote equality between men and women.
- 2) Ensure full integration of women in development emphasizing their responsibility in the economic, social, cultural development both nationally and regional and international levels.
- 3) Recognize the importance of the growing contribution of women in development good cooperative relations between the states and the strengthening of world peace⁴.

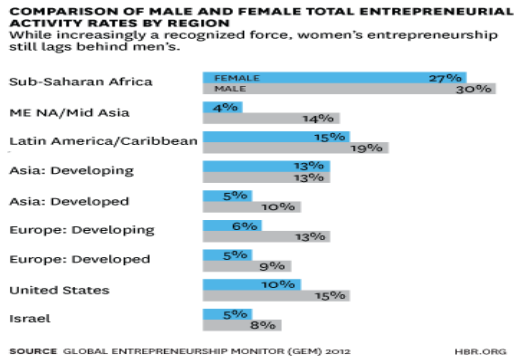
However, all efforts at international level and the growing interest of governments to remove barriers that limit the life of women, there are still situations that differentiate the two sexes. Nowadays, as we also see in table n. 3, the woman continues to struggle to enter the world of work, especially the woman entrepreneur, statistically, still behind the man.

Why women choose the way of self-employment or business creation? The decision for any person to work independently is dictated by several factors: by personal motivations to socio-economic conditions. In fact, the company is the result of a decision in which the factors related to the context and

³<https://hbr.org/2013/09/global-rise-of-female-entrepreneurs>

⁴Paredes H.Q: Izaguirre, P. y Vargas D., Participación de la mujer en la América Latina, pág. 15

the external environment are integrated with personal history, individual skills, social motivations, the cultural baggage. In the world, gradually it is going accepting the idea that incorporate women in business and in management positions results in more creative and complementary equipment. It is considered that the sight of them helps companies to go further, and make them participants in the labor market generates that companies are better managed and more successful, resulting in "gender dividend".



Tab. n.7 Comparison of male and female totale entrepreneurial activity rates by region

Fig.7. Source: Global Entrepreneurship Monitor (GEM) 2012

According to many, the success of the enterprise woman depends on a lot, by his sensitivity, her adaptability, ease of working in groups, by the spirit of cooperation, and by being more understanding and conciliatory than the man (Betiol, 1998; Gebran e Nassif, 2010). This style leads women to seek the best combination in carrying out their activities, resulting in the satisfaction of all involved. The reasons that lead women to pursue an entrepreneurial route are therefore manifold: sometimes the choice is induced by changes in living conditions, sometimes responds to a subjective urge for experimentation and recognition of their creativity. The reasons, usually marked by the search for greater autonomy and desire to enhance their professionalism, are often associated with a change in living conditions, an opportunity offered by others, the loss of work place.

Over the last two decades, the global female labor force participation rate has remained fairly stable, declining slightly for the total female working-age population (15+) from 52.2% in 1992 to 51.4% in 2012 (based on ILO estimates, <http://www.ilo.org/kilm>). "Though 370.5 million women have joined the labor market in the past 20 years, women still account for just 39.8% of the global labor force. Moreover, the gap in participation rates of men and women has narrowed only slightly, from 27.8 percentage points in 1992 to 26.0 percentage points in 2012 (15+).

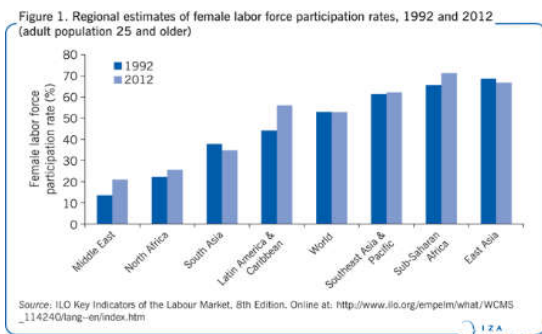


Fig 8 Source: ILO

However, as education enrollment rates have risen, participation rates have fallen among school-age youth (a positive trend). Looking at just the 25 and older age group and abstracting from the effect of rising enrollment in education reveals a rise in the global female labor force participation rate, from 53.1% in 1992 to 54.2% in 2012. At the same time, the gender gap for the adult working-age population 25 and older has fallen from 32.5 percentage points in 1992 to 29.5 percentage points in 2012".5

