

A CASE STUDY REGARDING WOMEN ENTREPRENEURS: THE CASE OF NAZİRE COŐKUN¹

Kadın Giriřimciliğine Yönelik Bir Vaka Analizi: Nazire Coőkun Örneęi

ABSTRACT

Since the 2000s, entrepreneurship has become increasingly important in Turkey and women's participation in business life has increased. It can be stated that since 2010, research on entrepreneurship education has increased and entrepreneurship education has been organized on a national scale in Turkey at every area by various institutions and organizations. The fact that women participate in these trainings at almost the same rate as men shows that women entrepreneurship is gradually developing in Turkey. In this study, a case study is conducted on the factors affecting women's entrepreneurship. In the study, firstly the concept of entrepreneurship is explained and then a detailed conceptual framework for the concept of women's entrepreneurship is presented. Qualitative research method is used as research method. A case study and interview on women's entrepreneurship is carried out with Nazire Coőkun who is an entrepreneur in the food industry using a semi-structured interview form. The findings obtained from the interview are interpreted and categorized and discussed in the conclusion section.

Keywords: Entrepreneurship, Women Entrepreneur, Entrepreneurship Qualities, Qualitative Research, Interview.

ÖZET

2000'li yıllardan itibaren Türkiyede girişimcilik giderek önem kazanmış ve kadınların iş hayatına katılımı artmıştır. 2010 yılından itibaren ise girişimcilik eğitime olan arařtırmaların arttığı ve çeşitli kurumlar ve kuruluşlar tarafından Türkiyede her bölgede ulusal ölçekte girişimcilik eğitimlerinin geniş çaplı olarak düzenlendięi ifade edilebilir. Bu eğitimlere kadınların erkeklerle hemen hemen aynı oranda katılım göstermesi kadın girişimcilięin Türkiyede giderek geliştięini göstermektedir. Bu çalışmada kadın girişimcilięi üzerinde etkili faktörlere yönelik bir vaka analizi gerçekleştirilmektedir. Çalışmada öncelikle girişimcilik kavramı açıklanmakta ve ardından kadın girişimcilięi kavramına ilişkin detaylı bir kavramsal çerçeve ortaya konulmaktadır. Arařtırma yöntemi olarak nitel arařtırma yöntemi kullanılmaktadır. Yarı yapılandırılmış bir görüşme formu ile kadın girişimcilięine ilişkin bir vaka analizi ve mülakat gerçekleştirilmektedir. Görüşme ile elde edilen bulgular yorumlanarak kategorize edilmekte ve sonuç bölümünde tartışılmaktadır.

Anahtar Kelimeler: Giriřimcilik, Kadın Giriřimci, Giriřimcilik Özellikleri, Nitel Arařtırma, Mülakat.

Aynur Tuna YAVAŐ
mmaynurtuna@gmail.com
ORCID: 0000-0002-0520-1798

Erdal AYDIN
erdalaydin@comu.edu.tr
ORCID: 0000-0001-7644-831X

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1. INTRODUCTION

Although business science does not have as long a history as natural sciences or mathematics with its current paradigms, the concepts it contains have been in our civilization since the beginning of human history. Since ancient times, people have been organizing, working together and striving to achieve the goals they have set. Today's current scientific methods also provide the opportunity to evaluate these efforts from a systematic and objective point of view. It would not be wrong to say that entrepreneurship is one of the focal points of development when approached from a scientific point of view to business and economy. The way to develop the individual, local, national and even global economy is enterprise. Even in the basic definition of the business and the fundamental factors of production, the entrepreneur as the "risk taker" has taken its place in the first pages of almost every business science book. One of the key drivers of risk taking, job creation and value creation is entrepreneurship.

In today's changing world, entrepreneurship is also affected by new concepts that enter our lives. An important change is the participation of women in business life. At the global level, women's participation in business life in the 20th century continues to accelerate in the 21st century. Statistics show that the number of women who owned a business has risen from 402.000 (1972) to 12.300.000 (2023) in the last 50 years and 43% of entrepreneurs worldwide are female (Indah, 2023:1). This change in the last 100 years has revealed the concept of "women's entrepreneurship" in the field of entrepreneurship, and academic research has focused on examining and explaining the concept of women entrepreneurship and practices in the business world. This study is important in terms of examining women's entrepreneurship, which is the leading factor in the changes in business science.

The main purpose of the study is to examine the effective factors in the success of women's entrepreneurship. For this purpose, an exploratory research on the effect of these factors on success was designed by interviewing a successful female entrepreneur with a qualitative analysis method. Although a qualitative study has limitations in terms of generalizability, it presents exploratory original findings. Evaluation of a successful entrepreneur in the light of the information regarding different theoretical perspectives will contribute to the literature.

