



A phenomenological study of female entrepreneurial identity, aspiration, and success in South Africa

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DECLARATION

I, Semukele Hellen Mlotshwa, declare that this study is my unaided work. It is being submitted for the Degree of Doctor of Philosophy at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination at any other University.



Candidate's Signature

5 December 2022

Date

DEDICATION

I dedicate this piece to Sinothile Gumbo, my mother. She is the first female entrepreneur; I have come across. She has accomplished so much as a woman in business, and I am still in awe of it.

My grandmother Sidandane Mlotshwa raised me to be the person I am today, and I dedicate this work to her. I can still hear the conversations we had. May her beloved soul rest in peace for all time.

I appreciate Natasha Natalie Maplanka's love, patience, support, and steadfast faith in me.

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To the one above who gave me the strength and wisdom to complete this journey, I thank you, Father God.

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I want to express my gratitude to all the female entrepreneurs who gave up some of their hectic schedules to take part in this survey. You have made difference. I much appreciate your contribution.

Thank you, my sister Lolo, for holding my hand and walking this journey with me from day one.

To Bono, Lex, and Codie thank you for listening as I kept reading this work.

ABSTRACT

Background: The rise of identity movements or politics may seem sudden in modern culture, revolutionary in a sense as the world witnesses the reordering of group and group affinity discourse from the #MeToo, #BLM to trans activism. Yet in academic milieu of disciplines such as entrepreneurship, traditional scholarship seems to be stunted in failure to accept that social narratives, group or tribal self-identification, definition and identity are as important in defining history just like any other underlying socio-cultural and economic forces. This is captured well in entrepreneurship scholarship where the discipline is still struggling to build a reliable definition of female entrepreneurship applicable to both developed and developing countries and its effect on their respective economies. There is no unified female entrepreneurship discourse nor a discursive space that effectively accommodate female entrepreneurship interest groups. South Africa as an emerging African economy has not be spared this anomaly where, researchers have paid little attention to women's contributions to socioeconomic well-being through entrepreneurial activity. Although there is a multitude of female-centric debates and policies, their application seems largely rhetorical further accentuating the fragmentation of the entrepreneurship with respect to women participation. This gives the impression that studying female entrepreneurs is the study of the “other”. It is these challenges that inspired this research to explore the phenomenon of female entrepreneurship specifically how they self-identify, set, or define their aspirations and what they consider to be entrepreneurial success. The study goes beyond the dominant quantifiable content of entrepreneurship but rather emphasises the meaning content of entrepreneurship (i.e., nature and characteristics) from female entrepreneurs’ experiences and perspectives of their entrepreneurial practices.

Methods: Utilising semi-structured in-depth individual interviews, group meetings, business visits with participants, a qualitative study was conducted using a two-phased phenomenological approach with thirty-five female entrepreneurs in South Africa. The data was analysed in two phases: first, through summative analyses aided by ATLAS.ti version 9.1 data analysis software program and second phase focused on seven participants was through explorative, descriptive qualitative approach.

Results: Key themes identified from the data analysis in the two-phased approach were: participative entrepreneurship; resilience and relationship-focused entrepreneurial practice; creativity, resource, and venture control; personal dimension, access to resources and growth; entrepreneurial role, influencers and professional autonomy; market acceptance, self-fulfilment, work-life balance, and financial achievement. Female entrepreneurs simultaneously build, balance, and manage a wide range of entrepreneurial ventures of varying sizes across sectors while maintain both role and social identities. They have diverse entrepreneurial aspirations for personal and collective growth, while defining entrepreneurial success more widely than the present subjective and objective measurements prevalent in extant literature. While others still see their entrepreneurial identities in the male-centric constructs, this phenomenological study illustrates that these generic and traditional male-centric constructs do not adequately captures female entrepreneurial experiences. There is a distinct exhibition of strong personality traits, a high need for achievement, determination as well as perseverance in pursuit of success broadly defined beyond bank balances and turn-over. Women entrepreneurs also express strong views on earning high returns and income to not only grow their business but support their employees, communities, themselves, and their families.

Conclusion: Female entrepreneurs in the South African context do not seem to limit their entrepreneurial identities to those in extant definitions based on male-centric metrics. They aspire to build ventures, build and maintain entrepreneurial role identity but not in isolation from their other social identities such gender roles as daughters, sisters, mothers, partners, family builders and leaders, female role models and community leaders. Success is measured beyond the financial and allied subjective measures but is tied to other social identity constructs while accounting for role identity related outcomes such financial achievements, professional legitimacy and acknowledgement, and personal growth. Future studies should test the conceptual model and associated conceptual thresholds proposed in this study on the relationships between identity, aspirations, and perceptions of success by subjecting them to empirical tests. The study provided novel distinctive traits of female entrepreneurs that can provide researchers with improved and inclusive entrepreneurial identity constructs, new measures of entrepreneurial success beyond

the dominance of financial super-profits focus which do not consider the other equally important societal measures such as gender equity, sustainability, societal impact, and inclusivity at all levels of entrepreneurship in society. The thesis closes by arguing that the discipline of entrepreneurship needs to be continuously creative, rather than reactive; problematisation of new issues such as addressing female identity, their respective aspirations and perceptions of what success looks like. Only then can the discipline of entrepreneurship continue to be relevant to the present with a future focus without the trap of relativisation of the discipline both in research and practice.

Keywords: Entrepreneurial identity, aspiration, success; gender, phenomenology.

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CHAPTER ONE: INTRODUCTION

1.1 INTRODUCTION

Entrepreneurship is considered an essential determinant for economic performance and growth Urbano et al. (2019). Entrepreneurs' experiences are subject to multiple endogenous and exogenous environmental factors, different societal contexts influence their entrepreneurial identities. (Sedikides, 2021), action and commitment, loyalty, stability, and change (Della Porta & Diani, 2020; Sveningsson & Alvesson, 2003). In the traditional view of the entrepreneur, social dimensions of human life are not considered (Ahl, 2004; Ogbor, 2000). The entrepreneur is regarded as static and detached from the rest of social life and is perceived as a one-dimensional individual (Kašperová & Kitching, 2014; Rydzik & Ellis-Vowles, 2019). This chapter covers the background of the study, the research problem, research objectives, purpose statement, research questions, the relevance of the study, and its delimitations.

1.2 BACKGROUND AND CONTEXT OF THE STUDY

Identity politics have become central to debates about access to power and communication. Identity is a philosophical question that asks: "who am I?" This question may be asked from a social position to address the group and individual roles within a community (Minniti & Nardone, 2007; Vamvaka et al., 2020). This study is situated in applied social theory and entrepreneurship with the primary objective of exploring the concept of identity by investigating how it relates to the phenomenon of entrepreneurial identity, entrepreneurial aspiration, and perception of success from the perspectives and experiences of female entrepreneurs in a developing economy context. The contention being forwarded in this research is that the practice of entrepreneurship derives from social institutions such as identifying, which is taken here to mean the context-specific expectation of how individuals conduct themselves, how others act and respond, and expect the other to act in such specific contexts.

This research chooses entrepreneurship as its setting and argues that identity plays a vital role in explaining an individual's aspiration as an entrepreneur, with consequent effects on the economic future. The research demonstrate how our perceptions of who we desire to be might influence our financial decisions more than any other factor. This affects how hard we work, learn, spend, and save. Identity is a new way to understand people's decisions at work, school, and at home. We can better understand why certain incentives like finances, stock options work and do not work, why others succeed and others fail, and why certain communities and towns do not invest in their futures with it (Akerlof & Kranton, 2010; Haslam et al., 2020).

For several reasons, the relationship between female entrepreneurial identity, entrepreneurial aspirations, and perception of success is essential, specifically in an emerging economy context like South Africa. From a theoretical perspective, entrepreneurship research has predominately, like numerous other social disciplines, been conducted from the male perspective (Chasserio et al., 2014; Gartner & Brush, 2007; 2015; Pret & Cogan, 2019). Although there are research findings that point to the heterogeneity of female entrepreneurs, they continue to portray female entrepreneurs in comparison to male entrepreneurs. The knowledge of gender as a social construct to assist or obstruct business process and activities has been limited (Jennings & Brush, 2013; Kalnins & Williams, 2014; Katongole et al., 2013; Swail & Marlow, 2018). This means that the terms, expected roles, descriptions, and subsequently the identity of entrepreneurship have predominantly suited a male persona (Masolo, 1994; Robertson & Arachchige, 2015; Sollberger, 2013). From a methodological perspective, entrepreneurship research has been undertaken mainly on male-dominated samples, specifically on identity studies or the individual in the entrepreneurship (Brown, 2015; Gjerde & Alvesson, 2020; Hitlin, 2003; Sveningsson & Alvesson, 2003). These aspects are problematic in their limitations in understanding female entrepreneurs, but they also elucidate the practical, theoretical, and methodological gaps.

Examining entrepreneurial identity of female entrepreneurs in relation to entrepreneurial aspiration becomes psychologically meaningful and central to individuals. Here, it is through the process of self-role comparison in which

entrepreneurs assess how similar they are to their perceptions of success. This is critical in emerging economies where significant efforts are being directed towards not only gender equity but the inclusion of the substantial portion of citizens in the national economies. This study examines three concepts of entrepreneurial identity, entrepreneurial aspiration, and perception of success in entrepreneurship from a female entrepreneurial perspective.

1.3 RESEARCH PROBLEM

The debate on identity has been going on for centuries in the philosophical space (Hatmaker, 2013; Hirsch, 1992; Lawler, 2015; Miscenko & Day, 2016; Williams, 1989). Conversely, in the past few decades, the social perspective of identity has begun to examine an individual's role in social contexts and groups. More recently, in the past decade, identity politics and research has also taken centre stage across social disciplines. The question of identity is significant because research elucidate that perceived individual role and position in a group has a measurable effect on how that individual would perform or relate in that role or position (Leitch & Harrison, 2016; Sieger et al., 2016). Similarly, identity dictates how others anticipate or act in each context. For instance, if an individual is considered female, there is an expectation of this identity (Brush et al., 2014; Hughes et al., 2012; Marques et al., 2017). There is an urgency to develop a holistic conception of identity theory through an integrated exploration of identity and social identity theories. This explored the dual position of the female entrepreneur as a role and an identity, and how the female entrepreneur construct their entrepreneurial identity from this integration. Similarly, a self-identifying female individual who also identified as an entrepreneur would be expected to act in a certain way in specific context. But when these two identities happen to be on the same individual, there arises the conflict of showcasing which identity is more important. This extends this debate in the relationship between identity and aspiration and the related perception out what is considered positive outcome or success from engaging in entrepreneurship.

In this study context, sex refers to the biological make up of an individual while gender refers to associated social construct roles i.e what it means to be a “woman”; or self-identity i.e self-categorisation into “women” or “man” etc. Importantly these binary views are socially consequential. The gender/sex binary is not only descriptive (i.e., describing what sexes and genders exist and how these two concepts are related) but also prescriptive and proscriptive (i.e., dictating which genders and sexes should or should not exist and how they should or should not be related). There lies the gap that is under scrutiny. In other words, binary thinking about gender/sex enforces a social system in which individuals with two X chromosomes are expected to develop female bodies, identify as women, and act in line with feminine stereotypes, while individuals with an X and a Y chromosome develop male bodies, identify as men, and act in line with masculine stereotypes, In the thesis research, I expand on this work and explore female identity arguing that individuals defend the gender/sex binary because it helps them to fulfil specific social and psychological needs. It provides individuals with meaningful group identities and gives structure to the complexity of their social contexts. In this study, outlining the psychological mechanisms underlying the perpetuation of the gender/sex binary, scholars such as Morgenroth & Ryan, (2020) argue that one of the reasons why people react negatively to challenges to the gender/sex binarity lies in their own psychological investment in gender as a self-defining category. Drawing on social identity theorizing (Tajfel & Turner, 1979;Turner et al., 1987), I argue that challenges to the gender/sex binary threaten the clear distinction between the groups “women” and “men” (Branscombe et al., 1999)_but that does not mean it is the only valid way of understanding individual or group identities.

The social identity approach assumes that individuals derive a sense of identity from their membership in social groups. Because group memberships are consequential for people’s sense of self, individuals become motivated to perceive self-defining groups as positive and distinct from relevant comparison groups.

This proposed approach challenges stereotypes about females in entrepreneurship as the study of the “other”. This approach ought to provide insight into female entrepreneurial experiences in what they want, what they create, and what they want to derive from their entrepreneurial endeavours (Audretsch, 2009; Zivari et al., 2020).

The predominance of quantifiable constructs such as monetary values does not receive adequate research attention. Therefore, emphasis here is placed on the meaning content of entrepreneurship (i.e., nature and characteristics) from female entrepreneurs' experiences and perspective. These nonmonetary entrepreneurial expectations in entrepreneurship research would contribute to understanding gender dynamics in entrepreneurship.

This study argues that exploring and examining female entrepreneurial identity, entrepreneurial aspirations, perceptions of success would enhance entrepreneurship identity theory, as well as practical applications to venture creation and growth in relation to individual self-reliance, dependence, and degrees of risk propensity associated with entrepreneurship from a female perspective (Henry et al., 2016; Verheul et al., 2006).

1.4 PROBLEM BACKGROUND

An entrepreneurial society acknowledges the prominence of entrepreneurship for promoting growth and economic development (Mamabolo et al., 2017). The increasing female entrepreneurial activity could offer diversity in entrepreneurship and improve national economic performance (Littlewood & Holt, 2018). However, while acknowledging this, it is also evident that there is fragmentation of discipline of entrepreneurship in the last two decades. Female entrepreneurship in South Africa has received relatively significant attention in business research. The preferment for entrepreneurship continues to be an essential topic and discussion for government and policymakers (Dean et al., 2019). South Africa has experienced significant growth during the last decades. The country has faced ever-increasing high levels of unemployment and poverty, predominantly among females and the youth, while the entrepreneurial levels remain very low (Dele-ljagbulu et al., 2020; Mmbengeni et al., 2021; Ssekitoleko & du Plessis, 2021; Stats SA, 2019). It follows that entrepreneurship has been presented as obligatory for job creation and poverty alleviation in the country (Mukorera, 2020).

The importance of female entrepreneurship for such economic development is also widely recognised (Irene, 2017). Concurring to the Global Entrepreneurship 2017/18 edition, 13 out of every 100 South African males are actively involved in entrepreneurial activity, which is contrasted with nine out of every 100 females. The number of male-owned businesses is still greater than businesses owned by females (Kerr et al., 2017; Malebana, 2014). Additionally, the mainstream of female-owned ventures have shorter life spans and are concentrated in the informal sector and less dynamic social sectors (Farmer et al., 2011; Hamilton & De Klerk, 2016; Pérez-Pérez & Avilés-Hernández, 2016). Extant research suggests that different factors can reassure female entrepreneurs to stay and grow their business ventures in the formal sectors where opportunity entrepreneurship is prevalent (Bird & Brush, 2002; Crosina, 2018). These factors include aspiration (Laguía et al., 2022), Wach et al. (2016) identity (De Bloom et al., 2020) Irene (2017b) perception of success (Jennings & Brush, 2013); government support, (Achakpa & Radović-Marković, 2018), education and training (Merolla et al., 2012; Newbery et al., 2018), and the general business development services that may be assigned for female entrepreneurship development.

The preceding background provides the prime motivation for this study which seeks to explore the entrepreneurial identity of females in relation to entrepreneurial aspiration and perceptions of success and give an insight into how these constructs relate to the entrepreneurial process, including venture formation, growth-targeting, and performance. Last, understanding the experiences of female entrepreneurs in a developing country or a non-western economy can introduce a more nuanced outlook of the field of entrepreneurial studies and challenge the stereotypes associated mainly with female-owned ventures.

1.5 RESEARCH AIM AND OBJECTIVES

Gray (2021) describes the purpose of research as the production of information that can be shared and applied outside the context of the study. According Myers (2019) to the important goal of scientific research is to combine the power of rational thought and systematic inquiry to generate new knowledge. The aim may also include understanding properties, relationships and validating findings from other researchers.

Accordingly, this study is dedicated to considering the phenomenon of identity from female entrepreneurs' experiences, aspirations and perceived outcomes of their entrepreneurial endeavours defined as entrepreneurial success.

1.5.1 The Overarching Objective of this Study

The study's objective is to understand the entrepreneurial identity, entrepreneurial aspiration, perceptions of success through the lived experience of female entrepreneurs who are familiar with the phenomenon on a first-hand basis. This objective was premised on understanding that entrepreneurial identity is a product of context which shapes the social-cultural norms and environment within which individuals severally and collectively operate and construct their identity (Celuch et al., 2017; Jones et al., 2019; Kauppinen, 2017; Kiersch & Gullekson, 2021; Vesala et al., 2007).

This research aims to contribute to the knowledge on the nature of female entrepreneurial identity in South Africa. This objective goes beyond the existential question of identity but include meanings and their effect or influence on individuals' entrepreneurial identity, personal profile, types of businesses created business ownership, aspirations, and success. This study focused on examining the concept of identity as a social construct while investigating how female entrepreneurial identity relates to business aspiration and perception of success. The relationship between female entrepreneurial identity, entrepreneurial aspirations, and perception of success is essential specifically in an emerging economy like South Africa, because venture creation is not immune to historical and socio-cultural influences. While strong solid rich voices assume that gender is not an issue in entrepreneurship, such a homogenous position is not supported by substantive research (Brush & Greene, 2015; Postigo et al., 2021).

The purpose of this study is to explore and examine entrepreneurial identity for female entrepreneurs (Loscocco & Bird, 2012; O'Neil et al., 2022; Ramadani, 2015). The study examined entrepreneurial aspiration. Identity theory contends that a person's goals, perceptions of who they are, and ability to aspire to a new or different identity are all

connected to how they view themselves and who they want to become (Kirkwood, 2016). In two cases, however: the urge to launch a business, often known as the adoption of the entrepreneur persona, and the desire to control a larger endeavour. Aspiration is sometimes interchanged with goal, growth ambitions or objective as a cognitive metric, it can also be linked to entrepreneurial motivation, achievement motivation and other forms of motivation (Achakpa & Radović-Marković, 2018; Carsrud & Brännback, 2011).

The study examined the perception of success (Carranza et al., 2018). Exploring females' perception of success is a powerful driver of change to further expand the measure of entrepreneurial success to include non-monetary measures of success in the entrepreneurial performance dynamics (Fagenson & Marcus, 1991; Gupta et al., 2009; Hatak & Zhou, 2021; Morris et al., 2006).

The study objectives addresses the gaps in entrepreneurial identity, by exploring the female entrepreneur as both a role and identity. It examines this through the perceptive of role identity. It aims to learn how entrepreneurs consider their role as an entrepreneur (Gherardi, 2015; Lundqvist et al., 2015; Vossenber, 2013). The study allows the elevation of more effective public policies and promotes micro-level policies. This is important for all entrepreneurs to understand the business environment, and the internal and external factors that may define the creation, influence their choice of actions, and the success factors of the business founded, owned, and operated by females.

The notion of female entrepreneurship growth is applied to explore how identity is different for females, mainly because of the historical association of entrepreneurship is dominating on men. Conferring to (Fayolle et al., 2019) ninety per cent of all research on entrepreneurship focuses on men, suggesting that much of what we know about entrepreneurial identity is based predominantly on men's studies. Thus, it is vital that the entrepreneurial process be examined within the general context of females' decision-making power, social-cultural responsibilities, economic pursuits, and politics and property rights, all of which relate to identity, aspirations, and perception of success.

1.6 RESEARCH PURPOSE STATEMENT

This qualitative study explores the concept of entrepreneurial identity of females and how it relates to entrepreneurial aspirations and perception of success. The situation and process under study are broadly explored and analysed as a trio of the phenomena characterising female entrepreneurial identity, and the conditions that influence their aspirations and the problem of formulating or evaluating entrepreneurial outcomes generally measured as success. Entrepreneurial aspiration and perception of success relate to understanding what female entrepreneurs want to create and achieve with and within their ventures or entrepreneurial endeavours. To know how social role like entrepreneurial identity is formed, the study attempts to suggestively promote our understanding of the dynamics of entrepreneurial performance and growth target-setting that is inclusive of entrepreneurship meaning content beyond the generic yet dominant quantifiable values by females. Using context analysis, the study contributes to extant discussions on female entrepreneurship, precisely how identity influences female self-image in entrepreneurial practices of venture creation, growth or performance, entrepreneurial aspirations, and perceptions of what success is to female entrepreneurial practitioners. The study results contribute to the broader debate on the phenomena of identity, the process, and entrepreneurial measures of success.

Notwithstanding the increasing engagement of female entrepreneurial ventures, entrepreneurship remains a masculine construct. (Xheneti et al., 2019) described the female entrepreneur as maternal, caregiving, and struggling to balance work and family responsibilities. More research on female entrepreneurship is called to define the subject area of female entrepreneurship. Some of the problems experienced by females in business are socio cultural biases, lack of funding access, deficient institutional and entrepreneurial education (Chinomona & Maziriri, 2015; Hikido, 2018; Mandipaka, 2014).

Initially research on female entrepreneurship focused on analysing female entrepreneurs in comparison to their male counterparts. Studies indicated or at least implied that females lacked self-efficacy (Birley, 1989), had a negative self-perception

(Verheul & Thurik, 2001), had lower risk taking propensity (Brush, 1992; Sexton & Bowman-Upton, 1990), were less likely to perceive themselves as leaders (Holmquist & Sundin 1988) and were reluctant to initiate businesses without substantial social support (Ljunggren & Kolvereid, 1996). When the debate begun shifting in extant literature, we see studies that indicated that female entrepreneurs had a strong sense of independence and self-reliance (Holmquist & Sundin, 1988), reported higher personal efficacy and autonomy scores (Gatewood, Shaver & Gartner, 1995; Sexton & Bowman-Upton, 1990), and were as psychologically effective in managing their businesses (Brush & Hisrich, 1991), and perceived themselves as possessing higher entrepreneurial abilities as their male counterparts (Ljunggren & Kolvereid, 1996). Although the findings of these studies pointed to the heterogeneity of female entrepreneurs, they also continued to portray women entrepreneurs in comparison to their male counterparts, thus limiting our understanding of gender as a social construct that can facilitate or impede entrepreneurial activity (Brush et al., 2009). It is in this context that this debate on scholarly bias is contextualised in this study.

This study sheds light on what successful female entrepreneurs are doing that could benefit the development of Enterprise Supply Development and SMMES, support programs for emerging female entrepreneurs in an emerging economy such as South Africa. This can also broaden the debate of entrepreneurship outcomes to include other sustainability factors beyond the traditional business performance measures.

1.7 RESEARCH QUESTIONS

The following primary questions guide the research:

RQ1: How do female entrepreneurs characterise their role identity?

RQ2: How does role identity effect entrepreneurial aspiration among female entrepreneurs?

RQ3: What do female entrepreneurs consider to be entrepreneurial success?

RQ4 How do female entrepreneurs manage other identities, specifically their self-identity in relation to entrepreneurial role identity?

1.8 RATIONALE FOR THE METHODOLOGY

The study's purpose is to characterise and comprehend the phenomenon as it is experienced by female entrepreneurs. Qualitative research helps explore and express a central phenomenon, primarily a social phenomenon (Bell & Waters, 2018). According to (Patton, 2014), phenomenology seeks to answer the following questions: What does this phenomenon meaning, structure, and essence mean to the individual or the group of individuals, and in this context female entrepreneurs. (Neubauer et al., 2019) assert that the subjective view of experience portrayed by phenomenology is an essential part of any complete understanding of the nature of knowledge. An interpretive approach looks at multiple realities shaped by variables that are complex, interwoven, and difficult to measure. For this study, a social constructivist approach was a practical means to describe and interpret the meaning of entrepreneurial identity, linking the role of the entrepreneur with self-perceptions, entrepreneurial identity, entrepreneurial aspiration, and perceptions of success.

In this phenomenological study, the researcher applied the interpretive framework and social constructivism by asking female entrepreneurs open-ended questions. These approaches allowed the participants to describe their own experiences fully and freely. These approaches are well suited for this study to bridge the chasm between theory and practice from a critical perspective. My responsibility as a researcher was to carefully listen to their perspectives and interpret the findings based on their experiences. The interpretation of their experiences revealed a substantial amount of information about the phenomenon and also offered new insights to the overall study. The social constructivism paradigm was the most beneficial way in gaining access to the viewpoints and nuances that impacted female entrepreneurs

1.9 SIGNIFICANCE OF THE STUDY

The importance and originality of this study is that it explores the body of knowledge regarding female entrepreneurship. There has been an increase in recent years mainly in response to the rising number of female-owned ventures. According to (Nadin et al., 2020) entrepreneurship excluded females and primarily concentrated on comparing experiences of western and non-western male business owners. Other studies included women as research subjects, but only as a segment of female entrepreneurs

from western countries, or female business owners of different ethnic groups. Other studies have focused on their individual characteristics, for example education level, age, marital status, motivational factors, views and roles linked to entrepreneurship and the challenges and barriers they face (Harrison et al., 2018; Hatak et al., 2021). To a lesser extent, research has addressed female entrepreneurs by exploring their entrepreneurial identity, entrepreneurial aspiration, and perception of success. Entrepreneurial identity, the social identity of the founder: “this is who I am”, affects the enterprise action as well as behaviours (Greene & Brush, 2018). Correspondingly, the role identities: “this is what I do”, have impacted the behaviour (Cresswell, 2014; Giorgi, 2014; Laukhuf & Malone, 2015). Entrepreneurial engagement is as an integration of identities: “this is who I am” and “this what I do”. It is crucial to explore and examine the entrepreneurial identity, aspiration, and success that shape the socially productive entrepreneurial process of an individual female entrepreneur.

This study contributes to the growing area of research by exploring female entrepreneurship in South Africa specifically the unique entrepreneurial identities, entrepreneurial aspirations and clarify perceptions of success that promote specific categories of entrepreneurship. Consequently, exploring and examining female identity, entrepreneurial aspirations, and perception of success in entrepreneurial context enhances entrepreneurship identity theory and practical applications to venture creation and growth in relation to personal confidence, trust, and degree risk propensity (Simon, 2011). This study enhances our understanding of identity theories in the entrepreneurship space.

Methodologically, this study used the qualitative phenomenology approach in understanding the lived experiences of female entrepreneurs and encourage awareness of female business owners (Stryker & Burke, 2000; Wu et al., 2019). This contributes to theory building on female entrepreneurship in a developing country. In contributing to policy, the study made significant applied contributions toward policy refinement to address challenges faced by female entrepreneurs and guide aspiring female entrepreneurs towards venture success by focusing on emerging economy contextual research factors that contribute to creating entrepreneurship growth. Comprehension of entrepreneurial identity, entrepreneurial aspiration, and success

may help policymakers' practitioners to improve the output of female entrepreneurial ventures and growth respectively.

1.10. POSITIONALITY STATEMENT

The researcher's positionality can impact the collection and interpretation of data by influencing their cognitive and hermeneutical processes. Positionality is an idea that recognises the relational and complex roles of race, gender, and other social constructed identities. Individuals construct worldviews and situate themselves in how they interpret them (Corlett & Mavin, 2018; Parsons, 2008). For this research, I was aware of my positionality – my biases, preconceptions and how I could reflect these on the participants' lived experiences. I know that my worldview has impacted on how the research questions were formulated and how the data were analysed.(Holmes, 2020), argued that the researcher's subjectivity may unintentionally or unconsciously influence the study. These subjectivities could be present in various complexities such as discursive, ideological, religious, and personal biases.

1.10.1 Role and experience

My experience and role as an entrepreneur, scholar, business manager, lecturer, facilitator, assessor, moderator, and business consultant were valuable in conducting high-quality and relevant studies exploring the lived experiences of female entrepreneurs. My graduate-level academic knowledge in management entrepreneurship and new venture creation were valuable to the study and contributed a lot to producing a relevant, practical, and rigorous analysis with both practical academic advantages. I note that my knowledge and experience were not definite and entrepreneurial experiences could be much greater than mine. When I interacted with the female entrepreneurs, I was able to better account for certain entrepreneurial phenomena.

1.10.2 Identity

Larsen & Adu (2021) explains that researchers must look out for their identities and biases, as well as those of the participants. The social justice factors like gender, class, and race could impact the study intended or unintended (Gueta, 2020; Morton & Parsons, 2018). These could shape behaviours and thoughts of both researcher and participants. The study's diversity and distribution of respondents was not focused on demographic factors.

1.10.3 Personal belief

I managed my opinion by acknowledging that alternate views to my thoughts could explain certain entrepreneurial phenomena better and more precisely. I acknowledge that my lived experience as a female entrepreneur was not definite, and it is different from the respondents.

1.10.4 Intuition

In this study, I collected data on identity, aspiration, and success. Only the data that I thought would meet my predicted results were collected. Reinterpretation of respondents lived experiences was not based on my subjective inclination, as it could have tainted the study's credibility. Intuition is balanced with logical perceptions. I was committed in always seeking clarity, even with the answers (Timotius, 2019). I managed my intuition in the reinterpretation of the data. I prioritised logical factors.

1.10.5 Bias

In adopting the self-presentation bias (Achim et al., 2016; Yau, 2019), I used the findings of the study to make myself good and approvable to the Wits Business School University panellist's, my supervisor, and to my participants to avoid embarrassment. With self-attribution bias (Achim et al., 2016), I attributed positive outcomes of the study to myself and negated the opposites. I accepted results not fitting my expectations as these could be beneficial to other researchers.

1.11 DELIMITATION OF THE RESEARCH

Delimitations are parameters that narrow the scope of the study (Alase, 2017; Tajfel, 1982). For this research, the researcher was solely interested in understanding female entrepreneurs' lived experiences as entrepreneurs. The researcher assumed that female entrepreneurs devour unique stories and experiences about their entrepreneurial identity, entrepreneurial aspirations, and success. This research solely focused on South African female entrepreneurs to better understand their entrepreneurial identity, entrepreneurial aspiration, and perception of success.

If the start-up sustains the first 36 months, there are chances the company will get stronger each passing year, building upon well executed strategy and even thrive, becoming a key cog in the ecosystem it contributes to, creating critical jobs and ideas; even Amazon and Google were start-ups once. Choosing to be an entrepreneur is a hard step in itself and justifying that need is your first step to achieving sustainability.

Why do you want to start a business? Do you understand the implications- both financial and emotional? A comprehensive business plan is indispensable to make it past the first 36 months and that includes product strategy, financial models, market analysis, and understanding and adopting best business management practices while ensuring that you assess risk at every step. a key cog in the ecosystem it contributes to, creating critical jobs and ideas; even Amazon and Google were start-ups once. Choosing to be an entrepreneur is a hard step in itself and justifying that need is your first step to achieving sustainability. Why do you want to start a business? Do you understand the implications- both financial and emotional?

The boundaries of this research were limited to:

- a) This population consisted of different categories of founders, i.e., established, new and nascent entrepreneurs.
- b) The study concentrated on individual female entrepreneurs who wholly owned or founded businesses in South Africa, have operated the businesses for at least 36 months and operating in different sectors.
- c) The study only concentrated on female entrepreneurs' identity, entrepreneurial aspiration, and perceptions of success.
- d) The methodological approach of the study was limited to qualitative phenomenological design.

1.12 ORGANISATION OF THE STUDY

The overall structure of the study takes the form of six chapters

Chapter One: provides an overview and context on the topic, as well as insights into female entrepreneurship. It then goes on to explain why it is important to research entrepreneurial identities and female entrepreneurship in South Africa. The chapter ends with an overview of entire research.

Chapter Two: Discusses the literature review on entrepreneurship definitions, female entrepreneurship, and recognising female entrepreneurship. It also discusses entrepreneurial identity, aspiration, and success. This chapter presents the conceptual and theoretical frameworks.

Chapter Three: The third chapter deals with the methodology used in this study - Husserl phenomenology is descriptive or transcendental, while Heidegger is interpretive or hermeneutic qualitative approach (Alase, 2017). Procedures for data collection and analysis based on Husserl's and Heidegger phenomenology are discussed, together with measures to assure ethical and accurate research. The chapter also provides a full discussion of the research strategy and the study's philosophical assumptions.

Chapter Four: Considers the trustworthiness of the findings before presenting the findings of the two-phased phenomenological data analysis. The findings are summarised in this chapter. For this study, data was organised into themes, and 15 themes were derived from the research questions: female entrepreneurship's identity, aspiration, and success. To rationally link the data with the research problem and the literature evaluation, the study research questions were depicted as primary themes in data presentation.

Chapter Five: The chapter stimulates the interpretative and transcendental dimension of the study and presents the synthesis of interpretation of entrepreneurial identity, entrepreneurial aspiration, and perception of success. The synthesis was to ensure that every piece of data was analysed within its context maintain that thematic analysis provides a useful approach in qualitative research.

Chapter Six: Consolidate the research findings of the literature and the results are applied to the context of South African female entrepreneurship. The conclusion highlights the study's areas with added knowledge and theory and suggests future research.

1.13 CONCLUSION

The researcher has anchored the study within its context by presenting the background of the study which was articulated with a specific focus on female entrepreneurs and their lived experience. Understanding entrepreneurial identity and how entrepreneurial aspiration become psychologically meaningful and centrally to female entrepreneurs' perception of success in South Africa. The next chapter provides the literature and theoretical analysis of this study.

CHAPTER TWO: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter explicates the history of entrepreneurship followed by extant debates in female entrepreneurship, further discusses the theories upon which the study is framed on. The most frequent strategies are personal and social identity theories are discussed on literature review, (Au et al., 2021; Calás et al., 2009), and general identity theory (Krueger Jr & Brazeal, 1994). This laid the foundation for examining entrepreneurial identity concepts and discussing aspiration and perception of success. To probe the relationship between identity, aspiration, and perception of success, the study places female entrepreneurs as the focus of the survey from venture creation, growth, and harvesting phases. This study did not do empirical research, empirical research derives conclusion based on experiment. This study did not conduct an experiment nor was the data analysed inferentially. However, empirical study of relevant literature could have been conducted but that would have been suitable for interdisciplinary research including fields such as psychology, sociology, and philosophy of texts. This study opted for the contextual study of literature on identity, aspirations and perceptions of entrepreneurial success of female entrepreneurs. For this study literature review was done, facts and information on female entrepreneurs was examined adequate enough to identify the study gaps and the state of extant research on the themes identified.

2.2 AN INTRODUCTION TO ENTREPRENEURSHIP

The main concepts of entrepreneurship are financial gain and business expansion. Entrepreneurial characteristics, values, and characteristics are innate from a psychological standpoint (Jafari-Sadeghi et al., 2020). Entrepreneurship, from a management, perspective is conceptualised as the organisation of existing resources into marketable products or services (Souza et al., 2016). While these disciplines accept the importance of other aspects, the entrepreneurial model or definition is dominated by the specific topic of study, implying that entrepreneurship is subjective (Saxon & Gillin, 2003; Tiwari & Goel, 2020).

Although entrepreneurship has piqued academic attention, there is a lack of consensus on what qualifies entrepreneurship as a topic of study (Gartner, 1990; Stenholm et al., 2021). There are many different definitions of entrepreneurship. Some of the most widely used reports focus on invention, risk-taking, enterprise, and wealth generation (Carland et al., 1995; Gartner, 1988, 1990; Schumpeter, 1939). Entrepreneurship is positioned within contemporary scholarship as a noun that describes the 'world as it is' (Dvorský et al., 2019; Klonaridis & de Klerk, 2017; Meyer & Meyer, 2019; Zaki & Rashid, 2016), entrepreneurship is the pursuit of an opportunity irrespective of ..existing resources. This is consistent with the common assertion that entrepreneurship offers gender-neutral meritocratic career opportunities (Byrne et al., 2019). The importance of entrepreneurship is well acknowledged for the economic growth and development of countries. Entrepreneurship is a powerful engine for creating jobs and stimulating economic growth and development, especially the alleviation of poverty Khalil (2006).

The definition of entrepreneurship derive from economic, management, social and psychological theories. The most influential work in the development of the entrepreneurial purpose is arguable. Free-market economics as driven by the rational economic man and the inviable hand. Economics scholars such as Joseph Schumpeter built on Smith's foundation to define the entrepreneurial spirit that fuels creative destruction, which in its framing is also aggressive. The debate on defining entrepreneurship remain bound within these classical and neoclassical economic theories (Bank, 2011; Campos & Gassier, 2017; Vossenber, 2016). The terms and language are masculine, mainly how concepts such as the propensity risk are applied in entrepreneurship research (Cardon et al., 2013; Carland III et al., 1995). Entrepreneurial success has similarly been framed based on a rational man. By extension, female entrepreneurs could only be considered successful if they resemble the sound economic man.

Similarly, in organisations where intrapreneurship is tantamount to organisational sustainability and growth dynamics, the difference is made between successful managers and intrapreneurs. The extensive use, directly and indirectly, of the Bem Sex Role Inventory 1974 and the Schein Sex Role Descript Index 1973 to personify

feminine and male managerial qualities captures the challenges and limitations of extant gender studies in defining entrepreneurship. These binary positions are problematic as far as they position entrepreneurial qualities like decision-making and supportive roles with masculinity and femininity. This study concurs observation that such a dichotomous approach does little to help understand the socio-economic value of female entrepreneurs(Alkhaled, 2021). It still perpetuates the undervaluation of female contributions to the entrepreneurial economy.

In support of this stance, entrepreneurship has numerous fundamentals. Female entrepreneurs are often found to have higher levels of autonomy like feelings of freedom and independence, (Shir & Ryff, 2021), higher job satisfaction (Hahn, 2020), higher life satisfaction (Pounder, 2019), higher personal well-being (Hundera et al., 2019), work-life balance (De Clercq & Brieger, 2021) and alignment of their businesses with their sense of purpose, talents and passion (Amorós et al., 2021). The quality-of-life improvements is often tied to higher levels of entrepreneurship in society. Entrepreneurship can lead to a thriving and healthier society (Ghio et al., 2019; Ratten & Jones, 2018). Starting and running a new business is a crucial process in any economy. New businesses bring new jobs, increased incomes and add value. In most circumstances, they lead to new ideas, technologies, and products to society. Looking at the growth of the business, not all businesses grow and prosper. The failure of a business or entrepreneur has proven to be an imperative part of the business development process. This inspires learning, and personal growth for entrepreneurs prepared to grow, harnesses resources to produce the goods and services that people want and which they are prepared to pay for. It brings a structural change in an economy.

2.3 PHENOMENOLOGY AND ENTREPRENEURSHIP

Entrepreneurship is frequently acknowledged to be in large part an artistic endeavour that calls for careful and sincere engagement with a variety of phenomena in the outside world. However, a lot of research and theory creation favours large studies and positivist epistemology (Klenner et al., 2022) where the vibrancy of entrepreneurship often gets put on hold in favour of scientific rigour (Van Burg et al., 2022) .

However, entrepreneurship experts are becoming more interested in broadening the field of study and adding more methodological tools to their toolkit. (Wurth et al., 2022) stressed the need for a variety of techniques in the introduction to a special issue on the development of entrepreneurship theory, asserting that to construct a catechism predicated on positivist empiricism may obscure the exact grail we seek. Instead, (Busenitz et al., 2014) and numerous other authors such as (Welter, 2017; Urbano, 2019; Byrne, 2019) encourage academics to combine studies of emergence, interpretation, and intersections of various kinds with research that focuses on individual and decontextualised elements. (Sarasvathy & Dew, 2008) suggests using the design metaphor as a beneficial tool for entrepreneurship. Similar to (Mills et al., 2010). Gartner and Carter (2003) consider enactment as a useful approach to understanding opportunities in the context of entrepreneurial action. This focus on enactive design and interpretation is compatible with philosophical phenomenology and approaches that draw inspiration from phenomenology (Gallagher, 2022).

At its core, phenomenology places a strong focus on going back to the things themselves," or to the meaningful ways that things are experienced. made sense of and put into practise in daily life. In the phenomenological sense, a thing exists more in the significance that others give it than in the item itself. Such a definition of phenomena differs significantly from things as they are typically understood, i.e. as objective, meaningful, and a priori entities or institutions. This is not to imply that there is no material world outside of our experience; rather, it is to imply that our perception of the world is always significant to us. We are condemned to meaning, as (Gallagher, 2022) put it. Since our thoughts and behaviours are influenced by the meanings that objects have for us rather than by the objects themselves, these meanings constitute a crucial area of study.

The goal of phenomenological methods is concerned with lived experiences of life and the unit of analysis to understand human behaviour - phenomenology is concerned with lived experiences of life and the unit of analysis to understand human behaviour (Gallagher, 2022); Husserl (1999). Phenomenological methods are orthodox in an applied field like nursing and pedagogy, where both researcher and practitioner

interests are genuine by a deep interest in the subjective experience of their subjects (Christensen et al., 2017; Hancock, 2013; Van Manen & Experience, 1990).

Entrepreneurship has become a fuller appreciation of the richness of lived experiences, studying entrepreneurship can be intense (Cardon et al., 2005; Jedličková et al., 2021). In entrepreneurship there is ongoing disagreement about the subject, questions, and research techniques. Phenomenology can be a useful and accessible methodology for examining and changing the subjects of this discipline (Berglund, 2007; Gallagher, 2017). Based on a systematic assessment of studies on entrepreneurs, this study aimed to develop a unique technique for studying female entrepreneurs using phenomenology. Organising and analysing the data was split into two phases to help with the process of reaching the research goal. Phase 1 involved a summative assessment formulated by (Colaizzi, 1978), data was analysed via controlled qualitative methodologies. Phase 2 was descriptive and exploratory phenomenological method.

Phenomenological approach is now being developed in a variety of fields, but it has mostly been used in psychology (Giorgi, 2020), teaching (Merriam & Grenier, 2019) and nursing (Howard-Vernet, 2022). Additionally, related and more recent discoveries in philosophy and social science like symbolic interactionism and social phenomenology, as well as other phenomenologists and hermeneuticians like Maurice Merleau-Ponty and Hans-Georg Gadamer, have an impact on these methodologies. However, phenomenological approaches frequently rely heavily on concepts created initially by Edmund Husserl and Martin Heidegger (Sartre et al., 2022).

Therefore, before considering phenomenological techniques, the next part explains Husserl's and Heidegger's beliefs about the nature and foundation of human knowing.

2.3.1 Husserl and transcendental phenomenology

Commonly regarded as the founder of contemporary phenomenology is Edmund Husserl. He began his professional life as a mathematician but later switched to philosophy after discovering that the then-dominant scientific technique was unable to provide actual knowledge. Unconditional truth, which measures solely empirically observable qualities of reality, was always going to be outside the purview of scientific

investigation. Psychologists and others who evaluated theories and employed certain measurement techniques, in Husserl's opinion, placed too much emphasis on operational definitions and contingent metrics and too little on genuine human experience, they were epistemologically defective (Morrow et al., 2015).

Husserl, who sought to create philosophy and science on a base of unimpeachable reality (Trizio, 2020) was convinced that true knowledge could not be attained by the study of empirical manifestations. As a result, Husserl's alternative was to go back to the things themselves or to concentrate on how people actually encounter and comprehend events in their daily lives. Husserl believed that knowledge must be rooted in people's experiences. This means adopting a radical empiricism based on an in-depth, objective comprehension of phenomena as they manifest in consciousness. Husserl sought to achieve a comprehensive appreciation that included all imaginable facets of an experienced occurrence by focusing on consciousness rather than the empirical world. As a result, he did not prioritise what was considered to be true scientifically or inherently. True understanding of a phenomena or item is based on the full range of experiences we have with it in the course of our daily lives. Therefore, phenomena should be studied for what they are, directly and intuitively, rather than for what they mean, theoretically and from a specific perspective. Husserl sought to create a firm and well accepted foundation for knowledge about phenomena. To do this, he created a method that consists of several steps designed to get rid of all assumptions and distil encountered phenomena down to their most basic components (Trizio, 2020). According to Husserl, the reason we can discern a meaningful world of things and find order in our experiences is because our experiences are based on such essences. There are only two steps in this procedure. First, one should set aside or ignore their default perspective when contemplating a phenomenon. We must suspend all of our ingrained prejudices in order for the phenomenon under consideration to be seen for what it is: a pure phenomenon. By expanding the phenomenon in our brains, we are able to understand its fundamental nature. The limitations of the phenomena's identity, as well as its transcendental essences and conditional characteristics, can be understood by flexibly and creatively altering and thematizing various parts of the phenomenon. Consider a book as an example. While the quantity of pages and the colour of the cover may be viewed as conditional qualities, the presence of pages and a cover may be regarded as fundamental. In order to comprehend a phenomena's

essence, it is important to concentrate on how it is experienced in daily life, entirely bracket its contingent elements, and then build on the meaning of the pure phenomenon.

This may appear paradoxical because it draws on a comprehensive understanding of life-world experiences before suspending them in order to achieve transcendental essences. However, it is crucial to keep in mind that Husserl was firmly influenced by Cartesianism (Merleau-Ponty, 2013), with its rational ambitions and division of the world into consciousness and matter. From that perspective there could be no other true basis for knowledge than consciousness

2.3.2 Heidegger / hermeneutic/ interpretive phenomenology

Heidegger began his philosophical career as a student of Husserl's. He acknowledged an intellectual debt to Husserl, but also emphasized his divergence from him. Heidegger's approach to phenomenology is often taken to mark the move away from the transcendental project (Gallagher & Zahavi, 2020), and to set out the beginnings of the hermeneutic and existential emphases in phenomenological philosophy. It's crucial to understand that Heidegger did not immediately reject phenomenology when he distanced himself from Husserl. Instead, he believed that Husserl's work was more phenomenological than his! Husserl's phenomenology was too theoretical and abstract for Heidegger, who claimed that The Being-question, unfolded in Being and Time, parted company with this philosophical position, and that on the basis of what to this day I still consider a more faithful adherence to the principle of phenomenology." While basing this attitude in the lived world the world of objects, people, relationships, and language Heidegger questioned the viability of any knowledge apart from an interpretative perspective. Meaning is therefore of utmost importance in this situation because, in the words of phenomenologists, consciousness makes possible the world as such, not in the sense that it makes possible the existence of the world, but in the sense that it makes possible a significant world (Drummond & Timmons, 2021) emphasis added. Dasein, or 'there-being,' is Heidegger's subject. Heidegger prefers to use this word, Dasein, to describe the peculiarly placed characteristic of "human being." In Being and Time, he focuses on defining the essential characteristics of Dasein, which he claimed had been overlooked in Western philosophy, either because it was assumed or because it was inaccessible. As a result, we could say that Husserl

was primarily interested in what can be generically categorised as individual psychological processes, such as perception, awareness, and consciousness (Wehrle, 2019). Heidegger, in contrast, is more interested in the ontological question of existence itself as well as the interactions and activities that we are involved in on a daily basis that shape how the world looks to us and how it is meaningful. It is important to note that Heidegger's writing style differs significantly from Husserl's. Husserl's more technical terminology appears to be mostly avoided by Heidegger, who also appears to be pursuing his own poetics and creating his own vocabulary. What then is Heidegger's main focus? Although he is interested in the philosophical underpinnings of existence, his viewpoint is purposefully materialistic. The main concepts that IPA researchers should take away from Heidegger at this point are that humans can be thought of as being "thrown into" a world of objects, relationships, and language, and that our being-in-the-world is always perspectival, always temporal, and always "in relation-to" something. As a result, phenomenological research in psychology revolves around interpreting people's meaning-making activities.