Turkey has experienced a reduction in female participation rates falling from 36.1% in 1989 to 23.3% in 2005. This downward trend is explained by increased urbanization and structural transformation: as families moved from rural areas to urban areas, husbands move out of agriculture, resulting in a withdrawal of women from the labor force (reflecting greater participation of women in household chores). Since 2005, however, a period of improved macroeconomic conditions, the Turkish women have joined the workforce. Participation rates rose to 29.5% in 2012. (ILO data)

In Latin America and the Caribbean, the female employment rate has increased significantly over the last two decades and is estimated at 54.2% in 2012, higher than the world average. Female activity rates in Brazil increased from 54.1% in 2001 to 57.9% in 2009. In Brazil, the increased participation of women was driven by both pull and push factors, reflecting in part the liberalization sectoral trade and accompanying transitions.

The Gender-GEDI6 is focused on the ways in which governments, institutions and corporations can support the effort of improving conditions for high-potential female entrepreneurship worldwide, and the 2014 results indicate that, across all nations, there is still much to be done, but by increasing access to education, technology, capital and networks, significant progress can be made. "The 2014 Gender-GEDI demonstrates that top-performing countries are not necessarily the ones with the highest GDP levels; rather they are those who have committed to improving the conditions for female entrepreneurship on several fronts simultaneously, and even those with the highest scores still have room for improvement. While these countries tend to have good business-enabling environments overall, they could benefit from supporting programs designed to activate and accelerate the growth of high-potential female entrepreneurs."7 Interestingly, Brazil and Turkey, are in the same position, separate from Russia, both, in fact they are near the end of the central zone.

⁵<http://wol.iza.org/articles/female-labor-force-participation-in-developing-countries/long>

⁶ "The Gender-GEDI is the world's only diagnostic tool that comprehensively measures high potential female entrepreneurship by analyzing entrepreneurial ecosystems, business environments and individual aspirations across 30 developed and developing economies spanning multiple regions, providing a systematic approach that allows cross-country comparison, benchmarking, and identifies data gaps. The goal of the research is not to provide a headcount of female entrepreneurs worldwide, rather it is future-oriented and designed to be a tool to guide leaders, policymakers and law-makers in identifying country-wide strengths and weaknesses and developing strategies to create more favorable conditions in their countries to enable businesses founded by women to thrive." <http://www.businesswire.com/news/home/20140602005847/en/Dell-2014-Gender-GEDI-Research-Shows-Support-Needed>

⁷<http://www.businesswire.com/news/home/20140602005847/en/Dell-2014-Gender-GEDI-Research-Shows-Support-Needed>