2. CONCEPTS OF ENTREPRENEUR AND ENTREPRENEURSHIP

As a general definition entrepreneurs are individuals who establish a new firm or other economic organization or at least start an economic activity that they will carry out as a beginning (Baumol, 2007: 2).

The term "entrepreneur" is understood in this sense as someone who undertakes a business venture that is at personal financial risk. He may also be the manager who provides the capital to the business, assumes the risk and controls the day-to-day operations. Therefore, while the entrepreneur seems to take on the characteristics of the economic role and function seen in his definitions, the concept of "enterprise" emphasizes projects that are particularly daring or dangerous. For this reason, entrepreneurs are individuals with a courageous, creative and initiative and adventurous spirit (Chell, 2007: 7)

Baurnol (2007) stated that entrepreneurs come from different structures, work in different ways, and therefore, their activities have different consequences for the economy, to facilitate discussions about the definitions of entrepreneurs. Therefore, he made two simple classifications to the concept of entrepreneur. The first of these is "repetitive" entrepreneurs and the other is "innovative" entrepreneurs.

An repetitive entrepreneur is someone who organizes a diverse venture that has been started many times before and many other examples are now available, for example a new retail shoe shop or other limousine service. Repetitive entrepreneurship has proven its effectiveness as a way out of poverty. The innovative entrepreneur, as the name suggests, does something that hasn't been done before. They may market a new product or to take advantage of its intellectual property, specifications for new products, new manufacturing processes they can sell licenses to other firms. But they can also innovate in other ways, for example recognizing new uses for an old product or a new and more efficient way of organizing a new market or firm for that product. Indeed, it should be noted in advance that the options available to the innovative entrepreneur are much wider than that. This is important because innovative entrepreneurs are key to economic growth, because it is they who make effective use of invention, rather than repetitive entrepreneurs,. Without innovative entrepreneurs, innovations that promised rapid economic growth were left to weaken. But such an outcome can only be avoided when the dominant economic forces provide incentives for innovative entrepreneurs to undertake the necessary activities.

An entrepreneurial behavior model includes the following five forms of activity, as well as technological developments (Ripsas, 1998: 107)

1. It can be in the form of launching a new product that consumers have not yet encountered, or it can be in the form of presenting an existing product with a renewed quality.
2. It can enable the use of a new production method, even if it is not yet tested in the production phase, that is, it is not based on a new scientific discovery in any way. Or it can implement a new use of an existing production method.
3. It can open a new market. The aforementioned market may be a market that a certain production branch has not entered before, or it may be entered before but abandoned for unknown reasons.
4. The discovery of a new source of supply for these products, regardless of whether sources of raw materials or semi-finished products are available.
5. It is the implementation of a new organization by creating a monopoly position in any industry or disrupting an existing monopoly position.

The entrepreneur can manage with the available resources or seek help from other entrepreneurs and customers when needed. In the venture monetization phase, the entrepreneur can, if necessary, acquire external resources such as venture capital or strategic alliances and create or acquire complementary dynamic capabilities (Mishra and Zachary, 2015: 251-252).

Choosing to be a self-employed entrepreneur who starts, organizes, manages and takes responsibility for a business is a personal challenge for the individual. Entrepreneurs are someone who directly benefits from the potential success of the business while accepting the personal financial risks that come with owning a business. Being an entrepreneur can be seen as a career choice that has a lot of deterrence, due to the uncertainties that a person will experience in the process of creating a new company, the obstacles to be confused in many issues, the failures emphasizing that he should not give up, and the many difficulties he will face in his daily life and work environment full of disappointments (Segal). et al., 2005: 42-43).

There are different opinions about the personality traits that entrepreneurs have. In general, it can be said that entrepreneurs are innovative, risk-taking, change-oriented, focused on opportunities and

creative. In addition to all these, entrepreneurs have features such as advanced communication skills, proactivity, conscientiousness, high achievement motivation and persistence in their decisions (Bozkurt et al., 2012: 233). In addition, other important characteristics of entrepreneurs in successful companies are that they work long hours, make personal investments in the company, and have good communication with the environment and employees. Moreover, successful firms are those started with ambitious goals. The entrepreneurs of these companies are people who have a clear and broad perspective and have a vision (Islam et al., 2011: 290).