2.3.3 Relevance and potential contributions to entrepreneurship

By relating applied phenomenology to cognitive psychology and discursive entrepreneurship theories, its theoretical potential and methodological position can be more readily understood (Hemme et al., 2017). Research on biases, heuristics, and cognitive schemata is frequently conducted in the field of cognition (Baker & Welter, 2018, 2020; Welter et al., 2019). Although not all study on cognitions in entrepreneurship focuses on cognitive processes, this type of research frequently assumes that the entrepreneurs' expressions which are frequently recorded using scales and questionnaires reflect generally steady cognitive mechanisms. On the other hand, there is an increasing interest in discursive and narrative approaches to the entrepreneurial phenomena. In this context, academics such as (Hjort and Steyaert 2004; Berglund, 2007; Anderson, 2019) examine and evaluate entrepreneurial expressions and events in connection to developing and enduring discourses. Researchers that follow the narrative tradition frequently concentrate on the narratives that give entrepreneurial activities and events significance. As a result, they are hesitant to link these situational narratives to underlying cognitions. Thus, cognitive

researchers attempt to separate the thought processes of businesspeople, whereas discursively oriented authors look into local stories. It's possible to think of phenomenological approaches as fitting somewhere in the middle, by concentrating on how people understand their own lived experiences, the meanings that phenomena have for different people, and the means by which people interact with these phenomena. Thus, a phenomenological approach may enhance findings from fields where quantitative cognition studies are predominate by offering thicker elaborations of how things like business risk-taking are enacted and given meaning by particular entrepreneurs. Such studies could both create new theoretical structures and strengthen already-existing ones. Another way that phenomenological approaches might contribute to the discursive tradition is by presenting specific examples of how current discourses are understood or by creating original narratives based on how people approach and respond to particular concerns (Ravn, 2022). The argument made here is that entrepreneurs and the popularly understood and quantified characteristics of entrepreneurship are taken out of the environments and situations where they derive their significance. Recent theories that prioritise local sensemaking and emergence over stable plans and isolated judgments reflect the idea that entrepreneurship is difficult to characterise in terms of stable and objectively existing entities (Antonacopoulou & Bento, 2022; Gherardi, 2019) Accordingly, phenomenological methods can be viewed as a structured method of examining how well-known ideas and frequent occurrences in entrepreneurship such as opportunity discovery, risk-taking, and business planning as well as less-examined elements such as involvement of self, view of time, are felt, understood, and applied by entrepreneurs. Particularly well-suited for examining the discrepancies between actual events and theoretical conceptions on the one hand, and people's interpretations of these events or concepts on the other, are phenomenological methods (Scott, 2022). As demonstrated in the case of risk, phenomenological research can deepen theoretical understanding of concepts and give them a richer, more comprehensive meaning by illuminating how they materialise in entrepreneurs' actual experiences.

2.4 BACKGROUND TO FEMALE ENTREPRENEURSHIP

Many of the early female entrepreneur pioneers worldwide met the entrepreneurship criteria discussed above. Females who began small ventures like schools and grew them into world leading corporations, and entrepreneurship on small scales like shops, canteens or even those offering professional and personal services. Female independence, advanced education levels, and the need for financial freedom prompt the growth of female-owned businesses (Fielden & Davidson, 2005; Mouelle & Barnes, 2018). Years ago, many females did not have these growth prompts coupled with social acceptance to start a business. Entrepreneurship is now an accepted professional path for females (Tlaiss & Kauser, 2019), offering flexibility and independence that is lacking in traditional jobs.

Female entrepreneurs saw an opportunity and successfully launched, developed, and grew a business. They have used novel approaches to turn a business idea into a commercial reality (Hasan & Almubarak, 2016). Female entrepreneurship is similar to entrepreneurial activity and process (Solesvik et al., 2019). It essentially refers to recognising opportunity and manipulating resources to create a new business, and the subsequent growth and development of these ventures. Similarly, not all females or business owners are entrepreneurs, and this is the same for their male counterparts. Regardless of the gender of the company's founder, there is not always something fundamentally entrepreneurial going on in some businesses. A person selling bananas on the street is not an entrepreneur, and neither are many traditional or typical small businesses. These individuals do not exhibit the entrepreneurship characteristics and do not meet the definitions (Schumpeter, 1939) and (Kirzner, 1979). These think of entrepreneurs as those who identify and seize profitable opportunities, marshalling resources, innovating, and being results-oriented.

Female entrepreneurs are business owners whose ventures reflect the characteristics of entrepreneurship and who have initiated, taken over, and implemented entrepreneurial activities and processes. These women have identified opportunities and gaps. They were able to gather the resources required to capitalise on the opportunity. They also encouraged and guided a dynamic change process. They established a new pattern of activity that has resulted in the formation of a new wealth-creating company with significant long-term growth potential (Leitch et al., 2016).

There is no doubt that females all over the world have increasingly taken the roles of participating both in the formal as well as informal economies. They invest their income in families, firms, and their communities, and by extension, contribute to the national economies (Brush & Greene, 2015; Williams et al., 2017). Despite growing rates of female entrepreneurship, female-owned enterprises are almost uniformly disadvantaged. Gender is the subject of an expanding corpus of research differences in entrepreneurship across countries and regions (Bardasi et al., 2011; Chaudhuri et al., 2020).

The following illustrates the main differences:

Size - females tend to own relatively small firms (Aterido & Hallward-Driemeier, 2011; Bardasi et al., 2011). This relegates female-owned ventures to settle in the micro and predominantly informal levels of the SMME sector with diminishing returns.

Sector - females tend to concentrate in specific sectors, often less rewarding, without registration, and with the least growth opportunities (Chaudhuri et al., 2020; Nagler & Naudé, 2014; Oduro & Doss, 2018). The industry in which a company operates is a significant determinant of gender-observed differences in performance and growth (Jackson & Sanyal, 2019). **Productivity and growth** - females-owned businesses tend to perform worse than male-owned and gaps in productivity and growth remain large even in more prosperous countries (Du Rietz & Henrekson, 2000).

Prescribed roles – more females have entered the formal economy through corporate organisations, specifically in the post-WWII era. Conversely, socio-cultural, structural, and historical powers have left most females disadvantaged, occupying fewer decision-making positions within the organisations, making it difficult to quantify their contributions to the organisation's growth and development (Yohn, 2006).

2.4.1 Female Entrepreneurship from Economic Perspective

Entrepreneurship has been discussed from different perspective. Entrepreneur is a risk-taker or bearer. (Céspedes, 2012; Marshall, 1930) construed the entrepreneur as

a manager and a leader. (Cunningham & Lischeron, 1991; Sutter et al., 2019) recognised the entrepreneur as a manager that plays an essential role in the coordination of production and distribution. While Schumpeter (1934) described himself as an innovator. conceptualised the entrepreneur as an arbitrageur who seeks profitable opportunities.

The varying positions demonstrate the economic growth power that entrepreneurship holds (Du & O'Connor, 2018). Schumpeter (1954) argued that the entrepreneur is the one who creates actual development through innovations in the economy. Low and MacMillan (1988) agree that entrepreneurship is important for economic growth because it generates thousands of new jobs. Social wealth creation is aligned with the individual's need for profit. Economic development is being supported by most countries through supporting entrepreneurship and new venture development by having policies, regardless of the location of country context. The increasing attention to economic contributions of entrepreneurship, growing and successful business is reflected in the accelerated pace, the growing Initiatives in the public and private sectors at both the local and national levels (von Schönfeld & Ferreira, 2021).

Small businesses are vehicles through which entrepreneurship grows - they are the main drivers of economic growth (Filser et al., 2019). Aside from research findings that females are leading in small business studies, recent statistics show that females are essential drivers of growth in many economies. (Cho et al., 2020; Tiwari & Goel, 2017; Tliss, 2015). Nonetheless, recent research on female entrepreneurship has focused on what knowledge can be gained from entrepreneurship research to better understand female entrepreneurship and which theories best explain female entrepreneurs' entrepreneurial activities (Ojediran & Anderson, 2020). As a result, these questions must be articulated to fully comprehend female entrepreneurs' entrepreneurial identity, aspiration, and success.

Previous research has discovered that male and female entrepreneurs have different business outcomes, motivations for starting businesses, effort put into the development of their businesses, size of their start-ups, types of businesses they start, performance expectations for their businesses, preferences for venture risk, the

process of identifying business opportunities, and confidence in their businesses (Brush, 1992; Du Rietz & Henrekson, 2000; Hughes et al., 2012; M. Carter & R. Allen, 1997; Rosa et al., 1996). According to (Vossenbergh, 2013), females have access to fewer resources, less knowledge and skills, and a lower societal recognition in numerous African countries than males. Thus, females have lesser respect for profiles because they are able to have new ventures and the same time align their goals and also run their ventures at other areas local or global. These essential features of female entrepreneurship contribute to the economic process (Lock & Smith, 2016; Verheul et al., 2006).

2.4.2 Recognising Female Entrepreneurship

Female entrepreneurship is growing in developing countries. The majority of female entrepreneurs' businesses are in the small and medium enterprise sector (Shoma, 2019). Entrepreneurship provides tremendous opportunities for females all over the world by allowing them to achieve greater self-sufficiency, self-esteem, education, and growth for themselves, their families, and employees. Females are changing the face of global business ownership, between one-quarter and one-third of the world's businesses are owned by a woman Mulatu and Prasad (2019).

Female entrepreneurship takes a comparative approach where females are benchmarked against their male counterparts. Females are described as underperforming in the business venture space. At the same time, their internal structure is considered inadequate, drawing comparatively high transaction costs while offering under priced goods or services or more invested in less productive or profitable sectors (Dean et al., 2019). The unique background of female entrepreneurs is also framed as contributing to the underperformance in the venture creation space as females generally have limited access to financial capital due to lack of credit history which relegates females to low capital industries that are less competitive (Bwatou, 2020). All these factors form part of the deficiency rationale of female entrepreneurship which discredits the female ventures and perpetuates the bias.

The extant approaches frames being a female entrepreneur as problematic. This is tied to the concept of identity individually and professionally. The activity of female

entrepreneurs is like the entrepreneurial activity and process - recognising opportunity, manipulating, develop the business and see it to growth. While comparisons still continue in current studies, there is an increased focus within the field to understand the contextualized nature of the entrepreneurship phenomenon (Welter, 2011, Zahra, 2007), and specifically the impact that socio-cultural context has on female's entrepreneurship (Brush et al., 2009; Delmar & Holmquist, 2004; De Vita, Mari & Poggessi, 2014; Santos, Roomi & Linan, 2016; Shinnar, Giacomini & Janssen, 2012). This can hardly be considered as merely acknowledging the biases in research but I addressed some of the extant debates and their associated research themes. Furthermore, I also articulated that given the fact that perceptions and not objective facts have been shown to be the main drivers of potential entrepreneurs (Krueger, 2007. Radu & Redien-Collot, 2008), there has been an increased focus on understanding female perceptions of their entrepreneurial abilities (Arenius & Minniti, 2005), and on the feasibility and desirability of opportunities (Dabic, Daim, Bayraktaroglu, Novak & Basic, 2012). Recent studies have indicated that while efforts to promote women's entrepreneurship have been successful in narrowing the gender gap, for example by 6% in 61 economies, differences in perceptions still persist (Kelley, Brush, Greene, Ali & Kew, 2015). It is clear in this thesis that, while, the percentage of women with positive perceptions about opportunities is comparable to men (40% women versus 45% men).

2.5 IDENTITY

Sense of self is at the core of the entrepreneurial process where individual self-image and the decision to be an entrepreneur intersect (Mathias & Williams, 2017; Murnieks, 2007; Peacock & Greene, 2007). The assessment of entrepreneurial identity is central to entrepreneurship and the venture creation process. The perceived significance of identity influences how we research entrepreneurship, and influences decisions of classification of individuals as entrepreneurs.

Identity is how individuals make meaning of themselves Hoang and Gimeno (2010). Leitch and Harrison (2016) these authors assessed individuals' attitudes and found that identity contributed to predicting behavioural intentions independent of attitudes. They concluded that individuals behaved in ways that confirmed their perceived

identity regardless of their preference. Identity impacts behaviour (Brush & Greene, 2015). Identity influences individuals' attitudes towards behaviour. Identity can be deemed distinct from, while simultaneously intertwined with one's attitude and intentions toward a specific behaviour (Radu-Lefebvre, et al. 2021).

2.6 RELEVANT IDENTITY THEORIES FOR THIS STUDY

A person's ability to negotiate their being and capacity in varying situations is referred to as identity formation (Caza et al., 2018). Other forms of identity can be considered based on a personal identity, which is a broad view of the self. We communicate with the environment through our embodied selves, and we are inseparable in this sense (Rydzik & Ellis-Vowles, 2019).

2.6.1 Identity theory

Identity theory prominence on the ability to categorise the self as a place of diverse roles, in which there is an integration and expectation of our being Bell et al. (2019) In this study, identity refers to the origin of self, reflexively and broadly understood by the self (Larson & Pearson, 2012). Identity theory is concerned with questions such as who am I and how should I act (Carpi, 2012; Davis, 2017). According to (Ashforth & Mael, 1989), social identity is a feeling of belonging to or oneness with a group of people. A key distinction in the identity theory is that individuals may identify with a particular social category like a profession, without necessarily internalising the category virtues (Hogg & Terry, 2014). Role-based identities for example mother, entrepreneur, doctor are at the core of the identity theory (Burke & Reitzes, 1991; Meister et al., 2017).

The role-based identity theory considers adjustments on identities. For instance, from being a manager and to be an entrepreneur (Adler & Adler, 1987; Brush et al., 2014; Schneider et al., 1971). As individuals change their personal identity characteristics, they also make decisions about relationships, behaviours, and occupations accordingly. Indeed, females hold numerous roles and simultaneously belong to several groups, each with multiple and potential overlapping identities, connected to

the individual's roles (Alsos et al., 2016). People generally display different roles for different situations and contexts.

2.6.2 Social Identity

Social identity focuses on the social categories, the categories could be based on racial differences as well as the gender and age. Furthermore looks religious denominations or political parties and may be perceived positively or negatively in relation to another group (Ashforth & Mael, 1989, 2016). For instance, in the context of this study, a person is identified as a female who is an entrepreneur. In a social environment, the person identifies as less competent in the field of entrepreneurship.

Personal attributes are consistent, while social identities are more dynamic because people might and change their group affiliations for different reasons. Identity is a phenomenon constructed through interaction with other Chasserio et al. (2014) Individuals can maintain several identities relative to their work and family position and social context. Female entrepreneurs must simultaneously manage different social identities. Uniformity with a specific group is an essential feature of group-based identity. It can be based on cognitive, social stereotyping, attitudinal, group loyalty, and behavioural factors (Ellemers & Haslam, 2011; Jenkins, 2014; Trepte & Loy, 2017).

2.6.3 Entrepreneurial Identity

To examine entrepreneurial identity, a series of studies were looked at, study subjects included female entrepreneurs in different sectors and for this study multiple themes emerged. The female entrepreneurs saw themselves as relationship focused, role players, participative, creative and resilient. Relationship focused females saw themselves as collaborative above all fostering relationships using care empathy. Female entrepreneurs are creative and see themselves challenging others in a constructive, positive above all being creative, being curios, having many ideas, being interested in solving problems through innovative solutions and having the ability to dream and use their imagination. When it comes to role, female entrepreneurs juggle their roles as mothers as they establish and grow their organisations.

Entrepreneurial identity has emerged as a key concept for understanding entrepreneurship as a social and economic phenomenon (Anderson et al., 2012; Crosina, 2018; Mmbaga et al., 2020). Entrepreneurship identity has been proposed as a critical identity that inspires people to pursue entrepreneurial endeavours. When a new venture is established, entrepreneurial identity is vital for achieving legitimacy (Marlow & McAdam, 2015), belonging (Stead, 2017), and positively standing out from others (Shepherd & Haynie, 2009). Entrepreneurial identity continues to inform entrepreneurs' decisions, actions and feelings (Alsos et al., 2016; de la Cruz et al., 2018), as they build their organisation, including how they acquire resources (Kimjeon & Davidsson, 2021; Kromidha & Robson, 2016), the extent to which they commit time to their ventures (Murnieks et al., 2020) and even their passion (Cardon et al., 2009; Murnieks et al., 2014).

Entrepreneurial identity is built on theoretical perspectives - identity theory (Stets & Serpe, 2013), role identity theory (MacCall & Simmons, 1978; Minor, 2020), and social identity theory (Tajfel & Turner, 1979). These perspectives are rooted in different disciplinary traditions like sociology, social psychology, philosophy and management, respectively that reflect epistemologies ranging from positivism to social constructivism (Leitch & Harrison, 2016). An individual can establish the entrepreneurial role before their entrepreneurial identity. The formulation of an entrepreneurial identity is interlinked with the identity construction theory in which a person's integrates their current identity with the new role they are designing for themselves (Caza & Creary, 2016; Ibarra, 1999; Neary, 2014; Tomer & Mishra, 2016).

The two concepts of identity - social identity and role identity - influence entrepreneurial identities. For instance, the social identity of the founder impacts the formation of the venture, the required decision, and outcomes. Similarly, different founder role identities impact behaviour and the venture outcome.

contend that combining the role identity and social identity provides a more robust integration of the concepts of the group, role, and the self. The argument explains that the two theories of self and social identities are common, just offering a context of group versus the role. This argument is strengthened because people occupy roles while simultaneously belonging to social categories (Stets & Burke, 2000). For

example, a female doctor, male student, female entrepreneur, while the salience diverge considering the circumstances (Brush & Gale, 2015). A female may simultaneously be a mother, a wife, a daughter, entrepreneur.

The entrepreneur role identity reflects the socially recognised group of entrepreneurs (Obrecht, 2011). (Baker & Powell, 2019, 2020) combined both theories to analyse founders' identities. In various research, attitudes and attributes such as creativity/innovation, comfort with risk and uncertainty, a proactive attitude, aggressive competitiveness, and self-efficacy have been found to underpin entrepreneurial behaviours (Covin & Slevin, 1991; Lumpkin & Dess, 2015; Ratten, 2016).

Understanding the role and social identity creates context to explore female entrepreneurs' identity, entrepreneurial aspirations, and perceptions of success in entrepreneurial activities. It allows females to know about their social and individual self-identity. Being a female who is also an entrepreneur creates a conflict between social and economic values (Orser & Hogarth-Scott, 2002; Poggesi et al., 2016). If the self and social identities are uneven, it would have a negative effect on one's intention, aspirations, and subsequent participation in the entrepreneurial process. There is a gap between the socio-cultural female identity and entrepreneurial identity framed in masculine constructs. There would also be a negative effect on the entrepreneurial process from a female perspective.

Studies done in the past that highlighted elements influencing people's decisions to engage in or start their own businesses. According to studies, people's decisions to become entrepreneurs are greatly influenced by their family and friends through social learning (Amankwah-Amoah et al., 2018). Family members serve as role models and a crucial source of support for influencing people's future ambitions (Ahn et al., 2020). An individual's prior knowledge and experiences gained through school or employment, both of which have been identified as influencing people's decisions to become entrepreneurs, can also be considered as having a direct or indirect influence on the social ingroup (Daugherty, 2021). Additionally, studies have demonstrated the influence that the family and home setting has on decisions about business development and growth strategies (Hasan et al., 2020). Studies also show that the

general societal views on entrepreneurship and gender role beliefs have an impact on one's in-normative group's support (Afshan, 2021). Studies show that social norms and cultural values affect not just entrepreneurial thoughts and goals but also the process of constructing an entrepreneurial identity (Ruiz-Jiménez et al., 2021). Personal and social identities are entangled with entrepreneurial identities; these identities alter and develop through time in response to experiences and interactions (Ruiz-Jiménez et al., 2021). Additionally, according to (Kuschel et al., 2020) only male entrepreneurial ambitions appear to be reinforced by judgments of the social legitimacy of entrepreneurship. They speculate that this may be because women do not view entrepreneurship as a respectable professional path. Social institutions can limit an individual's access to discourses and lead to conflicts between that person's self-identity and pre-existing social identities (Silverman, 2021). This might be the case for aspiring female entrepreneurs who encounter a gap between their personal identities and the traditionally masculine social identities of business people (Silverman, 2021). In line with earlier entrepreneurship studies, (Silverman, 2021) emphasise the necessity for more consideration of the social and economic context when assessing data. Despite the role performed by the individual and the significance of external social institutions in shaping entrepreneurial identities, both should be acknowledged. According to (Adami & Plesch, 2022) human actors actively work to shape the nature of their systems rather than passively acting as a channel for socio structural forces. The importance of individual agency in creating self-tailored identities within the confines of clearly established occupational norms is also highlighted by management studies. The importance of individual agency in creating self-tailored identities within the confines of clearly established occupational norms is also highlighted by management studies (Yoong, 2020). Individuals actively participate in the creation, maintenance, and revision of their identities within the external social situations in which they find themselves a process known as identity work, according to (Paulsen Mulvey, 2019). The individual has a say in how their identity is constructed because they are both a creator and a product of their social system (Bandura, 2001).

2.6.4. The Formation of Entrepreneurial Identity

The field of entrepreneurship is one area where the impact of identity on actions and financial results is likely to have additional explanatory power. Research in this field owes an enormous debt to the inspiring contributions who both conceptualise an entrepreneur's most essential characteristics as creativity, recognising opportunities, and accepting a certain level of risk (Baumol, 1968; Helfat et al., 2009). Schumpeter considers the independent entrepreneur to be the ultimate source of economic growth because they are the one who understands the value of innovation and brings it to market. When an entrepreneur innovates, it starts a phase of creative destruction in which the old is continually replaced by the new. The Schumpeterian motivation for entrepreneurial action conquering, founding, and creating that aids the entrepreneur in overcoming the uncertainty inherent in the endeavour appears more lyrical than theory-driven from a standard economic perspective (Dold & Rizzo, 2021).

2.6.5 Identity Activation

Activation refers to the circumstance in which identity is actively engaged in self-verification (Callero, 1985; Morris & Kuratko, 2020; Stets & Burke, 2003). Identities have no effect unless they are activated (Chen, 2020; Stryker & Burke, 2000). The salience of social identity theory indicates the activation of identity and depends on the interaction between the characteristics of the perceiver (Brenner et al., 2014; Cesaroni et al., 2019). This means the readiness of a category to be activated and the situation fit - the correspondence between stored specification and perceptions of the situation (Chen, 2020). In role identity theory, salience provides the activation probability based on the number of people implicated in the identity and the depth of the relationships. Social identity is about the specific features of a situation that could activate an identity, while role identity concerns itself with the social structure for the identity activation (Carter, 2013; Stryker & Burke, 2000).

Identities are hierarchal, for instance, imagine a social environment where females are perceived as low-ranked to their male counterparts, how does this affect female entrepreneurs pursuing opportunities, venture growth or expansion, or even resourcing their venture in competition with their male entrepreneur counterparts? Identities can also be changed depending on how central they are to the self.

Identity requires an individual to operate its hierarchy – the individual choose which one matters most. The salience of identity does can happen without self-consciousness or self-awareness (Hoang & Gimeno, 2010). For example, an individual might be an entrepreneur, but could prioritise their parenting role in their self-identity. Salience and centrality may operate consistently when actors become aware of how salience become central (Leitch & Harrison, 2016; Murnieks et al., 2014). We should expect that where female entrepreneurs are given the identity of services and support sectors, they would identify themselves as easy sector entrepreneurs.

2.6.6 The Concept of Identity Work

Identity work is conceptualised as a process where individual endeavours to construct a reasonably logical and unique perception of their personal self-identity.

While self-identity echoes names, categories refer to how one's classifications (Stets & Burke, 2003).

In the entrepreneurial context, identity work may make an individual modify their identity to fit in, be accepted, be valued, or listened to. The levels of engagement experienced by a female in such contexts possibly affect their perceptions of their entrepreneurial identities and, by extension, how females engage in the entrepreneurial process.

The other concept of interest in this study is the sociological perception of identity work which allows analytical merit. The self-identity is 'the individuals' notion of "who and what they are", or institutional conception is designated to be (Cross & Markus, 1994; Farmer et al., 2011; Markus & Nurius, 1986). This is critical in entrepreneurship because it is core to individual endeavours, aspirations, and anticipated outcomes. This makes it an enthusiastic, vigorous exercise related to the role of the individual's personal cognitive, behavioural, and discursive identities (Farmer et al., 2011).

The concept of identity work requires an esteemed lens for investigating how societal contexts are apprehended through cultural and social identities. For example, creating,

expressing, modifying, and sustaining their entrepreneurial identities as individuals and collectively to signify their entrepreneurial aspirations and perceptions of successes.

2.7 IDENTITY AND ENTREPRENEURIAL ASPIRATION

Self-image influences the aspiration needed for a new identity (Styker, 1987; Brush & Gale, 2014 describes aspiration as “longings, aims or ambitions”. Ajzen’s (1991) theory of planned behaviour posits that aspiration relates to what an individual wants to accomplish, the motivation a person wants to accomplish something. The business creation and development stage determines or plays a role in the relationship between identities. Entrepreneurial aspiration serves as the foundation for the work identity, guiding both thoughts and behaviours (Brush et al., 2004). Numerous entrepreneurs, policymakers, and researchers consider business growth a key outcome of engaging in entrepreneurship. Growth is likely associated with several other outcomes beyond increased personal wealth for the entrepreneur. For example, the local community may benefit from business growth through increased activity and employment in the region without the entrepreneurs placing high financial returns as a primary goal. Given this array in what growth is to different actors, a key predictor of substantial business growth is the entrepreneur’s business growth aspiration (Davidsson, 1989; Hessels et al., 2008).

Entrepreneurs can decide whether they want their firms to grow or not (Bulanova et al., 2016). They also determine what growth they aspire for, both in quantity and form of quality. The entrepreneur’s expectations regarding growth outcomes influence their growth willingness. It is essential to consider the entrepreneur’s subjective inspiration in relation to growth willingness to understand and explain actual business growth. Since the entrepreneur’s aspiration for firm growth is essential for real business growth, identifying the key concepts and constructs contribute to the entrepreneur’s aspiration. Therein lies a gap in the current literature on entrepreneurial development where both the current objective and subjective measures of growth are constrained and do not take into account the subject’s aspirations as an antecedent of growth measurement (Mozumdar et al., 2020; Mustapha & Sorooshian, 2019; Vij & Bedi, 2016).

This research suggests that exploring the female's entrepreneurial aspiration not only to become entrepreneurs, but after they make that decision, to engage in entrepreneurial processes, actions, and persistence from several perspectives is significant in understanding entrepreneurial outcomes such as growth and success. Exploring notions like role, self-identity, social identity, self-regulation, self-discrepancy, and regulatory focus may offer a better understanding of entrepreneurial perceptions of growth and success. How we see ourselves, who we would like to be, and how we would like to be seen by others greatly relates to how we will .This should be considered if business growth is something that some entrepreneurs can accomplish, in other words, the extent to which business growth and what form of growth is feasible to them (Brändle et al., 2018).

McClelland's (1961) maintain that people who have a strong desire to succeed generally end up becoming entrepreneurs and succeeding better than others McGowan et al. (2012). How the entrepreneurial aspirations relate to the perception of success and whether success criteria among female entrepreneurs differ remain an important research question. The approach taken in this study would significantly contribute to theory building towards entrepreneurial identity and growth dynamics beyond the widely used antecedents of objective and subjective measures.

Females have disparate aspirations for starting a business or engaging in entrepreneurial processes. This has implications for the type of businesses they create and their approaches to managing the business or the path they follow in the entrepreneurial process (Ahmad et al., 2014). The critical motivation for female entrepreneurship is a desire to balance work and family responsibilities and the increased flexibility afforded by self-employment. This points to identity work expectations. The desire to make money is not an unimportant motive; social factors, lifetime development experiences, and economic factors affect the motivation to become an entrepreneur (Baughn et al., 2006; McGowan et al., 2012). This also highlights that one's identity and socially ascribed roles are important factors for assessing entrepreneurial aspirations and desired outcomes.

The push/pull model is also a common way of explaining the different motives behind why females start a business (Alam et al., 2021; Schröder et al., 2021). This study investigates the females' aspirations in South Africa. For many female entrepreneurs, the push factor is that self-employment may mirror the restricted structure of prospects in the labour market, the glass ceiling effect, or greater flexibility in work time and reconciling multiple roles (Poudel, 2014; Rajagopal, 2021). The pull factors centre on the need for self-fulfilment or independence, challenge, initiative, and the success and satisfaction derived through entrepreneurship, including building wealth (Kalleberg & Leicht, 2000).

The construct of female entrepreneurial aspiration is arguably framed mainly from the traditional perceptions of why people generally engage in entrepreneurship. As more females engage in entrepreneurship, being an entrepreneur may be considered transformational in challenging the traditional identities (Chasserio et al., 2014). This is specifically more important in South Africa and similar African contexts where the gender dynamics are still rigid in most cases where one's gender are expected to or at least influence what one can do or can hope to accomplish. It follows that females are assuming the entrepreneurial identity as founders of new ventures, as innovators committed to commercialising new products, services, ideas, and methods, and developers invested in the development and growth-enhancing organisational value propositions (Laguna & Razmus, 2019).

2.7.1 Entrepreneurial Aspiration

Aspiration relates to what an individual wants to accomplish. It is what an individual wants to happen, and not what they think should happen. Entrepreneurial aspiration can answer the question related to the quality of the enterprises and the entrepreneur's level of ambition. These can also effectively serve as a good predictor of subsequent enterprise growth. Entrepreneurial aspiration can significantly impact entrepreneurial outcomes (Hessels et al., 2008). It is essential to understand what drives entrepreneurial ambition. Entrepreneurs can differ in their aspirations by introducing new products, engaging with foreign markets, developing a significant organisation,

and funding external capital. These aspirations, if realised, can significantly affect the economic impact of entrepreneurial activities, products, and process innovation.

Aspirations are individuals' motivations, dreams, goals; in entrepreneurship, that would be associated with identity and success (Swail & Marlow, 2018). By extension, aspiration as an individual quality may be gauged in various ways, from growth attitudes to allocating importance to the view of a significant other like a spouse, partner, and investors. This study argues that entrepreneurial aspiration would include access to resources. This is critical in entrepreneurship research which has documented how access to help is a dream for every entrepreneur. In the same context, female entrepreneurs assume that they cannot access resources for growth, they also relate how difficult it is to raise financial capital and secure administrative support like accounting or financial reporting (Cabrera & Mauricio, 2017; Hechavarria et al., 2019).

In considering venture growth aspirations, a large body of literature addresses growth and the role of aspiration in entrepreneurship. At the same time, some ventures have pronounced growth aspirations and can also realise high growth rates. Another essential factor to consider is control. For instance, female entrepreneurs could easily be worried about the loss of their employees, return of ownership, management of employee output, and time management (Bourke et al., 2010; Lechner et al., 2018).

Most entrepreneurship scholars measure business success by looking at observable events in the firm history, such as firm survival, exit, and growth. Different entrepreneurs, however, hold very different goals and aspirations when starting and operating their firms, and this will impact many decisions made and outcomes experienced. Research on these topics is, however, surprisingly slim compared to other aspects that we have reviewed. One bright spot, if contentious, is the work to examine non-pecuniary motivations ("be my own boss") for starting businesses, which has seen a surge of influential activity within the economics literature.

Furthermore, education plays an essential role in entrepreneurship by providing a wide range of skills for opportunity identification and exploitation, establishing a business, and efficiency in the decision-making and innovation (Jalilian, 2012; Ogunlana, 2018). The level of education for an entrepreneur would affect their aspirations, which is

directly related to the perception of success. We close this review with some recent work on this topic that parallels the personality literature. It is quite likely that the personality traits of entrepreneurs differ significantly by the goals and aspirations that entrepreneurs bring to the business, and future research can benefit by bringing tighter alignment of these two literature strands.

Reasons for deciding to start a business

One key source of longitudinal data on entrepreneurial motivations is the Panel Survey of Entrepreneurial Dynamics (PSED), which asks nascent entrepreneurs the open-ended question, Why did you want to start this business? (Chung, 2021) organize the original motivations into five categories: non-pecuniary reasons, to generate income, to realize a good business idea, lack of employment options, and other. The authors find that the vast majority of small businesses do not intend to innovate or expand their operations but are instead content to remain at their current size and scope. They further measure that non-pecuniary motivations are most frequent driver of new firm birth. Their classification is not standardized, and there are almost as many motivation typologies as there are studies. For example, Kuratko et al. (1997) use a four factor structure of goal statements identified based on responses from 234 entrepreneurs: extrinsic rewards, independence/autonomy, intrinsic rewards, and family security. Nevertheless, the importance of non-pecuniary benefits is now well documented and robust in the literature.

There is a second version of this theme in the entrepreneurial success literature. In a famous paper, Hamilton (2000) estimates that entrepreneurs have both lower initial earnings and lower earnings growth than in paid employment. This differential persists across three alternative measures of self-employment earnings and across industries and cannot be explained by selection of low ability employees into self-employment. Thus, Hamilton concludes that there must be substantial non-pecuniary benefits to self-employment. In parallel, Moskowitz and Vissing-Jorgensen (2002) examine entrepreneurial investment, finding that investment, private businesses is extremely concentrated and non-diversified, yet returns to private equity are no higher than the returns to public equity. The researchers conclude that households are willing to invest substantial amounts in single privately held firms with a seemingly far worse risk-return

trade-off due to nonpecuniary benefits, a preference for skewness, or an overestimation of survival probability.

Entrepreneurial goals

Entrepreneurs driven by pecuniary versus non-pecuniary benefits often have drastically different goals for their companies. Hurst and Pugsley (2011) find that most entrepreneurs, being driven by non-pecuniary benefits, have little intention to innovate or expand their market share. Hurst and Pugsley (2011, 2016) argue that those who receive large non-pecuniary benefits naturally gravitate toward industries where the natural scale of production is small (e.g., accounting, plumbing). Bhide (2000) describes case studies of fast-growing firms that connect the actions and behaviors of founders to their firm growth, including some shifts in motivation with time and experience. Ardagna and Lusardi (2010) measure from the GEM survey that the average entrepreneurship rate is much higher in low- and middle-low income countries (14%) than high-income countries (6.7%); at the same time, two-thirds of entrepreneurs in poor countries are necessity-driven entrepreneurs, compared to 22% in high-income countries. Notably, opportunity driven entrepreneurs provide greater economic growth.

Thus, the literature is increasingly categorizing two broad types of entrepreneurs: growth driven entrepreneurs who seek opportunity and innovation and necessity-driven entrepreneurs that open new businesses when options are Scarce. Schoar (2010) further describes this partition in a review of the entrepreneurship and development literature. The recognition of this heterogeneity is important progress, as these distinctions of entrepreneurial heterogeneity are paramount to understanding entrepreneurial goals and their role in shaping the economy. On the other hand, researchers need to be diligent in remembering that entrepreneurial motivations are not so binary in nature. Just as the average performance of an entrepreneur is proving to be a poor conceptual target in earning estimations, these two sub-groups are likely still too aggregated for the best long term foundation, even if they allow good progress today.

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2.8 PERCEPTION OF SUCCESS

Traditional or classic economic theory postulate that profit shapes rational commercial decisions (Hudson et al., 2001; Kirkwood, 2016; Walker & Brown, 2004). Entrepreneurial success cannot be limited to monetary or financial profits, even in today's world, where dimensions of success include nonfinancial measures of sustainability (Angel et al., 2018; Fenwick & Hutton, 2000; Rogers, 2005; Still & Timms, 2000). Similarly, female entrepreneurship may not be measured on financial success alone.

There have been scholarly advocacy for the conceptualisation of business success that is not evaluated on financial performance alone (Al-Kwafi et al., 2020; Bird & Brush, 2002; Cliff, 1998; Kelley et al., 2013; Olson & Currie, 1992). Traditional measures of business or entrepreneurial success do not appreciate non-financial performances in the success scale (Aliyu, 2020; Kanayo, 2021; Powell & Eddleston, 2013; Reijonen & Komppula, 2007; Walker & Brown, 2004). Overly focusing on objective financial measures of entrepreneurial success tends to downplay or undervalue female entrepreneurs' contributions to the broad entrepreneurial economy that considers more success factors beyond the financial.

Most females do not define success primarily in financial terms De Bruin et al. (2007)) As highlighted above, classic economic theory values financial profits above all while for most females, entrepreneurial success may encompass external values like work-

family balance, wealth creation, professional independence and mobility, how the venture impact the environment, helping other females to grow and emotional well-being of the business owner and their staff Amoako-Kwakye (2012). Entrepreneurship research concentrates on objective financial measures which are visible in turnover and growth, instead of using outcome-based subjective measures like improvements in female entrepreneurs' life, which reflect the interdependence between performance, success, and goals (Brush & Cooper, 2012; Justo et al., 2006; Witbooi & Ukpere, 2011). More specific to this study, gaining professional independence through autonomous decision-making, successfully developing commercial networks, and choosing what commercial interests to pursue should be considered an entrepreneurial success.

2.8.1 Entrepreneurial Success

Entrepreneurial success is a complex phenomenon that seems to be measured by implication or context in binary financial and non-financial criteria (Dej, 2010; Staniewski & Awruk, 2019). Entrepreneurial success is equated almost exclusively with economic-financial indicators, particularly growth, profits, and market share Murphy et al. (1996) The simplest definition of entrepreneurial success can refer to the mere fact that a venture evolved from founding to continuing to operate in the market (Fisher et al., 2014). An entrepreneur who conceives and continually works in the market may consider themselves successful. The success seems more significant when more other businesses fail to compete in that market (Hogarth & Karelaia, 2008).

Limiting entrepreneurial success to economic indicators does not reflect its whole meaning even if the form of success is perceived both subjectively and objectively (Fisher et al., 2014). Arguably other external factors like gender differences potentially affect perceptions of success. For instance, external standards to benchmark success such as gaining prestige or recognition for accomplishment may be associated with the male gender, whereas internal definitions of success such as whether one accomplished the individual target they set out could be related to feminine success factors (Cliff, 1998). Some researchers consider the role of gender in entrepreneurial goals. Justo et al. (2006) draw data from 1,236 Spanish entrepreneurs in the 2005 GEM survey to compare gender and parental status on intrinsic and independence

measures of success. Intrinsic measures of success are generally more valued by women, while independence measures of success are valued equally by men and women. However, the study finds that parental status alters women's notions of success, with independence measures of success overcoming intrinsic measures of success among women with dependent children. There is no such shift for men with dependent children. In interviews with 129 successful women entrepreneurs in the United States, Buttner and Moore (1997) distinguish between corporate climbers, who emphasize gaining managerial experience, from intentional entrepreneurs who emphasize the importance of technical competence.

While goals for entering entrepreneurship and starting a business are considered on a personal level, such as generating profit or retaining autonomy, there is little academic examination into self-defined measures of success for ventures. Large-scale surveys have not, to our knowledge, asked whether an entrepreneur's individual goal for the venture is to reach a public offering, grow the venture until acquisition by another firm, or to stay on as a Founder CEO for the long term. At the same time, these entrepreneurial decisions shape the entrepreneurial landscape, and the alignment of founding teams and their investors on these goals is vital for venture success (Wasserman, 2011).

Applying extant literature of the debate of success, this study defines entrepreneurial success criteria based on five constructs. If success is accepted beyond economic measures attached to entrepreneurial ventures, constructs like market acceptance of either the entrepreneur or their business products or services should count as a valid construct of entrepreneurial success (Staniewski & Awruk, 2019). Market acceptance may be assessed from the venture's success in customer relations and the product or service innovation gaining acceptance. These factors are commercial in nature and justifiably termed as market acceptance. The second factor is associated with intangible human values like the intellectual scales of spiritual well-being or intellectual activities, which are inherently personal (Bhuvanaiah & Raya, 2014; Reijonen & Komppula, 2007).

Entrepreneurial research has devoted significant effort towards understanding the lifestyle and quality of life for entrepreneurs (Masurel & Snellenberg, 2017; Vieira, 2017). This factor pertains to the owner's personal feelings consolidated as personal fulfilment. If the pursuit of entrepreneurship is motivated by the desire to fulfil personal goals like self-actualisation, then personal fulfilment is a valid measure of entrepreneurial success.

The third factor that applies to entrepreneurial success is work-life balance. This differs from self-fulfilment because it reflects on relationships in the business and household environment, including personal relations, personal goods acquisition, customer relations, and personal time (Campos et al., 2015; Gherardi, 2015). The fourth factor relates to autonomy, precisely professional independence. Entrepreneurship literature speaks of legitimacy as an important factor in market entry. Legitimacy should also be related to maintaining relations, pursuing and engaging in different activities be at the business level or in different communities (Cavada et al., 2017; Karimi, 2018). Success in the professional autonomy arena is a good gauge of entrepreneurial success.

The final factor is the conventional and prototypical enterprise performance indicators like profitability and income generation (Eschker et al., 2017; Mitchelmore & Rowley, 2013; Terjesen & Lloyd, 2015). The application of multiple assessments of entrepreneurial success has more potential to theorise about success and investigate how success relates to entrepreneurial identity.

To sum up, much work remains to be done in this largely unexplored area, and much of the initial research needs to focus on data collection via surveys and interviews. Policymakers have much to gain from understanding the specific goals of growth-oriented entrepreneurs who disrupt and develop the broader economy. At the same time, most entrepreneurs have multiple nonpecuniary goals, and policy makers need to understand and support this important part of the economy too. Efforts to bridge the literatures on entrepreneurial personality and motivations may prove very fruitful in the years to come.

2.9 CONCEPTUAL FRAMEWORK

A conceptual framework may be a research paradigm, a discussion of concepts, a theory, or analytical structure (Khan et al., 2019; Khan, 2014). The conceptual framework based for this research is phenomenology. Within this paradigm, the key concepts that inform the conceptual framework are the factors that link the female entrepreneurial identity, entrepreneurial aspiration, and perception success. The researcher defines such a phenomenological focus as describing what people experience, how they experience it and when they experience it. The methodological implication of this focus on lived experience is that an individual's interpretation of an experience is an essential part of the experience itself. These experiences address how female entrepreneurship is constructed, inform the process of female entrepreneurship in its historical, cultural, social context, and use female entrepreneurship practice to inform entrepreneurship theory and research.

2.9.1 Phenomenology as a Conceptual Framework

In this section, the conceptual framework guides us to incorporate the phenomenological method to the literature on entrepreneurship, focusing on entrepreneurial identity, entrepreneurial aspiration, and success for analytically arriving at a situated understanding of female entrepreneurs. The conceptual framework borrows the literature to define life narratives and values in this study.

In phenomenology, the concept of life narratives plays a central role to arriving at a nuanced and contextualised understanding of the narrators. Adams (1996) constructed identity as a story of a person's life. These stories plant the individuals in the socio-cultural milieu (Guerrero, 2011; McAdams, 2008). Singer (2004) notes that a person's life narrative is founded on interpretative epistemology this is the structure within which a person form their worldview. A person's life narrative is an integration of their present, past and future.

When an individual tells their story, they also gain power to structure their experiences, organise memory, segment, and purposely build life events. Evaluation of a person's narrative can put their life and journey into perspective especially as it concerns their

goals and aspirations. Ontologically, the narrative perspective helped the researcher conceive reality as something that is individually constructed. While at the same time see it as shaped, modified, or consensualised by the sociocultural worldviews of the individual (Dunn & Creek, 2015; Frie, 2011).

The critical concept of the personalised socio-cultural frame of reference is how self-identity and meaning are constructed from cultural background which offers the space for beliefs that are common-sensical, socially categorise and interpretative (Alvesson, 2001; Berber & Acar, 2020). This cultural knowledge is often considered a static, monolithic, and internally consistent system. Cultural knowledge is a multifaceted network that allows us to experience and know the different context-specific complications and complexities regarding meanings and worldviews.

To add to the dimension of success and values of this conceptual understanding, traditional and economic theories can be seen as factors that are individualised conceptions but have their origin in the larger society. These also seem to have a strong bearing on individuals' actions and behaviour. Incorporating these roles in this conceptual framework would help us develop a more socio-cultural embedded understanding of females. As per the framework with different components, female entrepreneurship is constituted by ontology, epistemology, psychology, anthropology, and societal vision.

2.9.2 Theoretical framework

Female entrepreneurs are shaped by their embeddedness and context uniqueness (De Bruin et al., 2007; Rugina, 2019). Research in female entrepreneurship are not a new phenomenon except that the focus and methods of the investigations have evolved. Arguably, most entrepreneurship and management research made females economically invisible until recently. As highlighted in the preceding sections, this history could be traced back to Adam Smith and the Joseph Schumpeter periods of the rational economic man and free-market economics (Smith & Stewart, 1963). Any focus on females in these scholarship periods distinguished female and male roles, particularly championing perceptions of management, more importantly, female

behaviour. These perceptions could still be identified in entrepreneurial studies on motivation framed or predicated primarily on financial outcomes (Haus et al., 2013; Minniti & Naudé, 2010). The comparative approach to females in entrepreneurship created a norm that downplayed and detracted from the economic and social value of female entrepreneurs (Haus et al., 2013). Unfortunately, the gap in research on the concepts of identity, entrepreneurial aspiration, and perceptions of success among female entrepreneurs remains significant.

Although the role of females across different sections of society has evolved significantly within the past decades, their involvement in business, politics, and other sectors in the public sphere has also developed, and so has research on the subjects (Achakpa & Radović-Marković, 2018). Nonetheless, female representation is still significantly lower than the male representation (Popescu, 2012). This study defines entrepreneurial success criteria based on five constructs: market acceptance, intangible human values, work-life balance, autonomy, and financial performance.

The theoretical framework adopted can help contextualise the study of female entrepreneurship according to how we define success and how aspiration links to female entrepreneurs' entrepreneurial identity. It turns attention to the need to anchor entrepreneurship research in a specific socio-economic, psychological context integrating into aspects of social and economic change ideologies of gender relations and operational of female-owned firms. This research seeks to explore female entrepreneurship in South Africa in this context, the theoretical framework of this study incorporates socio-psychological theories and phenomenology for contextualising the epistemological worldview of females and capturing their experiences.

2.9.3 The Systematisation of Theories of Female Entrepreneurship

A quick review of how female entrepreneurship has been theorised thus far revealed distinct approaches. The economic discourse stresses female entrepreneurship as a function of economic growth. In contrast, the organisation theory approach to female entrepreneurship emphasises analyses of organisational structure, financing growth, strategies and operations of female-owned firms (Yadav & Unni, 2016). A distinct category of theories defines female entrepreneurship from an individual aspect, personal profiling traits in how entrepreneurship profiled male characteristics as entrepreneurial (Spivack & Desai, 2016). In the same category, we also observe behavioural theories applied to female business owners to explore female motivation, leadership, and management styles (Henry & Marlow, 2014; Hurley, 1999). Again, this is just an extension of behavioural studies applied to male entrepreneurs before. The social cognitive theory approach has also been used for females in business, focusing on aspects like the effect of role models, decision-making, and risk management (Bosma et al., 2012; Stevenson, 1990).

One of the most notable theorisations of female entrepreneurship is the adoption of the feminist theories that focused on aspects of gender inequalities (Bianco et al., 2017; Bilimoria, 2007; Swail & Marlow, 2018). This began with management theorists observing that female-dominated venture sectors were significantly under-researched, resulting in the undervaluation of female-owned enterprises (Ellis et al., 2010). Feminist theorists challenged the gender imbalance in management and entrepreneurship scholarships and their associated masculine approach (Al-Kwafi et al., 2020; Amin & Widiastuti, 2019; Kalinić et al., 2014). This opened new narratives on female entrepreneurialism tied to the social change and self-efficacy dimensions of female participation in the formal national economies. Theories related to feminism are the liberal feminist theory, a systematic bias with restricted access to resources, education, business experience, and lack of relevant experience. There is the social feminist theory, which influences viewing the world indirectly affect business choice by weighing the social risk and reward. Then there is the feminist standpoint theory. Female entrepreneurs' success can either be hindered or enhanced by the interaction

of multiple identities, which sometimes leads to legitimacy challenges. Multiple identities may constrain behaviours and actions.

Based on the above review, it cannot be concluded that each theory describes females' positions in society from a different perspective. Consequently, if we considered one or two approaches separately or in conjunction, it would not fully understand a female story as a business owner. Society believes females are less intellectually and physically efficient than men and are discriminated against based on this belief. While social feminists believe that men and women are different due to the process of socialisation, feminist from the standpoint feels that a disadvantaged position in society gives women an advantage by allowing them to exercise power and produce knowledge to perform daily tasks.

The evolution in research on females in management and venture creation has also confirmed that there are no scientifically justifiable explanations why females could not be more successful in the entrepreneurial economy than men, except that cultural and normative practices, discrimination, and prejudices against females and girls still holds them back in workplaces, wealth creation, venture creation, and the overall entrepreneurial process (Yohn, 2006). The variations on female successes in integration into the entrepreneurial economies directly correspond to the country or regional economic progress (Lincoln & Denzin, 2003). According to the Global Entrepreneurial Monitor annual reports, females in developed economies are making better progress than their counterparts in less developed and emerging economies (GEM, 2010 – 2018) and (Elam et al., 2019). The highest levels of female entrepreneurship are in the Middle East and Africa (GEM 2020-2021).