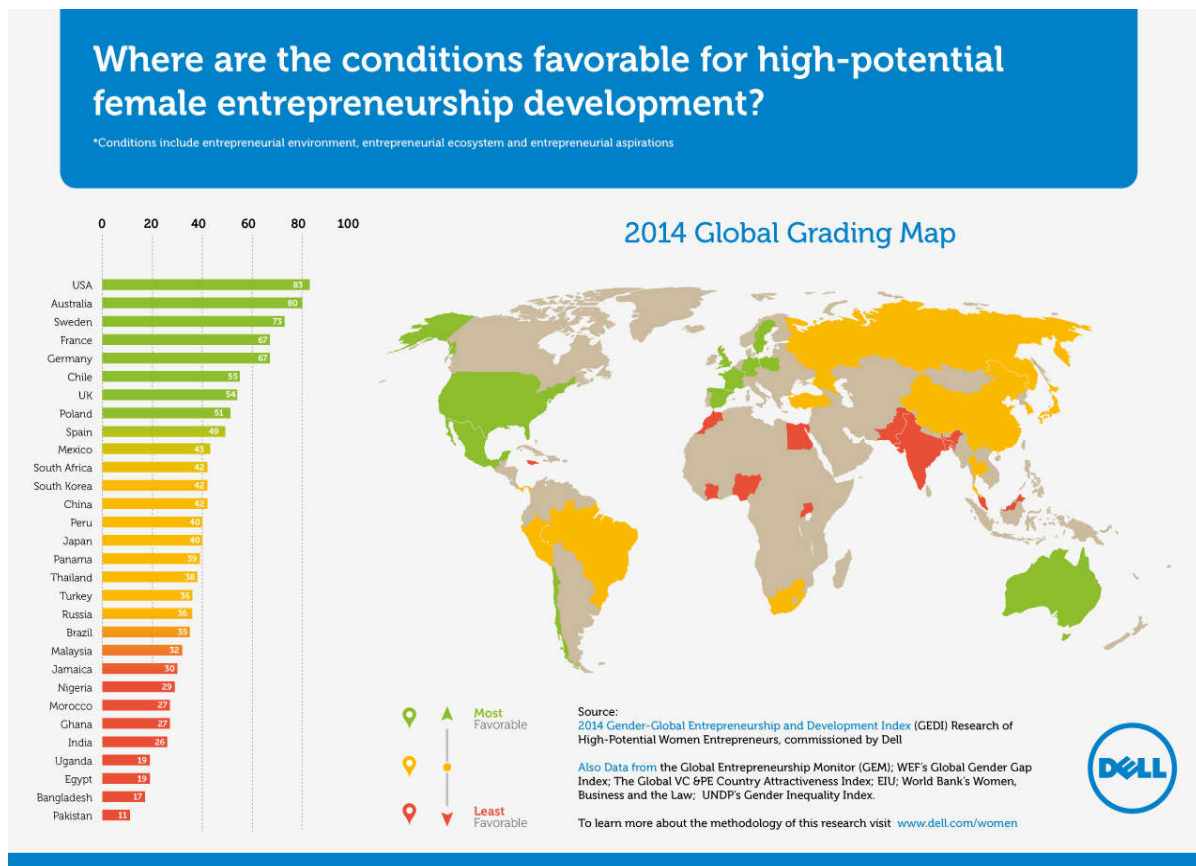


Fig. 9 Source: Gender- Global Entrepreneurship and Development Index, 2014

Profile of woman entrepreneur in Latin America, especially in Brazil

Chile, Peru and Colombia today offer the best business environments for women seeking to undertake in Latin America and the Caribbean, as revealed an index released by the Multilateral Investment Fund (MIF), a member of the Group Inter-American Development Bank (IDB) and developed by the Economist Intelligence Unit⁸. The Women's Entrepreneurial Venture Scope (WEVentureScope)⁹ analyzes and evaluates the conditions of 20 countries in the five areas that most affect entrepreneurship of women who seek to create and prosper micro, small and medium enterprises (MSME):

- the risks of running a business, covering macroeconomic risks, security and corruption;
- the business environment, which includes costs and regulatory requirements related to business creation;
- access to financing, including the availability and use of formal financial products by women;
- the capacity and competence, which focuses on academic achievement of women and the availability of training resources in the set of skills needed for business;
- social services, which includes the availability of support programs for families, including childcare.

In the measurement (see table n.10), Chile obtained the highest score in the region in general, thanks to its low macroeconomic risk, their supplier diversity initiatives and

20 Ranking of Latin American and Caribbean countries by their **business climate for woman-owned firms**

Country	Score
Chile	64.8
Peru	62.4
Colombia	61.8
Mexico	60.2
Uruguay	60.0
Costa Rica	56.8
Argentina	54.6
Trinidad and Tobago	53.9
Panama	53.6
Brazil	53.3
Dominican Rep.	52.3
Ecuador	52.2
Bolivia	47.7
Honduras	47.7
Nicaragua	46.6
Guatemala	45.6
El Salvador	45.5
Venezuela	45.5
Paraguay	44.3
Jamaica	42.2

www.weventurescope.com

Tab. 10 Where is the best place for women entrepreneurs in Latin America and the Caribbean?
 Fig.10 Source: <http://www.humanosphere.org/basics/2013/08/where-is-the-best-place-for-women-entrepreneurs-in-latin-america-and-the-caribbean/>