Entrepreneurship and entrepreneurial concepts have been extensively studied in economics and management research in recent years. In society, entrepreneurship is seen as an activity with high esteem. With this perspective, entrepreneurs are praised for their contributions to society. Entrepreneurs' job creation, creating a good competitive environment, contributing to economic growth, being a chance for people who have difficulty in finding a job, and finally their effects on innovation are frequently on the agenda. These potential benefits to society have sparked not only academic but also political interest in the subject, and have led many politicians in the political arena to develop policies to encourage entrepreneurship. Many governments in developed countries spend significant amounts of money to promote entrepreneurship. Policies to encourage entrepreneurship can be listed as education, access to finance, access to job transfer opportunities, reducing the fear of punishment for failure or alleviating excessively heavy administrative processes to prepare people for entrepreneurial careers. The role of entrepreneurship as a decisive influence in the development of these policy measures is clearly seen as positive (Block et al., 2017: 61-62).

Entrepreneurship is important in the country's economy by contributing to economic and social developments. It can be said that there are two important functions of entrepreneurship as a function of entrepreneurship and the social function of entrepreneurship (Bozkurt et al., 2012: 233-234). The first step is to increase employment and welfare in the contribution of entrepreneurship to economic growth. This contribution accelerates economic growth. The content and contributions of the economic function of entrepreneurship can be listed as follows.

Contribution of entrepreneurship in the economic field are:

- Entrepreneurship provides expansion of employment volume to prevent unemployment.
- Entrepreneurship helps to accelerate economic growth.
- Entrepreneurship supports the formation of new industries.
- Entrepreneurship takes the lead in raising the welfare level, because it helps to strengthen the middle class and spread the welfare level to a wide social base.
- Entrepreneurship plays a functional role in eliminating or reducing the differences between regional development levels.
- The functions of entrepreneurship in the social field can be listed as the following items:
- Entrepreneurship contributes to the transformation of technological inventions into innovative products or services for the benefit of society.
- Entrepreneurship is a pioneer in creating value.
- Entrepreneurship takes part in the introductory phase of a changer/innovative process that may occur in the social structure.

- All societies have a functional duty in the process of change and development in terms of taking risks, being innovative and pioneering.

3. WOMEN ENTREPRENEURSHIP

When evaluated globally, it is seen that the participation of women in business life, together with cultural, social and economic developments, varies according to the country and sector (Öğüt, 2006: 57). It is becoming important to better understand the needs and motivations of women entrepreneurs and to use their full potential. On the basis of separating women's place on the basis of entrepreneurship and the formation of a separate conceptual framework as "women entrepreneur", it is due to the fact that women face much more difficulties and obstacles in business life than men, both in entrepreneurship and management (Keskin, 2014: 72).

Women's entrepreneurship, which can be specified as one of the special areas of women's employment, gained importance in Turkey after the 1980s with development strategies (Kutukiz and Özden, 2018: 353). There are various differences of opinion in the literature depending on the size of the business or the person who established it as the 1st generation or the person who took over as the 2nd generation (Balaban and Özdemir, 2013:114).

Many studies have shown that the work environment is generally unsatisfactory for women, despite government support. The biggest obstacle faced by a woman entrepreneur is lack of knowledge, lack of supportive networks, lack of self-confidence, cultural barriers as well as lack of knowledge and limitations. To take advantage of new opportunities, it is necessary to start a new business or revive an existing business. The policy and institutional framework for the development of entrepreneurial skills, the provision of vocational education and training, and the economic empowerment of women have broadened the horizons of women entrepreneurs (Mathur, et al., 2019: 958).

Although entrepreneurship activities for men are at the forefront globally today, when the GEM 2022-2023 report is examined, it is seen that female entrepreneurship is at a higher level than men in Qatar, Indonesia, Togo and Poland (GEM, 2022: 87). In the entrepreneurship training reports published by KOSGEB, it is seen that women entrepreneurs participating in the trainings are higher in various years in various provinces (KOSGEB, 2020). The first point where women entrepreneurs differ is stated as the sector in which they operate, for example, while men are concentrated in sectors such as manufacturing and construction, women are concentrated in service and trade sectors (Özen Kutanis and Karakira, 2013:18).

Although there are common problems faced by women and men entrepreneurs, factors such as family and business life, considering the place of women in society, impose more responsibilities on women and cause women to face different problems (Kutukiz and Özden, 2018: 351).

The reasons that push people towards entrepreneurship in general are stated as creating employment opportunities for themselves and their families, contributing to local and national development, obtaining financial income, achieving higher welfare, producing solutions, a free and independent life, and getting rid of career obstacles (Gül, 2013). :53).