2.10 SUMMARY OF LITERATURE REVIEW

Primarily, this literature review focused on the extant debates on the subjects and topics of entrepreneurial identity of women and whether there are identifiable trends or patterns in entrepreneurial aspirations and perceptions of success. The chapter discussed female entrepreneurship Identity theories comprise three basic aspects, the social identity, the role identity, and self-identity. Social identity refers to an individual's

knowledge that they belong to certain social group or category with some emotion or value being derived from such association. The role identity theory was founded on the roles occupied by an individual, the importance, and performances of those roles. The third aspect of self-identity integrates an evolution of a person's characteristics, beliefs, and values. It can also be understood of how a person perceive themselves a person would usually drift away from aspirations they fear. From this discussion, entrepreneurial identity for females requires more research attention, primarily because of the historical masculine characterisation and behavioural profiling of the management (Pietkiewicz & Smith, 2014). The review generated questions about female entrepreneurial identity that required more investigation in relation to female entrepreneurial aspirations and perceptions of success. There is no distinct body of literature that examines these three themes in a single framework or theoretical discourse. The literature review synthesised the extant literature thereby identifying the gaps in the current debates specifically the separate approach to identity, aspiration and perceptions of success which substantiate the research problem articulated in chapter 1. It can be drawn from the preceding background literature review that addressing the tri-theme of identity, aspirations, and success in a single research has the potential to contribute cumulative knowledge on the effect of identity on entrepreneurial aspirations and perceptions of success.

2.11 CONCLUSION

The topic of entrepreneurial identity, aspiration and success of female entrepreneurs is of great importance for the study of entrepreneurship in a multitude of contexts, including the examination of the determinants of identity, aspiration as well occupational choice (entrepreneurship vs. paid employment), the predictors of entrepreneurial success, the evaluation of the effects of entrepreneurship policies, and the design and assessment of different approaches to entrepreneurship education. While many theories and empirical analyses have approached the concept, the literature remains arguably underdeveloped due to the conceptual and empirical challenges faced by researchers. The review and assessment of recent work is built with an eye to catching up on the recent literature and the outline of future opportunities for applied researchers. Entrepreneurs are a very heterogeneous bunch, and so it is not surprising that studies of their personalities are mixed. This review highlights places

where empirical findings are consistent, while also embracing the heterogeneity where it is evident. Some of this variance appears due to small sample sizes and selected subgroups, and so bigger studies and meta-analyses will likely yield a clearer picture in the long-term. The multi-disciplinary nature of the entrepreneurial characteristics and personality literature also means that the terminology is not well standardized, and the research dialogue does not easily lend itself to learning from past research and making incremental progress as a field. The sheer number of journals publishing research related to entrepreneurial characteristics, as well as the large differences across them in terms of academic field and quality, also complicates the ability to have a linear, chronologically progressive research dialogue. This challenge too is likely to diminish with time, as the greater depth and specialisation of the emerging field begins to provide returns to scale.

Other heterogeneity will be irreducible as it pertains to the type of venture created, and we have no reason to think tech founder will be tightly aligned with that of manufacturing founder that is opening an online convenience store with her family members. We should, however, start to build the necessary language and taxonomy to better label these studies and their subpopulations, using the heterogeneity to our advantage. Accurate portraits of this heterogeneity will, in the long-term, prove truly valuable to understanding entrepreneurship: the differences between our founders above and their businesses can be every bit as informative as the comparison of them to people engaged in wage work. Our opinion is that future work in this regard is likely to be more productive than a one-size-fits-all portrait of the entrepreneur. The main objectives of the literature review chapter were multiple. (a) to provide an overview of the major steps and activities involved in conducting research in entrepreneurial identity, intention, and perception of success; (b) to describe and contrast the different types of review articles that contributed to the entrepreneurial identity, intention and perception of success knowledge base; (c) to illustrate each review type with examples from the entrepreneurial identity, intention and perception of success literature; and (d) to provide a series of recommendations for prospective authors of review articles in this domain.

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

This chapter presents the elements of the study's research design. This is qualitative research relying on data collected from first-hand observations and two-phased interviews conducted in natural settings and recordings made for nonnumerical data. The data was managed and processed in discourse and interpretive phenomenological analysis. The technique used to collect social reality data was phenomenological, and the philosophical strand and theoretical viewpoint is constructivist. The data was collected from a population of female entrepreneurs running ventures in post-startup phases sampled through purposive sampling across economic sectors in South Africa. Summative modes of analysis and transcendental phenomenological mode of analyses were used. The qualitative approach captured detailed accounts of female entrepreneurs' experiences in a manner that contributes to the current debate on female entrepreneurship with respect to entrepreneurial identity, specifically roles and identities as influenced by social context. The approach was equally effective to address entrepreneurial aspirations from a psychologically meaningful perspective which is central to female entrepreneurs by emphasising and perceiving success of female entrepreneurs in South Africa.

3.2 THE PROCESS OF SOCIAL RESEARCH

3.2.1 Research Paradigm

The study of epistemology is concerned with what is considered true and where it is found (Piper & Stokes, 2022), how they can exist (Gray & Jones, 2016; Maynard, 1994; Skinner et al., 2020). In epistemology, there are two major divisions: positivist and interpretivist. Things are viewed as self-contained objects in a positivist or objective epistemology. Objects have scientifically discernible significance. Positivism is about verifiability and measurability of a concept and the relationships between them, which are gained from, in nature as well as personal preferences (Crotty, 2020; Ngulube & Ngulube, 2017).

The world is socially produced or subjective under an interpretive epistemology, and absolute facts are rejected. The interpretation of information acquired from individuals is used to reach conclusions. Understanding the individual meanings associated with acts is the difficult part. The mind creates meaning, not the other way around. Whether they are perceiving the same phenomena, each person interacts with their environment differently and draws different meanings from it, (Crotty, 2020; Sarantakos, 2012). It is this subjective experience approach that was followed in this thesis.

Three key arguments regarding the social creation of reality in the subject of social sciences. The first assertion is that individual learn facts, through knowledge. A person who lacks information may at first feel compelled to engage with others and join social groups to gain knowledge. The second assertion made is that people socialise. Socialisation is a process by which a person exchanges, maintains, and engages knowledge to construct multiple realities in different societies and under varied situations. The third and last assertion made is that knowledge exists consciously and that it is meant to be shared and preserved jointly. Their reality is real to the normal person interpreting life. They are confident in their understanding of the features of their environment. Every day, they evaluate their environment and discover personal meaning, which they then share with others through social contact (Berger & Luckmann, 1966). The interpretivist epistemology is popular among qualitative researchers. Researchers in phenomenology could virtually never adopt a positivist epistemology since interpretivism and phenomenology are so intertwined.

An interpretivist epistemology informed this study. Investigating individual, collective, or role identities is best or effectively captured by qualitative inquiry. For this study, valid information of female entrepreneurial identities was best gleaned from their interactions with the world. Even though both males and females experience the identical phenomenon of entrepreneurship, associated stresses, all have unique viewpoints. To comprehend many meanings, this study looked at females' identity from their point of view to comprehend the phenomenon. A relationship between myself and those being investigated was required to understand the different meanings that

female entrepreneurs derive from their experiences as entrepreneurs. Several contacts with female entrepreneurs helped to strengthen the bond between them and the researcher. According to (Creswell & Poth, 2007), qualitative researchers investigate their subjects in the context of the phenomena. The longer researchers can stay in this milieu, the better they would grasp it, which will help them understand what the subject is saying. The goal is to bridge the gap between participant and researcher.

One of the five philosophical assumptions listed by (Creswell & Poth, 2007) is epistemology, ontology, axiology, rhetorical, and methodological assumptions are the other four. Ontology concerns itself with reality (MacIntosh & O’Gorman, 2015). Ontology asks: What is reality? and reports on the person's theoretical standpoint with the epistemology (Saunders et al., 2019). Relativistic or objectivistic ontologies provide independent cognition. Nature's laws regulate our understanding. Qualitative researchers believe in a constructivist ontology, which implies that various realities exist. When conducting research, researchers want to be able to report on these many realities. Researchers use a variety of quotes from various participants as evidence to support their various perspectives (Creswell & Poth, 2016). The five philosophical assumptions for the present study, which include a constructivist ontology, interpretive epistemology, an axiology that is value-laden, an “I” rhetorical, and flexible methodological assumption, inform a constructivist theoretical perspective. This study integrates the human aspect and uses language, a social construct, to gain access to their realities, perception and collective meaning, while also appreciating the differences between individuals.

Female entrepreneurs' identities, objectives, views of success, problems, and their corresponding day-to-day experiences are recounted in this study through reports of their experiences in such scenarios. Personal statements from the participants help to clarify different opinions and experiences. The individual who lives out the detects of the society from socialisation and internalisation emphasises the position of research as value laden. The term value-laden refers to a collection of values that is assumed to be accepted (Rosenbaum, 1995; Solari, 2019).

The methodological premise refers to the research procedure in which the researcher conducts the study while taking into account the subject under study and revises the research questions based on the specific data amassed from participants (Creswell, 2007). The methodological assumptions for the current study are flexible because the qualitative research approach is described as inductive and emergent (Sarantakos, 2017). The research questions may have evolved throughout the course of the study in order to better reflect the requirement to comprehend the research problem. Consequently, the original study plan had to be modified. This led to the present study's technique being flexible. The constructivist ontology, the interpretivist epistemology, the value-laden axiology, the rhetorical use of "I," and the systematic methodological assumption were the five philosophical tenets that underpinned this work. The theoretical perspective, Crotty's second fundamental component, was informed by the five philosophical presumptions. In order to access people's reality, perceptions, and collective meaning while also acknowledging individual variances, this study combines the human aspect, a social construct.

From the preceding discussion, it is clear that the methodology employed in this study is supported by a theoretical viewpoints that supports empirical observations the study yielded. According to (Rashidi et al., 2021) the approach is the third essential component. It allowed both thematic analysis and the subsequent narrative inquiry of the data gathered during the interviews and narratives that the study participants used to describe their experiences. The detailed methodology aspects are covered next.

3.2.2 Research Methodology

The methodology chosen is the universal qualitative technique to researching a topic, as influenced by the research questions. The qualitative approach in the social sciences uses a non-quantitative study approach to investigate social and cultural issues (Rosenthal, 2016; Sutton & Austin, 2015). Conversations with participants generate ideas, and theories, which are built from evidence obtained in collecting and further analysing the participants experience (Ravitch & Carl, 2019). Qualitative researchers aim to know how people interpret, gain meaning from and construct their worlds in their natural environment (Ravitch & Carl, 2019).

To generate a unified description of the essence of the experience, comprehending participants' experiences within their social and institutional environment it is recommended to use qualitative methods. Statistical analyses maybe effective for capturing individual differences and uniqueness among individuals while also considering the social and institutional context. By merely illuminating human behaviour through a limited set of theoretical hypotheses (Pike, 2015; Zoller & Muldoon, 2018), this current research yielded a more realistic picture on the lives of female entrepreneurs on a qualitative level. The purpose of this qualitative research is to comprehend the female entrepreneur point of 'what' they experienced and 'how' they experienced relating to entrepreneurship (Soto-Acosta et al., 2016). This is in line with Husserl's standpoint on the study of structures of consciousness and the subsequent phenomena that results from the very consciousness (Farina, 2014).

Individual meanings, experiences, and perspectives are crucial in the qualitative research (Kim et al., 2017). Conversations and exchanges with participants generate ideas through collecting experience and further analyses (Ravitch & Carl, 2019). Such qualitative approach increase personal knowledge through descriptions and interpretations of phenomena (Creswell & Poth, 2016). In this study, thus the researcher used semi-structured interviews with participants. This was in line with the purpose of this study to learn about the participants' entrepreneurial identities, aspirations, and perceptions of success. By immersing in the circumstances and interacting, with the participants directly, including interviewing and observing them in their daily entrepreneurial lives, the researcher was able to get their experiences, define the present and understanding of entrepreneurial identity, entrepreneurial aspirations, and success influence females' identity and aspirations and success. This clearly rejects the rationalist standpoint and related biases but emphasises a reflectiveness and the lessons from an individual's lived experiences (see Husserl, 1970).

3.2.3 Qualitative research methods

To fully appreciate and contextualise this study squarely into the qualitative paradigm, it is worthwhile to briefly describe other potential approaches before justifying why at the end the research settled for the phenomenological exploration. A study's key

philosophical assumptions are transitioned from the study's research design and data collecting through the use of several techniques to inquiry known as research methodologies. Typical qualitative techniques include case studies, phenomenology, ethnography, grounded theory, and action research.

The goal of action research, often referred to as Participatory Action Research (PAR), action science, cooperative enquiry, action learning, and community-based study, is to improve conditions and procedures in healthcare settings (Lingard et al., 2008; Whitehead et al., 2003). The goal of action research is to produce solutions for successful practices while bringing about transformation in specified contexts (Parkin, 2009; Denscombe, 2010). The goal of action research is to resolve ongoing or new issues that call for group thinking. The team's goal is to explore how a community handles various difficulties and finds solutions inside its own borders in order to solve progressive problems (MacDonald, 2012)

The Grounded Theory approach was created in 1965 by Glaser and Strauss. It makes an effort to justify why a line of action evolved in the manner that it did. Iteratively obtained data from interviews and documentation is used to create grounded theory. Using open and axial coding processes, theory is developed and themes are found. According to (Maxwell, 2012) developing a formal theory requires a process of observation, reflection, and ongoing comparison study. Researchers that study qualitative data frequently use and favour grounded theory (Smith, 2015).

The case study is an in-depth analysis of a particular example, which could be a company, a person or family, a town or city, or an event. Sometimes, in the early stages of a study, it may be used to develop hypotheses that might be rigorously investigated using a larger number of examples. To ensure a better knowledge and a richer conclusion, many data sources may be used for data (Busetto et al., 2020).

Ethnography, which has its roots in anthropology, is the study of people's actions and statements in specific circumstances by direct observation and note-taking. Researchers undertake in-depth interviews and observations (also known as fieldwork) to collect information as they immerse themselves, frequently for years at a time, in

these foreign situations. Learning and describing the qualities of the surroundings is the goal of ethnographic research (Hammersley, 2006, Simmons, 2007).

I did not spend years immersed in a particular culture, as is the case with ethnography, nor did I address a pressing issue or a long-term issue that calls for group thought, as is the case with action research. Additionally, unlike Grounded Theory, which builds a theory based on evidence collected, the current study did not do so. However, similar to a phenomenological technique, I concentrated on persons who had first-hand knowledge of a phenomenon in the present study, more precisely on entrepreneurial identity, aspiration and success of female entrepreneurs.

The descriptive and interpretive philosophical traditions of Martin Heidegger and Edmund Husserl respectively, collectively and severally created the phenomenology method aimed at determining the essence and structure of individual human experiences. What is "hidden" in people's experiences is what phenomenology seeks to expose. Phenomenology defines the essence of an event or activity using co-researchers' first-person accounts of their own encounters with the event or activity. Observers' reactions to events and activities as well as their sentiments are of interest to phenomenologists (Thorburn & Stolz, 2021).

In the present study, I intended to comprehend female entrepreneurs' entrepreneurial identities, aspirations, and achievements within their regular working environments, in line with phenomenologists' pursuit of exploring people's experiences in a real-life context. Assuring a high level of contact between myself and the participants through semi-structured interviews allowed me to gather information about their thoughts on entrepreneurship. I tried my best not to sway results with my predefined entrepreneurship theories, which I accomplished by doing *epoche* or bracketing (Husserl, 1983). By removing the bias of expertise and adopting a different perspective, the researcher is able to see the phenomenon in a new way (Moustakas, 1994). *Epoche* assists the researcher in understanding the root of the phenomenon (Giorgi, 1988).

The approach adopted in this study fulfils the fundamental assumptions behind phenomenology (i) the assumptions were grouped in phenomenological *epoché*; (ii)

Daily human behaviours are valid sources of understanding human phenomenon in their natural environment; (iii) human reflections of their society is unique and therefore a valid source of these reflections of the broader society in which individuals live; (iv) while traditional data remains valid, conscious experiences are equally informative and therefore valid; (v) the discovery inherent in phenomenology orientation is far less restrictive and their allows for in depth data collection that other sciences (Luczon, 2016). The following section provides more details on the phenomenological approach.

3.3 PHENOMENOLOGY

Phenomenology began as a philosophy from which a variety of qualitative procedures arose. This section provides a brief history of phenomenology's major philosophical underpinnings, and the specific phenomenology approach used in this study. A philosophical investigation of phenomenology may aid in a better understanding of the shared tenets of phenomenology and descriptive phenomenology research.

3.4 PHENOMENOLOGICAL VIEW OF HUMAN NATURE

As the philosophical movement grew, so did the phenomenological view of human nature, which has come to affect the way phenomenological research is done. Lifeworld, lived experience, consciousness, intentionality, essence, reduction, bracketing, embodiment, being-in-the-world, intersubjectivity, being-in-the-world-with-others, and hermeneutic circle are the ideas that came out of the discussion.

3.4.1 Lifeworld

Ngundu (2018) says that life world is the everyday world we live in, with all its things we take for granted, the world of lived experience." Husserl was quoted by Perrard, Rivière, Mostert, and Deike 2021, as saying that lifeworld is the world of immediate experience." This means that the world is "already there." Lifeworld, then, is the world that a person has lived in, including their worldviews, relationships, and experiences. It is the place where they have lived and where they live (Farina and Gabriella 2014).

3.4.2 Lived Experience

Mostert (2014) says that the term lived experience means what a person lives at a given time, in a given place, in their lifeworld. It is practical and has to do with everything in life. It's already there, and we know about it (Mostert 2014). Phenomenology is based on lived experience, and without it, there would be nothing to study (Mostert 2014). Van Manen (1997) says that lived experience is very important and that it can be thought of as both the beginning and the end of phenomenological research (Van Manen 1997, cited in Mostert 2002).

3.4.3 Consciousness

Giorgi (1997, as quoted in Mostert 2014) says that the word consciousness means those things that show up in the lifeworld." Without being aware of something, it can't be a part of a person's lifeworld and can't be looked into. To study a phenomenon in the lifeworld means to first study it as it appears to consciousness in the lifeworld (Mostert 2014).

3.4.5 Intentionality

Giorgi (1997), as quoted in (Mostert 2014) says that the word "consciousness" means "those things that show up in the lifeworld. Without being aware of something, it can't be a part of a person's lifeworld and can't be looked into. To study a phenomenon in the lifeworld means to first study it as it appears to consciousness in the lifeworld (Mostert 2014) (subject), then they are angry about something (object). This is because consciousness is always aware of and directed at something concrete. This means that to be in a state of desire, means something is being desired (Giorgi 1997, as cited in Mostert 2014). Since this is true, it is enough to say that the orientation to intentionality (object directedness) is not always conscious and is only available to human consciousness through careful reflection on the past (Mostert 2014).

3.4.6 Essence

The word essence refers to what a thing" means at its most basic level, before social and cultural meanings are added (Mostert 2014). Van Manen (1997) says that

essence" is what makes "a thing what it is" and that without it, it wouldn't be seen "as it is. To get to the heart of an event, a person should start by asking. What is it like? to experience the event, and then move on to What is it like for me in my situation?" (Mostert 2014).

3.4.7 Reduction

Reduction or bracketing means going back to the first understanding of the thing being studied (Smith & Fieldsend 2021). Husserl thought that bracketing would help researchers reach a state called transcendental subjectivity. Crawford (2019) say that transcendental subjectivity is the state of mind in which the researcher is able to leave his or her own life behind and describe the phenomenon being studied in its purest form. Chang (2022) says that this original awareness comes about when the researcher has a phenomenological attitude, which is made up of two methods called epochés. Gerelus, (2022), says that "epochés" are "cautions" or "abstentions" that protect researchers from outside influences that could short-circuit or skew their descriptions of the experience in the most accurate way possible. The first is the "epoché of the natural sciences (Husserl 1939/1954, as cited in Wertz 2005), which says that the researcher must put aside all knowledge that is not part of the phenomenon.

3.4.8 Being in the world (embodiment)

The ideas of being in the world and embodiment refer to the idea that all human actions are built on perceptions or first-hand experiences of things. Williams (2021) says that being in the world refers to how people exist, act, or are involved in the world, like as a nurse or a parent, while "embodiment" refers to the fact that "one is aware of being-in-the-world only through the body; that is, one gains access to the world only through their body; one feels, thinks, tastes, touches, hears, and is conscious through the opportunities the body offers (Williams 2021). So, embodiment and being-in-the-world mean that people can't be thought of as separate from how they interact with their world and with other people (Gerelus, 2022).

3.4.9 Being in the world with others (intersubjectivity)

Williams (2021) says that the idea of being-in-the-world-with-others means that people make sense of the world and give it meaning by using socially constructed methods and having ongoing relationships with other people. Ngundu (2018) says that, according to Heidegger, the best way to understand people is as "being-in-the-world-with-others, because any experience of oneself and another always happens in a social context. Smith and Fieldsend (2021) all agree that situations get their meanings through a dialectical process that results from the way people talk to each other. Husserl took the idea of "being in the world with others and added the idea of transcendence, which means that people can be self-aware. This means that self-awareness leads to intersubjectivity, or the realization that other people can also think about themselves. Being aware of yourself makes you more aware of other people, which is why intersubjectivity is so important to human understanding. In fact, Husserl wrote in 1989 that self-consciousness and awareness of the other are inseparable. This means that a person's view of a situation can be used to figure out how other people see it, since meanings are derived through intersubjectivity.

3.4.10 Hermeneutic circle of understanding

Hermeneutic circle of understanding is described as a process that moves forward and backward, never ending and final, revealing the phenomenon through a rigorous interaction with the parts and the whole (Hajipour, 2021). It refers to the ways in which meanings are created through interactions between the researcher and the participants, moving from the self to the event and back to the self (Mehrabi et al., 2019). People have used the terms scientific phenomenological reduction Abebrese, (2014). and reflexivity to describe the processes that lead to the "hermeneutic circle of understanding. In order to understand something, a researcher must become fully and thoughtfully involved as if in a dance of moving forward and moving back.

3.4.11 Reflexivity

Reflexivity can be thought of as a careful look at how the researcher and the researched interact with each other (Gallagher 2022). It involves critical self-reflection of how the (researcher's) background, assumptions, position and behaviour impacts on the research process. A closely related concept of reflection involves thinking about something after the event. Hence through reflection or reflexivity, an immediate, dynamic self-awareness about an occurrence can be captured.

3.5 TYPES OF PHENOMENOLOGY

Phenomenology means to show oneself (Albertazzi, 2015; Owen, 2016). The purpose of phenomenology is to investigate the essential characteristics or structures of a person's or a group of people's lived experiences from intentionality perceptions. To capture intentional object or consciousness, Husserl described phenomenology as descriptive or transcendental, while Heidegger captured it as interpretive or hermeneutic (Fig 3.1).

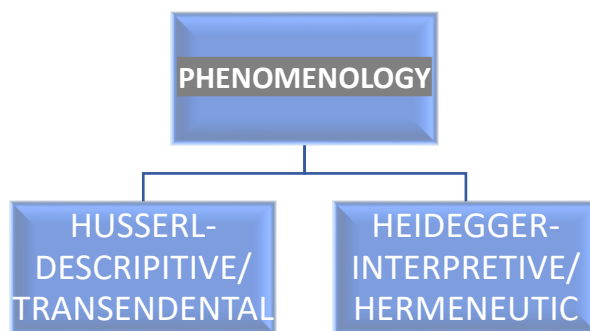


Figure 3.1: Two types of Phenomenology

(Adapted from Mapp, 2008)

While Husserl and Heidegger are credited from developing phenomenology, Heidegger modified Husserl's subjectivist conception of human consciousness to the primacy of existence. This study argues that both consciousness and one's own existence are both relevant and critical particularly from a descriptive approach.

3.5.1 Descriptive phenomenology

In descriptive phenomenology, the questioner explores, analyses, and describes phenomena as free as possible from assumptions, while keeping the richness, breadth, and depth of the experience, to get a near-real picture of the phenomenon (Albertazzi, 2015). Husserl was sure that subjective experience is the most important thing to study in science because people act based on what they think is real, and what is real is what is in consciousness. Anney (2014), Husserl said that in order to understand this reality, a researcher should try to find out what is in a person's mind in its "pure form," without any preconceptions. This led to the idea of phenomenological epoche, which is the Greek word for bracketing. This means that during the inquiry process, the researcher has to forget everything they know about the experience they are studying (Bevan, 2014).

Husserl's belief in "universal essences" or eidetic structures is another assumption. These are claims about aspects of lived experience that are shared by all people who have had the same experience. Husserl said that there is only one right way to understand lived experience (called the universal essence), no matter the person's past or present. This idea that the essence of a lived experience could be taken out of context shows the value of traditional science, and Husserl tried to make phenomenology a rigorous science that was in line with the scientific paradigm to get people to agree with these ideas (Dangal & Joshi, 2020).

3.5.2 Interpretive Phenomenology

Another assumption is that Husserl thought there were universal essences or eidetic structures. These are claims about parts of real life that everyone who has had the same experience can agree on. Husserl said that regardless of a person's past or present, there is only one right way to understand lived experience. He called this way the universal essence (Drummond & Timmons 2021). The idea that the essence of a lived experience could be taken out of context shows the value of traditional science, and Husserl tried to make phenomenology a rigorous science that was in line with the scientific paradigm to get people to agree with these ideas. This shift of attention to interpretation and understanding is clear in the work of Heidegger, who says that all description is always already an interpretation (Gallagher (2022), and who saw

understanding as a necessary part of our being-in-the-world (Heidegger 1929/1962). Heidegger was a supporter of the idea that people are interpretive by nature and are always trying to find meaning and significance in their lives based on the situation they are in. Heidegger's conviction that people should not be understood in isolation from their culture, social context, or the time in history in which they live was based on this idea. This belief meant that for the current study, the experiences of survivors and their family members should be understood in the context of where each study participant lives.

3.6 MOTIVATION FOR SELECTING PHENOMENOLOGY

As this study is focused on female entrepreneurs, a methodology that explore their experience was required. As I began thinking about the research project and devising research question, it became clear through reading the literature on entrepreneurship that there was little work on the female entrepreneurs' perspective in South Africa. I wanted to select a research methodology and paradigm which best suited exploring the lived experiences of female entrepreneurs. As the research question concerns the female entrepreneurs' experience, it was deemed a qualitative phased approach was the best way of achieving it. Whereas quantitative research is associated with hypothesis testing, the research question for this study is more open and concerned with finding out what the participants are experiencing. A qualitative research paradigm allows for a more in-depth investigation into experiences of those who are running their businesses.

Phenomenology is the study of how we experience a phenomenon (Hopp, 2020; Smith, 2016). The purpose of a phenomenological study is to discover the universal essence of the phenomenon, which is being investigated, from the perspective of research participants who have experienced the phenomenon (Thorburn & Stolz, 2021; Van Manen & Experience, 1990). In the case of this, the phenomenon in question is entrepreneurship into one's own experience. This study adopted a phased method that allows for the descriptive and interpretive method to highlight entrepreneurial identity, aspiration, and perceptions of success among female entrepreneurs.

The following factors explicated by scholars Welter, 2017; Urbano, 2019; Byrne, 2019. motivated the researcher to employ phenomenological method to illuminate the phenomenon of entrepreneurship:

Phenomenology is a descriptive, qualitative study of human experience that seeks to accurately conceptualize the processes and structures of mental life, as well as the meaningful ways the world is revealed through experience. The goal is to provide descriptive and meaning-oriented knowledge that reflects actual situations (Wertz,2011). This method clarified the entrepreneurship experience by clearly documenting what female entrepreneurs experienced at their ventures and explaining their identities, aspirations and perception of success in everyday language. Phenomenology, a rigorous, critical, and systematic method of investigation, is a recognised qualitative research approach that can be applied to the study of phenomena relevant to entrepreneurship. The phenomenological method introduces into language perceptions of various human experiences, particularly poorly understood phenomena such entrepreneurship. This research approach was chosen to study female entrepreneurs lived experiences as a strategy to understand salient issues related to the human side of such identity, aspiration and success, so that these perspectives can inform decisions, enrich their businesses, and serve to improve overall understanding of entrepreneurship. Phenomenology is the study of subjective phenomena with the belief that critical truths about reality are rooted in people's lived experiences (Hajipour,2021). This research, which aims to gain a clearer and broader understanding of entrepreneurship falls within the realm of human knowledge inquiry that can be scrutinised using a phenomenological approach. Phenomenology allows researchers to return to embodied, experiential meanings in search of a new, complex, rich description of a phenomenon as it is concretely lived (McDowell, 2020). The rich descriptions of lived experience accounts evoke impressions of the phenomenon in the reader, and different people may come to understand what it means to experience a particular phenomenon through the shared meanings we have as humans. As a result, the method produced rich descriptions that will aid in broadening people's current understanding entrepreneurship Phenomenology offers entrepreneurship the opportunity to improve or understand issues important to entrepreneurs, clients as individuals, families, and the larger community. According to McDowell, (2020).

phenomenological inquiry improves understanding of life experiences and their interpretation of such experiences. As a result, a clear understanding of the meaning and relevance of lived experience strengthens entrepreneurs' position to promote unfamiliar and complex situations. Because of this, phenomenological research approaches are appealing to researchers. According to Adula, & Kant (2022) phenomenology allows for the description and clarification of phenomena that can better inform education, research, and practice. These perspectives have continued to provide impetus for evidence-based practices, thereby promoting advancement of education, management, and practice. According to Sukocoet et al., (2021), the relevance of the phenomenological method for entrepreneurship is that it supports new initiatives, particularly when the subject matter is not amenable to other investigative and experimental methods, such as in the natural sciences. The phenomenological method provides a credible approach for exploring, analysing, and documenting phenomena relevant to entrepreneurship.

3.6.1: Descriptive and interpretive phenomenology on research- Phased Approach

Both approaches to phenomenology are based on real-life experiences and have a similar history. However, there are differences between the research methods when it comes to: the focus of the study, the importance of what you already know in the research process, the result of the research process and what its goal is the importance of context in the research process; and how to use knowledge gained in professional settings. Shediak (2014), say that these differences affect how new knowledge is made, including how findings are used to improve understanding in a particular field.

The method of organising and analysing data followed two phases Phase 1 involved a qualitative examination of content in this approach to analysing qualitative text data by coding standards and creating themes. Phase 2 involved using Moustakas' phenomenological method for analysing data, which worked well for the present study and the type of information gathered and analysed, and how results were organised and presented. It was successful to provide a comprehensive composite description of the experiences of entrepreneurial identity; identify the ambitions of female entrepreneurs; and (3) describe the environment in which female entrepreneurs view

success. Phases 1 and 2 produced sets of results which are presented in Chapter 4 and discussed in Chapter 5.

3.6.2 Focus of the research study

In general, descriptive phenomenology focuses on making new knowledge by directly exploring, analysing, and describing a particular human phenomenon as free as possible from untested assumptions, aiming for the most intuitive presentation Alase, (2017). In other words, descriptive phenomenology tries to answer the question, What does a certain experience feel like? To get a clear picture of what the experience is like, the researcher tries to describe it as accurately as possible so that others can see and feel what it was like. The researcher doesn't say anything about the social, cultural, or political context of the person whose lived experience is being described (Hemme et al., 2017). For the interpretive phenomenologist, on the other hand, the focus shifts to a deeper understanding of the lived experience and the process of inquiry focuses on finding meanings in experiences that were previously hidden (Rajasinghe et al., 2021). Interpretive phenomenologists pay attention to the person who gives meaning to the experience. Abebrese (2014), add that interpretive research goes beyond raising awareness about a phenomenon by just describing it to achieving a broader and deeper understanding" of what the phenomenon means to those who experience it in their social-cultural contexts and as a whole.

3.6.3: Outcome of the research process

In descriptive phenomenology, the goal of research is to find what Husserl called "universal essences" or eidetic structures, which are pure descriptions of what an experience is without being tainted too much by the researcher Wertz (2011), explains that descriptive phenomenology tries to unveil how a particular lived experience shows up, with nothing added and nothing taken away, so that the knowledge that is made reflects the situation as it was experienced by participants first-hand." This is why Vagle, (2018) say that descriptive phenomenology is a type of research that tries to get a true picture of how people feel. describe an experience without trying to explain it or come up with a theory about it. This is what an experience is like (Wertz ,2011). The process of coming up with "pure description" and "universal essences" is helped by reduction

and supported by the idea that there are parts of any lived experience that are given to all people who have had that experience Vagle. (2018). Descriptive phenomenological inquiry sees the researcher as an alien whose job it is to understand what something is from the first-hand ("I") perspective of those who experience it (Wertz, 2011). The researcher then carefully describes key parts, putting more emphasis on individual or "universal" features, depending on what the researcher wants to know (Babu, 2019). Interpretive phenomenological research, on the other hand, tries to get into the world of someone else and find the wisdom, possibilities, and understandings there Babu (2019) agree that the goal of hermeneutic inquiry is to figure out what the participants meant by combining the researcher's understanding of the phenomenon, information from the participants, and information from other sources Ohemeng and Grant (2022). Babu (2019) calls this final product of inquiry co-constitutionality." Gadamer called it fusion of horizons and it is similar to Heidegger's hermeneutic circle of understanding Adula, & Kant, (2022). This understanding of the essential parts of the phenomenon called fusion of horizon, hermeneutic circle, and co-constitutionality happens when the researcher's horizon (which is made up of social, cultural, or interpersonal views) and the meanings that participants give to events overlap (McDowell, 2020). This makes understanding possible. Åsvoll (2018), says that the hermeneutic process becomes a dialogical process when the interpreter's perspective and that of the participants are combined ("co-constituted") to form the "new meaning" of the event. Åsvoll (2018) says that in order to achieve fusion of horizons," the interpreter must constantly question and re-question what they already know in order to bring about the emergence of new perspectives that are unique to the phenomenon. In line with Hajipour (2021), point of view, interpretive research focuses on understanding socially situated meanings, habits, and practices from within a person's life world. This makes common, taken-for-granted (or hidden) meanings and social practices more visible and understandable (Farsi et al., 2018).

3.7 NATURE OF QUALITATIVE RESEARCH

The goal of qualitative research is to understand and describe poorly understood phenomena and processes, including people's lived experiences Abebrese (2014). The goal of qualitative research is to learn the meaning that participants have about

the problem, not the meaning that researchers bring to the research or writers from the literature bring to the research (Ramsook, 2018). The qualitative inquirer seeks to comprehend phenomena through the eyes of those who have first-hand knowledge of them. In agreement, Flynn and Korcuska (2018). assert that qualitative research methods are the best approaches for learning about situations involving human subjectivity and interpretation, particularly when it is necessary to describe and interpret complex human phenomena. When a poorly conceptualized phenomenon needs to be investigated in order to generate a detailed understanding of the issue, a qualitative research approach is preferred (Ramsook, 2018). This is because the qualitative research approach allows for in-depth explanation of a phenomenon by allowing the researcher to speak with participants, directly to those involved, by visiting their homes or workplaces and allowing them to tell their stories free of what the researcher expects to find or what is articulated in literature (Ramsook, 2018) This in-depth investigation is useful for studying a group and identifying variables that are difficult to quantify, such as hearing silenced voices. This research approach's ability to empower vulnerable individuals to share their stories within their own contexts or settings is a key feature. According to Ramsook (2018), the use of qualitative research to develop theories is also justified when partial or inadequate theories exist for specific populations and samples, or when existing theories do not adequately capture the complexity of the phenomenon. The qualitative research approach fits within the current research because quantitative measures and statistical analyses simply do not fit the problem of understanding issues related to female entrepreneurs' identity, aspirations, and successes. The following section articulates the defining characteristics that make qualitative research appropriate for investigating lived experience, such as female entrepreneurs' identity, aspiration, and success (Mapp 2008).

3.7.1 Characteristics of Qualitative Research

Watts, Chowdhury, & Holloway, (2019): define qualitative research as follows:

- balancing inductive and deductive reasoning,
- putting an emphasis on emic (insider) points of view.

- a recognition of the subjective and multifaceted nature of reality.
- fourth, the pursuit and discovery of meaning.
- fifth, the development of concepts in the form of themes, categories, and subcategories.
- sixth, an emphasis on the study of human phenomena.
- seventh, the presentation of research findings in a narrative form that includes extensive commentary from study participants.
- versatile approach that can provide depth to one's comprehension. Words as the fundamental building blocks of a linguistic epistemology.
- The interconnectedness of parts is highlighted in a holistic analysis.
- willingness to be flexible and adapt to findings from the field. data gathered under unaltered conditions, free from interference or interference.
- relying more on results that emerge from the data than on those that were predicted beforehand.

In light of these considerations, a descriptive, exploratory, and contextual qualitative research design using the phenomenological method was used, allowing the researcher to:

Describe the essence of the living experience Ramsook, (2018). collect data in the natural environment where the phenomenon of entrepreneurship occurred (Mehrabi, Farsi and Talebi, (2019). Conduct the research in an unstructured manner to allow for flexibility in data collection. Produce thick and vivid descriptions so that the reader can relate to them and imagine themselves in the situation (Present the data with an open mind, understanding that all data obtained from participants is valuable to the research outcome Dangal and Joshi (2020), because of its inherent flexibility and elasticity, it can adapt to new realities that emerge during data collection (Dangal & Joshi 2020) to investigate the meanings of identity, aspiration, and success in their experience, keeping in mind that reality is multifaceted and constructed by those who encounter a given phenomenon in their own social worlds.

3.7.2 Descriptive Nature of qualitative research

Qualitative research is useful for studying phenomena about which little is known and for defining such phenomena through description. According to Berglund (2015), the in-depth, probing nature of qualitative research is well suited to answering questions such as, what is the nature of this phenomenon? Berglund (2015), concurs that describing in qualitative research is important, is critical because we can only understand the other by describing human experience as it is lived. According to Berglund (2015), qualitative inquiry describes the dimensions, variations, and significance of a phenomenon, thereby assisting in the delineation, elucidation, and classification of the phenomenon's important aspects. According to Hajipour (2021), the qualitative researcher creates a complex picture of the phenomenon by reporting multiple perspectives, identifying factors involved in a situation, and sketching the larger picture that emerges by identifying and explicating complex interactions of factors in the situation. This descriptive feature of qualitative research inquiry was used by me to classify the essential elements of the lived experience, which I then described in detail to facilitate deeper understanding (Karimi & Bozarjomehri, 2014).

3.7.3 Exploratory nature of qualitative research

According to Åsvoll (2018), the exploratory nature of qualitative research is defined by the researcher starting with the phenomenon of interest and investigating it in its entirety, including the manner in which it manifested itself as well as other factors that may influence the phenomenon. Karimi and Bozarjomehri (2014) affirm that qualitative research allows for the exploration of new areas in order to gain insight into the phenomenon supports this viewpoint. According to Ramsook (2018), qualitative methods can be used to investigate the full nature of a poorly understood phenomenon. As a result, the exploratory nature of qualitative research enables researchers to shed light on various manifestations of a phenomenon, including underlying influences such as participants' cultural background. In this regard, I focused on the phenomenon of entrepreneurship, including the meaning assigned to identity, aspiration and success of female entrepreneurs.

3.7.4 Contextual nature of qualitative research

Human experience, according to Dangal and Joshi (2020), is best understood through the contexts of those who experience it. The current study was carried out in a socio-cultural setting rife with strict sanctioning and stigmatization. Thus, the qualitative research design enabled me to investigate female entrepreneurs' identity, aspiration, and success experiences within these distinct contexts, allowing the reader to grasp key elements and meanings of their lived experiences. The desire to present these experiences in the natural environment where strict social-cultural sanctioning occurred prompted the selection of the contextual aspect of qualitative research design. According to Ramsook (2018), the research questions were carefully selected so that the areas addressed also aided in contextualizing the study findings to the realities of female entrepreneurs.

The following section explains the various steps of the actual research activity, from identifying the population to defining how ethical considerations were met to ensure the research findings were authentic and congruent with scientific and ethical standards of qualitative research.

3.8 PHASE 1 DESCRIPTIVE PHENOMENOLOGY STUDY

3.8.1 Population

This study focused on understanding female entrepreneurs of their entrepreneurial identities, aspirations, and their perceptions of success in South Africa. For this study the target population for this study consisted of all the female entrepreneurs in South Africa. The sample size of this study is thirty-five female entrepreneurs. See Appendix E. To achieve the objective of the study, the following major criterion were applied for the selection:

- (a) An operational understanding of the term female entrepreneurship.
- (b) Been at least 3 years in business.
- (c) The participants' experience related to their entrepreneurial identity, entrepreneurial aspiration, and perception of success.
- (d) The business being in South Africa.

3.8.2 Purposive Sampling

A qualitative method was used to explore and provide deeper understanding of South African female entrepreneurs. Forty-one female entrepreneurs agreed to the research, but thirty-five female entrepreneurs were able to commit to the research process due to various constraints like illness, death in the family, fumigation at the business site and entrepreneurs not being available. The thirty-five were purposeful selected and interviewed in phase one across different sectors. The purpose was to illustrate the various sectors, diversity of their profiles and entrepreneurial endeavours for the female entrepreneurs and the sectors presented were:

- Transport and storage
- Manufacturing
- Professional scientific
- Human health
- Information and technology
- Agriculture
- Wholesale and retail trade
- Education
- Financial services
- Mining

The South African provinces represented were:

- Gauteng province – fourteen entrepreneurs
- Western Cape- seven entrepreneurs
- Limpopo- three entrepreneurs
- Mpumalanga- three entrepreneurs
- Free state – two entrepreneurs
- Eastern Cape- two entrepreneurs
- Northern Cape -two entrepreneurs
- Northwest - two entrepreneurs
- KwaZulu Natal - two entrepreneurs

3.8.3 Sample size

There are no sample size rules in qualitative research (Patton et al.,2022) rather, the sample size is determined based on the informational needs of the study Patton (2020). cautions that sample size should not be misunderstood when dealing with qualitative research because sampling adequacy is important in both qualitative and quantitative research. According to the qualitative researcher must make judgments to ensure that the number of participants is adequate to support a specific enterprise, cautioning that the sample should not be too large, as this will sabotage the deep case oriented analysis of the phenomenon, nor should it be too small, as this will prevent the researcher from delineating the "core" essence of the phenomenon. This is supported by (Farfán-Zúñiga, & Jaman-Mewes, 2021) who claims that when the research sample is too large, certain responses of participants may be overlooked or ignored. Williams (2021), also caution researchers against using too few participants, arguing that such small samples are unstable, particularly for nomothetic analysis. Farfán-Zúñiga, & Jaman-Mewes, 2021), agrees, stating that larger samples allow researchers to more easily distinguish or discriminate a single individual's particular way of living the phenomenon from a more general way that belongs to a type rather than to an individual. As a result, the number of participants should allow for enough variation so that the researcher is able to arrive at the essential elements of the phenomenon as close to first-hand experience as possible. Furthermore, Williams (2021), state that in qualitative research, sample size is determined by the point at which data saturation and redundancy appear. Farfán-Zúñiga and Jaman-Mewes (2021). agree that data generation in qualitative research should continue until the researcher notices data saturation and a sense of closure appears because additional interviews yield no new information and data is repeating. The researcher continued to collect data until she was satisfied that the point of redundancy and saturation had been reached. This point of data saturation was easily identified because initial data analysis (initial reading) occurred concurrently with data collection. In other words, I took care to ensure that the sample size was small enough to allow for idiographic analysis of each of the salient features within the phenomenon under investigation, but large enough to allow for nomothetic analysis, so that the findings are clear enough to apply to other female entrepreneurs who may encounter similar phenomena.

3.9 THE RESEARCH INSTRUMENT

A research instrument is a tool or method used by the researcher to collect or measure data on the concept or phenomenon being studied (Williams, 2021). There are two types of tools available in qualitative research: the researcher and the formal research instrument, such as an interview guide or observation checklist, which guides the researcher in collecting the data needed to answer the key research questions.

To generate data in qualitative research, a variety of strategies such as interviews, observations, diaries, narratives, and focus groups can be used Trotter II (2012). Because of the need to understand female entrepreneurs I chose in-depth interviews conducted with the assistance of an interview guide as the formal research instrument for data generation see Appendix A. An interview is defined as a face-to-face verbal interaction in which the researcher elicits information directly from participants through direct questioning. As substantiated by Gallagher and Zahavi (2020), face-to-face in-depth interviews result in the exchange of information that would otherwise be difficult to obtain through other methods of data collection such as questionnaires or even surveys due to their personal nature. The decision to conduct in-depth unstructured interviews with open-ended questions was made with the understanding that it would allow participants to fully describe their experience. In addition to providing a platform for participants, an in-depth interview was chosen because it yielded rich and detailed information that allowed the researcher to understand the phenomenon from the perspective of female entrepreneurs. According to Van Manen (2019) to in-depth interviews in phenomenological inquiry typically begin with the researcher asking a general question, the tour question, which is used to drive the conversation to deeper levels, through the following three stages: first establishing the context of the experience, then moving to construct the lived experience, and finally reflecting on the meanings interviewees assign to their experience, the result of which is a detailed explanatory report. The level of trust that existed between me and the participants was an important factor considered during the interviews. According to Williams (2021), the nature and quality of communication and relationship between the researcher and interviewees have a significant impact on the richness of the data generated, as stated

by Denscombe (1998). An interview guide (refer to Annexure A) was used to facilitate the in-depth interviews.

3.10. DATA COLLECTION PHASE 1 – INDEPTH INTERVIEWS

The data was collected in two phases. For Phase 1. Thirty five In-depth or semi-structured interviews were used to learn about people's experiences and the meanings they assign to those experiences (Wardani & Kusuma 2020). In line with the phenomenological research tradition, in depth interviews were conducted using an interview guide that considered of a single grand tour questions but navigated through several closely related questions. This approach was chosen because of its inherent capacity to enable interviewers to gain entrance into participants world in order to have full access to their experience. As explained by (Salmons, 2021), interview guides are helpful in ensuring that all the main questions are covered during the interview and that no area get missed out. Roberts (2020) points out that another strengths of the interview guide is that it helps the researcher to ensure that similar general areas are covered or similar information is collected from each interview in addition to allowing the researcher some freedom to adapt the questions to get desired research information.

Each participant was allowed time to describe their experiences in full without the researcher leading and interrupting them needlessly. However, whenever the need arose, probing and clarifying questions were used from the hints and cued noticed during the interview to explore aspects of the lived experience much deeper. This approach permitted participants to describe their experiences freely until they felt they had exhausted their experiences. Lengthy, relaxed, and engaging interviews are used in the descriptive/ transcendental phenomenological data gathering method proposed by (Alase, 2017). Open-ended inquiries were used to gather information about the topic being studied. Before starting the interview process, the researcher may create a list of questions that they may or may not utilize (Alase, 2017; Leigh-Osroosh, 2021).

3.10.1 Motivation for selecting in depth interview in Phase 1

Phase 1's primary data collection approach was determined to be in-depth interviews for the following reasons: in-depth interviews allowed participants to discuss their lived experience in detail in a free and non-restrictive manner. This helped me understand the essence of each female entrepreneur personal experiences. The data collection approach provided me with adaptable, creative, and perceptive methods, as well as a window into each participant's lived experience in a way that was unique to their situation. The method also allowed me to gain access to participants' personal (or inside) emic perspectives, the intimate and private world, which was necessary for explaining their lived experiences and associated meanings. The approach provided the opportunity to intuitively follow the leads of participants by asking probing and clarifying questions, resulting in the exploration of various cues and themes into more complete lived experiences, preventing misinterpretation of their lived experience. Accounts.