⁸<http://www.weventurescope.com/en/Home/Criteria>
⁹www.weventurescope.com

social services offered. Peru, which has strong business networks and technical support programs for SMEs, ranked second. Colombia reached the third place for its well-developed training programs for SMEs and widespread access to university level education for women¹⁰. “The general Manager, Nancy Lee said: “Latin American women are among the most entrepreneurial on the globe, but are still greatly underrepresented as owners of SMEs (...) we at the MIF and the IDB are committed to supporting women entrepreneurs throughout the region. TheWEVentureScope will help us better understand what the obstacles are and how they can be addressed.”¹¹

Similarly, if we look at Latin America in a World Vision, who continue to assert the same countries, and even Chile appears in the top ten. (see tab.11)

2010).Natividade (2009) notes that the age group that is the highest concentration of entrepreneurs in Brazil is between 25 and 34 years, coinciding with the period in which women in Brazil have a family. Machado (2009) reveals that businesses led by women are prone to be small due to the lifestyle they have in relation to the integration work, family and community, and there are structural, cultural and social barriers that consequently hinder the development of the company.

Women entrepreneurs in Turkey

With high internet and mobile penetration, a booming youth population, and consistent GDP growth over the last decade, Turkey is emerging as a leader in the Eastern European region.

Tab.11 The 2015 Global Women Entrepreneur Leaders Scorecard Results: Focus on Latin America and the Caribbean1

2015 Scorecard Rankings



Rank	Country	Score	Rank	Country	Score	Rank	Country	Score
1	USA	71	10-12	Jamaica	49	23	Nigeria	38
2-3	Canada	69	13	Mexico	46	24-25	Turkey	36
2-3	Australia	69	14	Peru	45	24-25	Uganda	36
4	Sweden	68	15-17	Panama	44	26	Ghana	35
5	UK	65	15-17	China	44	27	Tunisia	29
6	France	62	15-17	S.Korea	44	28	Egypt	24
7	Germany	61	18-19	Brazil	43	29	India	17
8	Poland	56	18-19	Russia	43	30	Pakistan	14
9	Chile	51	20	S.Africa	41	31	Bangladesh	12
10-12	Japan	49	21	Malaysia	40			
10-12	Spain	49	22	Thailand	39			



Fig.11 Source: Dell, Scorecard Rankings, 2015

Brazil has 27 million people involved in their own business. In 2011, the total number of employed in Brazil was 93.5 million. In 2001, there were 76.1 million. In 10 years, the average annual growth was 2.1%. During the decade 2001-2011, women increased their share by 1.5 percentage points, a result of more dynamic growth of female employment, the rate observed was 2.4% pa, reaching 39.4 million occupied in 2011. Brazilian women are historically one of the most entrepreneurial in the world. Among the initial entrepreneurs, 51% are men and 49.6% women, maintaining the balance between genders in the national entrepreneurship. (GEM, 2011). The projects created by women has a higher survival rate. They are smaller businesses and tend to be in the service sector. In 33% of cases, women prefer activities related to retail trade, 20% invest in food, and 12% in the manufacturing industry (GEM, 2010). Women are being recognized and awarded by organizations for their great performance in business. An example is the award created by SEBRAE, "Business Woman" which aims to give greater visibility of the success stories of women entrepreneurs. (SEBRAE,

Turkey is a young country, Republic only since 1923, whose founder wanted to abolish all links with the Ottoman Empire, including the Islamic traditions. A country of contradictions and continuous changes in the balance between secularism and religion. Addressing the issue of women only in religious terms, especially in Turkey, it can be very simplistic. Especially in Istanbul, Ankara, Izmir and western parts of the country, can not fail to hit the presence of women in all areas of work. Just in Turkey were born important women's organizations and feminist, and since Mustafa Kemal Atatürk¹² revolution, the role of women has always been a topic of discussion, debate and analysis. Mustafa Kemal argued that the nation, to ensure rapid progress, had to mobilize all its forces and needed the contribution of women, because every society is made equally by men and women. He said: "Is it possible that, while half of the population is chained, the other half arrives to the heights? Progress is only possible through a joint effort; just so we can successfully

¹⁰ Chile, Peru and Colombia offer best environments for women entrepreneurs in Latin America and the Caribbean.IDB,2013;