One of the factors that differentiate women entrepreneurs is the reason for being an entrepreneur. While male entrepreneurs start entrepreneurship with the motivation to take control of their own future, women start initiatives due to the need for freedom and success, and the prevention of their careers

as employees (Özen Kutanis and Karakira, 2013:18-19). In addition, there are push and pull factors for women to become entrepreneurs. The factors that push entrepreneurship refer to the factors that compel women to entrepreneurship, and the pull factors refer to the factors that make entrepreneurship attractive. The most important one among the pushing factors globally is the need to earn income (Keskin, 2014:74). While the factors that push women to entrepreneurship are stated as mobbing, discrimination and incompetent managers, the pulling factors are stated as the desire to be independent and free, and the possibility of self-realization. In addition to these, economic freedom and economic income are also stated among the reasons for women to be entrepreneurs (Özen Kutanis and Karakira, 2013:19).

When examined in this context, it is not possible to talk about a basic factor that pushes women to become entrepreneurs. While there are many external factors such as social environment, geography, culture and country conditions, state support, many internal factors such as status and need for self-realization, support and role model also create an impact (Keskin, 2014: 74-76).

4. METHODOLOGY

In line with the research purpose, a qualitative research was designed to examine the factors affecting a successful women entrepreneur. Case studies are a distinctive approach used in research (Büyüköztürk et al. 2012:21). Qualitative studies (Büyüköztürk et al. 2012:21), which can be used to examine the details that make up an event, to bring potential explanations and to evaluate the event, will provide more detailed findings regarding the research problem.

Qualitative research focuses on the characteristics of an event rather than its occurrence frequency (Büyüköztürk et al. 2012:234). In this context, qualitative research methods as an exploratory research to evaluate the impact of entrepreneurship education and social media on the success of women entrepreneurs are suitable for use in the study.

4.1. Case And Data Collection Tool

For the purpose of collecting data regarding the purpose of the research, the sample was first determined. Successful women entrepreneurs are identified and listed. The selection criteria for the sample is the successful implementation of new business practices and creation of economic growth. And Nazire Coşkun who is one of the partners and managers of a company named “Coşkun Et Mamulleri” which operates in the food industry. The company has a long history and it is one of the largest 500 companies in Turkey (<https://kurumsal.coskunet.com.tr/en/about-us/>) After the determination of the sample, a semi-structured interview form to be used as a data collection tool was created by taking the opinions of the experts and academicians in the field.

First of all, it was found appropriate to collect data on the entrepreneurial characteristics and education of the interviewee, and for this purpose, the following questions were added to the interview form:

- **Can you introduce yourself?**
- **Could you explain your education and studentship?**

Following the questions for definition, the following question was added to the interview form in order to obtain data on the factors affecting the formation of entrepreneurship, as is also included in the literature:

- What are the factors that push you to become an entrepreneur?

After the questions about the factors that make up entrepreneurship, an expression to determine the type of entrepreneur was added to the interview form:

- What kind of manager are you in your relations in the business world (Authoritarian, Participatory, Extremely Democratic)

After the general questions on entrepreneurship, a question about women's entrepreneurship that can be commented on was added to the interview form:

- Can you talk about the advantages and disadvantages of being a senior executive in the business world as a woman?

In order to obtain data on entrepreneurial success, the following statements about success were added to the interview form:

- As someone who has reached this stage in your business life, are there things that you wish you hadn't done, or wished you hadn't done? Is success always the result of the right steps? What do you think about the luck factor?

- What are the aspects that make your brand different and distinguish it from other brands?

- One of the most frequently asked questions about you is how did you combine quality with affordable prices? What is the secret of this?

- On which strategies do you base your struggle against the economic crisis, which took place after the Covid 19 epidemic and affected us deeply as it did all over the world?

- What are the main characteristics that make you successful as a business person?

Following the statements about success, the following statements were added to the interview form in order to obtain data on the effect of entrepreneurship education on success:

- Do you think trade and entrepreneurship is an innate competence? Or can it be earned through training?

- How do you evaluate the importance of the family factor in the business world?

- What kind of impression do young people who have just graduated from university create in your eyes?

Finally, in order to get the opinions of a successful entrepreneur, the following statement was added to the interview form as an open-ended statement:

- Finally, what would you like to say to the young generation who will make their career choice in favor of entrepreneurship?