3.11 RESEARCH METHODS- PHASE 1

The method used in this research project phase 1 were based on the framework for descriptive phenomenological research outlined in this section. The study objective is to examine entrepreneurial identity, aspiration, and success by asking participants to describe their experiences, it aligned with Husserl's descriptive phenomenology. Phase 1 of the project involved a qualitative examination of the content. In its approach to analysing qualitative text data using coding standards and detecting themes or patterns for individualized interpretation, qualitative content analysis is methodological and controlled (Marvasti, 2019). To investigate the underlying meaning of texts, qualitative content analysis was created. Topics and themes, as well as conclusions drawn from them, are inductively grounded in data using qualitative content analysis. Text that has been carefully chosen with the study question in mind typically makes up the samples for qualitative content analysis. With this method, participants provide descriptions of how they see the social world. Participants' verbatim comments support the descriptions (Marvasti, 2019). Three methods, namely conventional, direct, and summative analyses of content, can be used to do qualitative content analysis. An established method infers coding categories deductively from raw data. A direct technique begins with initial coding based on a theory, and data analysis include the

researcher immersing themselves in the data where themes spontaneously arise from the data. There are two processes in a summative examination of content; the first is to count words, which at first glance appears quantitative. The second step, however, which analyses the text to incorporate underlying meanings and themes to inductively explore the use of the words, transforms it into a qualitative process (Assarroudi, 2018; Vaismoradi, 2019). Examining how the words and/or phrases are used is the first step of a summative analysis approach when counting specifically recognized in-text words and/or phrases. The method would be regarded as quantitative if it ended here. However, a summative analysis approach's second step goes beyond simply counting the number of times words and/or phrases appear in order to analyse the content. According to (Vaismoradi, 2019) this procedure is known as latent content analysis. The next section of this chapter details the methods used in the recruitment of participants, data collection, and analysis.

3.12 METHOD OF DATA COLLECTION AND ANALYSIS DURING PHASE 1

This research was conducted in phases. The primary objective was to collect data on female entrepreneurial identity, aspirations and perceptions of success. To answer the research questions raised, a phenomenological approach was selected. However, given the dearth of extant data on these dimensions of female entrepreneurship, the researcher required to identify not only a population of female entrepreneurs but rather a specific population from which to sample women entrepreneurs that potentially hold common experiences with respect to the three dimensions of identity, aspirations, and success. Therefore, the researcher opted to split the study in two phases. Phase 1 to gather qualitative data on female entrepreneurs' identity, aspirations and perceptions of success. Based on data from the first phase, the research formulated phase two which required participants that hold a common experience suited to phenomenological analysis of the themes of interest.

The two-phase approach to this phenomenological study may appear multimethod qualitative approach, however, the research took a recursive design with some emergent design changes once the study started. First, it was clear that it would be impossible to identify the correct population of female entrepreneurs that hold adequately common experiences to help address the tri-dimensions of identity, aspirations, and success without some form of reliable qualitative data first. Hence the study was extended upstream to collect qualitative data from a larger sample drawn from a broad population of female entrepreneurs. There was nothing wrong with this recursive approach Given (2008), instead, this helped to collect preliminary common qualitative data on identity, aspirations and success from female entrepreneurs that subsequently supplied the population for the phase 2 detailed phenomenological data collection and analysis.

The researcher adopted phased approach, for phase 1 which involved thirty-five female entrepreneurs. Face to face and via online platforms (Zoom and MS Teams) platforms were utilised during the period of June 2021 to August 2021. The females experiences regarding their entrepreneurial identity, entrepreneurial aspirations and perceptions of success interviews created a pleasant and trusting environment . Data saturation set in, when I discovered that new interviews revealed no new information

when compared to previous interviews. Participants express themselves in their own words on their experiences.

A qualitative analytical content analysis was used in Phase 1. Qualitative content analysis is a process that uses findings themes to analyse qualitative text data for subjective interpretation (Assarroudi et al., 2018). Participants' descriptions and perspectives on the social world are generated using this method. Participants' verbatim expressions support the descriptions (Willis et al., 2016). There are three approaches to qualitative content analysis: traditional, direct, and summative content analysis. In a traditional approach, raw data is used to infer coding groups.

The outcomes of the processes that developed themes and subthemes from Phase 1 to establish female entrepreneurs' identity, aspiration, and success are influenced. Data analysis began with a search for specific words expressed by participants, using a summative analysis to count and contextualise them. ATLAS.ti was used to do the search.

The researcher used epoche to investigate the phenomenon from an unbiased, accepting, and unadulterated perspective, using solely the accounts of the co-researchers (Moustakas, 1994). Due to my prior experience as an entrepreneur, I acknowledged that I have plenty of experiences of female entrepreneurs describing entrepreneurial identity, entrepreneurial aspirations, and perceptions of success. I engaged with the phenomenon as though I encountered it for the first time – this helped me put aside preconceived ideas.

Each participant was interviewed for 30 - 60-minute using a semi-structured format. For the first interview focused on their personal experience in relation to entrepreneurship (Alirezai & Latifnejad Roudsari, 2020; Bevan, 2014; Lauterbach, 2018). And to gather information related to participants' experiences with knowledge of entrepreneurship, entrepreneurial identity aspiration and their perception of success. In the first interview, the researcher carefully listened to the participants share their experiences without interruptions (Chance & Direito, 2018).

The second round of interviews focused on the participant's experience and the factors that influenced those experiences Bevan (2014). Also, it allowed for the verification of the information shared in the first interviews, and for some elaboration on the part of the participants, while giving them the opportunity to correct or improve the researcher's interpretation of those information (Magwenzi, 2018; Padilla-Díaz, 2015). Each interview was conducted via zoom and physical attendance during a time and day convenient for each participant.

3.13 PHASE 2: INTERPRETIVE PHENOMENOLOGY

There were two stages to the process of organising and analysing data. Phase 2 comprised conducting data analysis utilising Moustakas' phenomenological technique (Dangal & Joshi, 2020), which was effective for the current study and the nature of the data that was acquired, analysed, and organised, as well as how the findings were presented. The following strategies were successful: offering a comprehensive composite account of the experience of entrepreneurial identity; identifying entrepreneurial ambitions; and outlining the circumstances around success for female entrepreneurs in South Africa.

3.13.1 Population Phase 2

The target population for this section consisted of all the female entrepreneurs in South Africa. The population of seven female entrepreneurs was obtained from the phase 1 of the 35 female entrepreneurs. The following major criterion were applied for the selection:

- (a) An operational understanding of the term female entrepreneurship.
- (b) Been at least 3 years in business.
- (c) The participants' experience related to their entrepreneurial identity, entrepreneurial aspiration, and perception of success.
- (d) The business being in South Africa

3.13.2 Sampling

Phase 2 adopted a purposive, convenience and criterion sampling techniques to obtain the study participants, the rationale and the method of which are now explained: A phenomenological approach requires participants that hold a common experience – it is compatible with purposive sampling. Purposive sampling focuses on participants that can provided the needed information for the study and carry importance for deepening the data (Berndt, 2020). Utilising purpose full sampling ensured that those sampled were relevant to the study. An appropriate and adequate sample size for phenomenology research can be as little as 6- 10 participants. The results are not meant to be generalised to the larger population. In Support, Gallagher, Zahavi (2020). Purposive sampling, according to the author, entails consciously selecting participants from the target population who the researcher believes will help them generate thick descriptions. A random purposive sampling technique was used to arrive at a manageable number of participants in this study where many individuals met the sampling criteria The actual participants were chosen at random from a list of qualified female entrepreneurs.

Convenience Sampling: Convenience sampling entails enrolling as study participants people who are readily available at the time of data collection. According to Young et al. (2020), convenience sampling entails selecting readily available participants who meet the inclusion criteria. It was necessary to begin with participants who were "at the right place at the right time," especially in the beginning. Although this sampling technique is frequently criticized for its lack of credibility, the research team ensured that all those who were sampled conveniently met the study's inclusion criteria. Convenient sampling was not an issue in the current study because the target population was relatively large, and as Berndt, 2020) confirms, the conveniently sampled potential participant, In this section of the study seven female entrepreneurs participated see Appendix E. The make-up of the sample was seven female entrepreneurs. The one is a financial advisor, operating her business in Limpopo and has 14 years of operation and has 6 employees. The second one owns supermarket in Western Cape, has 9 years of operation and with more than 200 employees. The third one manufactures motor parts in Gauteng province and been in operation since 1998 - 24 years in the industry and has 48 employees. The fourth female entrepreneurs owns service stations, operating in Mpumalanga and has been in the industry for 12

years, and has 44 employees. The fifth participant is in the IT industry information and technology based in Gauteng province and has been in operation for 9 years and has 5 employees. The sixth entrepreneur is into the manufacturing of furniture based in Gauteng and has been in operation for the 10 years and has 6 employees. The seventh is a fashion designer, based in the Northern Cape and has been in the industry for 8 years with employees 12.

3.14 PHASE 2 DATA COLLECTION

Here, the researcher approached seven female entrepreneurs out of the population of thirty-five. This was done through interviews conducted face to face and in person from September 2021 to February 2022. Participants' interview served as the primary source of data collection. This also involved the researcher attending site visits, internships, trainings, and conferences. Multiple interviews on Phase two yielded a wealth of data, which was acquired in the natural context of the participants' workplace, observations were also done at the participants' business. The researcher also did internship work at the work phases of the seven female entrepreneurs to engage with the entrepreneurs, the works, and the clients. The researcher also attended workshops and seminars where the female entrepreneurs were either speakers or participants see appendix F.

There are several methods for gathering, organising, and analysing data available to qualitative researchers. Hermeneutic phenomenology and transcendental phenomenology are the two main approaches. The synthesis of meanings and essences is the ultimate step in the phenomenological research procedure. Textural and structural descriptions are integrated to form coherent phenomenon's whole experience (Butler, 2016), it represents imaginative and meditative investigation of a phenomenon. From the researcher's perspective, however, essence is not exhaustive, as experiences might be limitless, influencing the description in a variety of ways (Butler, 2016)

3.14.1 Workshops

During the first round and second-round interviews, the researcher had an opportunity to attend workshops where the participants were speakers and participants. The researcher was invited to be an observer, a moderator, and a speaker at very occasion (Appendix F). These supplementary materials enabled the researcher to link the participants' experience and an opportunity to hear them explain their entrepreneurial ventures and the role they play in the community. Another workshop the researcher attended was the SWEEP Economic Activation workshop, 25 – 27 January 2022 (Appendix F). The main reason was to validate the participants experience in entrepreneurship as the subject was women in entrepreneurship. It was also to engross with other female entrepreneurs for exposure, learning and mentorship which was provided. Besides recording the interview, other data were gathered via observation and field notes of the events, conversation, visuals, and people encountered. The field notes were mostly recorded immediately after the encounters – usually at the end of day.

3.15 DATA ANALYSIS

The data from the two data collection phases were subjected to respective data analysis approaches. First the data sets were coded, then the themes analysed and finally the overall content from both phases were analysed.

3.15.1 Coding, thematic and content analysis

Data from phases 1 and 2 were respectively associated according to meaningfulness of the ideas related to the data of interest on identity, aspirations and perceptions of entrepreneurial success. Essentially, the coding process helped the researcher to provisionally and explicitly recognising, articulating, and subsequently producing specific terms, words and phrases relevant and abstractive from the primary interview data.

Subsequently, it was possible to sort the coded data into patterns that could potentially be themes that could be analysed from the computer analysis software (see chapter 4 for detailed of the computer-assisted qualitative data analysis software (CAQDAS) that was used in this study.

The final research techniques adopted post-data collection was extraction of valid inferences from the data within this study context. This is commonly referred to as content analysis (see Silver, & Lewins, 2014). Detailed description of content analysis is provided in chapter 4.

3.16 ETHICAL CONSIDERATIONS

Research ethics refers to the principles of conduct governing an individual or group and concern for what is right or wrong, sound, or bad (Miles et al., 2018). Before conducting the interviews, the approval of the Research Ethics committee of Wits University was gained – it was granted on 21 July 2021. The guidelines for Human Research Ethics (Non – Medical) from the University of the Witwatersrand were complied with (see Appendix D). In this study, four research ethics were considered: informed consent, no harm to participants, confidentiality, anonymity, and permission to conduct the study. The researcher was mindful of the ethical issues that encompass research and observed the problems Miles et al. (2018).

Even though there were no known risks associated with participating in this study, precautions were taken to preserve anonymity and notify participants that the interviews would be audio captured and transcribed. Participants were assured that all personally identifiable information would be removed from interview transcripts to guarantee confidentiality. The participants were assigned a pseudonym (code name) and the transcripts of the participants could be reviewed and edited. All study materials containing personal information, including consent forms, are maintained in a closed and safe area on the researcher's password-protected laptops.

3.17 RELIABILITY AND VALIDITY OF DATA

3.17.1: Trustworthiness

Guba's framework for establishing rigour in qualitative research has been widely adopted over the years (Kalu & Bwalya, 2017; Shenton, 2004). Guba (1981) recommends that researchers discuss four constructs to ensure rigour in qualitative work:

3.17.1: Confidentiality

Confidentiality was a critical component that was upheld throughout the research process. According to Gerelus (2022), confidentiality is a promise that any information participants provide will not be publicly reported in a way that identifies them and will not be made available to others. Because of the in-depth nature of qualitative research, I was acutely aware that participant privacy was critical and had to be protected throughout the research period. The right to privacy of participants is founded on the ethical principle of justice, which states that individuals have the right to determine the time, extent, and general circumstances under which personal information, such as beliefs, practices, opinions, and records, will be shared with or withheld from others. I protected participants' privacy by allowing them to choose the location of the interviews. The majority of participants chose to be interviewed from their business and others because it was during the Pic of Covid, used online interviews, and requested that their cameras not be turned on. I made certain that no one could access participant information by using password protection and identification codes instead of actual names. Furthermore, direct quotes used in the final report would not reveal the identities of participants, which were disguised in pseudonym (code name)

3.17.2: Anonymity

Anonymity is inextricably linked to confidentiality and is the most secure method of safeguarding confidentiality. Strict anonymity occurs when the researcher is unable to associate a participant with specific data. According to Gerelus (2022), confidentiality ensures that any information provided by participants is not made available to parties other than those involved in the research, whereas anonymity ensures that revealing information about participants' identities is not declared during presentations, reports, and subsequent publications. As Smith, & Fieldsend, (2021), recommends, the research team reminded and assured the participants that their personal information would not be handled carelessly. I was aware that if participants were concerned about a breach of confidentiality, they might withhold vital information on purpose or provide inaccurate information. To assuage their fears, participants were informed that the findings would be reported from a nomothetic (generalised) rather than an idiographic (individualised) perspective. This aggregation contributed to participant anonymity and

reduced the possibility of linking a specific individual to a specific verbatim expression in the final report

3.18.3: Fair treatment of participants

Participants were treated fairly, despite the fact that the participants' close and private relationship raises unusual ethical concerns. Williams (2021), caution researchers to be aware that being the research instrument entails getting to know participants on a personal level, sometimes to the point where responsibilities become blurred. As Berndt, 2020 advises, I was aware of this blur and chose to remain in the "instrument" role rather than assume the therapist role. To be fair to the participants, I guided the interview process and kept the interview focused, while emphasizing that the interview was not a therapeutic event. We avoided asking questions that would elicit more responses than they had initially agreed to. The team reiterated issues that needed further clarification at the end of each interview (Berndt, 2020).

3.18: CRITERIA TO ESTABLISH QUALITY AND TRUSTWORTHNESS

One of the most prominent challenge for qualitative researchers is the question of trustworthiness or credibility of the approach and data collected. Given the fact that this study data was collected in two phases, phase 2 naturally acted as a member check or informant feedback process where the participants that participated in the phase 2 had an opportunity to check their original narrative accuracy and the descriptive validity that the researcher made from the original interviews. All the findings from phase 1 surveys were made available to the seven phase 2 participants before the engaged in follow up interviews and in-depth interactions and observations conducted in phase 2. This way, the Phase 2 participants had an opportunity to affirm the preliminary findings of phase 1 therefore improving credibility by improving the authenticity, confirmability and reliability of the primary data collected between the two phases. In addition, the phased approach also ensured a prolonged engagement as another sample of phase 1 participants was drawn for continued participation in the detailed phase 2 data collection. This too worked as a trustworthy checking process. Through the reporting of research findings, quality standards in research emphasize concepts such as objectivity, validity, reliability, rigor, open-mindedness, and honesty

Williams (2021) defines research quality as the degree to which the work conforms to the study's methodological expectations. Gallagher and Zahavi, (2020), defines research trustworthiness as the demonstration that a study and the argument based on its results are strong and verifiable. Gallagher, and Zahavi, (2020), argue that in order to ensure quality, researchers should show how they arrived at and interpreted their findings. As a result, the central elements of reliability and validity must be met in all studies, whether qualitative or quantitative. Van Manen (2019), argue that in qualitative studies, data reliability and validity can be achieved through an in-built verification process. They affirm that this process entails checking, confirming, ascertaining, and being certain that the researcher can incrementally ensure reliability and validity, and thus the rigor of the study. They argue that incorporating verification strategies into the research process achieves reliability and validity rather than waiting for external reviewers to declare it at the end.

According to the Van Manen (2019). reliability is defined as being authentic, consistent, and trustworthy, and being able to rely on with confident certainty. The accuracy and consistency of information obtained in a study are addressed by reliability. In contrast, the concept of validity" refers to "being sound, just, and well-founded. Similarly, Patton (2020), define validity as the extent to which an instrument measures what it is intended to measure. An account is valid if it accurately represents characteristics of the phenomenon it is intended to describe, explain, or theorise Patton (2020). Because these concepts are so important, a researcher should demonstrate how they were addressed in a study. In positivist-based quantitative research, reliability is determined by ensuring that the research tool is consistent, stable, predictable, and accurate implying that the greater an instrument's consistency and stability, the greater its reliability. A measurement process that produces erratic, unstable, or inconsistent results is the inverse of reliability. In a research study, the researcher is expected to determine the instrument's reliability by pilot-testing the questionnaires and then making necessary adjustments to ensure consistency and stability under varying conditions. Validity, on the other hand, is achieved by ensuring that the study's instrument is valid and that it measures what it is supposed to measure. As a result, the researcher ensures the research instrument's validity by ensuring that the contents covered, including the questionnaire, reflect the variables to be measured. Similarly to

reliability, to test and improve the validity of their research instruments using pilot studies and then make necessary adjustments. The concepts of reliability and validity as overarching constructs are still relevant in qualitative research that is based on the human science paradigm. Patton (2020), states, validation is an important element in all research, requiring checking and questioning various aspects to ensure quality. The goal of quality control or rigor in qualitative research is to accurately represent the experiences of participants. Patton (2020) recommends using models that appropriately measure rigor without sacrificing the relevance of qualitative research tradition to ensure that qualitative studies such as the current one meet quality standards. In light of this expectation, I chose the gold standard quality criteria outlined by Patton (2020), which are based on five aspects of trustworthiness relevant to both quantitative and qualitative studies: truth value (credibility), applicability (transferability), consistency (dependability), neutrality (confirmability), and authenticity. The rationale for these criteria is that when they are meticulously followed, they result in quality control and the trustworthiness of the research findings. Following is a discussion of how these criteria were used for quality control:

3.18.1: Credibility

Participants' trust in the veracity of a study's findings is referred to as its credibility. According to Ramsook (2018), a qualitative research study is considered credible when it depicts an accurate description of the human experience that people who share the same experience would recognize and find credible. In this study, credibility was established through extended engagement with study participants, triangulation, the incorporation of method and the researcher's authority and capacity for such inquiry, as explained below:

3.18.2: Prolonged engagement

Prolonged engagement, Ramsook (2018), define prolonged engagement in qualitative research as spending enough time collecting data to have a deep understanding of the phenomenon, test for false information and distortions, and make sure that important categories are covered. In addition to letting you get more detailed information, spending more time with study participants lets you get to know them and gain their trust. I spent enough time with each survivor and family member who helped them so

that I could get useful, accurate, and rich information from them to better understand what was going on. Some follow-up interviews helped keep people interested in a long time.

3.18.3: Triangulation

Triangulation means using more than one point of reference to figure out what is true Flynn and Korcuska, (2018). The goal is to get a complete and more contextualised picture of the phenomenon. Triangulation was done by collecting and analysing data in stages and from different points of view. The idea behind triangulation was to make sure that the researchers' descriptions of the participants' real-life experiences would match up with what the participants actually said and did. In this study, triangulation was done by using both method and data triangulation: Method triangulation was done by using both phase 1 and phase 2, which are two different ways to collect data. These two methods made sure that data was collected from two different points of view and stopped biases and other problems that can happen when only one method is used to collect data. The initial review of the literature also helped set rules for the whole interview process.

3.18.4: Transferability

In qualitative research, the second test of trustworthiness is whether or not the results can be used in other situations. Patton (2020). says that transferability means how well the results of a study can be used in other situations. This, according to Van Manen (2019), is the same as the external validity of quantitative research and means whether a study's results can also be used in other places. Gallagher, and Zahavi (2020), agree that transferability means how well the results of an experiment can be "generalized" to other settings or groups. Transferability means how likely it is that the results can be used by other people in similar situations. Even though I was well aware that it was up to potential users to decide if the findings fit or are transferable, I followed Gallagher, and Zahavi (2020), criteria of giving potential users enough information to make a decision about transferability. Plans for transferability were improved by carefully choosing participants and including enough descriptive information in the final report so that people who read the study can judge for themselves if the results can be used in other situations. This was done by:

3.18.5: Careful sample selection

I made sure to choose participants carefully by only using the approved sample criteria to choose the best sample possible. Trotter II, (2012). says that a nominated sample is when a group of "judges" helps choose participants who have experience with a phenomenon, the researcher, carefully chose the most eligible female entrepreneurs by using purposive, convenience, where appropriate. In section the sampling methods are explained in detail so that they can be checked for external verification

3.18.6: Thick Description

I made the study's results easier to use by putting as many direct quotes from participants as I could in the final report. In Chapter 4, you can find the details of the thick descriptions of female entrepreneur's vivid experiences. These descriptions are based on their own words. back this up by saying that a detailed description of a participant's experience gives readers a "near-real mental experience" that helps them "understand" the experience as it was described. In this study, I not only used direct quotes, but I also talked about the research setting and the transactions and processes that made up the whole investigation. This clarification is meant to help people understand the results better, including how they can use the study's results in other practice settings

3.18.7: Dependability

The third test for trustworthiness in qualitative research is dependability, which means that the data stay the same over time and in different situations Oliveira et al. (2020) dependability is about how consistent and stable the study process is over time and between different researchers and methods. I made sure that the study's results were reliable by making sure that every step of the research process was in line with the philosophical and methodological precepts of phenomenology and that the methods of data collection, analysis, and interpretation were clearly explained so that others could check them. Before I started this project, I learned about general principles of qualitative research methodology and the phenomenological method. This helped me meet the first methodological consistency requirement. The second plan was to get rid of inconsistencies in the research process by describing in great detail the different steps of collecting data, analysing it, and figuring out what it means. The details of how

data analysis and findings, in chapter 4, and how they are analysed are in chapter 4 and findings in chapter 5, suggestions in chapter 6. In each section, the researcher's role is explained so that other people can make their own decisions.

In more detail, data was collected in places and at times that fit with how the study was set up and the research question. Both the researcher and the supervisor did checks on the coding, and they showed that they were on the same page. There were checks on the data's quality to see if there was any bias or wrong information. As suggested by Williams (2021), these different steps left a data trail that a reader can use to do a data audit, secondary analysis, or consistency check.

3.18.8: Confirmability

The research data should be neutral or objective, which is the fourth criteria for trustworthiness. According to Williams (2021), objectivity means that two or more independent people could agree on how accurate, relevant, and important the data is. related idea of neutrality is the criterion that a reader can use to figure out how much a study's results are based on the real views of the people who took part and not on the researcher's ideas. In line with Williams (2021), I was aware that the results had to show what the participants really said and how they felt, not my personal opinions and biases. I showed that I was completely objective by using a coding system that was flexible and could be checked.

3.18.9: Reflexivity

I was aware that what I already knew about entrepreneurship would affect what I found out. As a solution, I kept an open mind about ways to improve the self-reflection needed to go into the field with an open mind. The process of reflexivity, which Gallagher, and Zahavi, (2020), compares to Husserl's reduction, made this openness possible. (Gallagher, & Zahavi, (2020). agrees with Heidegger and Gadamer that the researcher's fore-structure can't be completely bracketed out. Instead, it needs to be acknowledged and put in the foreground to show what belongs to the researcher and what belongs to the participants. This process was described as a dialectic tension between "striving for reductive focus and reflective self-awareness; between bracketing out researcher preconceptions and using them as a source of insight. Williams, (2021), say that a researcher's reflexivity is important in qualitative research

because it is what qualitative researchers use to make sure they don't make decisions based on their own biases while doing research. They think of reflexivity as the process of critically thinking about oneself and analysing and writing down personal values and views that could affect how data is collected and interpreted. Williams (2021). say that the process of reflecting on one's research and trying to figure out how one's own values and beliefs might affect the findings gives the study's results more weight. In this study, I used the process of self-reflexivity to show how the female entrepreneurs' lived experiences and the meanings they gave to those experiences matched up. So, I achieved reflexivity by remembering and keeping in mind what I already knew about entrepreneurship from previous research and a preliminary review of the literature. I improved my ability to think about myself by checking to make sure that my past experiences and biases didn't change the research data. This meant I had to be aware of and open to participants' points of view, even if they were different from what I had learned before. I thought of them as "real" because they came from participants.

3.18.10: Auditability

Gallagher and Zahavi (2020) say that a study can be seen as objective if it has an audit trail. An audit trail is how the researcher keeps track of the results. audit trail is a systematic record of materials that lets an independent auditor of a qualitative study decide how reliable the results are. Williams, (2021). the researcher should leave an audit trail or decision trail so that the pathway of the decisions made during data analysis can be checked or verified by other researchers. The researcher made the study easier to audit by making an audit trail, which were mentioned in Gallagher and Zahavi (2020). These criteria include Interview guide development information, including changes. Raw data, such as digital recordings, field notes, and transcripts. Products of data reduction and analysis, like codes or summaries. review notes and mail.

In addition to these strategies, I used memoing as credible audit trails and made notes of key thoughts and "felt sense" that other researchers may choose to follow. In chapter 4, codes were used with each piece of data during the phase of analysing and presenting the data. These codes are evidence points in the transcripts that make it easier to find evidence when it's needed. The codes let the reader figure out what the

data units mean in the context of the transcripts in case the study results need to be checked.

3.18.11: Flexible coding system

As a second step to make sure the research could be checked, the researcher and the supervisor, who was an independent expert, came to an agreement on a flexible coding system. The supervisor and I agreed on all of the codes, categories, and themes that went into the final product. By using a flexible coding system, I was able to stay open to new ideas, since themes and categories were not set in stone and could be recoded and reorganized as needed. So, the "malleable" code and recode procedure let me, as a researcher, and my supervisor, who served as a check, come up with the best and most complete way to describe female entrepreneurs. Gallagher, & Zahavi, (2020) says that triangulation of investigators is important because consensus gives the researcher a chance to clarify and improve the findings. This consensus process was in line with that advice.

3.18.12 Authenticity

Gallagher and Zahavi (2020), say that authenticity is the fifth factor that shows how trustworthy a qualitative study is, authenticity is how well researchers show a range of different realities about the thing they are studying in a fair and accurate way. A story is real if it shows how the people in it feel about their lives as they are lived Gallagher and Zahavi, (2020), phenomenological account is true if it makes the reader feel like they were there again. Van Manen (2019) calls phenomenological nod when a person says, "This is the experience I could have had" after reading an account of a real-life event. This backs up the claim that a good phenomenological description is backed up by real-world experience, just as real-world experience is backed up by this Van Manen, (2019). say that a truly authentic text encourages readers to become more sensitive to the issues shown in the research narratives by using mood, feelings, experiences, and contexts in the right way to help readers understand. By writing about the hard facts of the entrepreneurial identity, aspiration, and success experience in a way that is evocative, expressive, transcendent, and poetic, I let the emotional parts of the lived experiences create a phenomenological reverberation" or resonance in the reader. This lets the reader experience what it's like to be an entrepreneur through the "eyes,"

skin, and heart of women who have been there as Van Manen (2019) says, the way the results were written makes it possible for readers to feel and understand more about what the female entrepreneurs do every day. I wanted to make the work "real" by using the imagery power of language, so that people who read this account would be touched and think more about what it means to be an entrepreneur (Van Manen, 2019).

3.19 LIMITATIONS OF THE STUDY

This study had drawbacks. Since the participants were female entrepreneurs from different provinces, they may have known each other personally and through their networks. The researcher is an entrepreneur and manager for several projects in South Africa and have built close and professional relations with several entrepreneurs. These relationships made it essential to try to protect the participant's anonymity. Pseudonyms were used throughout this research to preserve the anonymity of participants and their ventures in different provinces. Some participants' anecdotes could likely be recognised as there are few female entrepreneurs in male-dominated industries, and others are celebrities or public figures. For this reason, some participants may not have been willing to voluntarily share personal information for fear that someone might identify them through their story.

This study focused solely on the experiences of female entrepreneurs. Furthermore, my experiences as a female entrepreneur and scholar might have created a bias that limited my analysis. I did everything I could to know my preferences and set them aside. Another limitation was the COVID-19 pandemic. Some of the participants cancelled meetings because they felt unwell or death in the family. The final limitation is that the researcher relied on the honesty, experiences, and biases of the participants.

3.20 CONCLUSION

This chapter has explained the methods of data collection used. The chapter aided the groundwork of chapter four which presents the findings of the phased approaches from the phenomenological analysis of the data. The interview methods allowed an open-

ended questioning approach that employed a structure to capture the phenomenon in context and its meaning. The interview method provided an aspect of experience for individuals that are reflections. To add to this visible aspect and provided phenomenal adequacy participant observation was used. The research design and methodology, the population were outlined and justified.

CHAPTER FOUR: RESEARCH FINDINGS: LIVED EXPERIENCE OF FEMALE ENTREPRENEURS

4.1 INTRODUCTION

This chapter presents the results from the phenomenological analysis of data. The data analysis method followed two phases Phase 1 35 involved summative assessment and phase 2 involved interpretative - descriptive analysis and used Atlas see appendix G and H. The next two sections provide findings for the data analysis results from Phases 1 and 2. The chapter captures the demographics of the female entrepreneurs, modes of analysis, together with the description of the phenomenon of female entrepreneurship from identity, aspirations to success. The study results inform understanding of perspectives of the female entrepreneurs as they reflect on the experiences of their entrepreneurial identity, entrepreneurial aspirations, and perceptions of the success.

4.2 RESULTS FROM PHASE 1 DATA ANALYSIS

For the purpose of reporting findings from the phase 1 of 35 female entrepreneurs a summative approach to qualitative assessment was used. The software package ATLAS ti was utilised to analyse the list of 276 codes as listed in Appendix G. The list of 276 codes from appendix G was compiled into exported into one document from Atlas ti. The code manager in Atlas. ti was used to confirm the codes were further grounded to the appropriate code groups. The code groups were created based to 5 identity themes, 5 aspirations themes and 5 perception of success themes as discussed in section 4.5 see sample of code groups Appendix H.

4.2.1 Demographic Characteristics of Participants phase 1

This section presents the study results on female entrepreneurs' characteristics and experiences in South Africa. The figures below elucidate that the female entrepreneurs' age, marital status, educational background, and race were their characteristics. All of whom pseudonyms were used to maintain anonymity and confidentiality. This study's

participants were thirty-five female entrepreneurs. In this chapter and beyond, the participants are referred to using pseudonyms.

4.2.2 Age Group

To gain insight into the basic demographics of the female entrepreneurs, the study included questions about their age range. See figure 4. 1.

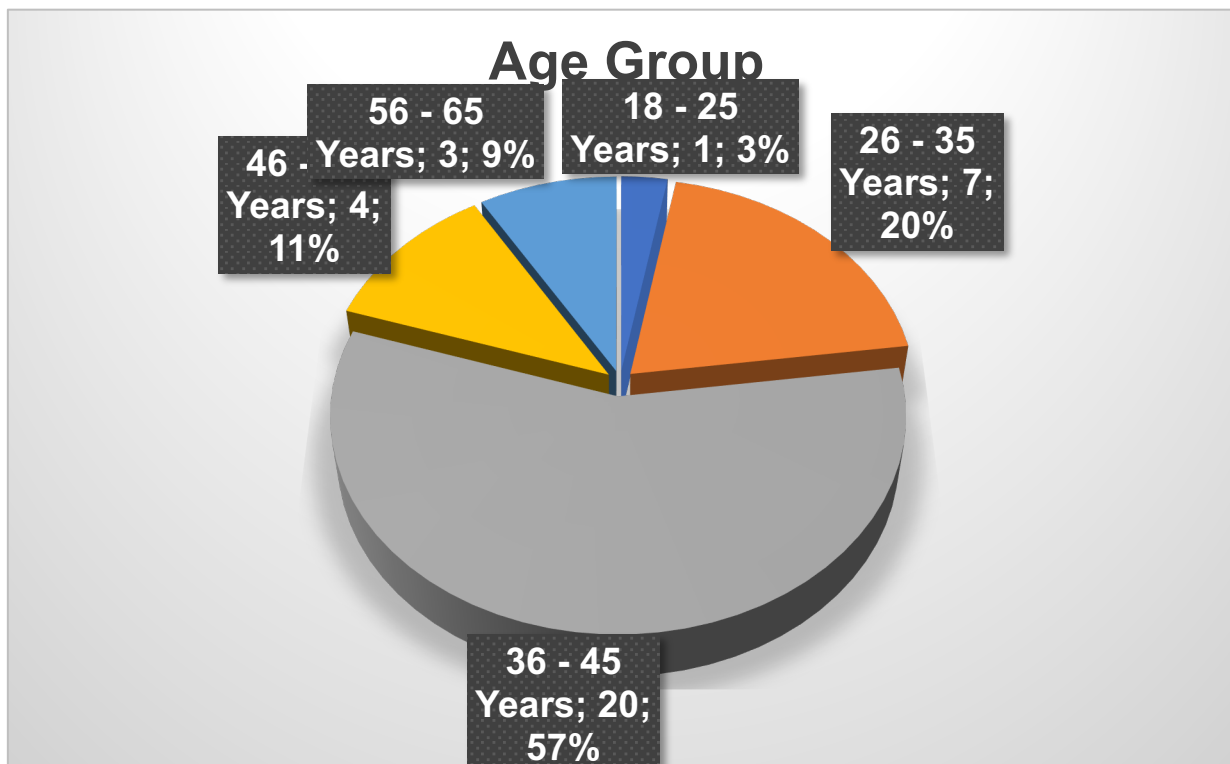


Figure 4. 1 : Age group of Participants

The female entrepreneurs fall mainly in the economically active age groups, 36 to 45 (57%). Followed by the 26 – 35 years of age (20%), then 46 – 55 years old (11%). 56 -65 years of age were 9%, and 18-25 years represented 3%.

4.2.3 Marital status

These results showed that a significant percentage of these female entrepreneurs were married (51%), single or divorced (40%), and widowed (9%) as depicted in figure 4.2 below.

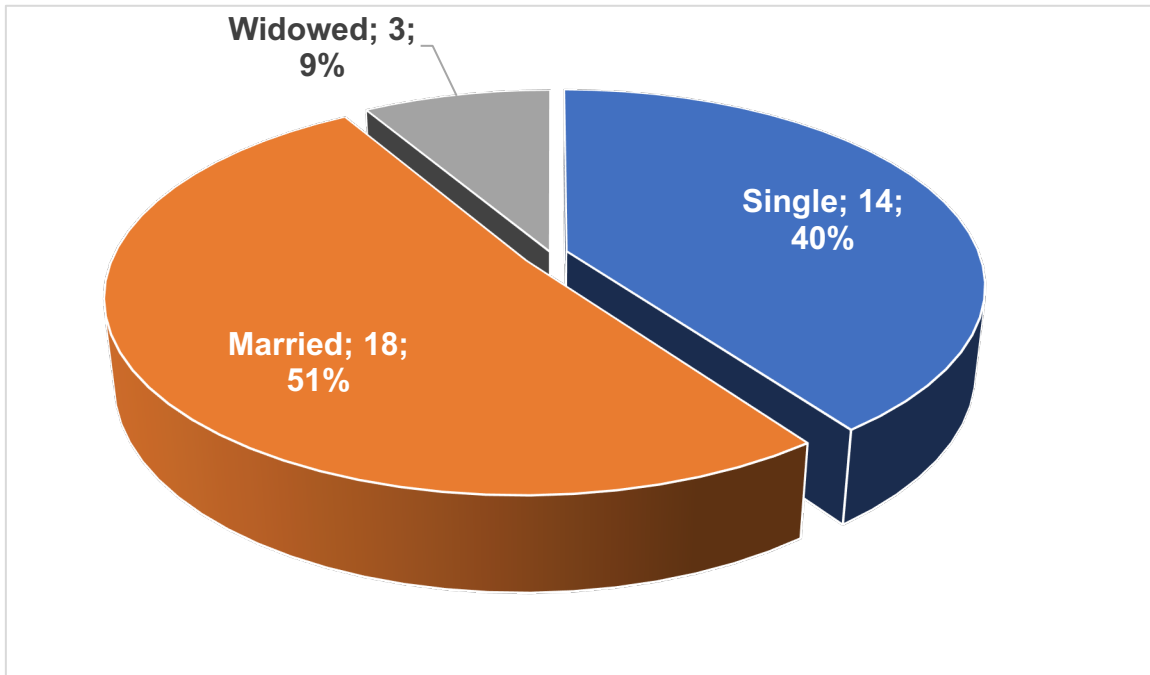


Figure 4. 2: Marital status

4.2.4 Race

The results also indicate that all racial groups in South Africa were presented. The diverse racial backgrounds of these females in South Africa, as noted in the results of this study support the findings in the literature that business ownership or entrepreneurship by females is not limited by race. This reflects the demographic profile of South African female entrepreneurs' (figure 4.3), where Black (63%) are the majority, followed by White (23%), Indians (8%), and the coloured (3%).

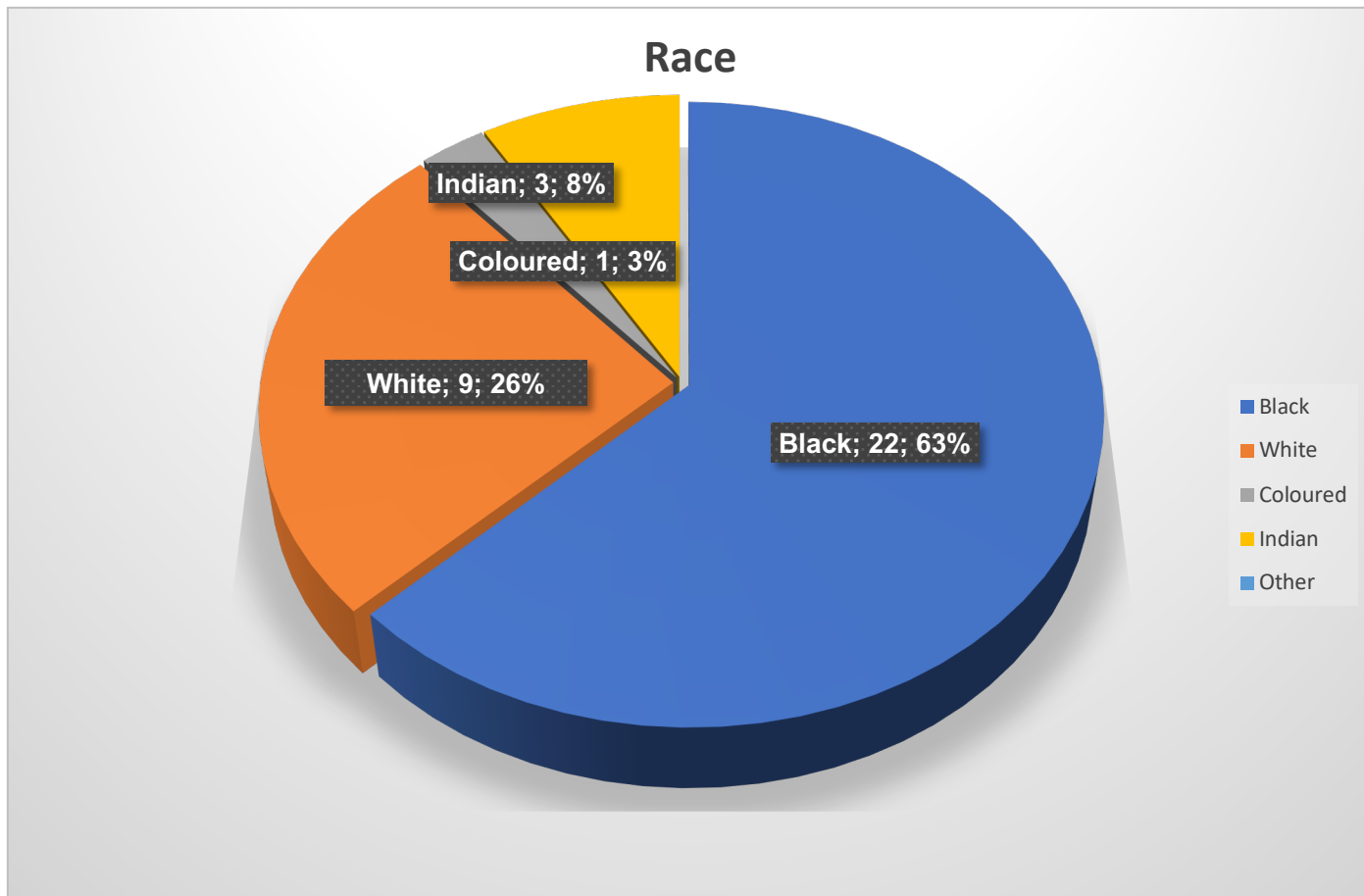


Figure 4. 3: Race of the Participants

4.2.5 Educational Background

All the female entrepreneurs have at least a basic level of education. Those with only matric were six and those with diploma were also six. Persons with bachelor's degree were 15 and master's degree 8. Most of the participants believed that the level of formal education they obtained was an advantageous factor in setting up and operating their ventures. The interviews further revealed that the basic knowledge acquired from their education was helpful to them in the areas of literacy, ability to identify opportunities, markets trends, and accounted for the ability to prepare basic financial statements.

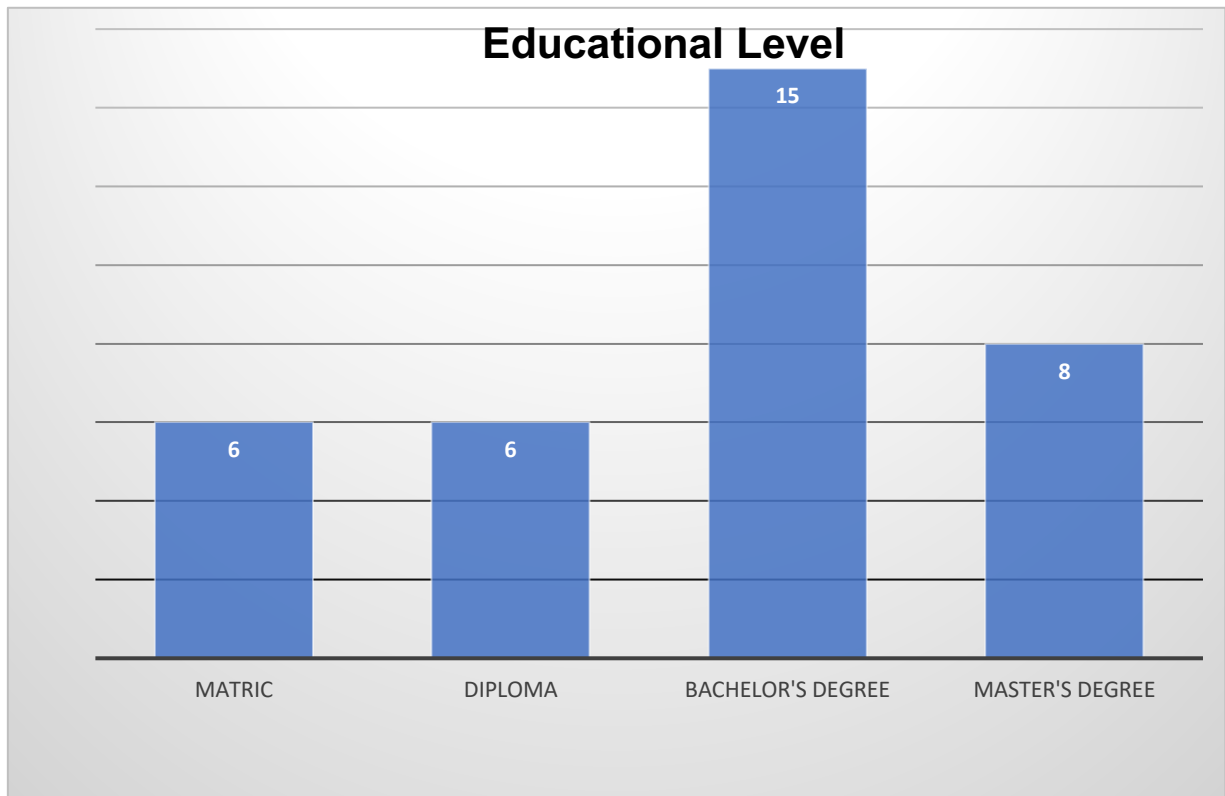


Figure 4. 4: Education level of Participants

4.2.6 Province

Figure 4.5 shows the provinces of South Africa, and the majority, 14 female entrepreneurs, were from Gauteng Province, Western Cape, 7, Limpopo 3, Mpumalanga 3, Free State 2, Eastern Cape 2, Northern Cape 2, Northwest 1 and KwaZulu Natal 1.

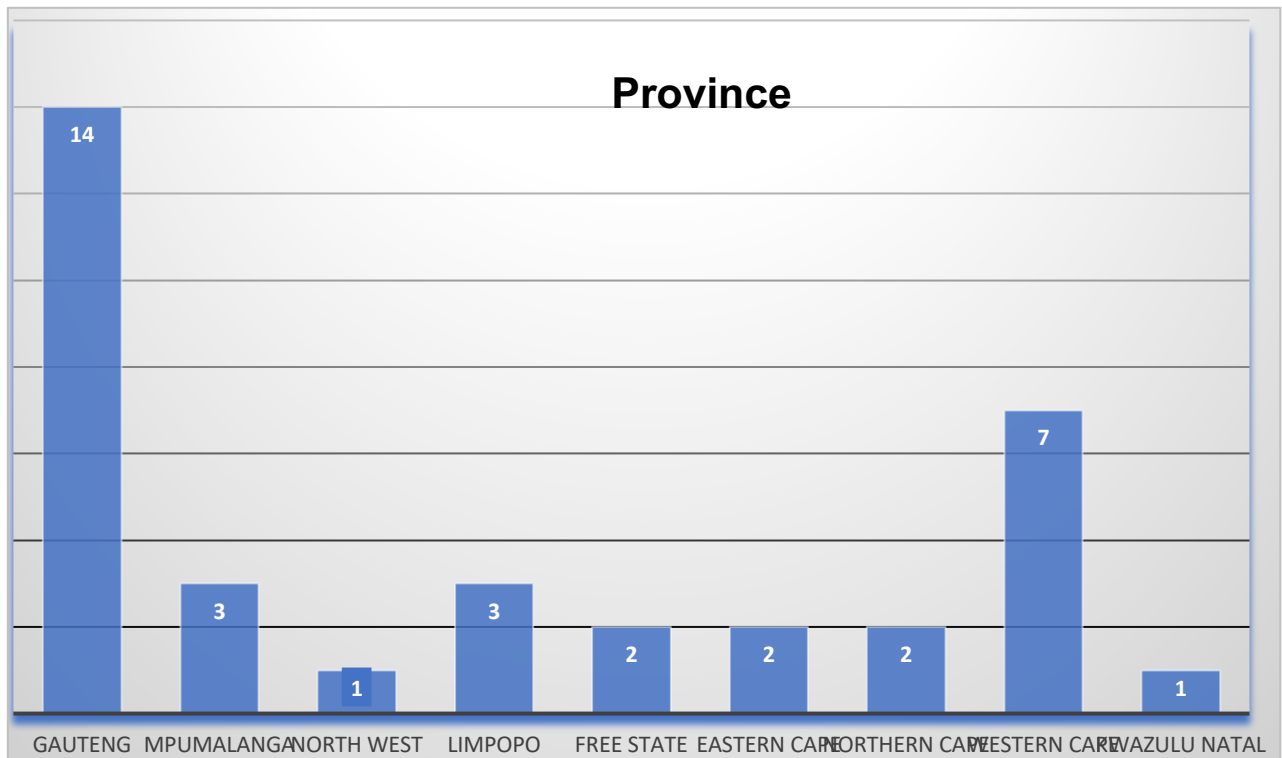


Figure 4. 5: Distribution of Participants Per Province

4.2.7 Size of Business

Figure 4.6 provides information regarding the size of the business, and the size by the number of employees. Most of the companies are micro - fewer employees, less than six employees. They were 15 which represented 43%. Small businesses with less than 50 employees were 14 and represented 40% of the population. The medium businesses with less than 200 employees were five and represented 14%. Only one participant had a large business with 200 or more employee, this represented 1% of the population.