<http://idbdocs.iadb.org/wsdocs/getDocument.aspx?DOCNUM=37925781>

¹¹ <http://idbdocs.iadb.org/wsdocs/getDocument.aspx?DOCNUM=37925781>

¹²was a Turkish army officer, revolutionary, and the first President of Turkey. He is credited with being the founder of the Republic of Turkey. His surname, Atatürk (meaning "Father of the Turks"), was granted to him in 1934 and forbidden to any other person by the Turkish parliament.https://en.wikipedia.org/wiki/Mustafa_Kemal_Atat%C3%BCrk

overcome the different stages of development "13. Mustafa Kemal argued that the nation to secure rapid progress needed all its resources, and thus also of the contribution of women, because "no organism can walk easily with one leg." Interesting is to know as early as 1930, Turkish women were voting, while in France it was still in force on the Napoleonic Code, which provided for the obedience of women married to her husband. Istanbul has been the front-garde of female revolution: in 1929, 75% of girls between seven and eleven years attending primary school, the same percentage of males. This very open-minded and these opportunities could not, of course, spread quickly to the entire national reality, remained on paper or otherwise privileged to certain circles, but should not underestimate the historical, social and cultural development of this fact: in front of a Europe where even the women, in many countries, didn't vote and where the protection of their rights was still a distant goal, in Turkey in 1926 the new civil law code gave women equal rights, abolishing polygamy and providing the opportunities of divorce at the request of the women themselves, giving them even equal rights in inheritance. In Turkey today, there is a great ferment of ideas and women's movements. From the birth of the Republic to the present day, many and varied were the associations and particularly many women have become entrepreneurs. Turkey is not a country known for embracing gender equality, according to TurkStat, as of 2012, only 7.5% of entrepreneurs in Turkey are women and in the World Economic Forum's 2014 Global Gender Gap Report, the country ranked near the bottom: 125 out of 142 in terms of economic empowerment. Labour force participation rate, which is an important indicator of the labour force, was 50.8% in Turkey, 30.8% for females and 71.5% for males in 2013 according to the annual results of Household Labour Force Survey in Turkey (Turkstat)¹⁴. According GEM, Turkey's level of entrepreneurial activity has seen a significant general findings in the region indicate common obstacles for both male and female entrepreneurs, numbers for women are distinctly lower, implying other factors at play. Women-led businesses are relatively common in the major cities in Turkey – some 20% of Turkish companies are female-led in Istanbul, for instance. That number drops to just 8% in the rural areas of Turkey, says Yeşim Seviğ, general secretary for KAGIDER¹⁵, a Turkish association of women entrepreneurs. "Turkey's female labor force participation has increased in recent years, but still lags. In 2012, less than 30 percent (29.5 %) of working-age women in Turkey either had jobs or were looking for work, according to the Turkish Statistics Institute's Women in Statistics study. This represents the lowest figure across all OECD countries (Mexico, by comparison, is at 43 percent). Meanwhile, female literacy is above 92 percent, and the share of economically active women in the population (ages 25-64) is high, at over 58 percent"¹⁶. "Coupled with the success stories of individual

entrepreneurs, larger organizations are also doing their part to close the gender gap. In 2011 IFC and Netherlandish bank FMO lent \$40 million to Turkish bank Akbank to support female-led SMEs, in an effort to address the issue that only 15% of have access to formal finance. Additionally, Istanbul-based women entrepreneur networks like Turkish WIN are connecting entrepreneurs with investment, and KAGIDER who has teamed up with the World Bank to create a certification process to ensure that businesses "are fostering equal opportunities for men and women in the workplace."¹⁷ We must also talk about positive numbers, in fact, according to the IFC Enterprise Finance Gap Database study (2011), over 200,000 formal SMEs in Turkey – 38 percent of the total – are owned and/or run by women.