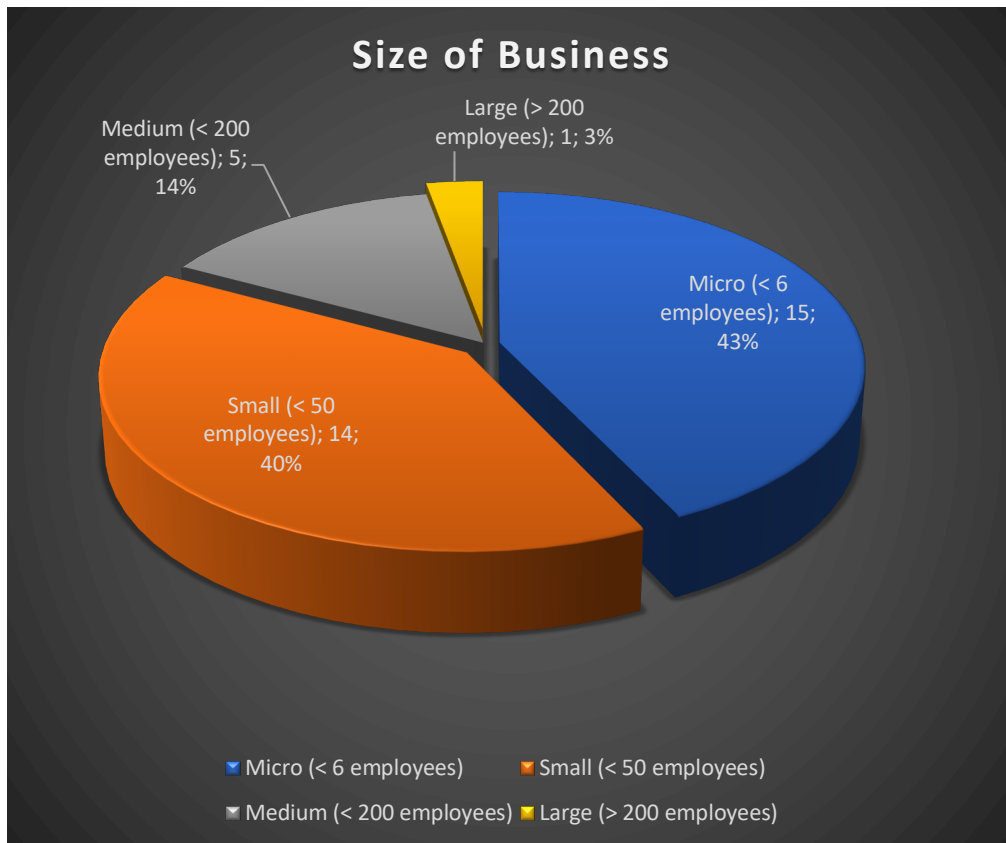


Figure 4. 6: Size of business for the participants

4.3.8 Years of operation

Figure 4.7 shows the years of operation, most of the businesses have been in operation for 6-10 years (15). The ones who have been in business for at least five years were eight, followed by those between 11 to 15 years of operation (6). Those between 16 to 20 years were three and those 21 years and above were 3.

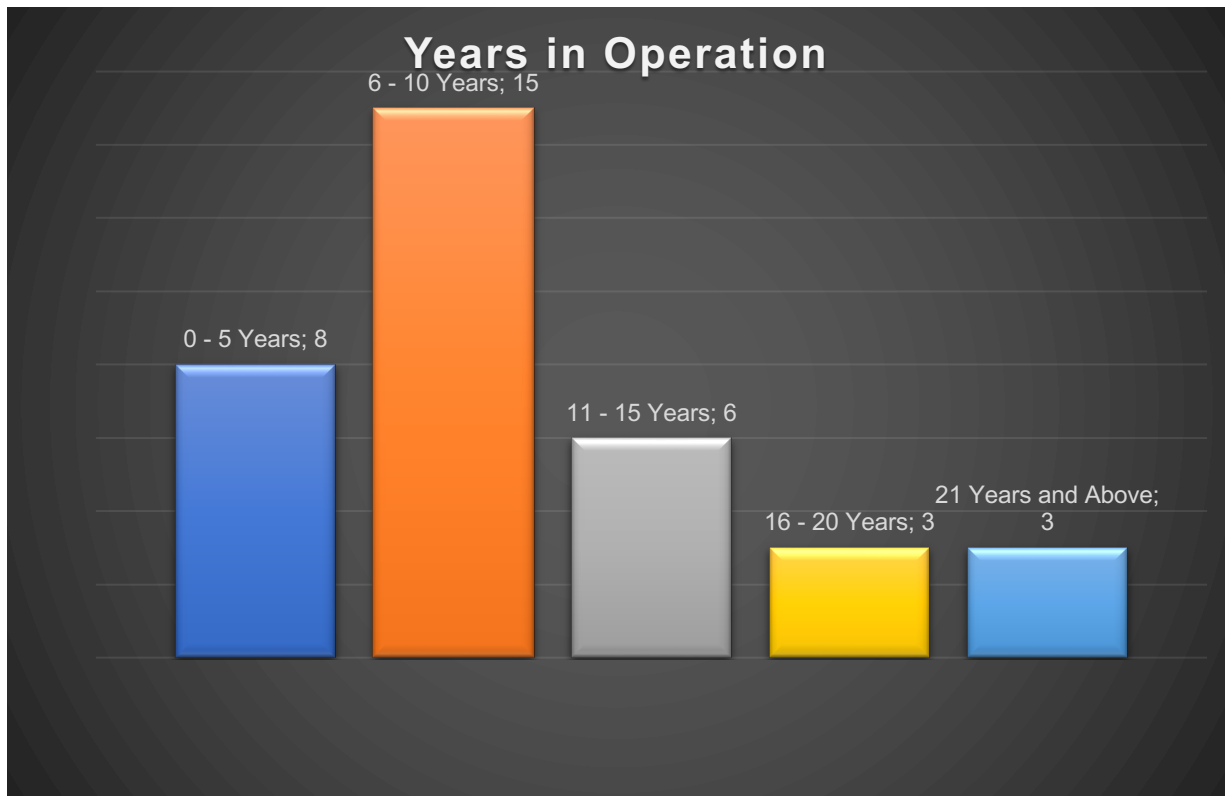


Figure 4. 7: Years of operation

4.3.9 Types of Business Ventures

The study found that the female entrepreneurs have established business in all broad classifications of South African industries as classified by South African revenue services see Appendix E. This means that the businesses operated by the female entrepreneurs in South Africa is diverse and cut across professional, scientific, and technical activities see table 4.1:

Table 4. 1 – Types of Participants’ Business Venture

Industry and Services	Number of Entrepreneurs
Manufacturing	Ten female entrepreneurs
Fishing	Two female entrepreneurs
Agriculture and forestry	Three female entrepreneurs
Information and technology	Four female entrepreneurs
Transportation	One female entrepreneur
Human health	Six female entrepreneurs
Administration and support	Two female entrepreneurs

Mining and quarrying	Two female entrepreneurs
Financial and insurance	One female entrepreneur
Wholesale and trade	Three female entrepreneurs
Other services	One female entrepreneurs

These results seem to coincide with past researchers' findings that the entrepreneurial activities of the females from developing countries are concentrated in the trade and services sectors. Conversely, the result of the study also highlighted that the female entrepreneurs' business venture was not limited to trade and services. The female entrepreneurs are also making inroads into non-traditional industries for females. As other female entrepreneurs are in manufacturing, mining, information and technology, others are into the transport industry, which is often male dominated.

The female entrepreneurs were found to operate in very distinct industries. Farming as a unique industry produces values by transforming raw materials into food and cash. It was found that the activities of the female entrepreneurs in the farming sector offered an excellent avenue for opening new markets outlets and for increased consumption of agriculture products locally and internationally. These innovative entrepreneurial activities of the female entrepreneurs in South Africa, especially in farming, manufacturing, and mining industries, support the earlier findings that female entrepreneurs are high on innovative and creative entrepreneurial traits.

Accordingly, the next sections detailed the data analysis method for this study which followed two phased approaches. Phase 1 involved a summative assessment of output. The second phase involved the descriptive and exploratory phenomenological method for analysing data.

4.4 RESULTS OF PHASE 1 LIVED EXPERIENCES OF FEMALE ENTREPRENEURS

Fifteen themes were identified from phase one for thirty-five female entrepreneurs' participants' lived experiences related to the investigation of female entrepreneurial identity, entrepreneurial aspiration, and perception of success.

Table 4. 2 : Overview of Themes

Entrepreneurial Identity Themes	Entrepreneurial Aspiration Themes	Perception of Success Themes
Participative	Growth	Work-life balance
Role	Control	Self-fulfilment
Relationship focus	Personal dimension	Financial Achievement
Resilient	Access to resources	Professional Autonomy
Creative	The influence of others	Market acceptance

The interwoven nature of the themes reflects the female entrepreneurial identity, entrepreneurial aspiration, and perception of success as a phenomenon. As presented in this chapter, the themes provided structure for the discussion and sense-making journey. It's worth noting that the themes are always being interpreted about one another and the subsequent figures that portray each theme and subthemes individually to reinforce the interwovenness of the participants' experiences.

4.5 FEMALE ENTREPRENEURIAL IDENTITY

Each female entrepreneur had a diverse identity that articulated even in their business activities. Their identities are not fixed. They are constantly recreated in response to changing circumstances. The identities of female entrepreneurs are shaped by a variety of dynamics arising from their historical context and current lives, including their professional, private, institutional, community lives, social expectations, conventional norms and beliefs, and childhood experiences. The themes reflect the entrepreneurial identities of female entrepreneurs that the females used to interpret themselves. These themes address the first and fourth research question by discussing how female entrepreneurs characterise their role identity and what do females give up in their self-identity to increase entrepreneurial identity.

Theme 1: Participative

The females expressed themselves as participative see figure 4.8 and its associated subthemes.

Imika noted that being participative is being able to share, being happy for other people's accomplishments, *"I'm very sharing, share ideas, information and I am happy to see others accomplish their dreams."*

Mary remarked being participative is more of providing opportunities for others as well for her employees *"I provide opportunities, encourage and reward my team members who work with me to realise my vision."*

Thandi explained that she is participative because in whatever she does she encourages her employees to further their studies *"I encouraged one of the employees to study, and she is finishing her bachelor's degree at the end of this year."*

Frederica elucidated that she is participative because she leads by examples as its being echoed by her employees *"My staff, would say I lead by example"*.

The participative entrepreneur is associated with the urge to enhance public awareness and influence through sustainable products and services. It is an entrepreneurial identity that closely matches female entrepreneurs' fundamental principles. To interpret this, female entrepreneurs provided feedback and echoed the words of being involved in their businesses, being fully connected, sharing, and leading by example. They spoke highly on empowering others, motivating others, and coaching other females.

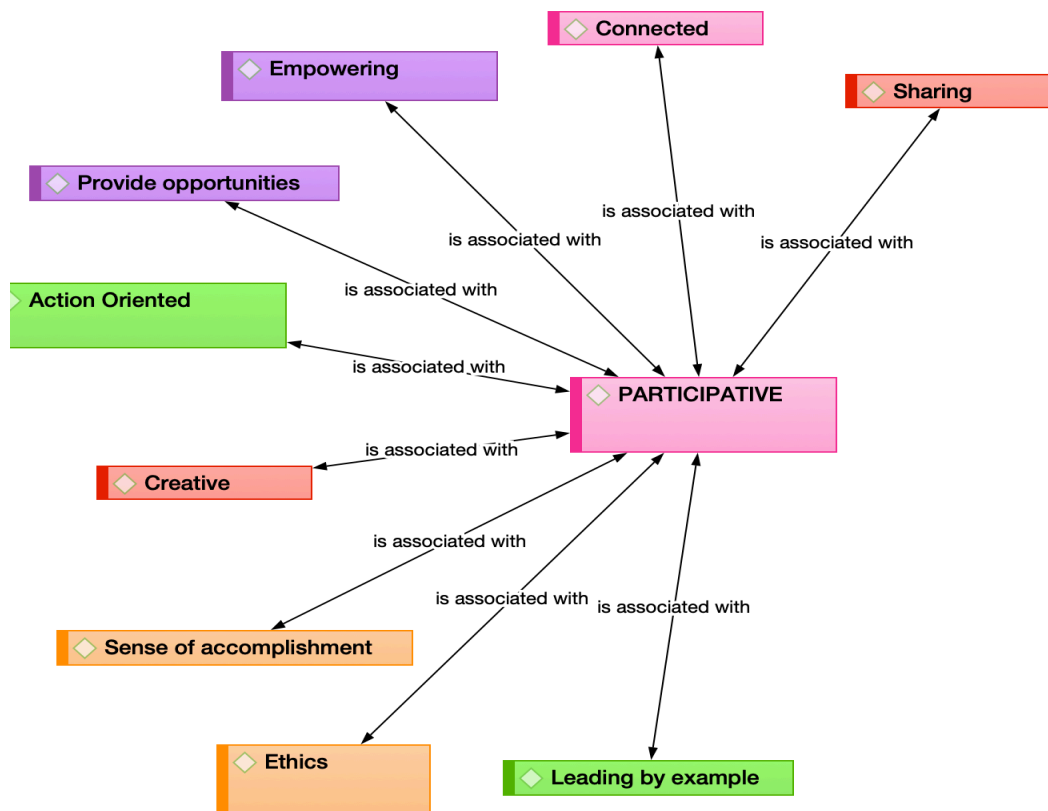


Figure 4.8: Theme 1: Participative identity is associated with leading by example, creative, sense of accomplishment, sharing, empowering.

Source: Researchers ATLAS.ti output

Theme 2: Role identity

The role of female entrepreneurship make up the second theme role. The female entrepreneur’s central identities interacted with different identities throughout their lives see figure 4.9. Sonia commented on role identity as her role is a mum-preneur “*I am a mumpreneur, thus describing myself and my business or work life. I use this term because it helps bring more context to the person I am. It gives you a snapshot of the life, background and what drives me*”.

Emma validated on role identity as she described herself “*I describe myself as a mumpreneur from a marketing perspective for my business. Being a mum is a huge*

thing in the clothes range I'm selling, as it means people who relate to me have faith in my brand. On a personal level, I presume a mumpreneur is pursuing a passion rather than merely performing a job if I see her doing something and trust my brand."

Tessa outlined role as being a leader, business creator and the capabilities "Certain fields specifically require a man as a leader, business creator, even though females like me as a carpenter also have the same capability, other people do not give me work because I'm a female, I have the skill and strength to move heavy tools, but they still refuse to give it a try."

Sandiswa remarked role as a business owner "I'm self-employed, the best way to describe me, in fact, sometimes, my kids ask because they ask what exactly I do, I'm a business owner."

Harriet alluded role identity as being mum, wife, provider "My life is infused by being a business owner, wife, leader provider, self-employed".

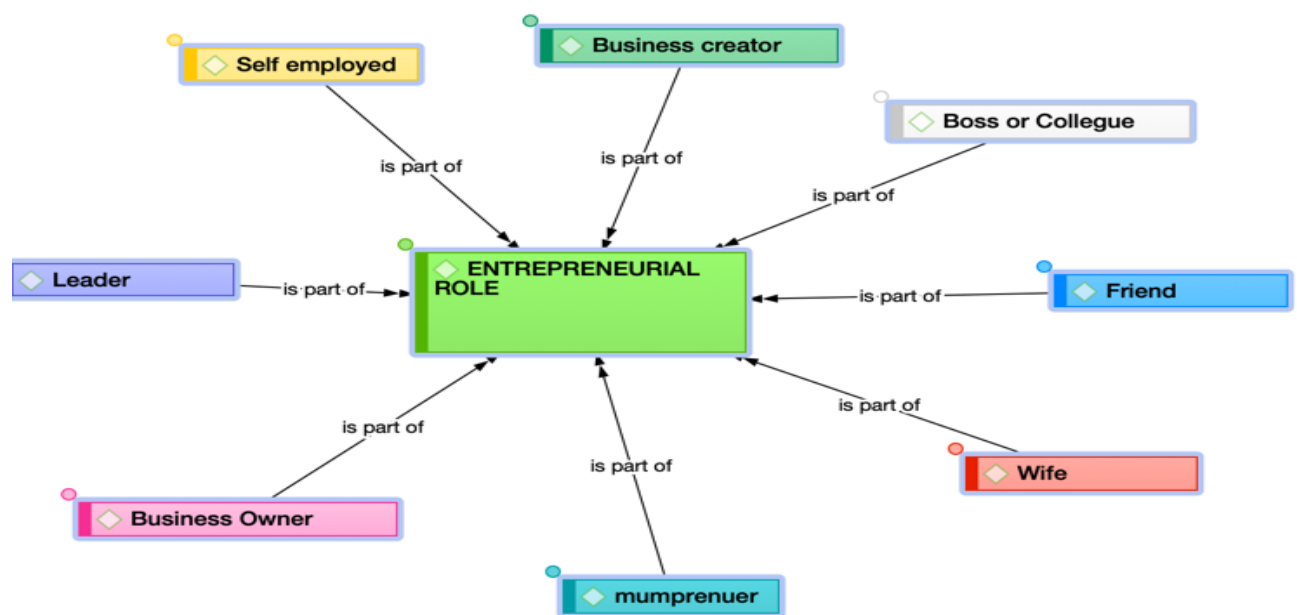


Figure 4. 9: Theme 2 Entrepreneurial Role is part of the sub themes, mumpreneur, wife, business owner, leader, self employed and business creator.

Source: Researchers ATLAS.ti output

Theme 3: Relationship-focused

The third theme focuses on female entrepreneurs' relationship-focused identities see figure 4.10 and the subthemes.

Brenda stated, *"I have much empathy, I'm very passionate, I'm very bold as well." saw themselves being collaborative. Having empathy to nature employees, customers, communities."*

Sonia asserted that she loves working communities thus how she builds relationship, *"Love working with different communities in the country"*.

The female entrepreneurs explained that having relationships helps them to enhance the entrepreneurial success. It brings the setting out of core rationale for their business, that is, positive outcomes which are associated with being collaborative to customers and employees. It has elevated them in the priorities of entrepreneurship and policymakers, it expands the latent resources base of the entrepreneur which includes connections to potentially important players, provides resources, including finance and trustworthy employees, on amicably and rapidly agreed on terms. Relationship-focused allows them to learn, share knowledge and expertise, clustered knowledge interactions, and provide support and advice. Last, it provides them with structure and process, building credibility and trust for themselves and the new ventures.

Letta shared on centering herself on her business "I believe that I'm trustworthy and try to be inclusive in all parts of my business, especially with workers, suppliers, and really, it's a collaborative thing."

The relational remarks in the interview that concerned the relationship identity, management of subordinates and interaction with clients or customers were critical. It was more of preserving, mutual empowering, achievement or creating them. Female entrepreneurs' relationships are characterised by protecting the relationships which look at nurturing, protecting, and safeguarding. They keep people connected to resources and other necessary people to accomplish their goals and maintain relations critical to their success. The participants expressed mutual empowering, characterised by contributing to another person's development, being open to others. They also spoke about creating a team, in which female entrepreneurs spoke about fostering

collaboration in their organisation. They encourage cooperation and exploring and build on others' ideas.

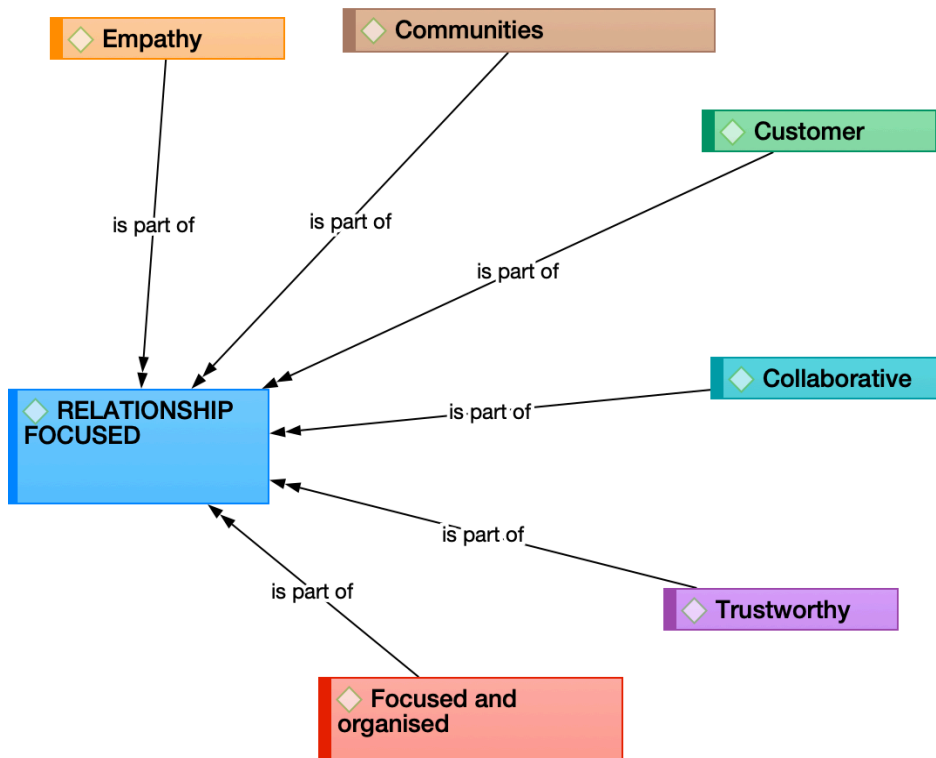


Figure 4.10: Theme 3 Relationship Focused is part of being trust worthy, collaborative, having empathy and being focussed on your customers.

Source. Researchers ATLAS.ti output

Theme 4: Resilient

The fourth theme that emerged is resilience see figure 4.11 and its subthemes.

Elize remembered, “I was groomed from an early age to love myself and be strong and resilient when faced with challenges”.

Sarah from Limpopo explained resilience as follows, *“I have become strong, resilient entrepreneurs by networking with other females and not giving up, care and support, creating trust, offering encouragement, developing a sense of cohesion with others, power and control.”*

Norma commented on Covid 19, “COVID-19 don’t want to have it like a story; it is a story of resilience being able to survive and having the business still operating it is a story of resilience”.

Emma added *“If you are self-employed, you have to have high resilience and responsibility. My stress levels have steadily risen since running a business, and the civil unrest as well COVID-19 has proved to me that I am resilient”*.

From the interviews with female entrepreneurs, they started their businesses because they could not find employment. They considered starting a business, they faced several challenges as part of their journey. They had to seek ideas for providing for their families whilst running their business with many challenges. They believed that to be self-employed or to be an entrepreneur, one must have high resilience and responsibility.

The women also spoke of the stress of running the business. The reality of carrying multiple identities appear to be expressed as resilient. Some of them articulated that from a young age, they were groomed to love themselves and to be strong when faced with challenges. Others shared about networks with other female entrepreneurs in similar positions or business types. This helped with them become resilient. There are indications that context and interactions with externalities may affect the development of identity and resilience. Engaging in entrepreneurial activities, and as their entrepreneurial identities become more prominent in producing high levels of stress, they require resilience and interaction with a broader network.

This study has urged that through an exploration of identity work and the resilience work they engage more explicitly with the power struggles that they negotiate with, which contextualises their entrepreneurial experience and provide visibility of a heterogeneous view of the female entrepreneur. They use the insights of intersectionality and positionality to contextualise and highlight the power struggles understanding of identity and resilience within which entrepreneurship can be captured.

Most female entrepreneurs also expressed their resilience through acknowledging that being an entrepreneur means proving the purpose and impacting or changing many lives. They live with intensity, execute with passion, and lead by example. As much as they fall and then get up, they do so with more clarification because of their positive outlook in the future.

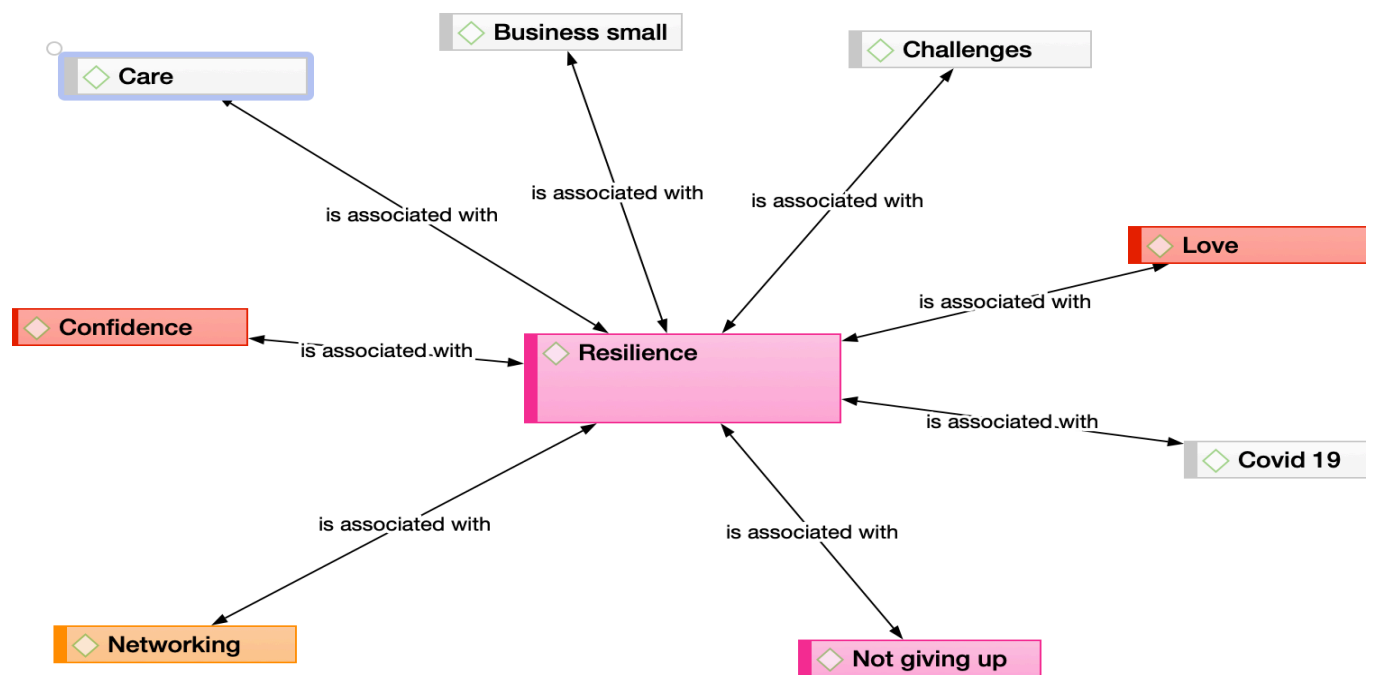


Figure 4. 11: Theme 4 Resilient is associated with the sub themes, not giving up, networking , confidence, love, care as well surviving COVID 19.

Source: Researcher's ATLAS.ti. Output

Theme 5: Creative

The participants expressed themselves as creative see figure 4.12. Creativity was associated with several subthemes like being a problem solver.

Zulfa shared *“It’s a natural conscious way of living when you are an entrepreneur; it is a way to challenge positively, not to be destructive but to be creative; as a problem solver, you have to decide to accept this problem and how I am going to deal with it”*.

Susan stated that being creative is associated with being a hard worker, *“sure and hardworking will help me achieve my goals”*.

Oratile recalled that being creative one has to be curious, *“Very curious about the world and the opportunities and how to improve.”*

Being an entrepreneur entails taking chances when others are unwilling to take risks. Female entrepreneurs also echoed being action-oriented by further describing themselves as optimistic, always positive, and pursuing their ideas. The participants also describe themselves as determined. Joan stated, *“I’m a determined individual.”*

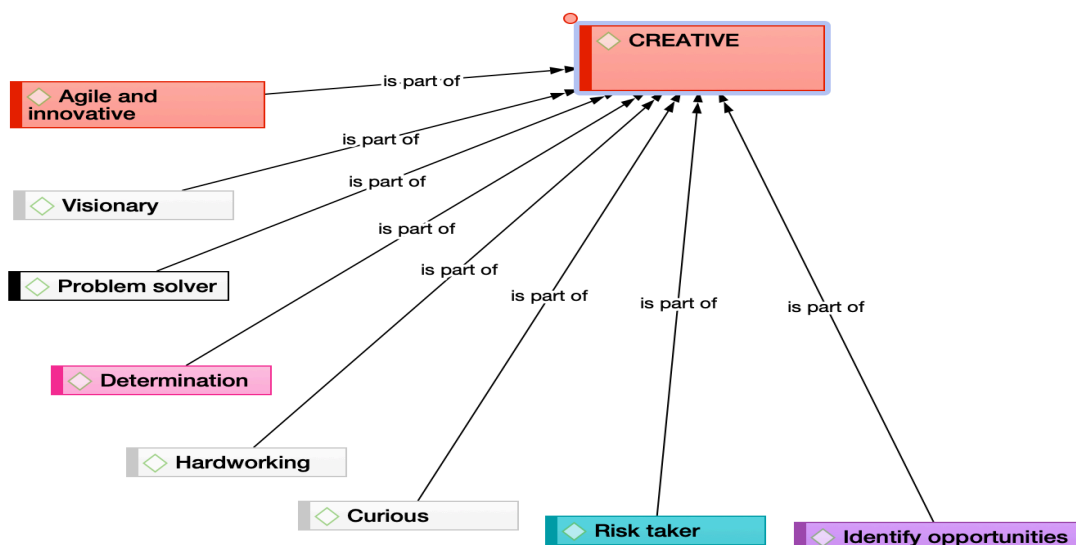


Figure 4. 12: Theme 5 Creative is part of hardworking, identify opportunities, being visionary, problem solvers, being a risk taker as well as determination.

Source: Researchers ATLAS.ti Output

4.6 SUMMARY OF KEY FINDINGS ON THE ENTREPRENEURIAL IDENTITY

The female entrepreneurs are described as business owners, starters, innovators, creators, mumpreneurs, industry captains, and founders. Research question one and four were answered. The study outcomes revealed that when female entrepreneurs begin their entrepreneurial path, they face many challenges and are motivated by their psychological needs. They must meet the needs of their children and family.

The study revealed that entrepreneurial identity is constructed cultural, social, and relationally. For most female entrepreneurs, their entrepreneurial identity was seen in their business challenges and how they overcame them. This study revealed that resilience is important because it helps female entrepreneurs overcome difficulties, resilience gives strength. Furthermore, the study allowed the researcher to gain valuable insight through respondent stories, demonstrating the differences and similarities of females' self-identity. Females can perceive this difference either at the personal level or business level. Female entrepreneurs also undertake an identity world process to craft a sense of self.

4.7 FEMALE ENTREPRENEURIAL ASPIRATIONS

Farmer et al. (2011) asserted that entrepreneurial aspiration becomes psychologically meaningful to individuals through self-role comparison. In this section, participants' lived experiences are explored from an entrepreneurial perspective and the results are presented within each of the five themed categories that the investigation uncovered.

Theme 1: Growth

Female entrepreneurs aspired growth and described growth as part of an increase in the business side independence see figure 4.13.

Lerato recalls *"independence is what I want for me, and I would love to see other females being independent, and entrepreneurship can provide you with that other perceived communities more to reduce poverty other social problems"*.

Thandi described growth in relation to seeing the workers happy and that encourages growth, “I would like to see my staff or employees happy and growing with me”.

Patricia lamented growth as being recognised in the industry she is at, “I’m a firm believer in being recognised in the industry I am, in the automobile industry which is male-dominated, and I aspire to be recognised as a female entrepreneur in an automobile.”

Elizabeth elaborated on how important is creating wealth, “Creating wealth and support to the enterprise is crucial for my business. If I can’t save enough money, maybe my aspiration to grow my interior designing company cannot be realised, creativity, continuous innovation, and renewals.”

Frederika echoed, “I aspire to be a chairman/ lady in the service station associations, to change that mindset that females can’t do it. Having an entrepreneurial mindset is critical to building and sustaining a successful venture.”

Five integral elements in terms of growth are ability to collaborate, the capacity to think creatively, strategically, analytical, and reflectively, well-developed communications skills and an understanding of the current context.

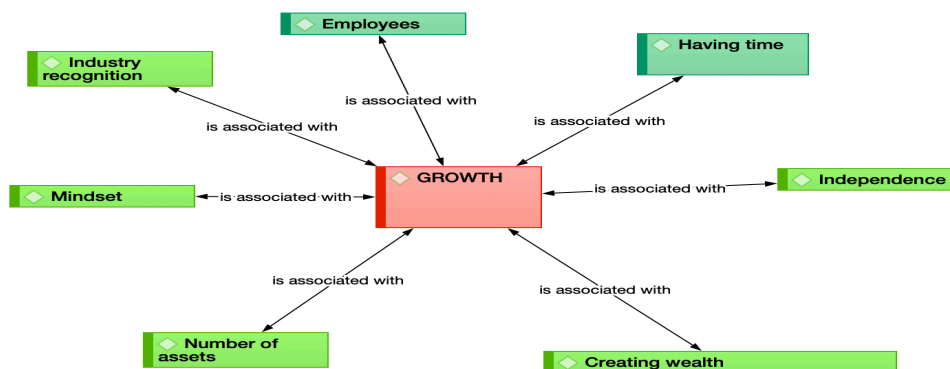


Figure 4. 13: Theme 1 Growth is associated creating wealth, number of assets, mindset, employees and industry recognition.

Source: Researcher ATLAS.ti output

Theme 2: Control Aspiration

Female entrepreneurs want to be in control. Females manage employee output, control of quality and retain ownership. The subthemes as shown in figure 4.14 expressed the female entrepreneur's clear commitment to clients. The emphasis is on the client and satisfying their need.

Kava explained, "the ability to own and have power and then practicing what I have experienced is what I have been aspiring, signalling the creativity conveys some information that having control, one can employ potential females in her company. I can employ more females also through my education and experience without asking anyone".

Tessa added: "Starting my own company seemed more viable than securing the position. I wanted an established business to do what I wanted and control everything".

The female entrepreneurs are confident in their abilities and the business concept they believe in accomplishing whatever they set out to do. Female entrepreneurs value power. During the interviews, it turned out that females launch ventures because they desire to maintain their careers and the opportunity to leverage their experiences, talents, and fresh ideas in a new way, without being bothered to report to others. Female entrepreneurs believe that their destiny is in their own hands and believe that everything that happens in their lives is when they have complete control

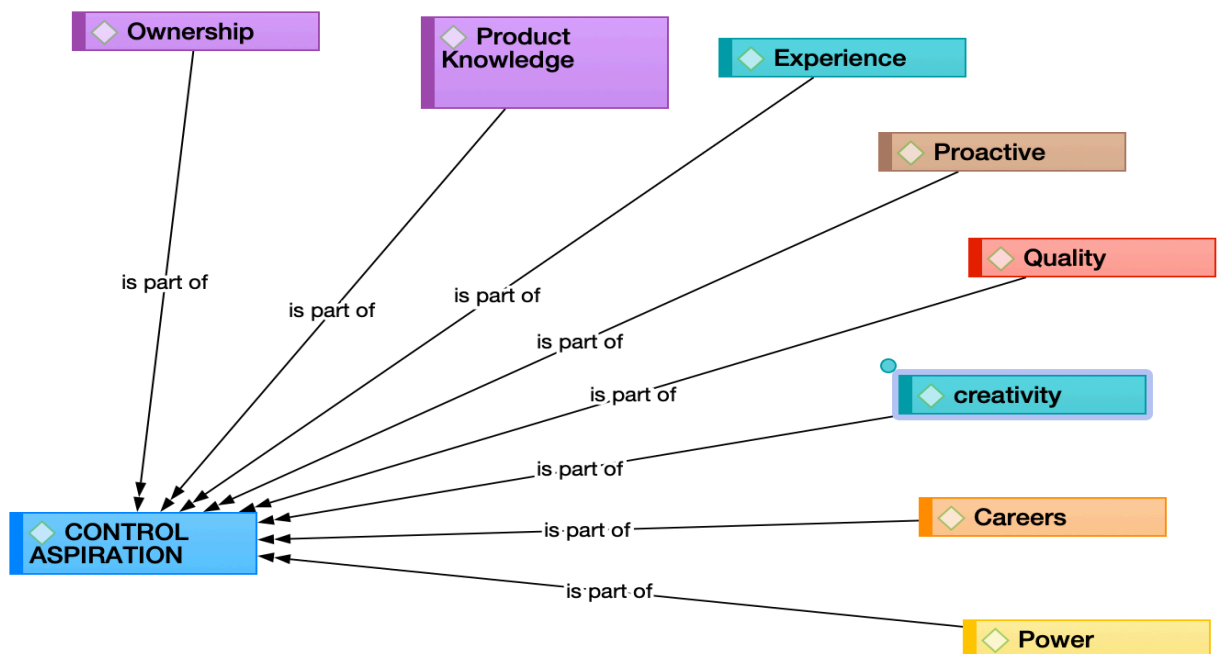


Figure 4.14: Theme 2 Control aspiration is part of having power, being creative, proactive, product knowledge.

Source: Researchers ATLAS.ti output.

Theme 3: Personal Dimension

Participants' lived experiences related to their entrepreneurial aspiration with the ambit of female entrepreneurship make up the third theme personal dimension. When female entrepreneurs were asked about their day-to-day lives, each participant spoke about having a personal dimension derived from the personal dimension.

Female entrepreneurs in South Africa are driven into entrepreneurship by self-fulfilments, more income, stability, and necessity. The most important role was to look after their children. Each participant spoke about having a personal dimension.

Patricia explained “I manage my time, I’m able to be with my children as I have the flexibility I need.”

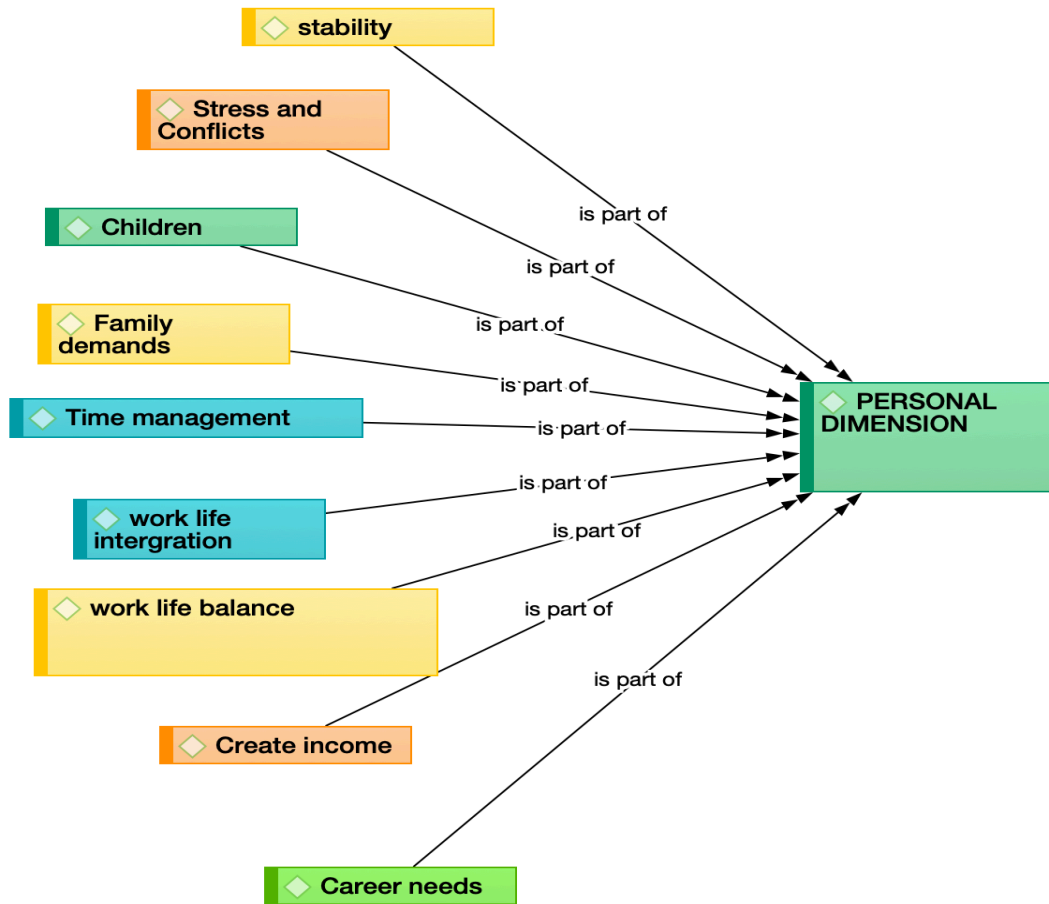


Figure 4.15: Theme 3 Personal Dimension is part of family demands, children, stability, worklife intergration, being able to create income.

Source: Researchers ATLAS.ti Output

Theme 4: Access to Resources

Access to resources is the fourth theme that emerged and the female entrepreneurs engaged on financial capital. Amahle commented, *“My dream is to have the financial capital to start up another construction company in another Province; I got permission from a landowner; I’m just looking for financial capital and access to more resources, administrative support, accounting and financial reporting, and partner or spousal support”*.

Female entrepreneurs acknowledged that they could not be where they are without permission from their partners and other and parent support. They further acknowledged the help they get from the government too.

Thandi commented on government and having the right connections, *“I need to be linked to right connection, information providers and business works as well to the government such as the entrepreneurship training education with the development of entrepreneurial skills in which other females aspire to be part of these programs.”*

Mieke added *“There is a lack of mentoring in running and developing business. The mentoring system is only accessible for those who have connections to the institutions and government.”*

The female entrepreneurs mentioned that lack of resources and exposure is a problem because of resource constraints. The female entrepreneurs explained that they experience more significant challenges than men do in accessing resources and more in accessing finance and credit. Mary lamented, *“There is a statistically significant difference in access to resources for our agricultural business between male and female farmers in South Africa. We always have problems going to the institutions as they have their tick box of the requirements”.*

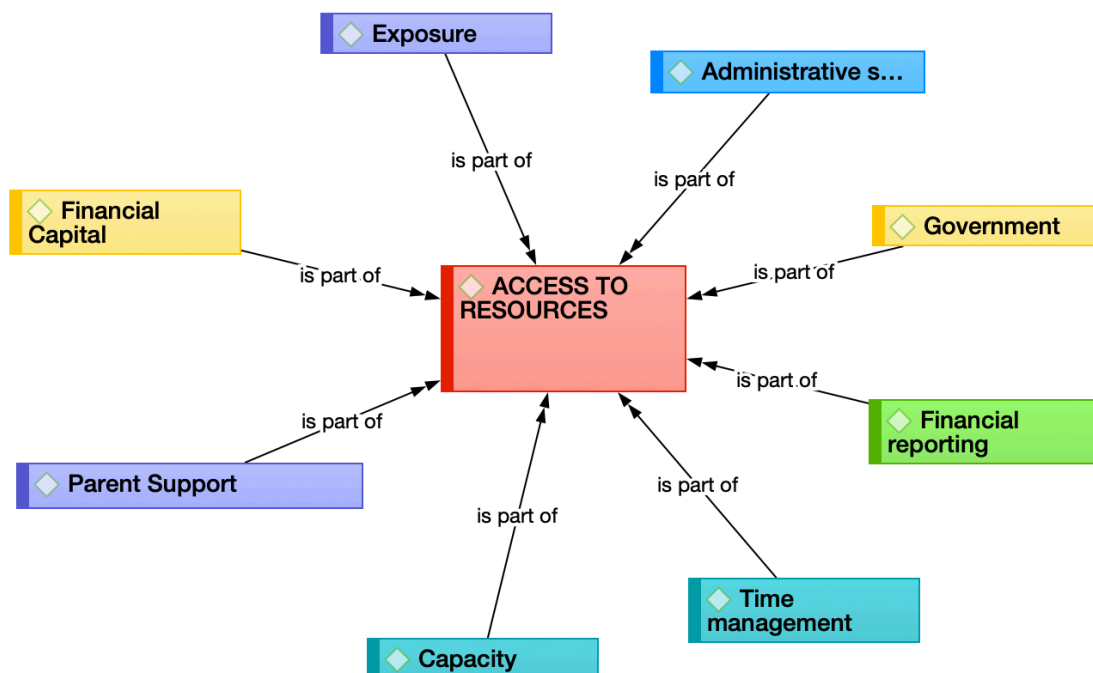


Figure 4.16: Theme 4 Access to Resources is part of exposure, time management, government parent support as well as financial capital.

Source: Researchers ATLAS.ti Output

Theme 5: Influence of others

The influence of others female entrepreneurs' identity aspiration become psychologically meaningful and central to female entrepreneurs through their entrepreneurial aspirations, to manage the business's day-to-day running.

Rachel believes *"it's always the support of the clients, investors, parents the business coach I have, who have influenced me a lot, advisors, guide or mentors."*

Joan elaborated on the connections and being a guide *"A woman's connections, support, guide and mentor in similar industry are crucial enablers."*

Other entrepreneurs reflected that they are fortunate to have people who influence them and have the same interest, as they can give them advice and affect their decisions.

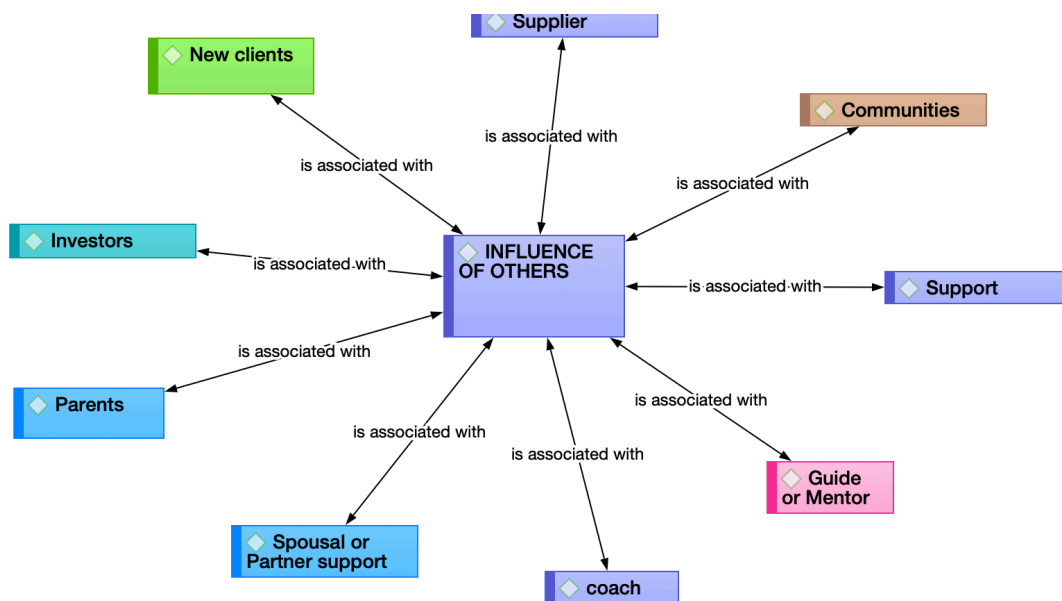


Figure 4.17: Theme 5 Influence of Others is associated with being a coach, mentor, support others, communities and suppliers as well as investors

Source: Researchers ATLAS.ti Output

4.8 KEY FINDINGS OF FEMALE ENTREPRENEURS ON ASPIRATION

Female entrepreneurs labelled their aspirations as longings, aims, and ambitions. Research question two was answered. The female entrepreneurs evaluate how related they are to their perceptions, entrepreneurial role, and aspirations. Female entrepreneurs' spoke highly on empowerment. The immediate need that has been put aside to female entrepreneurs has not solved the challenges. Educating the females is a way to help. Remarkably, all respondents aspire to grow the ventures. Regarding how they anticipate growing their business, many respondents indicated that they aspire to increase their number of employees and expand their businesses to other provinces and even outside South Africa.

4.9 PERCEPTION OF SUCCESS

Perception of success addresses the third research question by discussing what female entrepreneurs consider to be entrepreneurial success (Casson, 2003). Grasping the concept of entrepreneurial success is crucial since it lacks a consensual description. What is beneficial to one person may not be to another, and a measure of success will differ across areas, measurements, and perspectives (Fisher et al., 2014). Entrepreneurial success is defined by its indicators, which are extensive in scope. The metrics can omit or include traditional business, economic, psychological, and social variables. They can also include survival beyond a specific era or just be defined as being alive (that is, being a registered business entity). Entrepreneurial success can also be momentary; it is accomplished at a specific time and might be short-lived. The themes that emerged from the data on entrepreneurial success are discussed accordingly.

Theme 1: Work-life Balance

Family responsibility and entrepreneurship are complex. Females with children echoed that they started their business to achieve a more flexible work-life balance. They could not manage the 9 to 5 jobs. The desire for self-employment is also strong among females. It is a positive choice for some to gain greater autonomy over their lives.

Patricia said, *“When I started my company, I had already been in the mining industry for years. I had made contacts previously, and I have had experience in the field, and these contacts are now beneficial to me”*.

Amahle noted that she enjoys being a business owner; she is very connected to different businesses and networks. She believes that this is also why she is happy and always smiling and feels like her brand is growing.

Financial achievement is another primary success criterion highlighted by these female entrepreneurs. Financial freedom, stability, and the capacity to respond to their needs without relying on others are the most critical aspects of financial success for all these female entrepreneurs. Several of them could also support their siblings' education and necessities and care for their elderly parents. Others could build homes for their parents and themselves.

Female entrepreneurs' financial success is also demonstrated by the acquisition of working equipment and managing to ship them from abroad especially China. These female entrepreneurs have done a great deal through their innovation to change and mould enterprises.

They trained a vast number of girls and equipped them with entrepreneurial and other skills like baking and nail art which has resulted in creating jobs for others. This study also discovered that, in addition to economic contributions to the country, female entrepreneurs sponsor girls in their communities. They have become role models for many. Most girls in society regard female entrepreneurs as role models. Many young females in their communities, according to these females, admire their hard work and determination, financial independence, and the ability to develop and expand successful businesses.

These female entrepreneurs remarked gained tremendous respect in their communities due to their accomplishment. These females passionately think that they are recognised and respected by their community through entrepreneurship. The female entrepreneurs assess their success with respect and recognition. All these aspects contribute to the overall satisfaction of female entrepreneurs across South

Africa. These findings reveal that their accomplishments are broadly understood and not simply as financial indicators for success, but also as indicators of fulfilment

Thandi mentioned, *“I always try to balance my family and work; it’s hard, but mums struggle with this much more; they are in this mother role and entrepreneurship”*.

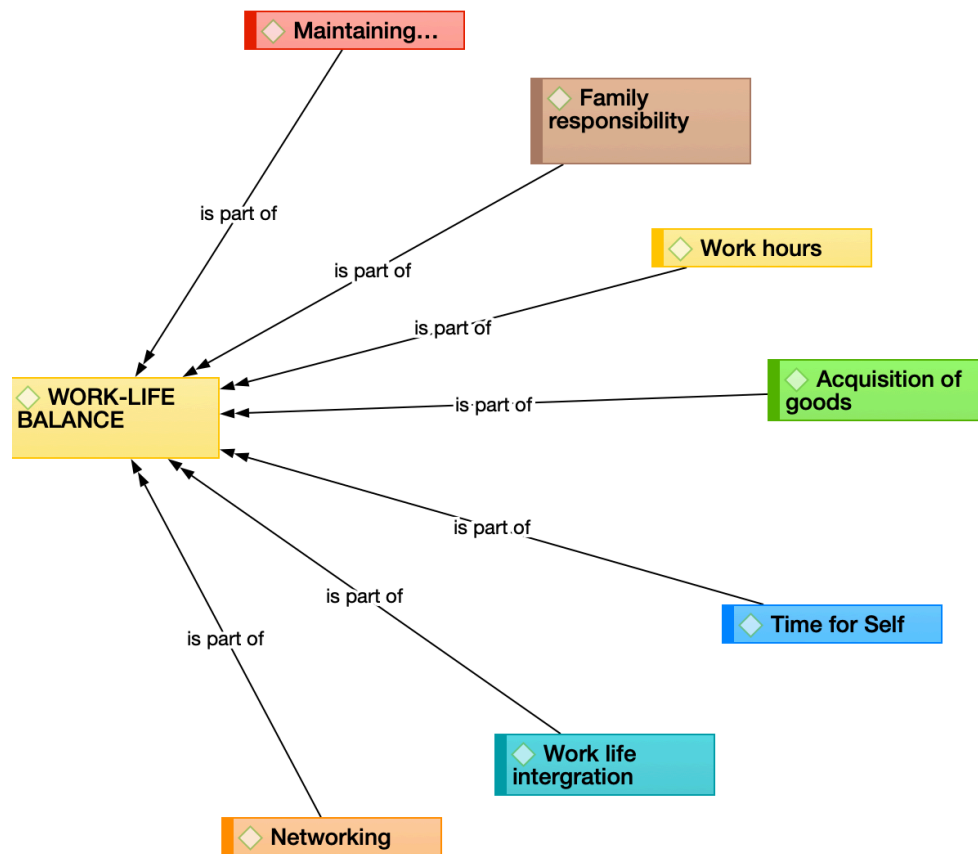


Figure 4.18: Theme 1 Worklife Balance is part of time for self, worklife intergration, family responsibility , networking.

Source: Researchers’ ATLAS.ti output.

Theme 2: Self-fulfilment

The second theme centres on participants’ experiences related to self-fulfilment. Self-fulfilment is associated with females’ determination to motivate, succeed, and have a sense of self-actualisation (figure 4.19). The element of self-actualisation or fulfilment is related to the desire of female entrepreneurs to realise their ambitions,

independence, being role models, accomplishment, emotional well-being, achievement, impact on the environment and the satisfaction of starting a successful business. Few female participants stated that entrepreneurial motivation was related to asset accumulation or driven by profitability, flexibility, and independence. The result supports a study conducted where women were attracted to success, but not motivated by financial interests.

From an organisational point of view, female entrepreneurs often see commitment, concern for the well-being of their employees, diligence, and perseverance as success factors in business. In addition, females experience the pull factor of becoming entrepreneurs, mainly because of their need or passion for creating something for self-fulfilment and personal development. Entrepreneurs desire to be successful but need a unique strategy that will lead them directly or indirectly to success. Success also depends on the individual entrepreneur, as many perceive success differently.

The participants started their businesses out of a passion for hobbies, in response to a countless request from friends and family, they were transformed into thriving businesses. These women experienced a sense of self-improvement by starting their own business and a desire for business success by doing what they love. When they asked others if their business ideas worked, they gave a lot of mixed answers. Some friends and family members supported their vision, while others said their idea would never work. Negative feedback often urges you to prove that you can be successful. The same was true of some female entrepreneurs. Past experiences of informal employment can trigger desire to be a businesswoman.

Tessa revealed that a manager from her previous job stressed that she would never accomplish anything in her life this inspired her to establish her own venture; she proved her former employer wrong and succeeded. Hard work and persistence with a determination to succeed foster success and provide individuals with a sense of personal fulfilment. Success is also about yourself because success is not measured by the monetary things, we have but rather by conquered challenges and self-realisation. The study provided strong evidence that females overcome challenges even under uncertain economic and environmental conditions.

Each respondent repeatedly expressed the dominant importance of passion in building compelling businesses. The impulse to want to satisfy inner wants was also visible in their texts. For example, one participant spent years looking for a specific business form of entrepreneurial enterprise before settling on a "dream" business.

Norma share “So I was into small businesses, I rented a chair at a saloon, helped friends, relatives, families in businesses, but none was what I wanted.”

Entrepreneurs are often sceptical when starting a business and need a particular personality trait that refers to the determination to succeed, the commitment to hard work. The participating women supported this claim and explained that they constantly need to prove themselves, no matter how proud and successful they are in their business.

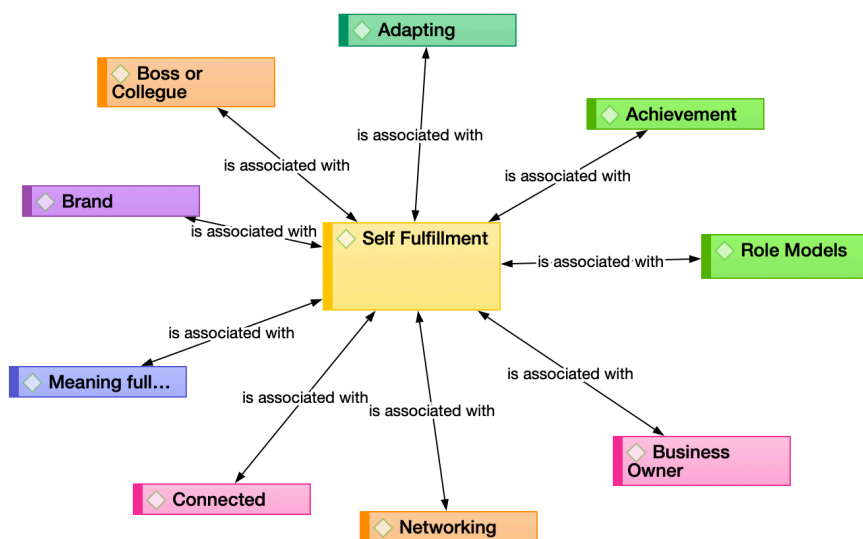


Figure 4.19: Theme 2 Self Fulfillment is associated with networking, role models, achievement and connected.

Source: Researchers ATLAS.ti output

Theme 3: Financial Achievement

Participants' lived experiences that directly relate to the broad range of activities with essential indicators of success made up the third theme, financial achievement. From

the female entrepreneurs lived experiences, the most prominent associated subthemes are represented in figure 4.20 below. The economic achievement is seen through wealth creation, resource accumulation, and income generation.

Elize added, *“Being close to nature, being able to own a house and create income for my employees; it is success for me.”*

Others expressed the expansion of their businesses of other provinces and other countries and others through diversification into other areas they never dreamt of. The advantage of financial achievement was mainly the independence and stability to help their immediate families, meeting their needs without asking husbands and parents for their upkeep.

Brenda, said, *“I want to become financially independent not burden my family. I also want to improve my family living standards as well as help others, especially the girls in my community, so that they can envision future possibilities”.*

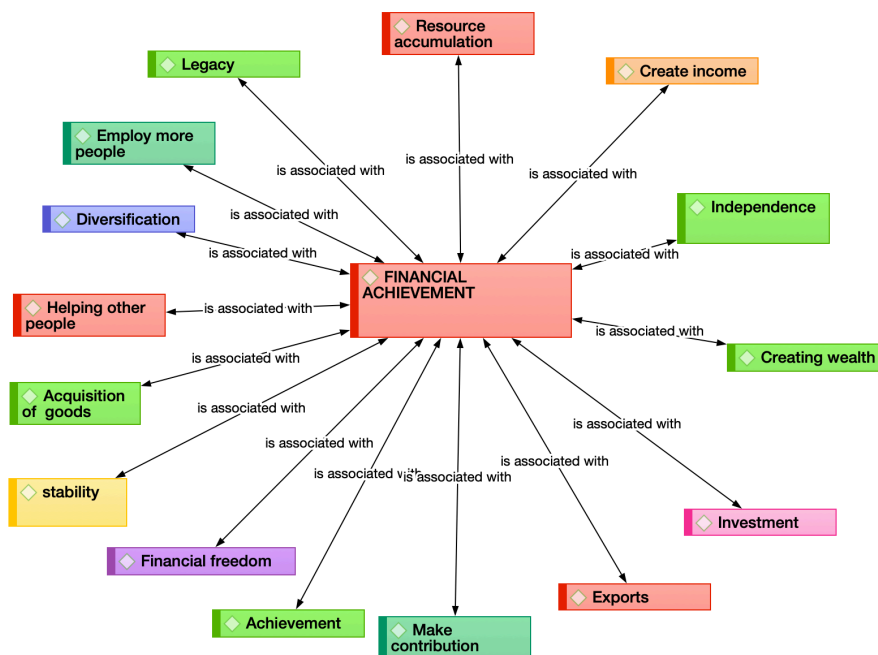


Figure 4.20: Theme 3 Financial Achievement is associated with subthemes such as achievement , make contrubution, stability, resource accumulation, financial freedom.

Source: Researcher ATLAS.ti output

Theme 4: Professional Autonomy

This theme is about the professional autonomy of female entrepreneurs see figure 4.21. The participants explained that professionalism describes how a person comes to work, how they conduct themselves on the job, and their entrepreneurial endeavours. They also echoed that being on time and punctual is the most fundamental qualities of professionalism, taking responsibility and being accountable was also described as being professional. A professional person is well organised. In this case, it helps the female entrepreneur to do her work and runs the business efficiently and effectively. One of the professionalisms was being kind, and humility shows that the person is professional

Joan shared, *“I always include my team in formulation information about a change in our product, I’m humble, I’m always knowledge about the marketplace that is not something that I would just decide by myself, we’re working as a team, and a bad decision might have far-reaching consequences for all of us.”*

Imika expressed, *“I enjoy when my brand and the responsibility most of my clients talk about a person’s work ethic.”*

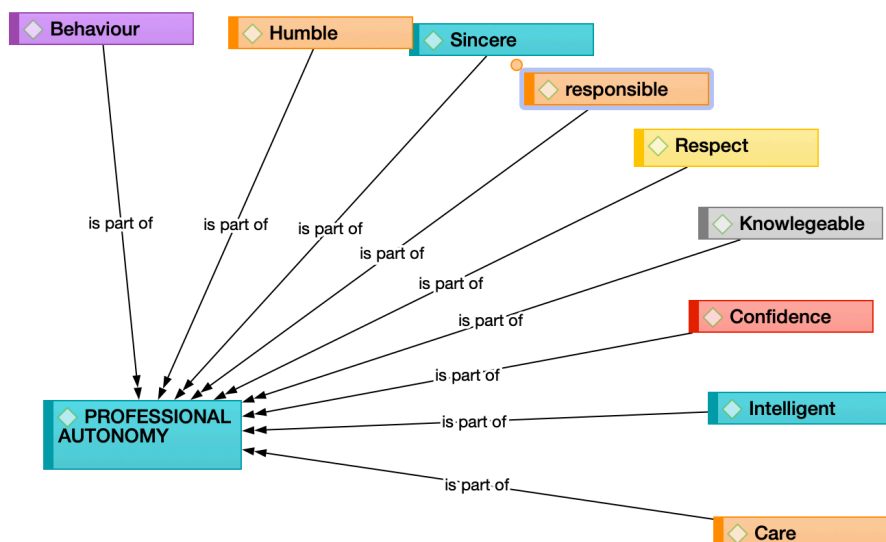


Figure 4. 21:Theme 4 Professional Autonomy is part of subthemes, confidence, respect, care, knowledgeable.

Source: Researchers ATLAS.ti output

Theme 5: Market Acceptance

The fifth theme to be explored is market acceptance see figure 4.22.

Susan alluded, “I now have access and connection in UK and China, and I have received much information throughout networking thus I have customers and suppliers all over.”

Patricia responded “My grandmother raised me to search for knowledge. For me, knowledge has been quite beneficial; it helps me know my product market trends, it also assists me in putting myself in the right place and, most importantly, it assists me in dealing with the issues I confront. My business motto has helped me in this automobiles industry, fight your own battles.”

They emphasised that market acceptance is essential because it determines the product launch time and whether the product will fail or succeed. The participants also explained that market acceptance allows them to see if the market players adopt or accept a new product obtained by the consumers, the investors and intrafirm approval.

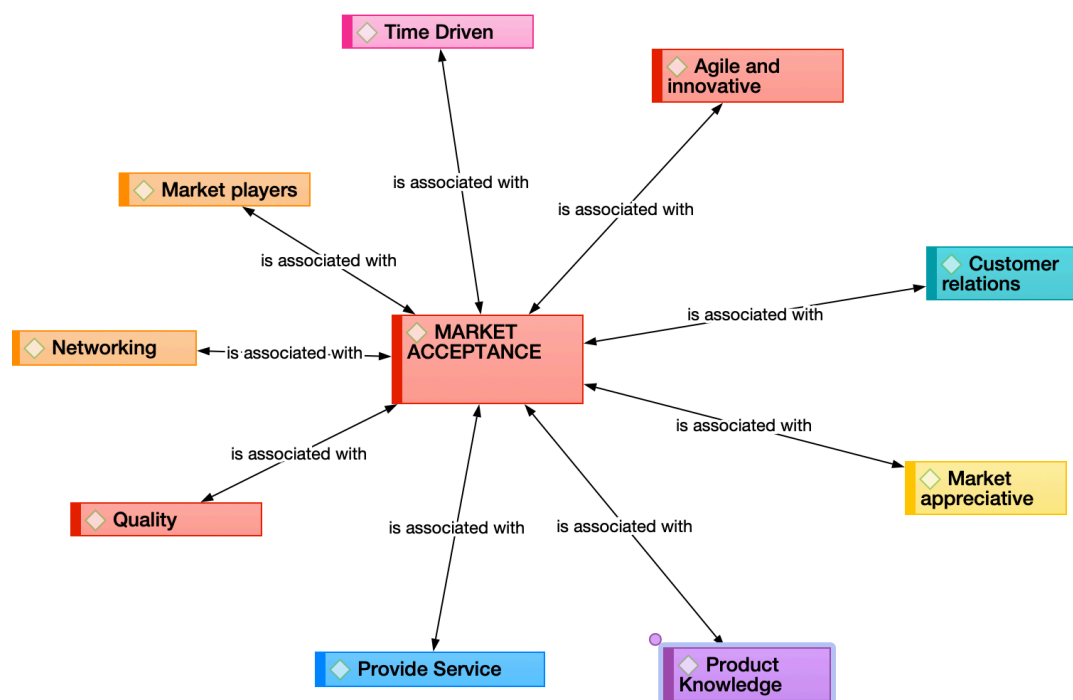


Figure 4. 22:Theme 5 Market Acceptance and its associated sub themes, product, provide services, networking, market players.

Source: Researcher's ATLAS.ti output

4.10 SUMMARY OF THE CRITICAL FINDING ON ENTREPRENEURIAL SUCCESS

Most female entrepreneurs do not define or see success in terms of money, despite the classic economic theory's assertion that it is profit oriented. This study showed that success has benefits beyond money; these include family, wealth creation, professional advancement, and even our mental health. The researcher understood during the study that success may be described as the process of assisting others, leveraging one's own abilities, allocating resources to promote everyone's achievement, and working collectively we can achieve more. The interviews revealed that age, business size, experience and education have an impact on how successful people perceive themselves to be. As assessed by financial measures like income and revenue, these female entrepreneurs put more value on human capital the more educated and experienced one should be.

4.11 RESULTS FROM PHASE 2 OF DATA ANALYSIS

Based on 15 themes identified in phase 1, phase 2 data was generated from further interview, business site visits, field observations, meetings, and conferences where the researcher interacted with the seven female entrepreneurs in more immersive exercises. To arrive at the composite description of the phenomenon of interest in this research, the following sections are elaborated on textual descriptions and experiences where phenomenology research benefits can be derived.

Textual Description

The textural descriptions of the individuals' experiences are written in descriptive, ordinary language. By expressing what the participants experienced, each textural description presents a variety of viewpoints on the phenomenon. Invariant elements, key concepts, and verbatim samples from transcribed interviews serve as the foundation for descriptions. For purposes of confidentiality, each participant was assigned a pseudonym before the interview session. The second section presents data from the individual interviews categorised by four themes.

4.12 RESULTS FROM PHASE 2 OF DATA ANALYSIS

Drawn from the 35 female entrepreneurs.

Table 4. 3 - Participants demographics

Participant (Pseudonym)	Description	Age	Race	Marital status	Education Level	Location	Years of Operation	Number of Employees
Harriet	Financial Advisor	58	Indian	Married	Bachelors	Limpopo	14	6
Thandi	Wholesale trade	43	Black	Married	Bachelors	Western Cape	9	200
Patricia	Manufacturing (motor parts)	65	White	Widowed	Matric	Gauteng	24	48
Frederica	Service station operation	55	Black	Single	Matric	Mpumalanga	12	44
Annika	Information and Technology	35	Black	Married	Bachelors	Gauteng	9	5
Tessa	Manufacturing (furniture)	45	Black	Married	Bachelors	Gauteng	10	7
Joan	Fashion designer	38	Indian	Single	Matric	Northern Cape	8	12

4.13 TEXTURAL DESCRIPTIONS FOR THE SELECTED SEVEN FEMALE ENTREPRENEURS

Harriet Description

Harriet is a business owner, financial advisor, an entrepreneur, and a mother to three lovely children. She shared that her journey is replicable. Her replicable journey can inspire young females and rekindle the desires to remain steadfast. Harriet is specifically motivated by a passion to enlighten and empower another young or old female in the White male dominated business industry. This is what she recognises as success in broad terms. Harriet is committed, professional, flexible, and optimistic. In

the early stages of her professional career, she worked for different affluent corporations, banks, insurances, and wealth management companies. As she grew in her role as a financial advisor in these institutions, she realised that building wealth for herself would mean changing the model of how she earned. She wanted to be in control of her remuneration, she was aiming for personal and financial freedom.

She left her different employers and together with a few other people established her own business for wealth and financial advisory services amongst other entrepreneurial services. Significantly, she wants to contribute to solving the socio-dynamic issues in South Africa. Harriet entrepreneurial identity is activist, freedom participative and change agent. She is hardworking and confident. The activism is for a personal and societal change; the freedom is a financial freedom, the freedom to sustain and provide for self and for loved ones. Her entrepreneurial identity shapes and informs her aspirations – she highlights three distinct but integrated aspirations.

First, she aspires to personal financial freedom. An impressive outlook of this participant is that she is self-aware of how change or movement must be grounded in the personal. This first aspiration is injected into the second which is focused on job creation and a revolution of the business and entrepreneurial industry. Beyond this revolution is the third aspiration which is ensuring that those she works for are committed to personal/business developments that change both them and cement a proper legacy. Moreover, this participant reckons that making money and reaching financial freedom is how she conceptualises success, with being able to balance her work and life. This is the main reason she left her former employers. Interestingly, she maintains that having the time to plan and execute towards financial freedom is a genuine pointer for success too. The successful female entrepreneur is financially free and has the time to maintain that freedom. She is further promoting a healthy lifestyle to all females, as she works extremely hard and being action oriented.

Thandi's Description

Thandi is a unique participant. Her entrepreneurial journey is familiar, quite traditional but significant. Her entrepreneurial positioning shines on some feminist theories where the empowerment and liberation of the male and female gender are prioritised. This

participant attributes her motivation to both her father and her husband. She identifies them as her support structures. Her parents especially her father was the first inspiration for her in young age regarding multiplying income and ensuring that poverty does not overshadow their family. In her adult and present situation, it is her husband who continues to be a backbone on her financial journey. She reckons that her husband is incredibly supportive. This opens a complexity in her entrepreneurial aspirations. Although she receives and has received significant male support on her entrepreneurial and business journey, she laments the subjugation that continues to confront her in the industry. She heartily aspires for equality in the industry. She wants to be respected and listened to like her male counterparts. The barriers that stand before females in the industry is what she wants eliminated. This is a reasonable ask for a woman who has enjoyed sufficient male support and respect.

She conceives her identity as action oriented, problem solver, a seller, and a hardworking entrepreneur. For her, she got there through her love for selling. Even as a young schoolchild, she sold something in class. When she began to work in offices, she sold something. This was moved by her intention to always earn money, diversify income and ensuring that she maintained high social and economic networks. As a female entrepreneur, she thinks of success as communal. This is influenced mainly by her business foundations in the townships where there are many people living far below the poverty line. She does not believe that her personal financial independence qualifies as success. Success is the elevation of her 200 plus workers, clients, and partners. This involves empowering her employees and the youth at large in her community. She is currently also involved in another project of coaching and mentoring females in manufacturing peanut butter, and females aspiring to be in the manufacturing industry.

Patricia's Description

Patricia is a 55-year-old woman. She has two children and an ex-husband with whom she still has a good relationship. She is an entrepreneur in the automotive industry, employing about 48 staff. Her business began in 2012 through a government initiative that created an incubation for entrepreneurs. Her conceptualisation of her entrepreneurial journey is complex. She talks about enjoying success, hitting failures,

and returning to success. She admits that everything cannot work out well all the time, and that an awareness of the possible failures provides a solid attitude in the business.

Patricia acknowledges that her journey and successes have come through the mentoring and companionship of good males and females in the industry. She thinks of the possibilities and values of the industry as a team effort – instead of focusing on the “bad” males, there is an urgency to affirm the many good males that have stood by her on the journey. She admits that her sector is a male-dominated sector, however, what makes an entrepreneur stand out is the value and perseverance that bear. This participant wants Black entrepreneur to appeal for government support but also be ready to commit themselves to the growth required for the sector.

Patricia describes her entrepreneurial identity as a fighter, participative and relational. She notes that her entrepreneurial identity is manly too. She says that many times she feels the undermining that comes from her male counterpart, but she remains quiet and accepts it, since it is one solid way of getting through the hard times and establishing a niche. She names her sector as oligopoly – this is what informs her identity of enduring setbacks and suppression. It is like a web and a fallout with one person could have serious ripple effects.

She highlights quality service as a major aspiration. This participant mentioned that providing quality services has been one of the setbacks for entrepreneurs in South Africa. She aspires to always provide quality with a mind set on time, precision, improvement, and breaking bounds. She believes a person must fight intentionally for space within the industry and this comes with providing good quality in time and with precision. Finally, she re-echoes the ancient anthem: “health is wealth”. For her, success is health. Remaining in good health means that there are possibilities for successes and failures. Health is the mark of success for her. She discusses the COVID-19 pandemic as an illustration. She thought of the wellbeing of her staff and her business and concluded that having healthy staff means the business though strained will continue to run.

Frederica's Description

Frederica is unique in how the interview with her went. She was excited to talk about her journey that the prepared probes for the interview were papered over. Although she did get to speak to them broadly or extensively. Frederica is a black entrepreneur from Hammanskraal, Pretoria North. She traced her journey to when she was a young child. She described herself as someone who has never been shy of associating with money while other children played with toys. She wanted to play with money and make that money for herself. In high school, she tried selling some items to her peers and the communities, even when she got her first permanent job, she was still selling lunch packs and other items to her colleagues and others.

Her motivation to venture into entrepreneurship grew when she got tired of getting small money from these various things she sold. She believed it was time to earn higher from her personal sales and initiatives. She made the first leap in 2006 when she acquired a townhouse property, renovated it and was able to sell it for double its value. This paved the way for journey into the property sector and later into owning a petrol service station. Frederica expanded on her entrepreneurial identity and outlook by sharing that a deep personal conviction together with a belief in God is all that a Black woman need in this male dominated industry. While she recognises that not everyone believed in God, she admits that so many blessings and breakthrough on her entrepreneurial journey has come from prompts and decisions that were scary; but believed it who was God leading.

She shared fiercely on the personal conviction and added that a Black woman does not even need to share about her entrepreneurial decision with family or a partner. She recommends that the intending Black entrepreneur should shut out the noise and focus on what is urging her on. The tendency to be discouraged is higher – the tendency to shut up and shut out is real – the chances of being put down as a woman exists. The Black woman entrepreneur must believe in herself and face the challenges as it only gets better with the experiences that comes with trying and trying many times. Frederica aspires to see more Black women in the property and business spaces. She affirms the growing number of Black women in the board offices but wants more and

encourages others to join – she buttresses this with her story of a former colleague who thought that leaving a high paying 9-5 job was insane. However, Frederica believes that freedom is more important – the freedom to earn and the freedom on when to earn is a success trait.

Annika Description

Annika grew up in Johannesburg. She is from a family of entrepreneurs. She said that her parents developed an IT company while she was growing up. Although the father was a professor, he and the mother were able to grow the company. This foundation at home became some sort of inspiration for her as she grew older. She also became part of the business when she came of age. However, she did not remain in the IT business. She found her own interest which is in interior design. She calls herself an interior design enthusiast entrepreneur. Although she did not operate her own IT company, the experience from her parent's company underlined her new venture. She began her interior design business via Instagram where she shared various designs that inspire her and spoke about them. She made her first client from Instagram and although she was poorly skilled at the time, and barely knew even what to charge this client, she was super excited about the opportunity to work and meet the expectation of a paying client. This opened the door to more jobs in the coming months.

This participant described herself as a doer - this is her entrepreneurial identity. She believes in showing up to a challenge, execute solutions to it and moving away happily. She reckons that in her doubts, confusions, and fears, taking up a job is how she identifies and conquers it all. She enjoys getting the job done. She is usually not carried away by enthusiastic clients who always tell her about the various references that will come her way from the jobs she undertakes for them. For her, she would tell them that she is grateful but the task at hand is to satisfy the present situation. The satisfaction that comes with doing a good job is what she counts as success - that both she and the client is satisfied. Success is not measuring two journeys but rejoicing in her own journey. When she is content and can praise her efforts in each completed job, then she rates herself as successful.

As a growth minded person, this participant aspires to grow her business. Now, she currently have no permanent staff. Her business is not yet buoyant. She recruits people on contractual basis when a job is contracted to her. Her aspiration is to have a sizeable staff number. Now, she would love to have 20 permanent staff and grow it to 30 permanent staff in a short time with her business having an annual turnover of over 2.5 million rand. Also, that she can extend permanence and growth to other people in the interior design industry.

Joan textural Description

Joan describes herself as a seasonal entrepreneur and describes her staff as seasonal staff. She has another fulltime employment. In her entrepreneurial journey, she has been involved in manufacturing, design, sewing of garments and many more. Notably, her company is registered since 2014, but she operates it seasonally. She describes her entrepreneurial identity as a pathfinder, resourceful, patient, and resilient. She tells the story of the 2020 total lockdown due to the COVID-19 pandemic. She shares about how her mother encouraged her to venture into making cloth masks. Although, she did not have the bandwidth for it at the time, through collaborating with another NGO, she got going and in a short time she was receiving overwhelming demands. She describes herself as someone who is always open to the market and to opportunities that present themselves. Furthermore, she shares about how she does not actively pursue funding until she is sure of the customer pool that will guarantee that funding or whatever loan received will be returned. She believes that building a healthy customer culture and network is fundamental in establishing a good business.

Her conception of building a solid business that is fertile enough to receive any external assistance is integrated with her entrepreneurial aspiration. Joan aspires to financial freedom. She believes she is not made to work for other people for a long time, she must be independent, be a creator and an inventor. She aspires to be economically self-sufficient. This is how she will be able to build her business and employ more people in her community. Interestingly, this participant is not weary of the journey. She aspires towards every milestone, celebrate them, and embrace all the failures and successes that come with them.

She enjoys the process of building a business than when the business matures. When the business matures, she takes it as her clue to be a non-executive or to sell off the business. John reckons that when a person is tied to a matured business, they are 'intrapreneurial' – it is all they wanted – they do not really have the entrepreneurial desire to identify, build, create or innovate. This is what she understands as success. For her, success is when she has developed a business that it can now exist and operate without her involvement.

Tessa Description

Tessa loves her children and is very family oriented. Her business deals on manufacturing, design, building, carpentry, and general construction. She currently has about seven staff – with three of those who are permanent. She shares that one of the biggest things she continues to navigate in the industry is her positionality as a woman. This readily exposes her to intersectional forms of marginalisation. She talks about the intersectionality of being a woman and being a female in the industry – this means that she continually suffers racism and sexism. Men in the industry undermine her. White people do not count her as significant. Her positionality as a female entrepreneur means that she is almost never paid her due, she is ridiculously priced and always expected to give a discount.

She lists her entrepreneurial identity as a woman who empowers and develop other people. She believes that her ability to share opportunities with others is superpower too in growing her business. Significantly, she reckons she is a problem solver and that is how she has managed to stay on top in the manufacturing industry. Only problem solvers get referrals as the industry relies heavily on referrals. Her identity as a problem solver means that other people are drawn to her work.

Tessa mentions that success lies in the empowerment of more people who work with her, success is expanding her company, sharing her knowledge, and seeing that another person feels the courage to begin their own entrepreneurial journey because of a direct or indirect encounter with her. Above all, she sees success outside of her business. She reckons that when she can spend ample time with her children and not

allow work to get in the way every time, then she thinks she is successful. She deems family as important in the entrepreneurial web of success. This participant does not separate her success landmarks from her entrepreneurial aspirations. She aspires to grow her business – to defeat the shackles of racism and sexism that threatens her growth. She aspires to empower more people especially female entrepreneurs and to see that in this process her family is not neglected.

4.14 Overview of Themes

The goal of this research was to learn more about female entrepreneurial identity, entrepreneurial aspiration, and perception of success experience in their businesses. Data analysis revealed four themes: resilience, creativity, growth, self-fulfilment, and financial achievement (Table 4.2).

Table 4. 4: Overview of Themes

Research Questions	Themes
Entrepreneurial identity RQ1: How do female entrepreneurs characterise their role identity RQ4 What do females give up in their self-identity to increase entrepreneurial identity? How do female entrepreneurs manage other identities?	Creativity <ul style="list-style-type: none"> • Problem solver • Visionary
Entrepreneurial aspiration RQ2 : How does role identity effect entrepreneurial aspiration among female entrepreneurs ?	Growth <ul style="list-style-type: none"> • Recognition in industry • Creating wealth.
Perception of success RQ3: What do female entrepreneurs consider to be entrepreneurial success?	Self-fulfilment <ul style="list-style-type: none"> • Role models • Brand • Business owner Financial achievement <ul style="list-style-type: none"> • Independence

	<ul style="list-style-type: none"> • Financial freedom • Employ more people
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Theme 1: Creativity

When prompted for information about participants' experiences with creativity, the participants described themselves as challenging others positively.

Annika, believed in discovering new approaches and differentiation:

“You already know that if you want to stand out in your sector, you need to differentiate your company. Sometimes the only way to differentiate yourself is to develop unique answers to common problems. Is there a way to provide a level of service to your consumers that none of your competitors can? Is there a new strategy for increasing profitability that no one has tried before?”

Frederica also expressed that she believes creativity is breaking through traditional barriers: “Creativity is also necessary for breaking down traditional barriers to success. If you come into a complex problem that has usually been solved in a certain way but has a few drawbacks, you might be able to eliminate those drawbacks with a novel method—identifying the best options. Inventing new ideas is another method to move closer to “ideal” answers. If you only come up with one or two core concepts, you’ll be limited in your alternatives for moving forward. You can develop five or six ideas through creativity, and you’ll have a lot higher chance of refining your “first instinct” approaches.”

When the researcher asked how they can harness creativity:

“Improve your own and others' creativity. First, recognize that you aren't the only one on your team, and you aren't the only one capable of coming up with innovative ideas. You can simply increase your full creative potential by expanding the inventiveness of others around you. Tessa explained, “this entails using the same tactics with your team that you do with yourself and creating a climate that fosters and rewards employees' innovative thinking.”

Joan said “Allow yourself a little extra time. Giving yourself more time is one of the best things you can do. This isn't always achievable; occasionally, you'll need to make a

snap judgment or move quickly to get a problem under control. However, if you only have a few days to think about something, give yourself one day at a time.”

Harriet lamented that every good or terrible decision made in entrepreneurship is the outcome of one's vision, no matter how small or large. Vision is the drive that gets an entrepreneur moving. A simple prediction of what the future will or potentially look like can alter how a company operates. Tessa emphasised that vision shapes and establishes culture, a common aspect among employees that sets rules and responsibilities that define how the entire firm operates. A visionary entrepreneur can shape an organisation's culture and activities by establishing the ideal culture. Successful entrepreneurs have had concepts that were so compelling and sometimes tough to hang on to that they are still the driving force behind the company's current structure. Visionary leaders can assess the rewards that risk will bring and recognise which risks should be avoided at all costs. Patricia's perceptions of visionary responses were that the corporate world is constantly changing. An entrepreneur needs a strong picture of the internal and external worlds to succeed.

Theme 2: Growth Aspiration

Entrepreneurial activities are crucial to the economic progress and prosperity of modern civilisation. Female entrepreneurs who desire to establish high-growth businesses, require specific skills and abilities to manage successfully and consciously. Industry recognition

Patricia added “We wanted to know: what is it like to start a woman-owned firm in a predominately male industry, and what advice can female executives in male-dominated industries provide women considering the same move?” On the same subject, Frederica mentioned, “I've faced several difficulties. It was often only male clients or tax owners who called me 'Sisi' or 'babe'. In this other instance, I went to a networking meeting only males were present. I arrived and greeted them one of them noticed my emblem on my shirt and looked down. *'I see you work for.....'* he remarked. Actually, “I responded, I'm the CEO,” He then laughed out on top of his voice and

added, *from the kitchen to the garage!* I'll never forget that feeling...but it also helped me grow stronger and more determined," concluded Frederica.

When the researcher asked Frederica what females should do regarding their growth, she continued: "I relaunched my company and put my face on all marketing materials to be aware that I am a woman. That decision transformed my business in many ways." Frederica believes that women must "remain steadfast and true to yourself. Share your experiences and passions with others to inspire others.

"As I rose through the business ranks, I discovered that being a woman in a male-dominated environment became increasingly difficult. I've noticed that some males certainly not all feel scared by powerful women and try to compensate by undercutting them. As my company has grown and gotten more successful, issues have become more prevalent."

Patricia commented that it has become an instinct for males to want to dominate women because men so dominate the industry, and the corporate world still sees more men exerting authority than women:

"It's almost a bias as if the woman is 'invisible' when it comes to significant matters or decisions. As an entrepreneur, I've had meetings with males who can't believe I have a strong opinion or stand on something. They don't realise they're not completely crediting or recognising my voice simply because I'm female."

Tessa advised women seeking to work in a male-dominated field: "Don't shrink yourself to fit someone else's anxieties. While you're at it, focus your attention on male allies rather than bad behaviour. Do not concentrate on the men who are unhealthy. There are a lot of supportive men out there, and those are the men with whom you should form good relationships."

Frederica remarked: *"Also, develop healthy relationships with a large number of women. Treat your staff well and treat men and women equally. Above all, be kind to yourself and always trust your judgment above anyone else's. It's easy to doubt oneself in a male-dominated industry but be confident in your passion and honour."*

Wealth creation is rising among female entrepreneurs. Females are not only generating and managing an increasing quantity of wealth, but they are also leading significant enterprises and vital economic players. The increasing role of females in entrepreneurship suggests their influence is likely to continue to rise, given the number of females who see significant opportunities to generate wealth. Female entrepreneurs focus on resources that enable them to launch successful enterprises, whereas males see resources and opportunities to thrive in the job as the key to wealth generation.

Thandi elaborated on why she aspires to create wealth, she spoke about making money. How she will make money through an income from what she is doing for a living: *“Doing something you want and find significant will help you perform better, develop a longer-lasting career, and increase your chances of financial success.”*

Theme 3: Self Fulfilment

When deciding on indicators, we must consider what we want to investigate. When considering entrepreneurial activities to achieve success, it is important to remember that entrepreneurial success varies based on the stage of a company's lifetime. Success may differ depending on whether the enterprise is just getting started, in growth mode, or decline mode.

For Tessa, "Self-realization leads to personal satisfaction. Success is when I am happy with my life, and simultaneously, my work.

Tessa summarised:

“Interpretation of success is different for all of us. My definition of success is striking a healthy work-life balance. I consider it a success that the company is eight years old and operating in a business sector that is slowly dying.”

Tessa has kept her business running even under challenging conditions, which necessitates hard work.

Theme 4: Financial Achievement

The term stability was often used by the participants in relation financial achievement, and they also listed financial security and good financial situation to provide comfortable life or become self-sufficient. Financial achievement was mentioned in relation to the well-being of the family, as indicated by Harriet "I want to ensure a decent life for my family".

Thandi echoed "that I do not have to work", which was interpreted as the responded has already reached the desired financial stability and would lie to devote less time and energy to work. Independence, freedom, and opportunity are success factors. Frederica described her sense of freedom of choice like this: "Being able to make my own decisions about my daily tasks." Frederica thinks it is a necessary evil rather as a source of emotional fulfilment. Tessa does not regard her work as an essential activity for survival but rather as an activity she enjoys spending time on.

Table 4. 5: Summary of the Themes and Labels

Phase 1 (15 thematic themes)	Research questions	Phase 2 (Core Thematic label)
<ul style="list-style-type: none"> • Participative • Creative • Role • Resilience • Relationship focused 	Entrepreneurial identity RQ1: How do female entrepreneurs characterise their role identity RQ4 What do females give up in their self-identity to increase entrepreneurial identity? How do female entrepreneurs manage other identities?	Creative
<ul style="list-style-type: none"> • Growth • Influence of others • Control • Access to resources • Personal Dimension 	Entrepreneurial aspiration RQ2: How does role identity effect entrepreneurial aspiration among female entrepreneurs	Growth
<ul style="list-style-type: none"> • Market Acceptance • Work life balance • Professional Autonomy • Financial Achievement 	Perception of success RQ3: What do female entrepreneurs consider to be entrepreneurial success	Self-Fulfilment Financial achievement

Taking these results into consideration has provided a better sense of how entrepreneurial identity link to entrepreneurial aspiration, how females define success.

4.14 THE RESEARCH FINDINGS AND CONCLUSION

The experiences I investigated involved perceptions, thoughts, memories, imagination, and emotions or feeling of a small sample of participants (starting with 35 entrepreneurs reduced to an even smaller sample of 7 entrepreneurs in phase 2). The primary data was collected through participant observation, in-depth interviews with open-ended questions, and real-life conversations with the participants. The subsequent data analysis included identifying themes in relation to how the phenomenon of identity, aspirations and success are perceived or experienced by female entrepreneurs. The summary of the themes derived from this study were an outcome of the descriptive phenomenological process that captured the participants' personal experiences of their entrepreneurial journeys as individuals that identify as female entrepreneurs (self-identifying or socially allocated or role identities), their individual entrepreneurial aspiration and respective perceptions of success. The descriptive phenomenological approach offered distinct ways to comprehend individual experiences to glean insights that backs specific motives, actions considering respective assumptions. Arguably, based on the results presented, this approach allowed this study to capture what the three experiences of female entrepreneurial identity, aspiration and success mean, how lived experiences of the same presented themselves to the individual participant. It is concluded that from in-depth interviews, open ended questions, conversations, and participant observations undertaken in this study, the descriptive phenomenological benefits of capturing the perceptions, thoughts, and historic memories as well as imaginations, emotions as well as feeling of the female entrepreneurs with respect to the themes of indent aspiration and success. The potentially contribute to the development of new theories, changes in policies, or changes in responses. Detailed discussion of the effect of the subjective understanding of the insights around the female entrepreneurs' motivations and actions addressed in this study are presented in chapter 5.

From the results, it shows that all fifteen themes from phase 1 and the four core themes are important when looking at female entrepreneurship. Entrepreneurial identity themes described risk takers, innovative, persistent, determined, daring, seeking opportunities as masculine traits. To explore entrepreneurial identity in both phases, the females are being participative, constantly involvement of other in business

success. Females spoke about being connected They spoke about leadership explaining, visionary, females side-lined to the margins of entrepreneurship.

This study found significant factors that influence entrepreneurial aspiration from the usually cited growth, control, influence of others, access to resources to identity related personal dimensions. Growth is associated with knowledge accumulation, an aspiration that many females do not attain when stating their business. Access to resources is one of the aspirations for female entrepreneurs. Furthermore, the female entrepreneurs in the study expressed that the term entrepreneurial success has varied meaning. Some females believe success is tangible and some believe it is intangible. This chapter concludes that success has multifaceted meaning for different people and success is perceived differently. Success is a multi-dimensional construct involving monetary and non-monetary and is measured at both the firm and the entrepreneur's individual levels from a role identity and social identity perspectives. The results of both phase one and phase two data collection and analysis revealed measures like market acceptance, legitimacy, professional freedom and the unification of role and social identities are critical to female entrepreneurial identity and how they perceive and an entrepreneurial outcome. This points to the main theme that identity is central to female entrepreneurs' aspirations and pursuit of success beyond the extant emphasis on objective and external success measures.

CHAPTER FIVE: DISCUSSION

5.1 INTRODUCTION

The overall research objective of this thesis was to explore entrepreneurial identity, aspiration, and perceptions of success of female entrepreneurs in South Africa. The findings of research have been presented in two phases congruent with descriptive and interpretive phenomenology as well as answering the four research questions RQ1: how do female entrepreneurs characterise their role identity, RQ2: How does role identity effect entrepreneurial aspiration among female entrepreneurs, RQ3: What do female entrepreneurs consider to be entrepreneurial success? and RQ4: How do female entrepreneurs manage other identities, specifically their self-identity in relation to entrepreneurial role identity. The findings described from the first phase used the focus of summative phenomenology on the descriptions of individual experiences of 35 female entrepreneurs who were involved (Creswell et al., 2007). Phase 2 used a phenomenological description (Heidegger, 1962). Perspective focusing on more involving interviews, interactions, in-field interactions, observations that produced the personal descriptions of seven participants drawn from the population of the 35 women that participated in phase one. The second phase involving the seven individuals collected intimate details on entrepreneurial experiences through multiple interviews, as well as additional business site visits and participation in workshops and observations of their interactions in work and social networks. The Four core themes emerged which are creativity, growth, self-fulfilment and financial achievement, and they corresponded with the fifteen themes which were gleaned from the thirty-five interviews analysis. A conceptual framework was developed from these results and it is presented in this chapter. Contribution of the framework as well as strategies to support female entrepreneurs in South Africa are discussed here.

5.2: DISCUSSION ON IDENTITY, ASPIRATION AND SUCCESS

Female entrepreneur's identity would depend on the individual's perspective of the definition and required roles of an entrepreneur, because of culture or stereotypes beliefs. It is then expected that female entrepreneurs report a masculine matter that is

like those of their male counterparts. This is also related to entrepreneurial aspirations - the very practice of pursuing entrepreneurship has been consistently considered a masculine behaviour. Female's non-monetary expectancies from the business was key to understanding. Insights of entrepreneurial identity, entrepreneurial aspiration and perception of success was obtained from research question. This chapter further describes the proposed conceptual model.

5.2.1 How do female entrepreneurs characterise their role? & How do female entrepreneurs manage other identities, specifically their self-identity in relation to entrepreneurial identity?

The first and fourth research question: how do female entrepreneurs characterise their role identity? and question 4, how do female entrepreneurs manage other identities, specifically their self-identity in relation to entrepreneurial role identity?" sought to discover what the participants believe are their identities. Investigating role identities becomes even more difficult as some female entrepreneurs have to coordinate their roles as mothers, wives, sisters, partners, daughters in building and growing their venture (Bruni et al., 2004; Byrne et al., 2019). The importance of identity as a mother, wife, and partner is about how they see themselves as entrepreneurs and consider family considerations in work decisions. Running a business can also affect the operation (Chasserio et al., 2014).

All participants recalled their experiences in childhood and connected them to their experiences as they grew up. It is vital to analyse the culture of power over faiths and practices that guide the different behaviour and, thus, their self-identity to comprehend the experiences of female entrepreneurs in these studies. The participants' lives and how they behaved, felt, thought, and constructed the world around them were linked with these practices and beliefs. Female entrepreneurs are also carrying this forward because they cannot only dismiss or shake it off at will.

The research process revealed that female entrepreneurs have unique experiences in cultural life that influence their business actions. The adventures of female entrepreneurs are broader and more nuanced than merely being identified as a

businessperson. Embedded entrepreneurial values, including intuition, customer happiness, and product quality, were evident in the females' beliefs and identities. These females surmounted the hypothesis that men's business context differs from the norm of entrepreneurship. Females develop coping mechanisms to manage the numerous responsibilities showing how their business operations are linked to their personal and social lives.