The methodological research: the questionnaire and the comparison between the Brazilian and Turkish women entrepreneurs

The methodology used for data collection provided for the administration of a questionnaire to a representative sample of the respective sectors of activity. The questionnaires are composed of a part anamnesis, in which the interviewee is identified in the basic traits, and an evaluation, in which, in addition to considerations about the difficulties and the causes that generated them, we highlight the characteristics and knowledge a woman should have in order to access to key positions in their working environment, as well as the added value that the presence of women would be able to guarantee. The questionnaire was administered to women entrepreneurs both Brazilian and Turkish. Regarding the questionnaire, it was administered either by mail, but it also created an internet platform through the Google system¹⁸, to collect information faster. The investigation was to collect a total of 60 questionnaires, of which 30 for the part of Brazil and 30 for Turkey. Unfortunately, as far as Brazil, we managed to collect only a total of 24 questionnaires and 27 instead for the Turkish side. So we have a total of 51 questionnaires, necessary, however, to direct and conclude our investigation. Thanks to the questionnaire was collected a series of information data which could better understand the figure of women entrepreneurs involved and their companies. Regarding Brazilian women, the average age is from 20-29 years, with 37% of the total; most of them do not have children (70.8% do not have children, compared to 29.2%). Interestingly, 41% on one side works at company and the other 41% works from home. The majority of businesses are micro-enterprises (1 to 9 employees), with 83%, carrying out various activities purely within the national (83.3% in Brazil). In the table below, we can find a summary of the data.

	Brasil	Turquia
Hijos	70.8% no tienen hijos	66,7 % tiene hijos
Educación	50% Post-graduación (MBA)	59,3 % Universidad
Edad	20-29 años, con el 37%	37% 40 Y 49 Y 37% mas de 50
Lugar del TRABAJO	41% a casa y 41% en la empresa	74% en la empresa
Empresa	83% Micro-empresa (1/9 personas)	63% Micro-empresa

Fig.12 Source: Table created by the authors

¹³M. S. İMECE (a cura di), Atatürk'ün şapka devriminde kastamonu ve İnebolu seyahatleri (1925), Ankara 1959, in SARAÇGİL Ayşe, Il maschio camaleonte. Strutture patriarcali nell'Impero ottomano e nella Turchia moderna, Bruno Mondadori, Milano 2001, p. 174

¹⁴<http://www.turkstat.gov.tr/PreHaberBultenleri.do?id=18619>

¹⁵<http://www.kagider.org/>

¹⁶ CASE STUDY Garanti Bank SA: Combining SME Banking Excellence with a Proposition for Women Entrepreneurs in Turkey, March 2014 This Case Study was prepared by IFC, a member of the World Bank Group. <http://www.ifc.org/wps/wcm/connect/0322f080439654d493a9bb869243d457/Garanti+WE+Case+Study+FINAL+March+4+2014+.pdf?MOD=AJPERES>

¹⁷<http://www.techstars.com/content/community/nothing-lose-everything-gain-women-entrepreneurs-turkey/>

¹⁸https://docs.google.com/forms/d/1DeFHkhaJzAu_4V_cSHwWqJYfZ8hitKRzLLHefrsqj/viewform?c=0&w=1

The most significant finding is the title of the study: the majority of women have a postgraduate and followed the entrepreneurship courses.

What is your educational background?(latest degree obtained) Qual é a sua formação? (Último grau obtido)
(24 respostas)

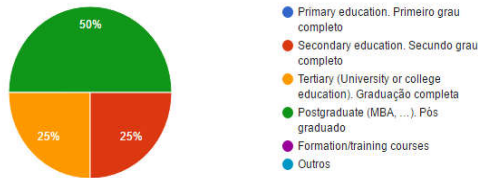


Fig.13 Source: Table created by the authors

Instead, for Turkish women, they belong to a higher age group (37% of 40 to 49 and 37% aged 50 years and over). We note as well as the education is different, if the Brazilian is more common to have a post-graduate, Turkish women, perhaps because of age, have a university degree (59.3% University).

What is your educational background?(latest degree obtained) (27 respostas)

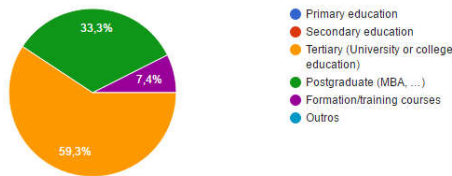


Fig.14 Source: Table created by the authors

Another aspect to note is that the majority of Turkish women have children (66.7%) and work in business (74% of women prefer working in the enterprise). Businesses, of which women are entrepreneurs, are mostly micro-enterprises (63%), but we can not fail to notice that the solution of the small-firm is also increasing (29.6%).