In a cultural context, the female entrepreneurs emphasised their entrepreneurial identities while emphasising other social identities relating to females, mothers, and girls' roles in the household. To a certain extent, the building of new identities is driven by the will to support their families and groups. There are opposing components of social identities, especially entrepreneurial identities, and traditional social identities of females. Social identity theory proved helpful in understanding the phenomena of female entrepreneurs' encounters with different identities. The use of the theory of social identity improves the understanding and knowledge of female entrepreneurs in the setting of a group (Abrams & Hogg, 2010). The following themes best reflect female entrepreneurs' entrepreneurial identities: participative, role, relationship-focused, resilient, and creative.

5.2.2: How does role identity effect entrepreneurial aspiration among female entrepreneurs?

The second research question, "How does role identity effect entrepreneurial aspiration among female entrepreneurs?" sought to identify the essence of the participants understanding of how role identity effect entrepreneurial aspirations. The data collected for this study concluded that participants experiences and thoughts on the phenomenon indicated the primary sources of entrepreneurial aspiration, people often assume that all entrepreneurs want to do is expand their businesses. That is certainly not the case for female entrepreneurs right now. They consider entrepreneurial aspiration to be challenged regularly, mentally, physically, and spiritually. At the same time, they do not want to be constantly pushed. The themes that merged are growth, control, personal dimension, access to resources and influences others. Occasionally all they want to do is look back, relax, and play with

their children. They desire the freedom to make their own decisions and do what they want like being their boss, flexibility in terms of working hours, making customers happy and satisfied, the ability to be creative, and meeting people and customers.

In conclusion, the data analysed showed that participants differentiated between aspiration, which is what you want to happen, and expectation, which is what you think is going to happen. The female entrepreneurs were related to what they wanted to accomplish and their motivation explained why they want to accomplish something

5.2.3 What do female entrepreneurs consider to be entrepreneurial success?

The third research question, "What do female entrepreneurs consider to be entrepreneurial success?" sought to discover what female deem to consider as success, after identifying overall gender variations, the touchstone by which female entrepreneurs perceive their success was sought to obtain insight into their achievement. Conferring with the conclusions of female entrepreneurs in South Africa, the increasing presence of females in the business field as in the last decades has changed the demographic characteristics of the phenomena of entrepreneurship. Female entrepreneurs assumed other psychological characteristics like goals, motivation, and perceived success to have work-life balance, self-fulfilment, financial achievement, professional autonomy, market acceptance, and resilient self-esteem.

Individuals often need a creative outlet and, in turn, stimulate the entrepreneurial process. Interviews supported the claim and revealed that females started their businesses because of their innovative nature, the need to create something different, and provide an exceptional service to customers. The research participants showed that they could build successful businesses by creating something different and personal. Hard work and persistence with a determination to succeed foster success and provide individuals with a sense of personal fulfilment. Success is also about oneself because success is not measured by the monetary things only, but by conquered challenges and self-realisation.

The study provided strong evidence that females overcome challenges even under uncertain economic and environmental conditions. Each respondent repeatedly expressed passion and a sense of self-fulfilment in entrepreneurial actions and decision-making. Love and self-fulfilment are interpreted and ignited in the most critical entrepreneurial activities like seeking knowledge, self-development, satisfying an inner need, and working independently. This outcome is consistent with research on entrepreneurial passion. Cardon et al. (2013) maintained that passion for the business is the pinnacle of all attributes in a successful entrepreneur. Happiness and love for the work were the two most vital phrases mentioned by the entrepreneurs which emphasises the dominant importance of passion in building compelling passion. The impulse to satisfy inner wants was also visible in their texts and naturally involved others when developing their enterprises.

5.3. SYNTHESIS OF INTERPRETATION

This chapter depicted the lived experiences of a sample of thirty-five female entrepreneurs and further depicted the seven female entrepreneurs selected for phase two. Overall, the discussion reveals that entrepreneurial identity has become a key concept in understanding entrepreneurship as a social and economic phenomenon (Gaddefors & Anderson, 2017; Thompson & Byrne, 2020). The findings of this study question the stereotypical assumption that entrepreneurship is viewed as a masculine role. The participant's self-descriptive statements were optimistic and active, and they did not reveal the male attributes as proposed by Bem Sex inventory (Donnelly & Twenge, 2017). Female entrepreneurs are creative, role entrepreneurs, participative, resilient, and determined.

Respondents spoke about being passionate, confident, hard-working, optimistic, curious, energetic, persistent, tenacity, and brave. Additionally, the results question the contention advanced by several feminist writers that self-employed females and business owners are not engaged in the mainstream economy. The dimension associated with being a creative thinker or problem-solver reflected the ability to use their imagination and creativity to innovate, generate ideas and take risks to solve problems. They were being curious, motivated, fighters, and able to dream.

Participants described themselves as determined. They were equally likely to perceive themselves as a visionary, which was demonstrated by being strategic thinkers and clear-sighted.

Professionals included the perception that they were respectful and sincere as they acted with integrity, product knowledge, organisation, and intelligence. Participative was also reflected and characterised by sharing, leading, and developing others through coaching, mentoring and group facilitators. They can also motivate others, develop them, and provide honest feedback. These attributes speak about how entrepreneurship has enacted the ways female entrepreneurs do business. Aspirations or motivations for becoming an entrepreneur has been argued to be either situational factors or personal traits. Thus, the influence of individual characteristics is often referred to as unique features. Participant's aspiration explaining the effects of control, females are more likely to voice concerns about the issues associated with owning a business, controlling the quality of the goods and services, and managing employees. This provided solid evidence that a possible self as an entrepreneur, when psychologically crucial to a personal, initiates goal striving that are important motivational mechanisms in the entrepreneurial process.

5.4 CONCEPTUAL FRAMEWORK OF FEMALE ENTREPRENEURS LIVED EXPERIENCES

This study's main contribution is creating a conceptual model of female entrepreneurs' experiences. The conceptual model figure 5.1 below illustrates the relationship between entrepreneurial identity, entrepreneurial aspiration, and perception of success, and South African female entrepreneurs' entrepreneurship experience. This framework of South African female entrepreneurs' experience displays five entrepreneurial identity experiences: participative, role, relationship-focused, resilient, and creative.

According to this study, female entrepreneurs in South Africa are financially motivated, they do take big risks, have created networks that also male dominated, and their businesses are in, and they are generating jobs and personal wealth. Due to the stereotypes and beliefs about entrepreneurs as being male or masculine, female

entrepreneurs face competing social identities. Entrepreneurs more often identify with masculine characteristics due to higher status attached to masculine entrepreneurial values. Thus, female entrepreneurs tend to report masculine values, which are the ones like those of their male counterparts.

The study has described how being female is associated with entrepreneurial identity. Being a female is also associated with a multitude of aspirations. Aspiration is occasionally used interchangeably with goal, growth ambition or objective. The female study found significant factors that influence entrepreneurial aspiration: females are more likely to voice concerns that enterprise growth is associated with the loss of control of employees, and men are more likely to seek growth to gain more control of their time and other resources such as employees.

This study has shown that entrepreneurial aspiration are the key determinant from business growth. The dynamism of the environment where the business operates is also linked to growth aspiration. Remarkably but unsurprisingly, all the respondents in phases 1 and 2 aspire to grow their businesses. For instance, Frederica indicated that she aspires to be a successful and significant player in the petroleum energy sector and to have more garages in all provinces of South Africa:

“I want to improve my business to earn high stable and sustainable income which will help me to grow my business and be able to open more branches in other provinces and my target is to open another branch in Limpopo by 2023”.

Regarding how they intend to grow their business, many participants indicated that they aspire to grow in terms of employees, increase income and assets and expand their business to other provinces. For instance, Sonia plans to employ more employees, increase the number of her transport vehicles. Sandisiwe wants to restructure her business to have different departments like finance department, transport department. Sonia and Elize also wants to expand and have spares shop which caters for mining equipment and trucks. Thandi intends to network and collaborate with international businesses and tap into international markets. Zulfa wants to grow her business by incorporating an NGO into her company – she wants to introduce training into community by involving volunteers and the local community to further the development

of the communities in different provinces. Frederica Indicated that she has a dream of uniting female entrepreneurs in South Africa to have one voice in addressing their issues. She explained “we have so many associations in different business sectors of female entrepreneurs, but these associations have different motives, when you hear them, you hear the same challenges we face as females, what is lacking is something to unite all of us, so my dream is uniting all females in South Africa.”

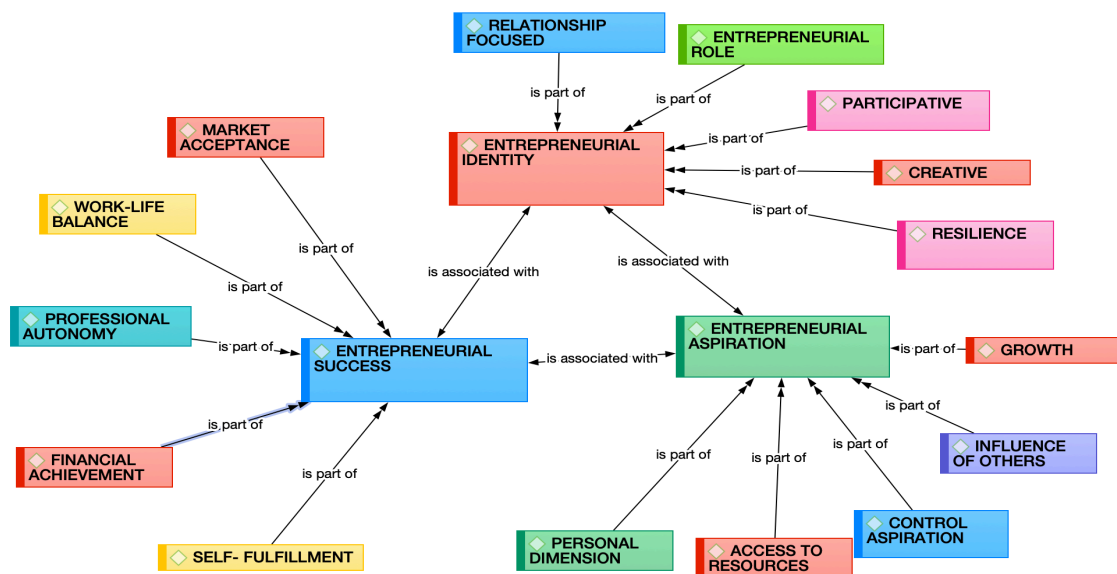


Figure 5. 1: Conceptual Framework of Female entrepreneur’s experiences

Source: Researcher’s ATLAS.ti output

5.4.1 FRAMEWORK LINKING ENTREPRENEURIAL IDENTITY, ENTREPRENEURIAL ASPIRATION AND SUCCESS

The researcher proposes a conceptual framework presented in figure 5.2. According to the framework entrepreneurial identity components focused, role, participative, creative and resilience, depends on aspiration and the components of aspiration are composed of growth, influence of others, control, access to resources and personal dimension. The components of perceived success are market acceptance, work life balance, professional autonomy, financial achievement, and self-fulfilment.

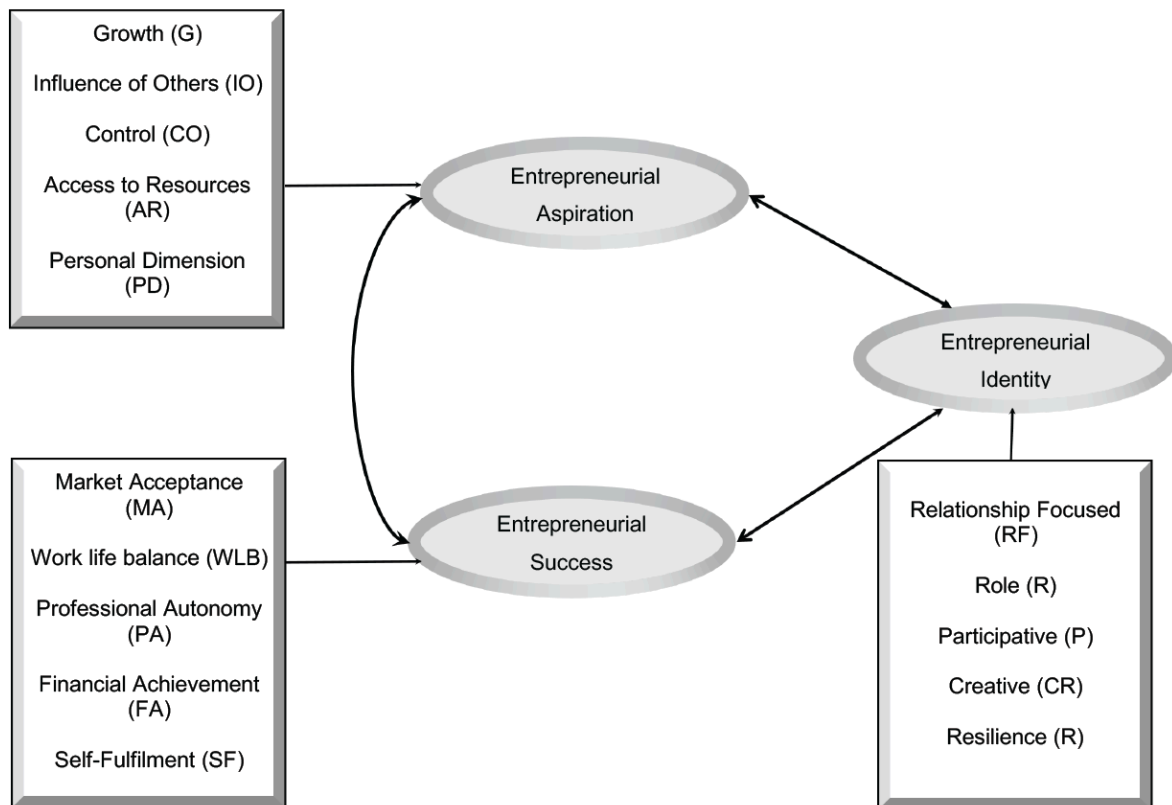


Figure 5.2: The proposed conceptual framework for female entrepreneurial identity, entrepreneurial Aspiration and Perception of Success (EIAS).

Source: Researcher’s ATLAS.ti output.

5.5 STRATEGIES TO SUPPORT FEMALE ENTREPRENEURS IN SOUTH AFRICA

In today's economy, female entrepreneurship has become a pillar. In addition to the knowledge component of female entrepreneurship, a crucial but often disregarded part of the business, is the continuing cultivation of an entrepreneurial identity. This apparent lack of study using identity theory is unexpected because entrepreneurial identity is crucial in understanding why people begin and continue to engage in entrepreneurial activity.

Studies on the formation of entrepreneurial identities are frequently limited to those already operating as entrepreneurs. Females must desire an entrepreneurial identity before engaging in entrepreneurial activities, taking on the accompanying meanings and behaviours. This desire is an essential but understudied driver of the move to entrepreneurship Norberg, et al. (2020) Entrepreneurial identity, entrepreneurial aspiration has evolved as a lively idea related to building a desired entrepreneurial identity that is future-oriented and subjective. Identity aspiration has been identified as a motivator for people to engage in activities and actions that are essential to their potential selves.

Identity development is a never-ending process of weighing role expectations against personal traits Agarwal et al. (2020). The future role's assumptions and expectations must be consistent with the individual's self-description for a hypothetical self to be more central. Individuals are encouraged to develop toward the role needs in the situation of congruency, which aids the internalisation of the nascent role identity. The stronger the individual's entrepreneurial identity desire, the better the fit between the entrepreneurial role identity expectations and the individual's attributes, features, and expected behaviour. Being an entrepreneur has been linked to various factors, including personality traits, attitudes, beliefs, practices, and success and competitiveness.

Many female entrepreneurs still believe they are not taken seriously in the workplace. Those who contribute to their success will have a competitive advantage in altering how business is done. As the study demonstrated, there is no one-size-fits-all approach to resourcing or grow a business.

The researcher learned from the interviews and interactions with female entrepreneurs that not everyone believes the female economic self is deserving of praise. While some women see success with mistrust, others claim that entrepreneurship focuses on resolving difficulties and examining equality of opportunity and access to resources. Different stories on how to address challenges are told in entrepreneurship. Others see their companies where women can yield more power, control, and influence. Females have more control over their time and can work whenever they choose or

need to. Females have more power as business owners. The major problem is identifying common ground and utilising female entrepreneurial competencies in social, financial, and political realms. Many different doors give females access to economic opportunities.

5.6. PROBLEMATISING AND EXPLAINING FEMALE ENTREPRENEURSHIP

The interviews, discussions and observations made during this study and the subsequent data analysis leads to some novel conclusions. Arguably, entrepreneurship offer an ideal discursive space, a locus one may say, where there in not only contestation of economic activities of innovativeness, risk propensity and proactiveness (Nielsen et al., 2019), by certain individuals in a society, but also internal contestations by these individuals that participate in the locus. In the case of this study, female entrepreneurs are not only engaging in this space for economic activities but are also dealing with an internal contestation of their identities - struggles to be acknowledged as entrepreneurs while retaining the femininity that acknowledges their social identity and respective ascribed gender roles.

The entrepreneurial communication in extant literature is about the economic values that its practice generates, presented as a homogenous discipline. However, this internal homogeneity of entrepreneurship as a discipline should be questioned for as long as the discussions are framed from a masculine perspective which, more often does not adequately accommodate non-masculine perspectives such as feminine identity and their respective entrepreneurial aspirations and perception of what success is in this locus.

The foregoing results of this thesis helps explain how imagining entrepreneurship as a unified discursive locus remains problematic if the discipline does not terminate the vicious circularity of its exclusionary masculine positions. For instance, the extant literature is now witnessing significant build-up of research of entrepreneurial “others” – women entrepreneurs (Meyer, 2018) female entrepreneurship (Foss et al., 2019) minority entrepreneurship (Berdejó, 2021), and indigenous entrepreneurship (Tshikovhi, 2021). The “others” are presented as being on the periphery of the ideal

entrepreneurship discursive space. The experiences of the women that participated in this study aptly captured this paradox where their experience makes them feel as outsiders to the practice of entrepreneurship.

Drawing from the results of this study, it is now possible to summarise the arguments that female entrepreneurs have two key concerns to manage. First, they must contest for entrepreneurial space by virtue of entering or engaging in entrepreneurship. This subscribes them to the role identity defined by what entrepreneurs do. Second, they must struggle to merge the role identity with their social identity, which would include aspects such as gender identity, etcetera. More often, the social identity conflicts with the role identity which sometimes seeks to ascribe female entrepreneurs to engendered roles and activities as well as pre-specified economic sectors. Some participants in this study described how they had to give up certain social identity roles to be legitimised as entrepreneurs in their respective business sectors that are traditionally ascribed as masculine. Unwittingly, by sacrificing social identity to gain role identity of being a legitimate entrepreneur, the female entrepreneurs are contributing to the pathological social phenomenon of maintaining the discursive space as masculine further making female entrepreneurs feel as the “other” in the entrepreneurship space.

Female entrepreneurs are not only contesting to maintain a unified social and role identity in entrepreneurship, but also seek acknowledgement of their entrepreneurial aspirations and contributions (successes). For instance, all the seven women that participated in the Phase 2 of this phenomenological study consider themselves as trailblazers in inspiring other women into entrepreneurship or at least dedicate part of their resources to inspire other women into entrepreneurship. This role identity and respective aspirations do not have to be in contradiction to their social identities, for example as daughters, sisters, mothers, wives, partners, community leaders in social setting such as religious organisation or as family leaders, or any such socially ascribed identity. The choice of the economic sector they engage in their entrepreneurial endeavours is also contested. Women in this study that were running venture in industries that have maintained a male centric perspective such furniture manufacturing, fuel logistics and construction businesses face more identity

challenges than their female peers in soft capital service industries. The latter is generally regarded feminine, such as running a pre-school venture, or specialist cake confectionary. This structuration of society forces women to struggles to find a stable referent to guide them on how to act in specific social and economic contexts, even in career choices and pathways. The current discussive space in entrepreneurship has not evolved enough to offer comprehensive models that can effectively or equally guide female entrepreneurs to plan their professional life course. Some female entrepreneurs are under more pressure to act "*masculine*" to legitimise their entrepreneurial identity should they choose to pursue ventures in sectors that are socio-economically considered more masculine like mining, construction, and heavy industry.

5.6.1. Demands for problematising entrepreneurship discussive space

The phenomenon discussed above has resulted in the generation of new attitudes well captured in the broader debates of transformation and identity politics where societal power structures are being questioned (Thompson, 2020). This thesis has examined the interconnection between identity and entrepreneurial aspirations and what entrepreneurial success means to women. What if one were to ask the question: should not a female entrepreneur who successfully launch, for example, a heavy mining engineering firm and sustains it, be considered a success before the objective economic measures like comparative size of turn-over or financial profits of a female-owned business are considered? This study has demonstrated the need to expand entrepreneurial research specifically where the experience of success for female entrepreneurs should be communicated in the entrepreneurial discussive space as a foundation of self-identity, and a significant part of reproduction of entrepreneurial communication in the actual macro and micro discussive spaces. The phenomenological methodology adopted in this study suggests that maintaining communication of entrepreneurship in masculine terms is an obstacle to the achievement of an inclusive entrepreneurial discussive space that does not represent female entrepreneurship as the "other". It is not enough to cite increasing quantities of research on female/women entrepreneurs as long as the language and discussive space is framed in masculine terms which gives the impression that researching female entrepreneurship is an outside pursuit.

Throughout the thesis, the concepts of identity (social and role), aspirations and perceptions of success have been investigated from female entrepreneurial perspectives, and without a doubt, research on entrepreneurship as a communication system or discussive space is predominated by a heritage that does not suit or accommodate female entrepreneurs. Rather the discussive space is fragmenting to create an alternative discourse that pigeonhole female entrepreneurs and their practices as “others” fighting to get in. Extant literature is accepting and celebrating female entrepreneurs albeit emphasising their differences (Marlow, 2020). This is still an attitude that is benchmarked by the masculine measures of entrepreneurship. This suggests that entrepreneurship should be subjected to critical analysis which focus on sources of power that reproduce the contradiction between female social and role identities or relegate female entrepreneurs to predominantly informal, light industry, soft capital, and personal services sectors as more acceptable to female entrepreneurs than in heavy industry, heavy engineering, and heavy STEM driven innovative sectors. This study has brought into focus the uneven distribution of power and resources that continue to reproduce self-identities among women that are more contradictory that seem to force the female entrepreneur to give up part of either their social (self-identity and gender) or role (career/ professional) identities to legitimise themselves as entrepreneurs. If female entrepreneurs believe more is expected of them to be legitimate entrepreneurs in some sectors, it suggests that lack of, or limited self-critical entrepreneurship (that which promotes building female entrepreneurship discourse as the other) will continue to build pseudo-transcendental narratives that does not accommodate female entrepreneurial aspirations, contributions to success measures in the practice. Therefore, the discipline will not morph into a complete inclusive subject.

5.6.2. The need for better entrepreneurial theory

Naturally, it is simple to write that success in entrepreneurship should include measuring concepts like “feminine capital” (Veér, 2020), or that a female who overcomes social identity barriers and gain a role identity as an entrepreneur in a male dominated and controlled economic sector should be considered a success before the economic figures come into play. This is more complex in practice. There lies the need to build new theories that highlights not only the necessity but supports the inclusivity

across entrepreneurship discussive spaces. Arguably, that would require an ontological theory that captures both the practice of entrepreneurship (entrepreneurial role identity) and the demands of contemporary or evolved social identity in society (Agarwal et al. 2020).. It is unlikely that male entrepreneurs face the same challenge of having to negotiate their social and role identities because these seem to be aligned already. Nor does male entrepreneurs have to justify their choice of entrepreneurial aspirations by venturing into any sector of the economy. For example, it is not a problem for a male chef to open a restaurant, but it is problematic for a female entrepreneur to gain legitimacy in heavy duty mining sector.

There is no value in theorising the proliferation of entrepreneurship studies of the other (minority/indigenous, female/women) if these theoretical developments are not contributing to the broader consolidated entrepreneurial theory. Entrepreneurship should continuously rearticulate broad guidelines to maintain continuous communication within the discussive space without seeking to fragment the discipline into micro narratives, more often fragmented and dis-communicative narratives of the extreme. Such fragmentation does not seem to help the core issues that female entrepreneurs are facing in practice, as illustrated in this study., The generic entrepreneurial identity is prescriptive and does not capture female entrepreneurial aspirations and perceptions of success and therefore is exclusionary. This suggests perpetuation of fragmentation in entrepreneurship research.

This study argues that the noble thing to do as entrepreneurs and entrepreneurship scholars is to drive through the barriers of segmented discussive spaces for communicating entrepreneurship. It should not be about tolerating female entrepreneurship or empowerment discourse but rather inclusive mutual, endless expectation and demands for problematising the debate and continuation of entrepreneurship communication. It is obvious that the discipline needs continuous creative, rather than reactive, problematisation of new issues like addressing female identity in entrepreneurship and their respective aspirations and perceptions of what success looks like. These should be front and centre of the core debates in the discipline at the same level as debates about innovativeness (May & Perry, 2022) proactiveness Hernández-Perlines et al. (2020), risk propensity (Czerwonka, 2019),

etc. Only then can the discipline continue to be relevant to the present and grow into the future without the trap of relativisation of the discipline both in research and framework that guide the practice.

5.7. CONCLUSION

This chapter discussed the research findings which show that entrepreneurial identity, aspirations, and perception of success affects female entrepreneurs in more deserve way than the generic extant debates. The discussion of the findings looked at entrepreneurial identity, aspiration, and perceptions of success among South African female entrepreneurs. First and foremost, these crucial findings demonstrate that entrepreneurial ventures and businesses founded by female entrepreneurs contribute to the expansion of South Africa's economic base in a diverse and growing way. Despite the difficulties, obstacles that female entrepreneurs have in establishing and growing their businesses, the outcomes of this study put light on the critical role that these females play in safeguarding their family's financial security and well-being. Findings also show that the socio-economic background can be a strong resource that allows females to act differently to deal with institutional challenges they face entrepreneurship is not gender neutral and female entrepreneurs face specific contracts that hamper their business growth but also affect their growth aspirations. The study further found the theoretical potential methodological position of phenomenological can be illustrated clearer by positioning it in relation to identity, aspiration, and success and discussive approaches to entrepreneurship. It emphasised that in the entrepreneurial discourse centre on (female) narratives, phenomenology could be instrumental.

CHAPTER SIX: RECOMMENDATIONS AND CONCLUSION

6.1 INTRODUCTION

This chapter knits together the entire study, elaborates on the contribution to theory, policy recommendation and recommendations for future work are presented. First, the study highlights entrepreneurial identity. Second, the study's show how entrepreneurial identity is central to entrepreneurial aspiration. Last, the study sheds light contributes on entrepreneurial success among female entrepreneurs in South Africa.

6.2 CONTRIBUTION TO THEORY

Contribution entrepreneurial identity, aspiration, and success. Female entrepreneurs' perspectives of entrepreneurship are influenced in part by how fundamental or peripheral they feel, it is to their sense of self. The study's findings add to our limited understanding of role-based identity, a topic that may better explain how identities change when people make decisions about their personal identities and relationships. Each of us has several identities that may overlap because we all play multiple roles and are members of multiple groups. These identities are connected to the roles we play, including entrepreneurial roles and identities

Second, the study emphasises the significance of aspirations. Farmer et al. (2011) characterised aspirations as "longings, aims, and ambitions," but this study contended that the idea of aspiration in the context of entrepreneurship is poorly understood and understudied. Aspirations for a large undertaking, such as starting a venture, can be considered as an assumption of an entrepreneurial identity. In the relationship between identity and entrepreneurial aspiration, the stage of the business' inception and development does matter. As soon as a business is established, the desired entrepreneurial identity may serve as the basis for identity, directing both ideas and behaviours. The desired entrepreneurial identity would rely on the individual's understanding of the necessary roles to be assumed in pursuit of the entrepreneurial endeavours or goal.

Third, the study adds to the body of literature examining the significance of entrepreneurial success by conducting an exploration of female entrepreneurs' perceptions of success. To comprehend the disparities in business ownership patterns between men and women, this study has emphasized the significance of females' non-monetary expectations from the firm as well as their identity role. Using social identity theory, female business owners perceive non-financial values as important and that they are a strong force for changing how business owners view success.

This study further indicates that entrepreneurial identity, which is composed of being participative, role, and relation focused, resilient and creative, is a function of entrepreneurial aspiration. In turn aspirations of female entrepreneurs comprised of control, legitimacy, growth, personal dimension, access to resources and influence of others. The perception of success relates to work-life balance, self-fulfilment, financial achievement, professional autonomy, and market acceptance. The entrepreneurial efforts considering these findings, and research entrepreneurial identity by suggesting new potential theoretical underpinning, to understand identities based on context and understand what entrepreneurs aspire and what they perceive. If South Africa aims for fast growth, reduced poverty and unemployment, this critical portion of its population cannot be disregarded or undervalued. Understanding, recognising, and supporting these females is necessary to realise their full potential to benefit South Africa and other emerging economies.

Overall, as highlighted in discussion section, entrepreneurship discipline needs continuous creative problematisation of new issues that are relevant to contemporary debates such as addressing female identity in entrepreneurship and their respective aspirations and perceptions of what success is. This offers the discipline space to continue to be relevant to the present without the trap of relativisation of the discipline both in research and practice.

6.3 POLICY RECOMMENDATION

Institutions and governments, particularly in South Africa must consider female entrepreneurial identities, entrepreneurial aspirations, and perceptions of success. These must be integrated into considering all small and medium-sized businesses,

developing growth policies and how female ventures contributes to increasing national productivity. This should also be linked to development of more robust infrastructure, programs, curricula and other essential assistance for start-ups and businesses. For instance, the satisfaction of needs for female financing along the business continuum will boost productivity and success. The researcher is convinced that the government and policymakers need to understand the experiences confronting female entrepreneurs in order to develop effective entrepreneurial support programs. The government and policymakers need to be entrepreneurial and develop an entrepreneurial mind set. The government and policymakers in South Africa should be hands-on to address the realities faced by all-female entrepreneurs and further establish measures that facilitate entrepreneurial activity like access to finance, taxes and regulation.

Despite positive perceptions of the ease of starting and running a business, self-confidence and abilities, many female entrepreneurs are constrained by fear of failure and many other factors. Policymakers could ally much of this fear by drawing greater attention to entrepreneurial success stories both for prominent and aspiring entrepreneurs. They should also implement risk-mitigating initiatives that reduce real and perceived impediments for entrepreneurs. Impending topics should enable females to attend to mentoring, coaching, family commitments and business commitments. Moreover, policymakers and training institutions should focus on training, mentoring, coaching, and supporting female entrepreneurs engaged in entrepreneurial activities or international trade and globalisation. This study exposed the lack of current equipment and techniques to facilitate and boost output in South African female undertakings. They are essentially manual. For example, carpentry, manufacturing, mining, agriculture require a significant effort, time, and capacities. Also, the limited interaction in domestic and international markets to contemporary technology to support the packaging in manufacturing of their products, produces and supplies confines them to where they produce that is local or in their own communities' markets.

With their productivity and competitiveness, access to current and enhanced technologies will increase female talents. For instance, in the case of Information

technology, which shows that female entrepreneurs have insufficient knowledge, these small and medium-sized female-operated companies can improve capacity, to serve home and further compete to regional and international markets. Female entrepreneurs in South Africa constitute a unique window into entrepreneurs' dynamic and turbulent world. These female entrepreneurs create new employment and opportunities for many workers across the country.

6.4 SUGGESTIONS FUTURE RESEARCH

This study sought to understand entrepreneurial identity, entrepreneurial aspiration, and success among female entrepreneurs in South Africa. Female entrepreneurs in South Africa play a crucial role in employment creation and economic innovation. Future research needs to link more with the practice of entrepreneurship to address questions about how identity changes, the influence of cultural norms and social norms on entrepreneurial identity, the impact of identity on the development of entrepreneurial aspirations, the importance of entrepreneurial aspiration on success and the statistical relationship of entrepreneurial identity and entrepreneurial aspiration and success.

Given that this research focused on female entrepreneurs in South Africa, future research should cover female corporate entrepreneurs because they also have multiple entrepreneurial identities, aspirations and entrepreneurial success, and the exploitation of entrepreneurial opportunities like professionalism, the individual propensity of females (skills), confidence. This would strengthen our knowledge of female entrepreneurship in South Africa and aid policymakers and those who can help to develop female entrepreneurs' full potential. Females in other parts of the country, particularly rural areas, and townships in South Africa, must also be targeted. They are always forgotten as opportunity laden contributors to our economy. They contribute to the overall economy in significant ways, such as promotion and fostering job creation. Township businesses offer unique experiences and, more importantly, immediate accessibility to labour and customers. Thus, customers get to see first-hand what is available.

Furthermore, the study brought to the attention of female entrepreneurs the identities, aspiration, challenges, experiences, qualities, motivations, actions, problems, and successes. This research will be helpful for future female entrepreneurship academics and policy institutions that need genuine and better information to assist female enterprises and ventures.

Research question for this study generated themes of entrepreneurial identity, aspiration and success that should be further researched qualitatively and quantitatively to determine further understanding of the entrepreneurship as shown in figure 6.1 proposed conceptual framework, such research should address the viability of improving entrepreneurs and developing other entrepreneurs in developing countries. Future quantitatively or mixed method on entrepreneurial identities, aspirations, and entrepreneurial success on female entrepreneurship. Moreover, further research could also be carried out on the entrepreneurial identity on how it is constructed especially for other entrepreneurs who were not part and parcel of this study that is male entrepreneurs in South Africa given that entrepreneurship is a gendered phenomenon.

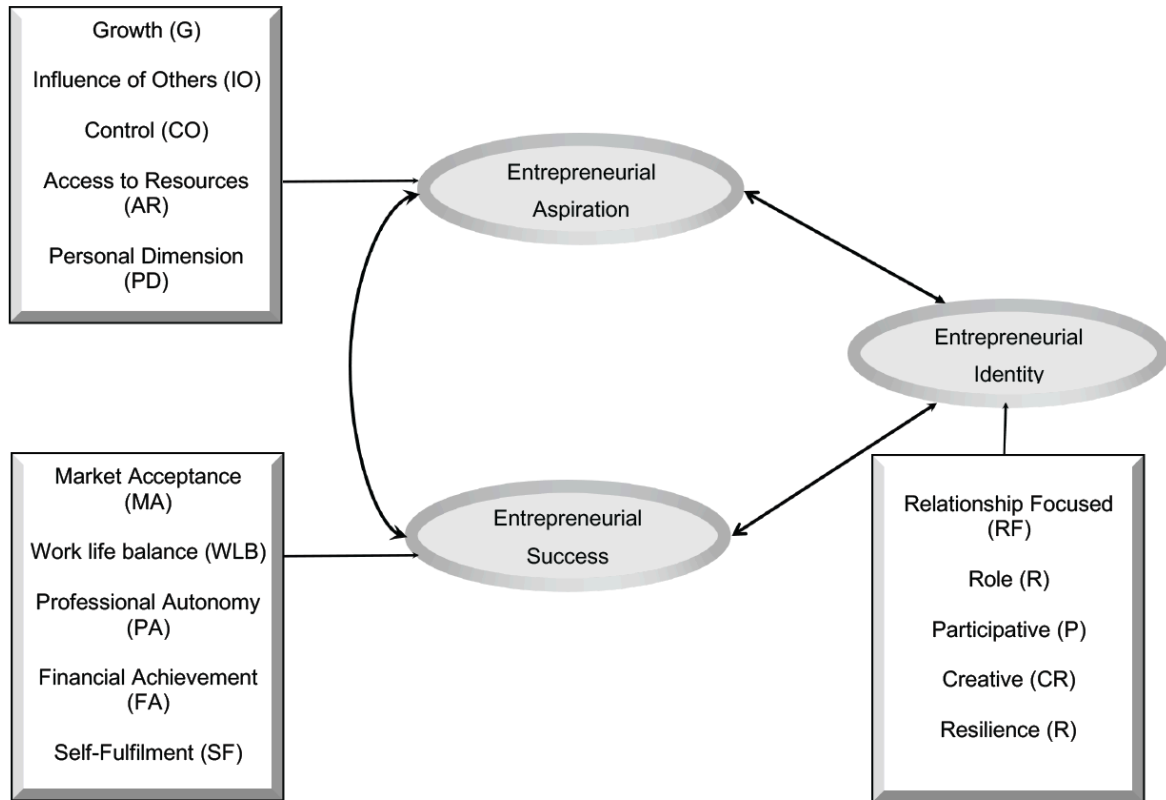


Figure 6. 1: Themes on entrepreneurial identity, aspiration and success to be further researched quantitatively or qualitatively.

6.5 CONCLUSION

Female entrepreneurial identity, entrepreneurial aspirations, and the female perceptions of success contribute to our knowledge development of theory on entrepreneurial identity, and inclusivity of the discipline. The adoption of a phenomenological study approach proved inspirational and productive towards exploring the dynamics between identity structures and entrepreneurial aspirations that shapes intention and how success should be viewed from a broad and inclusive approach (Gallager & Zahavi, 2020). Utilising semi-structured in-depth individual interviews, group meetings, business visits with participants, the qualitative study that generated data used in this study followed a two-phased phenomenological approach. During the first phase, a sample of thirty-five female (35) female entrepreneurs from

various provinces in South Africa were drawn in as subjects of this study. The vast interview manuscripts and data therefrom was analysed first, through summative analyses aided by ATLAS.ti version 9.1 data analysis software program.

From this sample of 35 female entrepreneurs, a secondary sample of seven (7) female entrepreneurs from diverse business industrial backgrounds were sampled. These seven subjects then participated in the second Phase of the phenomenological study which involved multiple interviews with individuals involved, immersive engagements through meetings and interactions at their business sites, through conferences in which some of them participated, and events some of them participated in as well as observations done during multiple site visits and interactions with the subject in their operational environments. The data from the Phase 2 which focused on seven participants was analysed through explorative, descriptive qualitative approach. The manuscripts were converted into data that was also processed through the by ATLAS.ti version 9.1 data analysis software program.

Although the choice of a phenomenological approach was productive towards addressing research questions raised on entrepreneurial identity, aspirations and success, the approach was equally effective in identifying and developing a novel conceptual framework for future studies (Chance ,2022). This is significant if considered in the background to this study. This research was initiated in the wake of the rise of identity movements or politics. From a global culture perspective, these may have seemed revolutionary, but global developments and movements such as the #MeToo, #BLM to trans activism were just the tip of the iceberg with respect to the broader issues of identity, inclusivity and social development that have been simmering for close to two decades. This study saw these developments as timely in relation to the debates that should enter the entrepreneurship discipline. Entrepreneurship theory building and practice are not immune to the reordering of group and group affinity discourse from. Yet in academic milieu of disciplines, including entrepreneurship, traditional (or mainstream) scholarship seems to be stunted and playing second fiddle to these robust global if not universal developments. There seem to be lack of urgency, or failure to adequately acknowledge that social narratives, group or tribal self-identification, self-definition and identity are important in defining history and shaping

the future just like any other underlying socio-cultural and economic forces. This is captured well in entrepreneurship scholarship where the discipline is still struggling to build a reliable definition of female entrepreneurship applicable to both developed and developing countries and its effect on their respective economies.

Reading the extant literature on the subject of, one is forced to confront the observation that there is no unified female entrepreneurship discourse nor a neutral discursive space that effectively accommodate female entrepreneurship interest without reducing them to be the study of “other”. South Africa as an emerging African economy has not be spared this anomaly where, researchers have paid little attention to women's contributions to socioeconomic well-being through entrepreneurial activity. It seems there is no shortage of interest in public optics. There is a multitude of female-centric debates and policies, whereas their application seems largely rhetorical further accentuating the fragmentation of the entrepreneurship with respect to women participation. This gives the impression that studying female entrepreneurs is the study of the “other”.

It is these challenges that inspired this research to explore the phenomenon of female entrepreneurship specifically how they self-identify, set, or define their aspirations and what they consider to be entrepreneurial success. The study went beyond the dominant quantifiable content of entrepreneurship to emphasise the meaning content of entrepreneurship (i.e., nature and characteristics) from female entrepreneurs' experiences and perspectives of their entrepreneurial practices.

Furthermore, Žur (2021) advocates that the multidimensionality of female entrepreneurial identities that draw from the concepts of multiple-roles, relationship-focused, collective-participation, etcetera. These dimensions in many respects have enabled female entrepreneurs in this study to create ventures that generated jobs for themselves and others in a variety of sectors and industries. In other respects, how female self-identification is externally viewed has also proved to be an impediment to female entrepreneurial aspirations. South African female entrepreneurship aspire to strike a balance between personal, matrimonial, and family relationships while investing significantly in creating new ventures, and managing a variety of ventures,

However, the linear identity approach to entrepreneurship that define the entrepreneurial role from an objective financial and economic matrix does not capture the fact that female entrepreneurs do not seek to exercise binary dichotomy between their entrepreneurial aspirations and social roles. Albeit the social roles may be externally deemed as contradicting the entrepreneurial identity jobs. A unifying identity kit that accommodates female social roles and entrepreneurial roles does not prevent the female entrepreneurs from participating in innovation, creativity, and pursuit of business success, regardless of what measure is applied (Kelly & McAdam 2022). Results from the subject in this study have provided adequate exploratory data that suggests female entrepreneurs pursue all the entrepreneurial goals identified in extant literature (Bettinelli, Lissana, et al. 2022) but they are equally determined or see no need to forego their non-entrepreneurial role identities in the process of build value through their ventures for themselves, employees and their families while also achieving self-fulfilment and overall happiness borne out of entrepreneurship Chrisman et al. (2022). They have achieved success because of their dedication, determination, passion, empathy, ethics, humility, role, innovation, and creativity, all dimensions found in extant debates, however, these should not be analysed from lenses that neutralise feminine qualities or female social identities.

It is clear from the phenomenological analysis that the themes that emerged from both phases emphasised the relationship between identity Gur, and Mathias, (2021)., aspiration Duong (2022), and perception of success Zerwas (2019) . Themes such as participative entrepreneurship; resilience and relationship-focused entrepreneurial practice; creativity, resource, and venture control; access to resources and objective growth; entrepreneurial role, influencers and professional autonomy; market acceptance, self-fulfilment, work-life balance, and financial achievement are all concepts that fit in the developed conceptual model on the relationship between aspiration success and how they derive from entrepreneurial identity Agarwal et al. (2020). Female entrepreneurs simultaneously build, balance, and manage a wide range of entrepreneurial ventures of varying sizes across sectors while maintain both role and social identities. Their self-identification as female does not contradict their aspirations as entrepreneurs (they do not see self-identification as “female entrepreneurs” but rather as entrepreneurs in same sense as any other innovative,

proactive, and risky propense individual is classified as entrepreneurial. They may have diverse entrepreneurial aspirations for personal and collective growth, however, defining entrepreneurial success more widely than the present subjective and objective measurements prevalent in extant literature. For instance, most participants in this study were keen to confirm that they have established ventures through the same start-up struggles but also had to overcome the female identity prescriptions from the industry and markets Manzoor and Jabeen (2022). This was particularly true for those women that engaged in sectors that are predominantly male oriented such as construction, energy, and transport logistics. Therefore, it should not be in doubt that overcoming market or industry resistance based on gender or sex exclusion or bias should be a measure of success in the same manner entrepreneurs are celebrated for overcoming resource scarcity and risk capital to build new ventures.

While some subjects in this study still see their entrepreneurial identities in the male-centric constructs (Essers et al. 2022), this phenomenological study illustrates that these generic and traditional male-centric constructs do not adequately captures female entrepreneurial experiences. There is a distinct exhibition of strong personality traits, a high need for achievement, determination as well as perseverance in pursuit of success broadly defined beyond bank balances and turn-over. Women entrepreneurs also express strong views on earning high returns and income to not only grow their business but support their employees, communities, themselves, and their families. Clear, from this study, entrepreneurial success has the capacity to be broadened as constructs of variable to measure entrepreneurial outcome and outputs (Afshan et al., 2021). There is no contradiction between female entrepreneurial identity, aspirations, and measurement of success except that there is limited theorisation of these constructs to adequately include all forms of success in relation to forms of identity. This study has not only highlighted this gap but has gone further to contribute towards its resolution but proposing a tripartite conceptual framework (see Figure 6.1).

From a South African perspective where this study was conducted, female entrepreneurs do not seem to limit their entrepreneurial identities to those in extant definitions based on male-centric metrics. They aspire to build ventures Putriet al

(2022), build, and maintain entrepreneurial role identity but not in isolation from their other social identities such as gender roles as daughters, sisters, mothers, partners, family builders and leaders, female role models and community leaders. Success is measured beyond the financial and allied subjective measures but is tied to other social identity constructs while accounting for role identity related to outcomes such as financial achievements, professional legitimacy and acknowledgement, and personal growth Corrêa et al. (2022)

The novel contribution of this study arises from the conceptualisation of how identities can merge Arshed et al. (2022), influence and rate to individual professional aspirations and how success in those pursuits should be framed (Shoemaker and Tobia, 2019). Future studies should test the conceptual model and associated conceptual thresholds proposed in this study on the relationships between identity, aspirations, and perceptions of success by subjecting them to empirical tests. The study provided novel distinctive traits of female entrepreneurs that can provide researchers with improved and inclusive entrepreneurial identity constructs Wraae et al. (2020), new measures of entrepreneurial success beyond the dominance of financial super-profits focus which do not consider the other equally important societal measures such as gender equity, sustainability, societal impact, and inclusivity at all levels of entrepreneurship in society. Rastogi et al. (2022).

The thesis closes by arguing that the discipline of entrepreneurship should continuously be creative, rather than be reactive to broad societal developments McMullen et al. (2021). The problematisation of new issues such as addressing female identity, their respective aspirations and perceptions of what success looks like, are matters already dominant in global public culture as illustrated by movements inspired by identity and views on success in context of other topical issues such as sustainability. This proposition is not only relevant to entrepreneurship discipline in the extant scholarship, but this also makes the discipline of entrepreneurship continue to be relevant with a future-focus without the trap of relativisation of the discipline both in research and practice.

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APPENDIX A – RESEARCH INSTRUMENT FEMALE ENTREPRENEUR

Section A: Personal Background / Business Background

1. Can you tell me a bit about yourself? What language do you speak, and where do you operate your business?
2. Can you tell me about your business, when you started, and what you do?
3. Which business sector best describes your business?
4. Do you have any employees? How many?

Section B: Entrepreneurial identity

1. How, if at all, being female influence your business practices?
2. How would you describe yourself: are you participative, are you a woman who achieves results through others, or do you empower and develop others?
3. Do you think being action-oriented has a positive effect on your business practices? Explain in brief?
4. Tell me about being a problem solver; how do you feel about it, and what impact does it affect your business practices?
5. What is the importance of professionalism in your business practices and the likelihood of achieving it?
6. In brief, let's talk about relationship-focused do you see yourself collaborative, fostering relationships using care and empathy to nature employees.

:

Section C: Entrepreneurial aspiration

1. Tell me about your attitudes toward growth.
 - Are you aspiring to create wealth, would you like to employ more people, and aspire to be recognised in your industry?
 - How do you manage stress, workload, and deal with employee well-being and family demands?
 - How much importance for to attain a reasonable work-life balance?
- 2 Let's talk about the influence of others

- What other influencers would have a bearing upon your business (partner or spouse, banker, clients)
 - Education, being female, influences entrepreneurial aspiration in the early cycle, or as early as post-secondary education; please take me through your education journey.
- 3 Tell me a little about your access to resources necessary for growth.
 - Do you access resources from your spouse or partner, or where do you get financial capital?
 - 4 Tell me the importance of control.
 - What is the likelihood of retaining ownership, the control of quality, managing employee output as well as time management?

Section D: Perception of Success

1. How do you view success?
2. How important is market acceptance, and what measures have you taken to achieve market acceptance?
3. How important is work-life balance, and what measures have you taken in achieving or maintaining relations, control over your life, do you have time to yourself and how do you acquire your goods or services in brief.
4. Tell me about your professional autonomy and how important it is and what is the likelihood of achieving the ability to make decisions, engage in the community as well as professional freedom.
5. What is the importance of achieving self-fulfilment and what is the likelihood of achieving intellectual activities, how is your spiritual wellbeing and the sense of achievement, how do you impact the environment as a female entrepreneur?
6. How would you describe your financial performance and the importance of profitability, your firm performance, how are you generating income, and how do you create employment? What is the likelihood of achieving financial performance?

**APPENDIXB - PARTICIPANT
INFORMATION SHEET**



The Graduate School of Business Administration
2nd David's place, Parktown
Johannesburg, 2193, South Africa
PO Box 98, WITS, 2050

Dear Madam

.....

My name is Semukele Hellen Mlotshwa, and I am a PhD student in Management at the University of the Witwatersrand, Johannesburg. As part of my studies, I have to undertake a research project, and I am investigating female entrepreneurs' identity aspiration and success under Dr Murimbika. This research aims to explore your experiences as a female entrepreneur.

As part of this project, I would like you to participate in an interview. This activity will involve a series of in-depth conversations and will take place around 30minutes to 1 hour. I would also like to audio the interview using a digital device with your permission. This recording will be stored on the password-protected laptop, external hard drives, computer disk and flash drive, only the researcher will have access to this recording. It will be deleted after five years.

There will be no personal costs to you if you participate in this project, you will not receive any direct benefits from participation but there are no disadvantages or penalties if you do not choose to participate or if you withdraw from the study. You may withdraw at any time or not answer any questions if you do not want to. The interview

will be completely confidential and anonymous as I will not be asking for your name or any identifying information and the information you give to me will be held securely and not disclosed to anyone else. I will be using Pseudonyms to represent your participation in my final research report. If you experience any distress or discomfort at any point in this process, we will stop the interview or resume another time.

If you have any questions during or afterwards about this research, feel free to contact me on the details below. This study will be written as a research report which will be available online through the university library website. The data collected from this research project will be stored in a password-protected laptop and stored under lock and key cabinets and will be kept for five years. With your permission, the data collected from this research project may be used by other researchers in an anonymised format; if you have any concerns or complaints regarding the ethical procedures of this study, you are welcome to contact the University Human Research Ethics Committee (Non – Medical), telephone + 2711 717 1408, email hrecnon-medical@wits.ac.za.

Yours sincerely

Semukele Hellen Mlotshwa

Researcher:

Semukele Hellen Mlotshwa 1757662@students.wits.ac.za, 0834236388

Supervisor

Mcedward.murimbika@wits.ac.za

APPENDIX C: CONSENT FORM

Title of Project: A phenomenological study of female entrepreneurial identity, aspiration, and success in South Africa.

Name of researcher: Semukele Hellen Mlotshwa

I, agree to participate in this research project. The research has been explained to me, and I understand what my participation will involve. I agree to the following:

(Please circle the relevant options below).

I agree that my participation will remain YES NO

I agree that the researcher may use anonymous YES NO

I agree that the researcher may use anonymous YES NO
quotes in her research report

I agree that the interview may be audio recorded YES NO

I agree that the information I provide may be YES NO
used anonymously after this project has ended,
for academic purposes by other researchers,
subject to their own ethics clearance being obtained

.....Signature
Name of Participant
Date

Signature
Name of person seeking consent
Date

APPENDIX D: HUMAN RESEARCH ETHICS CLEARANCE



Research Office

HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)
R14/49 Mlotshwa

CLEARANCE CERTIFICATE

PROTOCOL NUMBER: H21/05/29

PROJECT TITLE

A phenomenological study of female entrepreneurial identity, aspiration and success in South Africa

INVESTIGATOR(S)

Ms S Mlotshwa

SCHOOL/DEPARTMENT

Wits Business School/

DATE CONSIDERED

21 May 2021

DECISION OF THE COMMITTEE

Approved
Risk Level: Minimal

EXPIRY DATE

17 June 2024

DATE

18 June 2021

CHAIRPERSON

(Professor J Knight)

cc: Supervisor : Professor M Murimbika

DECLARATION OF INVESTIGATOR(S)

To be completed in duplicate and **ONE COPY** returned to the Secretary at Room 10004, 10th Floor, Senate House, University. Unreported changes to the application may invalidate the clearance given by the HREC (Non-Medical)

I/We fully understand the conditions under which I am/we are authorized to carry out the abovementioned research and I/we guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I/we undertake to submit an amendment of the protocol to the Committee. **I agree to completion of a regular progress report. For Minimal and Low studies, this is due annually on 31 December. For Medium and High Risk studies, this is due twice annually on 30 June and 31 December.**

Signature

Date

PLEASE QUOTE THE PROTOCOL NUMBER ON ALL ENQUIRIES

APPENDIX E: TYPE OF VENTURES

Table 5: List of Phase 1 Participants and their business classification

Participant Pseudonyms	Standard industrial classification (South Africa Revenue Services description)
1. Fredricah	Transportation and storage (Service station operation)
2. Imka	Manufacturing (Bakery Products and cake manufacturing)
3. kava	Professional, scientific, and technical activities (Business Consulting)
4. Lerato	Professional, scientific, and technical activities (Business Consulting)
5. Luana	Professional, scientific and technical activities (Fashion design)
6. Mieke	Human Health and Social work Activities (Mental Health)
7. Oratile	Transportation and storage (School bus transport operation)
8. Amahle	Professional, scientific, and technical activities (Construction project management services)
9. Annika	information technology and programmer
10. Mary	Agriculture, forestry, and fishing (growing of crops combined with farming)
11. Joan	Professional, scientific, and technical activities (Fashion design)
12. Emily	wholesale and retail trade (Clothing wholesaling)
13. Ruth	Professional, scientific, and technical activities (Attorney activities)

14. Rachel	Education (Professional sports instructors, teachers, coaches)
15. Harriet	Financial and insurance activities (financial advisor activities)
16. Sonia	Mining and quarrying (coal mining)
17. Elize	Transportation and storage (Logistics activities)
18. Sarah	Administration and support services activities (swimming pool cleaning and maintenance services)
19. Patricia	Manufacturing (Manufacture of parts and accessories for motor vehicles)
20. Brenda	Manufacturing (winery does not farm)
21. Esther	investigation and security
22. Sandisiwe	Mining and quarrying (coal mining)
23. Zulfa	Manufacturing (Bakery Products and cake manufacturing)
24. Norma	Other service activities (Fingernail technician)
25. Thandi	Wholesale and retail:(Supermarket operation)
26. Emma	Professional, scientific, and technical activities (Marketing Consultant)
27. Letta	Agriculture, forestry, and fishing (growing of crops combined with farming)
28. Bertha	Transportation and storage (Logistics activities)
29. Connie	Administrative and support services activities (Recruitment agency)

30. Elizabeth	Professional, scientific, and technical activities (Interior decoration)
31. Maria	Information and communication technology (programmer activities)
32. Naledi	wholesale and retail trade (Clothing wholesaling)
33. Fatima	Professional, scientific, and technical activities (Fashion pattern Manufacturing)
34. Susan	Manufacturing (Porcelain goods manufacturing)
35. Tessa	Manufacturing (furniture)

Table 6: Phase 2 Research Subject

Research Subject (Pseudonym)	Business classification
1. Harriet	Financial Advisor
2. Thandi	Wholesale trade
3. Patricia	Manufacturing (motor parts)
4. Frederica	Service station operation
5. Annika	Information and Technology
6. Tessa	Manufacturing (furniture)
7. Joan	Fashion designer

APPENDIX F: COMMUNICATION EVIDENCE

APPENDIX F1: WORKSHOP ATTENDANCE

15/03/2022, 19:54

Gmail - Certificate of attendance - SWEEP Economic Activation Workshop - January 2022



Hellen Mlotshwa <hellenml@gmail.com>

Certificate of attendance - SWEEP Economic Activation Workshop - January 2022

To: "hellenml@gmail.com" <hellenml@gmail.com>

22 February 2022 at 15:36

Dear Semukele

Thank you for attending the full 3-day SWEEP Economic Activation Workshop from 25-27 January 2022.

Attached is your certificate of participation on behalf of the SWEEP team.

Regards,



Tel: +27 12 030 0677
Mobile: +27 79 109 8949
Web: www.usaf.ac.za



Creating an environment where universities in South Africa thrive and succeed

This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. E-mail transmission cannot be guaranteed to be secure or error-free as information could be intercepted, corrupted, lost, destroyed, arrive late or incomplete, or contain viruses. The sender therefore does not accept liability for any errors or omissions in the contents of this message, which arise as a result of e-mail transmission. If verification is required please request a hard-copy version.

SWEEP_ Certificate of participation - Workshop January 2022 - Ms Semukele Mlotshwa.pdf
330K

APPENDIX F2: CONFERENCE ATTENDANCE

05/07/2022, 13:47

Gmail - Thank you



Hellen Mlotshwa <hellenml@gmail.com>

Thank you

30 September 2021 at 10:12

To: Hellen Mlotshwa <hellenml@gmail.com>

Cc: HYBR Cleantech [REDACTED]

Dear Hellen

On behalf of Afrilabs, the US Department of State and HYBR, we wish to extend our gratitude and thanks to you for joining us on the **Road to COP26** and sharing your expertise at the Cleantech Conference South Africa.

The feedback received so far has been incredible. Our ventures have expressed their appreciation for the knowledge and advice you so readily shared during the session.

We look forward to working with you again in the future.

Thank you again for your time and tremendous contribution.

To stay in touch with us:

- Partner with HYBR or give us your feedback service@hybrgroup.net
- Follow #CleantechAfrica progress <https://afrilabs.com/cleantech>
- Contribute to the #CleantechAfrica movement <https://cleanbuild.africa/>

Warm regards,

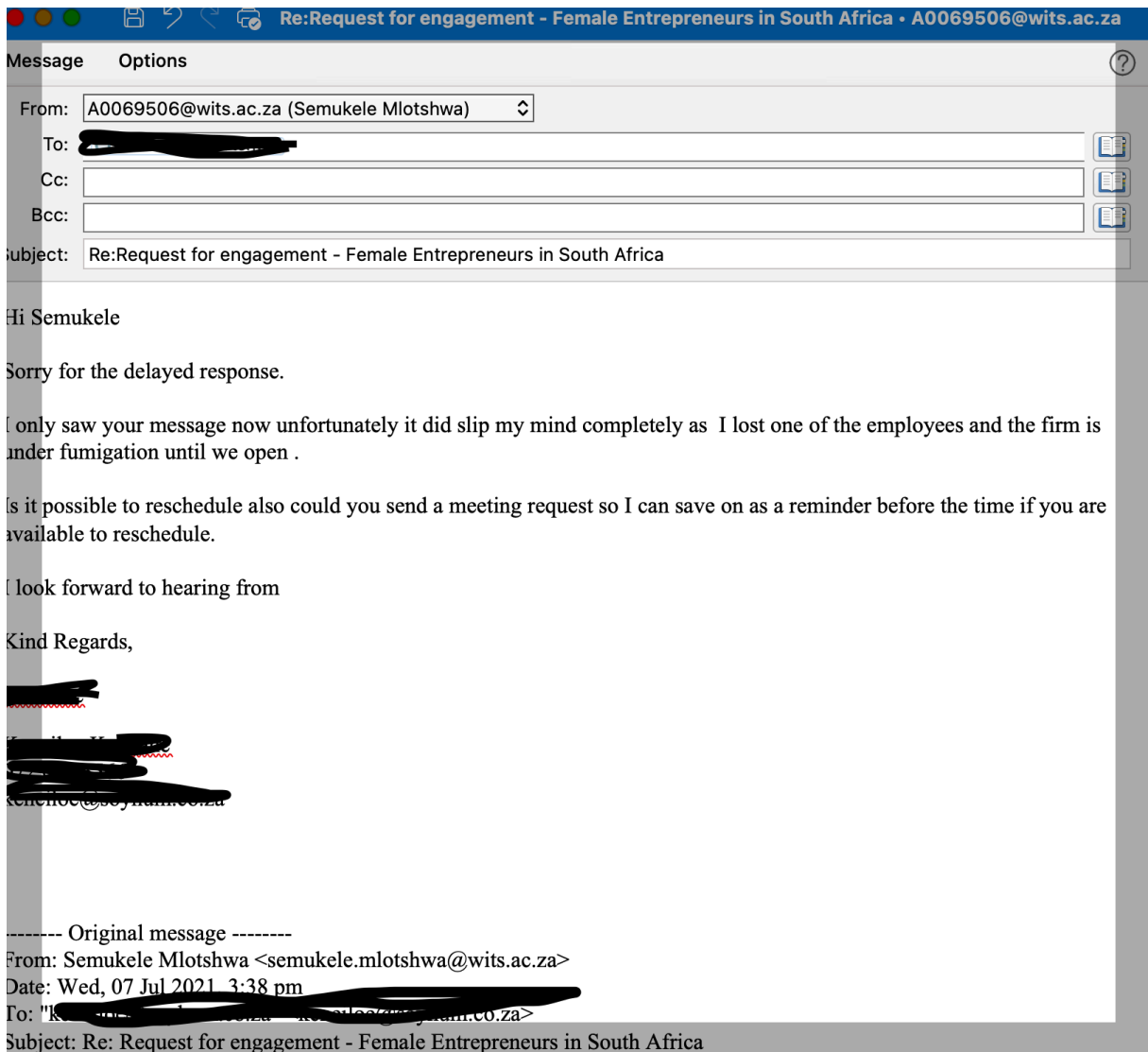


Administration Support
[REDACTED]



<https://mail.google.com/mail/u/0/?ik=ceec60aa7e&view=pt&search=all&permmsgid=msg-f%3A1712313702885208576&simpl=msg-f%3A1712313702885208...> 1/1

APPENDIX F3 : PHASE 2 ENGAGEMENT POSTPONENT



APPENDIX G: LIST OF 276 CODES PHASE 1

ATLAS.ti Report

Phase1-35 Female entrepreneurs in South Africa
276 Codes
Report created by Semukele Mlotshwa on 3 July 2022
• ACCESS TO RESOURCES
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Achievement
Created: 2021/11/10 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Financial Achievement
• Acquisition of goods
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Action Oriented
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Adapting
Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Administrative support
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Agile and innovative
Created: 2021/10/08 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Creative
• Ambitious
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Analytical
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• authentic
Created: 2021/11/15 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Availability of resources
Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Access to resources
• Background
Created: 2021/12/14 by Semukele Mlotshwa, Modified: 2021/12/14 by Semukele Mlotshwa
• Be that person, Doable
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Personal Dimension ◊ Professional autonomy
• Behavior
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• being there for my family
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Personal Dimension
• Believe
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa

• Better Version
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Boss or Colleague
Created: 2021/11/15 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Brand
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Burn out
Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Business creator
Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• Business location
Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Business Owner
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• Business Prospering
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Business sector
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Influencers
○ Business small
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• Calculated risk
Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Capacity
Created: 2021/12/14 by Semukele Mlotshwa, Modified: 2021/12/14 by Semukele Mlotshwa
• Care
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Career needs
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Careers
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
○ Challenges
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• change the environment
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Professional autonomy
• Children
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• coach
Created: 2021/10/29 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Influencers
• Collaborative
Created: 2021/11/15 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
Groups:
◊ Creative ◊ Participative

<ul style="list-style-type: none"> • Comfort Zone
<p>Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Communities
<p>Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa</p>
<p>Groups:</p>
<ul style="list-style-type: none"> ◇ Professional autonomy
<ul style="list-style-type: none"> • Confidence
<p>Created: 2021/11/15 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa</p>
<p>Groups:</p>
<ul style="list-style-type: none"> ◇ Personal Dimension
<ul style="list-style-type: none"> ○ Connect
<p>Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Groups:</p>
<ul style="list-style-type: none"> ◇ Professional autonomy
<ul style="list-style-type: none"> • Connected
<p>Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa</p>
<p>Groups:</p>
<ul style="list-style-type: none"> ◇ Professional autonomy
<ul style="list-style-type: none"> • Consistently
<p>Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • CONTROL ASPIRATION
<p>Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa</p>
<p>Groups:</p>
<ul style="list-style-type: none"> ◇ Control ◇ Creative
<ul style="list-style-type: none"> ○ Covid 19
<p>Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Create income
<p>Created: 2021/11/30 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa</p>
<p>Groups:</p>
<ul style="list-style-type: none"> ◇ Financial Achievement
<ul style="list-style-type: none"> • Creating wealth
<p>Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • CREATIVE
<p>Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa</p>
<p>Groups:</p>
<ul style="list-style-type: none"> ◇ Creative
<ul style="list-style-type: none"> • creativity
<p>Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Groups:</p>
<ul style="list-style-type: none"> ◇ Code Group ◇ Creative
<ul style="list-style-type: none"> ○ Curious
<p>Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Customer
<p>Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2022/01/04 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Customer relations
<p>Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Decision

Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Creative ◇ Participative
• Determination
Created: 2021/10/20 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Development
Created: 2021/10/24 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• difficult
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Creative ◇ Resilience
• Discipline
Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Professional autonomy
• Diversification
Created: 2021/11/05 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
Groups:
◇ Creative ◇ Market acceptance
• Doer
Created: 2021/11/15 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Code Group
• Don't compare
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Driver to be an entrepreneur
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Education
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Emotion
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Emotional well being
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Empathy
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Employ more people
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Employees
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• Empowering
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups :
◇ Participative ◇ Professional Autonomy
• Endurance race
Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Entertainment
Created: 2021/11/03 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa

• Enthusiastic
Created: 2021/11/15 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• ENTREPRENEURIAL ASPIRATION
Created: 2022/01/03 by Semukele Mlotshwa, Modified: 2022/01/03 by Semukele Mlotshwa
• ENTREPRENEURIAL IDENTITY
Created: 2022/01/03 by Semukele Mlotshwa, Modified: 2022/01/03 by Semukele Mlotshwa
• ENTREPRENEURIAL ROLE
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• ENTREPRENEURIAL SUCCESS
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2022/01/03 by Semukele Mlotshwa
• Ethics
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Evolve
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Exasperated
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Experience
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/09/25 by Semukele Mlotshwa
• Exploitation
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Exports
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Market acceptance
• Exposure
Created: 2021/12/14 by Semukele Mlotshwa, Modified: 2021/12/14 by Semukele Mlotshwa
• Failure
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Family demands
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Family responsibility
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Farmer
Created: 2021/11/05 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
○ Feel personal
Created: 2021/12/14 by Semukele Mlotshwa, Modified: 2021/12/14 by Semukele Mlotshwa
• Fight
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Resilience
• fighter
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Personal Dimension ◊ Resilience
• FINANCIAL ACHIEVEMENT
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Financial Capital
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa

<ul style="list-style-type: none"> • Financial freedom
<p>Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Groups:</p>
<p>◊ Financial Achievement</p>
<ul style="list-style-type: none"> • financial performance
<p>Created: 2021/10/20 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Groups:</p>
<p>◊ Financial Achievement</p>
<ul style="list-style-type: none"> • Financial reporting
<p>Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Financial security
<p>Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Groups:</p>
<p>◊ Financial Achievement</p>
<ul style="list-style-type: none"> • Find your Why
<p>Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • First Entrepreneurial Action
<p>Created: 2021/09/24 by Semukele Mlotshwa, Modified: 2021/09/24 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Fixer
<p>Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Groups:</p>
<p>◊ Resilience</p>
<ul style="list-style-type: none"> • Flexible
<p>Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Focused
<p>Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Groups:</p>
<p>◊ Resilience</p>
<ul style="list-style-type: none"> • Focused and organised
<p>Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Follow your heart
<p>Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Groups:</p>
<p>◊ Personal Dimension</p>
<ul style="list-style-type: none"> • freedom and autonomy
<p>Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Friend
<p>Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Fulfilled
<p>Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Groups:</p>
<p>◊ Personal Dimension</p>
<ul style="list-style-type: none"> • Fundamentals
<p>Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Generalist
<p>Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<ul style="list-style-type: none"> • Goals and objectives

Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Going global
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Government
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Grow
Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• GROWTH
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• Guide or Mentor
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Happy
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
○ Hardworking
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• Having time
Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Personal Dimension
○ Help from others
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• Help people
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Helping other people
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
Groups:
◇ Growth
• Honest and ethically
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Humble
Created: 2021/12/14 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Husband
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Influencers
• Identify opportunities
Created: 2021/11/30 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• improvement
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Growth
• Independence
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
Groups:
◇ Code Group
• Industry recognition
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• INFLUENCE OF OTHERS

Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• influencer
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Influencers
• Influencers
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Influencers
• Intelligent
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Investment
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Investors
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Job well done
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Journey
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Knowledgeable
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Leader
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Influencers
• Leading by example
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• Learning
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Legacy
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Control
• Legitimacy
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Listening
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Love
Created: 2021/10/14 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Lucky
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Lunch
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/14 by Semukele Mlotshwa
• Maintaining relationship
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Make contribution
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
Groups:

<ul style="list-style-type: none"> ◇ Control ◇ Financial Achievement ◇ Growth
<ul style="list-style-type: none"> • male dominated
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Manufacturing
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • MARKET ACCEPTANCE
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Market appreciative
Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Market acceptance
<ul style="list-style-type: none"> • Market players
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
<ul style="list-style-type: none"> • marketing
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • materialistic
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Meaning full life
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Meditate
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • meet my needs
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Mindset
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
<ul style="list-style-type: none"> • motivation
Created: 2021/11/30 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • mumprenuer
Created: 2021/10/29 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • National
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Networking
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • New clients
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
Groups:
◇ Control
<ul style="list-style-type: none"> • New was of running the business
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • New ways
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Not about Money
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Not giving up
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Number of assets
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Nurturer

Created: 2021/11/05 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Oligopoly
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
○ Open and willing to learn
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• opened
Created: 2021/11/30 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Opportunity
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Optimistic
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• outsource
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Access to resources
• Own
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Control
• Ownership
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Parent Support
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Parents
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Part owner
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Control
• PARTICIPATIVE
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
Groups:
◇◇ Code Group
• Partnership
Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Access to resources ◇◇ Growth
• Passion
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Pathfinder
Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Patience
Created: 2021/10/29 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Patient
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• perseverance
Created: 2021/10/29 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• PERSONAL DIMENSION

Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
○ Personal relationships
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
● Pessimistic
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Place of origin
Created: 2021/09/24 by Semukele Mlotshwa, Modified: 2021/09/24 by Semukele Mlotshwa
● Positive
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Power
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
● Precise
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Priority
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Proactive
Created: 2021/11/15 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Problem solver
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Code Group
● Product Knowledge
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
Groups:
◇◇ Control ◇◇ Market acceptance
● PROFESSIONAL AUTONOMY
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
● Professionalism
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Profits
Created: 2021/11/15 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Financial Achievement
● Provide opportunities
Created: 2021/10/14 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
● Provide Service
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Market acceptance
● Provider
Created: 2021/10/21 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Purpose
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
○ Push my self
Created: 2021/12/14 by Semukele Mlotshwa, Modified: 2021/12/14 by Semukele Mlotshwa
● Quality
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:

◇◇ Control ◇◇ Market acceptance
● Reliability
Created: 2021/11/05 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Realist
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Recognition
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Growth
● relational
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● RELATIONSHIP FOCUSED
Created: 2021/11/05 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
● relax
Created: 2021/11/15 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Reputation
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Market acceptance
● Research
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● RESILIENCE
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2022/01/03 by Semukele Mlotshwa
Groups:
◇◇ Resilience
● Resource accumulation
Created: 2021/10/08 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Access to resources
● Resource acquisition
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● resourceful
Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Access to resources
● Respect
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● responsible
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Risk taker
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇◇ Code Group
● Role
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Role Models
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa

• Routine
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Satisfied
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• self-acceptance
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• self-discipline
Created: 2021/11/30 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Self employed
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
• Self Employment
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Self reflection
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• SELF- FULFILLMENT
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2022/01/03 by Semukele Mlotshwa
• Sense of accomplishment
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
Groups:
◊ Influencers
• Sharing
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
Groups:
◊ Financial Achievement ◊ Professional autonomy
• Sincere
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• Skills
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Small strides
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Source of Inspiration
Created: 2021/09/24 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Spend time
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Spousal or Partner support
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
• stability
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• staff
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Start
Created: 2021/09/24 by Semukele Mlotshwa, Modified: 2021/09/24 by Semukele Mlotshwa
• Starter
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
• Stress and Conflicts
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
◦ Strong
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa

<ul style="list-style-type: none"> • Supplement income
Created: 2021/11/05 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Financial Achievement
<ul style="list-style-type: none"> • Supplier
Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Access to resources
<ul style="list-style-type: none"> • Support
Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Surpass
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • sustainable
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Financial Achievement
<ul style="list-style-type: none"> • sustainability
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◊ Financial Achievement
<ul style="list-style-type: none"> • Thinking out of the box
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Thinking partner
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> ◦ Time availability
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Time Driven
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Time for Self
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Time management
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
<ul style="list-style-type: none"> • tough
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Training
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Transform
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Trust your instincts
Created: 2021/12/14 by Semukele Mlotshwa, Modified: 2021/12/14 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Trustworthiness
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
<ul style="list-style-type: none"> • Trustworthy
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
Groups:
◊ Market acceptance
<ul style="list-style-type: none"> • Upbringing
Created: 2021/11/05 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa

● value Chain
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Access to resources
● very driven
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● Vision
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
○ Visionary
Created: 2022/01/01 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
● Wealth creation
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Growth
● Well, being
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
● Wife
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa
● Work hours
Created: 2022/01/02 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
● Work life integration
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
● WORK-LIFE BALANCE
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
● working hard
Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
● working with people
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Groups:
◇ Market acceptance
● Worthy
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa

APPENDIX H: SAMPLE CODES GROUPED BY CODE GROUPS

ATLAS.ti Report
Female entrepreneurs in South Africa
Codes grouped by Code groups
Report created by Semukele Mlotshwa on 03 Dec 2022

◇ Access to resources

7 Codes:

• **Availability of resources**

Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa

Used In Documents:

📖 10 Mary 📖 12 Emily 📖 18 Sarah

Quotations:

- 🕒 10:25 ¶ 10, For me, my family comes first, business comes second because they are my people, they depend on me,... in Mary
- 🕒 12:29 ¶ 42, resources available to create certain things for the market, in Emily
- 🕒 12:31 ¶ 42, o be able to have that time and that freedom and the resources to create things and to push it out i... in Emily
- 🕒 18:2 ¶ 5, I couldn't manage at the time. Where we are as a company, we are based in Pretoria as our head offi... in Sarah

Groups:

◇ Access to resources

• **outsource**

Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa

Used In Documents:

📖 13 Ruth

Quotations:

- 🕒 13:6 ¶ 8, let's say I outsource, so they're not my employees but they are outsourced. So, for example, in the... in Ruth
- 🕒 13:7 ¶ 8, marketing, so there is another business that basically does my promotions and marketing and stuff lik... in Ruth

Groups:

◇ Access to resources

• **Partnership**

Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa

Used In Documents:

📖 19 Patricia 📖 22 Sandisiwe 📖 28 Bertha 📖 35 Tessa

Quotations:

- 🕒 19:2 ¶ 2, I'll do more creative things, storytelling, using a lot of visuals, so learning and development but... in Patricia
- 🕒 22:9 ¶ 8, ou walk in a room and are always the youngest one, the Black, so those kind of things that I want to... in Sandisiwe
- 🕒 28:30 ¶ 16, let's work in a partnership and get something going. in Bertha
- 🕒 35:21 ¶ 54, want to be there with everyone else that I'm growing with, my team, my partners, because I know part... in Tessa

Groups:

◇ Access to resources ◇ Growth

• **Resource accumulation**

Created: 2021/10/08 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa


Used In Documents:

📖 1 Fredrick 📖 3 Kava 📖 9 Annika 📖 18 Sarah 📖 33 Fatima 📖 34 Susan

Quotations:

- 🕒 1:11 ¶ 26, accumulating resources, in Fredrick
- 🕒 3:15 ¶ 53, spire to be in control, aspire to have everything on their own and also in Kava
- 🕒 9:13 ¶ 19, Have a stop compliment about 10 people doing different things, and you know turning over a good over... in Annika
- 🕒 18:2 ¶ 5, I couldn't manage at the time. Where we are as a company, we are based in Pretoria as our head offi... in Sarah

<p>🗨️ 33:23 ¶ 42, having the time and the resources available to create certain things for the market, in Fatima</p> <p>🗨️ 34:5 ¶ 6, So I had to be resourceful and take advantage of the opportunities presented to me and as a result i... in Susan</p> <p>🗨️ 34:7 ¶ 6, pathfinder, resourceful and an opportunity seeker in terms, but I also take calculated risks, I want... in Susan</p>
<p>Linked Codes:</p> <p>– is associated with → • FINANCIAL ACHIEVEMENT</p>
<p>Groups:</p> <p>🔗 Access to resources</p>
<p>• resourcefull</p>
<p>Created: 2021/10/18 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Used In Documents:</p> <p>📄 18 Sarah 📄 34 Susan</p>
<p>Quotations:</p> <p>🗨️ 18:2 ¶ 5, I couldn't manage at the time. Where we are as a company, we are based in Pretoria as our head offi... in Sarah</p> <p>🗨️ 34:2 ¶ 6, as well as resourceful. in Susan</p> <p>🗨️ 34:5 ¶ 6, So I had to be resourceful and take advantage of the opportunities presented to me and as a result i... in Susan</p> <p>🗨️ 34:7 ¶ 6, pathfinder, resourceful and an opportunity seeker in terms, but I also take calculated risks, I want... in Susan</p>
<p>Groups:</p> <p>🔗 Access to resources</p>
<p>• Supplier</p>
<p>Created: 2021/10/07 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Used In Documents:</p> <p>📄 12 Emily</p>
<p>Quotations:</p> <p>🗨️ 12:9 ¶ 8, I became a PPE supplier in Emily</p> <p>🗨️ 12:26 ¶ 30, their networks, take note of who they're talking to, who their suppliers are, because you might need... in Emily</p>
<p>Linked Codes:</p> <p>– is associated with → • INFLUENCE OF OTHERS</p>
<p>Groups:</p> <p>🔗 Access to resources</p>
<p>• value Chain</p>
<p>Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Used In Documents:</p> <p>📄 10 Mary 📄 18 Sarah</p>
<p>Quotations:</p> <p>🗨️ 10:20 ¶ 6, So I think it's something that has to filter through the lines of business, my supply chain, everyth... in Mary</p> <p>🗨️ 18:11 ¶ 31, So again I'm also looking at of course organisation [indiscernible] because there should be some rev... in Sarah</p>
<p>Groups:</p> <p>🔗 Access to resources</p>






















 Code Group

6 Codes:









































• **creativity**

Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa

Used In Documents:

 2 Imka  3 Kava  7 Oratile  8 Amahle  9 Annika  10 Mary  11 Joan  12 Emily  13 Ruth  14 Rachel  16 Sonia  17 Elize  19 Patricia  21 Esther  22 Sandisiwe  24 Norma  25 Thandy  26 Emma  28 Bertha  32 Naledi  33 Fatima

Quotations:

-  2:7 ¶ 18, creativity and learning new techniques every now and then and and.I also love working with people. in Imka
-  3:5 ¶ 20, 'm driven, so even those five still apply because that's what my business is centred around, I'm a t... in Kava
-  7:8 ¶ 16, I guess even struggles with Covid, all of us right now feel, the majority of us feel less creative a... in Oratile
-  7:9 ¶ 16, so come up with something that hasn't been done before that can change the trajectory of the profess... in Oratile
-  8:3 ¶ 6, being an entrepreneur is very much about being a creative in Amahle
-  8:5 ¶ 6, so for me, I think the creativity is really big, the freedom is really big and then just the drive,... in Amahle
-  8:7 ¶ 8, so I do want to have that financial stability, I think it's something that's important to me. I thi... in Amahle
-  8:8 ¶ 8, here's so many different consultants who can support you, but I want to have that reputation of bein... in Amahle
-  9:5 ¶ 4, so I started. and open I started an instagram page, where I was literally just posting other people'... in Annika
-  10:6 ¶ 2, or I'll get peanut butter from my mommy in Zim, so when I get it sometimes I can get a 5kg bucket, t... in Mary
-  10:11 ¶ 2, Starting to make a product when you are five years old, 20 years later, you can imagine the amount of... in Mary
-  11:1 ¶ 4, would be considered a creative entrepreneur, so I would make things for the public, I don't provide... in Joan
-  11:10 ¶ 8, the other thing I did, I created sort of like a mobile service, so they didn't come to me, I would go... in Joan
-  11:13 ¶ 12, I think everybody has some kind of creativity, you've just got to dive in there, into the idea that... in Joan
-  12:1 ¶ 4, creative entrepreneur in Emily
-  12:10 ¶ 8, In 2018 I started another business called Poppy Said, I still have it and I created a clutch bag ven... in Emily
-  12:12 ¶ 12, o definitely creativity is another one, some people think they're not creative, that's not true, I t... in Emily
-  13:4 ¶ 4, it wasn't good, and I looked in the market for products that could assist with post-partum recovery... in Ruth
-  14:2 ¶ 10, As an entrepreneur, without the help of my husband to adjust during this time, he's really made me l... in Rachel
-  16:1 ¶ 92, ike the creativity, in Sonia
-  17:8 ¶ 12, I want my businesses to really grow and be able to put other women on, I want to be able to hire wom... in Elize
-  19:1 ¶ 2, and I started it full time as a business owner in April 2019, so it would be just over two years tha... in Patricia
-  21:11 ¶ 15, was also trying other avenues, not just transport, I'm like, if I try farming or these other prescho... in Esther
-  21:13 ¶ 15, Even if I'm getting weary, I always think of my kids and like, I have to work hard for them, I have... in Esther
-  21:19 ¶ 27, So you have to start somewhere. You don't just wait for this big lump sum of money to start, you ha... in Esther
-  22:4 ¶ 4, so from the sense of just creating jobs, that's the first thing, in Sandisiwe
-  22:14 ¶ 10, So it's been difficult as a mother because the kids come home from school, mom, what's for lunch, yo... in Sandisiwe
-  24:11 ¶ 12, ou know, because I love what I do, and I enjoy looking at these women when they're done with their n... in Norma
-  25:1 ¶ 2, it was very clear that we were going to end up in this type of business because we have always been... in Thandy
-  25:8 ¶ 8, You know what, it's very, very difficult but I've had to put a system in place, particularly when I'... in Thandy
-  26:2 ¶ 2, At one point I was also doing business cards. I think with the business cards I stopped when one of... in Emma
-  26:3 ¶ 2, So that was my driver, to be an entrepreneur, to do something that I'm not doing on an everyday bas... in Emma
-  28:19 ¶ 10, creative thinker with continuous improvement, so we constantly look at what we can do better, how to... in Bertha
-  28:31 ¶ 18, Success to me means health. Health and having family, still being able to have a plate of food, bei... in Bertha
-  32:1 ¶ 4, creative entrepreneur, in Naledi
-  33:1 ¶ 4, creative entrepreneur in Fatima
-  33:4 ¶ 6, so I gave up the business for a bit to be with them but obviously as a creative you get itchy and yo... in Fatima
-  33:6 ¶ 8, So that's where the service part came in. The other thing I did, I created sort of like a mobile se... in Fatima
-  33:9 ¶ 12, So definitely creativity is another one, some people think they're not creative, that's not true, l... in Fatima
-  33:22 ¶ 42, time and the space to be creative in Fatima

Linked Codes:

– is part of → • CONTROL ASPIRATION

Groups:

<p>Code Group Creative</p>
<p>Doer</p>
<p>Created: 2021/11/15 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa</p>
<p>Used In Documents:</p> <p>3 Kava 10 Mary 31 Maria</p>
<p>Quotations:</p> <p>3:7 ¶ 26, es, I think we are doers, we don't just talk. For example, if I can use a metaphor, I don't like wi... in Kava</p> <p>10:11 ¶ 2, Starting to make a product when you are five years old, 20 years later, you can imagine the amount of... in Mary</p> <p>31:11 ¶ 4, So I don't want people to then run ahead of me and say that the next one will be this, if you do thi... in Maria</p>
<p>Groups:</p> <p>Code Group</p>
<p>Independence</p>
<p>Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa</p>
<p>Used In Documents:</p> <p>1 Fredrick 2 Imka 3 Kava 4 Lerato 6 Mieke 7 Oratile 22 Sandisiwe 24 Norma 28 Bertha 35 Tessa</p>
<p>Quotations:</p> <p>1:15 ¶ 32, freedom, the self fulfilment that I can do this, that's another way, most people they don't look for... in Fredrick</p> <p>2:15 ¶ 44, independence to me if I can be fully independent and be able to do things for myself, you know.I in Imka</p> <p>2:16 ¶ 44, financially independent in Imka</p> <p>3:15 ¶ 53, spire to be in control, aspire to have everything on their own and also in Kava</p> <p>4:8 ¶ 24, and I would love to have enough in my fridge, I'd love to have enough to educate my children, I'd lo... in Lerato</p> <p>6:15 ¶ 32, also if I can pay all my bills and I can go on holiday, that's also success. in Mieke</p> <p>7:11 ¶ 22, have the capacity and the power to draw money to yourself, in Oratile</p> <p>22:6 ¶ 8, personal financial freedom. I want to be in a position where I'm financially free, irrespective of... in Sandisiwe</p> <p>24:1 ¶ 4, independent woman, financially, so that I will be able to do other things, for instance, increase my... in Norma</p> <p>28:31 ¶ 18, Success to me means health. Health and having family, still being able to have a plate of food, bei... in Bertha</p> <p>35:34 ¶ 100, uccess to me would mean being with my kids when I want to be with my kids, not coming to work when I... in Tessa</p>
<p>Linked Codes:</p> <p>– is associated with → FINANCIAL ACHIEVEMENT</p> <p>– is associated with → GROWTH</p>
<p>Groups:</p> <p>Code Group</p>
<p>PARTICIPATIVE</p>
<p>Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2022/01/01 by Semukele Mlotshwa</p>
<p>Used In Documents:</p> <p>9 Annika 10 Mary 13 Ruth 18 Sarah 19 Patricia 28 Bertha 29 Connie</p>
<p>Quotations:</p> <p>9:8 ¶ 8, But I still find that there's more things that i'm still learning on the job that i'm like cool you... in Annika</p> <p>10:11 ¶ 2, Starting to make a product when you are five years old, 20 years later, you can imagine the amount of... in Mary</p> <p>13:10 ¶ 14, participative in a way because my natural disposition is that of a teacher, so for my legal business... in Ruth</p> <p>18:9 ¶ 31, First and foremost in want to grow because honestly speaking I won't say I know it. I was never in... in Sarah</p> <p>19:2 ¶ 2, I'll do more creative things, storytelling, using a lot of visuals, so learning and development but... in Patricia</p> <p>28:11 ¶ 8, fighter, participative, relational and I've become very much a man. I'm not really a sex change or... in Bertha</p> <p>29:5 ¶ 10, For my line of work it's recruitment services so we basically offer a service to our client in terms... in Connie</p>
<p>Linked Codes:</p> <p>← is associated with – Action Oriented</p> <p>← is associated with – Connected</p>

← is associated with – ● Empowering
– is part of → ● ENTREPRENEURIAL IDENTITY
← is associated with – ● Ethics
← is associated with – ● Leading by example
← is associated with – ● Provide opportunities
← is associated with – ● Sense of accomplishment
← is associated with – ● Sharing

Groups:

◇◇ Code Group

● Problem solver

Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa

Used In Documents:

📄 4 Lerato 📄 9 Annika 📄 11 Joan 📄 13 Ruth 📄 20 Brenda 📄 26 Emma 📄 29 Connie 📄 30 Elizabeth 📄 35 Tessa

Quotations:

🗨️ 4:5 ¶ 18, a problem solver means most of the time when I face a challenge, I always think about solving it rat... in Lerato
🗨️ 9:8 ¶ 8, But I still find that there's more things that i'm still learning on the job that i'm like cool you... in Annika
🗨️ 11:17 ¶ 14, Sometimes thinking out of the box, you come up with a solution to the problem that you or someone is... in Joan
🗨️ 13:12 ¶ 16, learning and from my personality, I'm someone who is drawn to trying to solve problems. I don't nec... in Ruth
🗨️ 13:13 ¶ 16, I am someone who loves solving problems, who sees gaps, who sees issues. Just the other day I was ta... in Ruth
🗨️ 13:14 ¶ 16, I am drawn to solving problems to the best of my abilities. I do get a bit wound up sometimes, but... in Ruth
🗨️ 20:2 ¶ 4, I've studied many things along my journey but in brief and in terms of profession, I am a certified... in Brenda
🗨️ 26:5 ¶ 4, I feel sometimes we take this professionalism thing and it becomes an impossible thing, where it bec... in Emma
🗨️ 26:8 ¶ 10, dentity, and I feel my identity can be more than just the whole, ooh, I'm a female entrepreneur. I... in Emma
🗨️ 29:6 ¶ 14, Obviously the thing is that when you have problems, you have to be very strategic about it, you can'... in Connie
🗨️ 30:7 ¶ 10, am a problem solver. I think if anything I'm a very good problem solver. I would say that just how... in Elizabeth
🗨️ 35:11 ¶ 36, problem solver in Tessa

Linked Codes:

– is part of → ● CREATIVE

Groups:

◇◇ Code Group

● Risk taker

Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa

Used In Documents:

📄 6 Mieke

Quotations:






































🗨️ 6:1 ¶ 4, I'm a risk take in Mieke

Linked Codes:















– is part of → ● CREATIVE

Groups :

◇◇ Code Group

 Control
8 Codes :
● CONTROL ASPIRATION
Created: 2021/09/25 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
Used In Documents:
 2 Imka  3 Kava  4 Lerato  9 Annika  14 Rachel  15 Harriet  17 Elize  22 Sandisiwe  25 Thandy  31 Maria  35 Tessa
Quotations:
<p> 2:9 ¶ 26, in a position where i'm in control of my own decisions this business is at the place where I can lea... in Imka</p> <p> 3:5 ¶ 20, 'm driven, so even those five still apply because that's what my business is centred around, I'm a t... in Kava</p> <p> 3:15 ¶ 53, spire to be in control, aspire to have everything on their own and also in Kava</p> <p> 4:17 ¶ 38, it's very important for a female to really have control over all aspects of the business, so at least... in Lerato</p> <p> 9:7 ¶ 6 – 7, ou know the product cost it, and so I actually ended up losing money in that project, but as my... in Annika</p> <p> 9:8 ¶ 8, But I still find that there's more things that i'm still learning on the job that i'm like cool you... in Annika</p> <p> 9:11 ¶ 15, can talk, you can I can sell a good story, let me tell you I can sell a very good story, I can sell... in Annika</p> <p> 9:13 ¶ 19, Have a stop compliment about 10 people doing different things, and you know turning over a good over... in Annika</p> <p> 9:18 ¶ 40 – 48, Respondent : Yesterday I didn't do anything I literally just relaxed so it's being it's saying... in Annika</p> <p> 14:2 ¶ 10, As an entrepreneur, without the help of my husband to adjust during this time, he's really made me l... in Rachel</p> <p> 15:8 ¶ 207, entrepreneurs you work, seven days a week, you work all the time. in Harriet</p> <p> 17:10 ¶ 16, Success to me means if you can be even one percent a better version of yourself tomorrow than you we... in Elize</p> <p> 17:12 ¶ 20, I personally meditate, I do a lot of meditation because I struggled terribly with anxiety in the pas... in Elize</p> <p> 22:13 ¶ 10, wonder if I would ... because a challenge is that you're not able to contribute to the household final... in Sandisiwe</p> <p> 25:6 ¶ 4, but I think sometimes you are brave enough to just follow your heart, things just fall into place, b... in Thandy</p> <p> 31:29 ¶ 20, So being confident in knowing that you can and if you can't, try find somebody else who can help you... in Maria</p> <p> 35:26 ¶ 86, controlling everything but not to that extent. I believe together not in oneness, togetherness, we... in Tessa</p>
Linked Codes:
<p>← is part of – ● Careers</p> <p>← is part of – ● creativity</p> <p>– is part of → ● ENTREPRENEURIAL ASPIRATION</p> <p>← is part of – ● Experience</p> <p>← is part of – ● Ownership</p> <p>← is part of – ● Power</p> <p>← is part of – ● Proactive</p> <p>← is part of – ● Product Knowledge</p> <p>← is part of – ● Quality</p> <p>← is part of – ● Skills</p> <p>← is part of – ● Time management</p>
Groups:
 Control  Creative
● Legacy
Created: 2021/10/22 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Used In Documents:
 10 Mary  18 Sarah  21 Esther
Quotations:
<p> 10:31 ¶ 13, we have a separate division that evaluates youngsters with special needs. Teachers who are unable to... in Mary</p> <p> 18:12 ¶ 33, I do feel like a zombie simply because if you run a company, in reality you find that we don't even... in Sarah</p> <p> 21:13 ¶ 15, Even if I'm getting weary, I always think of my kids and like, I have to work hard for them, I have... in Esther</p>
Linked Codes:
– is associated with → ● FINANCIAL ACHIEVEMENT
Groups:

◊ Control
• Make contribution
Created: 2021/11/04 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
Used In Documents:
📖 10 Mary 📖 18 Sarah 📖 25 Thandy 📖 28 Bertha 📖 31 Maria
Quotations:
<p>🗣️ 10:31 ¶ 13, we have a separate division that evaluates youngsters with special needs. Teachers who are unable to... in Mary</p> <p>🗣️ 18:11 ¶ 31, So again I'm also looking at of course organisation [indiscernible] because there should be some rev... in Sarah</p> <p>🗣️ 25:9 ¶ 8, Sometimes, because woman are nurturers, sometimes as women you want to nurture people, you know, lik... in Thandy</p> <p>🗣️ 28:15 ¶ 8, o, yes, but it's still very good, especially people like to run government down but in my instance t... in Bertha</p> <p>🗣️ 28:31 ¶ 18, Success to me means health. Health and having family, still being able to have a plate of food, bei... in Bertha</p> <p>🗣️ 31:29 ¶ 20, So being confident in knowing that you can and if you can't, try find somebody else who can help you... in Maria</p> <p>🗣️ 31:30 ¶ 20, You tried something that somebody else was too scared to try, so really be kind to yourself and alwa... in Maria</p>
Linked Codes:
– is associated with → • FINANCIAL ACHIEVEMENT
Groups:
◊ Control ◊ Financial Achievement ◊ Growth
• New clients
Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
Used In Documents:
📖 19 Patricia 📖 26 Emma
Quotations:
<p>🗣️ 19:4 ¶ 6, I'm just always pushing, always thinking of new products, new clients, new ways of running things. in Patricia</p> <p>🗣️ 26:9 ¶ 16, would say possibly there is an aspect ... I've got days were depending on the client you sort of unde... in Emma</p> <p>🗣️ 26:10 ¶ 16, I would say possibly there is an aspect ... I've got days were depending on the client you sort of un... in Emma</p>
Linked Codes:
– is associated with → • INFLUENCE OF OTHERS
Groups:
◊ Control
• Own
Created: 2021/12/02 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Used In Documents:
📖 10 Mary
Quotations:
<p>🗣️ 10:4 ¶ 2, I really wanted to try something of my own, but for me to skill up and to grow I need to start low... in Mary</p> <p>🗣️ 10:9 ¶ 2, When we hit, I think about 100 jars, that's when we realised that no man, we are sitting on somethin... in Mary</p> <p>🗣️ 10:11 ¶ 2, Starting to make a product when you are five years old, 20 years later, you can imagine the amount of... in Mary</p>
Groups:
◊ Control
• Part owner

Created: 2021/12/13 by Semukele Mlotshwa, Modified: 2021/12/13 by Semukele Mlotshwa
Used In Documents:  19 Patricia
Quotations:  19:2 ¶ 2, I'll do more creative things, storytelling, using a lot of visuals, so learning and development but... in Patricia
Groups:  Control
• Product Knowledge
Created: 2021/09/26 by Semukele Mlotshwa, Modified: 2022/01/02 by Semukele Mlotshwa
Used In Documents:  5 Luan  9 Annika  10 Mary  11 Joan  14 Rachel  20 Brenda  23 PFE23.doc  26 Emma  31 Maria  33 Fatima  35 Tessa