To the question: “How important are the following success factors for women to get ahead?”, Brazilian and Turkish women, respondents, on a scale that goes from 1 to 5, according to them, the importance that give to each factor. The table below reports the majority of responses with 5 (ie, the maximum).

	Brasil	Turquia
Optimising entrepreneurial spirit and skills	40,70%	55,60%
Successfully managing others	46,20%	74,10%
Successfully managing myself	50%	69,20%
Having recognized expertise in a specific area	53,80%	51,90%
Gaining intercultural and language skills	38,50%	70,40%
Seeking out difficult or highly visible assignments	34%	59,30%

Fig.15 Source: Table created by the authors

As we see in the table, Turkish women are those who give more importance to each factor, while Brazilian women far less, and even in some cases does not even reach 50%.

To the question: "When you started your business, what are the main obstacles / problems faced are?" The answers are: Brazilian women: Initial funding: 44.4% and Turkey women: find the right contacts and combine work with family: 40.7% and 40.7% and “What made you start your own business?”:

Brazil: not work for another 44% and Turkey: make money 74.4%.

With the question: “How important are the following factors (barriers) to hold women back?” (from a scale of 1 to 5, the values are displayed with most 5): (see the table down)

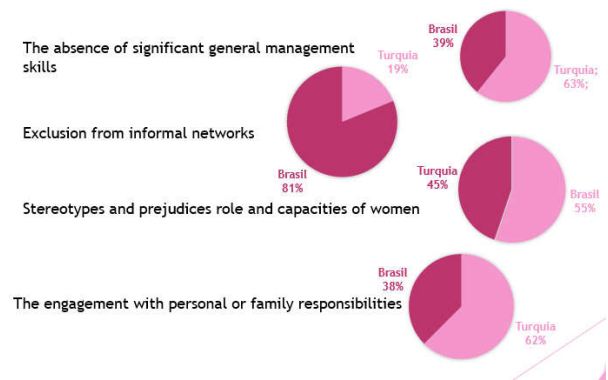


Fig.16 Source: Table created by the authors

The survey, though based on a low statistical sample, because the particular objective of the action (comparing women entrepreneurs in Brazil and Turkey), however, it is useful to define a scenario of a class of women, although in part united by the same goal of doing business, different in many other contexts.

CONCLUSIONS

The changing nature of women’s participation in the labor force has been a critical dimension of the development process since the Industrial Revolution. However, the relationship between participation and economic progress is far from straightforward. Though cross-sectional data do indicate that there is a U-shaped relationship between female labor force participation and GDP per capita, this relationship is not robust and it is not a consistent trend at the country level. Ultimately, women’s employment is driven by a range of multifaceted factors, including education, fertility rates, social norms, and the nature of job creation. Beyond standard labor force participation rates, policymakers should be concerned with whether women can access better jobs and take advantage of new labor market opportunities that arise as a country grows and, in so doing, can contribute to the development process itself. For this reason, policies should consider both supply-and demand-side dimensions, including access to better education and training programs and access to childcare, as well as other supportive institutions and legal measures to ease the burden of domestic duties, enhance women’s safety, and encourage private sector development in industries and regions that can increase job opportunities for women in developing countries. Particular emphasis is needed on keeping young girls in school and ensuring that they receive a good quality education, beyond junior secondary level, and are able to take advantage of training opportunities. That, in turn, will increase their chances of overcoming other barriers to finding decent employment. “Empowering women to participate fully in economic life across all sectors is essential to build stronger economies, achieve internationally agreed goals for development and sustainability, and improve the quality of life for women, men, families and

communities.¹⁹ (UN-WOMEN). The survey, though based on a low statistical sample, because the particular objective of the action (comparing women entrepreneurs in Brazil and Turkey), however, it is useful to define a scenario of a class of women, although in part united by the same goal of doing business, different in many other contexts. What we can consider: Brazil is still a young country, with women who are formed and they want to do business in their country. Turkey, however, seems to be a country that continues to grow, but more mach and with a higher proportion of older women.

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¹⁹<http://www.unwomen.org/en/partnerships/businesses-and-foundations/womens-empowerment-principles>