4.2. Data Collection Process And Analysis

With the determination of the sample and creation of a semi-structured interview form to use as a data collection tool, the data collection phase of the research was started. Considering the time and resource constraints, an interview was conducted with a successful female entrepreneur, and the questions in the data collection tool were directed to her and the answers were recorded and written. By examining the

written data, comparisons were made with the literature, and the answers to the subject were extracted, associated with the conceptual framework and subjected to analysis. In the analysis process, first of all, the data for the following expressions to define the entrepreneur and education were evaluated:

- **Can you introduce yourself?**

- **Could you explain your education and training?**

In the data for these statements, it was determined that the participant was a 3rd generation entrepreneur. It has been observed that the participant gives more value to applied knowledge about the business world rather than theoretical trainings and knowledge and is successful in this direction. Statements leading to this interpretation are given below:

“We, together with my brother , have now taken over the business as 3rd generation family members. In other words, the entrepreneurial spirit spread to us when we were younger, because we have grown up in the factory since we were young. We have grown from the seed.”

“I was not a very diligent student. I am a Behavioral Science graduate. I am a somewhat practical woman. Since I am a practical woman, I have a lot of practice, especially in implementation. Let me put it this way; I like to do business, I like to finish work and I consider myself successful in this regard. Since it is a family experience and experience, I think we can define it as business mind.”

Following the evaluations for the definition, the following statements regarding the factors pushing entrepreneurship were evaluated:

- **What are the factors that push you to become an entrepreneur?**

In the data for these statements, it is concluded that the participant bases his entrepreneurship not on education, but on the family culture he was born into and innate characteristics. Statements leading to this interpretation are given below:

“I don’t know how accurate it would be to say push factors, but I am a woman who was born into this business. In other words, as I have just mentioned since my childhood, we were always inside the factory and we grew up in it. As I said, I attribute the business mind and practice of this business to the innate. In fact, I see it as an innate talent because everyone in our family is engaged in trade and everyone is very successful in their own field. “Business mind” is a will and desire that came to me from childhood, I do it with love and I think that entrepreneurship comes from here.”

After the evaluation of the factors that push entrepreneurship, the data obtained from the following expression for the type of entrepreneur were evaluated:

- **What kind of manager are you in your relations in the business world (Authoritarian, Participatory, Extremely Democratic)**

In the data for this statement, it is observed that the participant is authoritarian. Statements leading to this interpretation are given below:

“Let me put it this way; I am an enough of an authoritative person. I am warm-blooded by nature, but I am a manager with rules. I can communicate a lot with my employees. They can easily knock on my door. As I said, this is due to the warmth and affection I show them. But since they know very well the points that make me angry, they also know very well the places where they should stop. I maintain my warm-blooded attitude towards my employees without ever losing my managerial qualifications.”

After the evaluations to define and determine the entrepreneurship of the participant, the data for the following statement about women's entrepreneurship were evaluated:

- Can you talk about the advantages and disadvantages of being a senior executive in the business world as a woman?

In the data for this statement, it is seen that the participant's perception of disadvantages is constructive. Statements leading to this interpretation are given below:

"Our women generally say: When we work in a high-level position, we are always at a disadvantage, but I do not think that I have experienced such a situation in this institution. That's why I can't give many examples on this subject, but because of people's egos, seeing a woman in high positions can be repulsive to some men and they do not want to work with them. I think there is only one reason for this and that is the jealousy of men! I am one of the advantaged women. I work with around 70-80 male personnel and I clearly feel the respect and love of all of them for me. I think turning it into an advantage is related to the stance of the woman"

The following statements are included in the interview form for evaluating success:

- As someone who has reached this stage in your business life, are there things that you wish you hadn't done, or wished you hadn't done? Is success always the result of the right steps? What do you think about the luck factor?

- What are the aspects that make your brand different and distinguish it from other brands?

- One of the most frequently asked questions about you is how did you combine quality with cheapness? What is the secret of this?

- On which strategies do you base your struggle against the economic crisis, which took place after the Covid 19 epidemic and affected us deeply as it did all over the world?

- What are the main characteristics that make you successful as a business person?

When the data for these statements are evaluated, it is seen that the participant successfully reflects the risk-taking dimension of entrepreneurship. The importance that the participant attaches to experience and business ethics stands out in their statements. In addition, it is seen that the participant is successful in turning the crisis into an opportunity. In addition, it is concluded that "owning the job" and dedication to the job are the basis of success. Statements leading to these evaluations are given below:

"Regret doesn't really fit my lifestyle either."

"I think making mistakes is one of the steps to success. Luck is brought to us by our experiences and our right stance."

"If there is experience and work ethic, success comes by itself. Our difference from other brands is to work with quality materials, experience and the right people. If you work with the right people and have experience, your chances of making mistakes are minimized."

"Covid 19 caused an economic crisis that shook not only Turkey but also the whole world, and most importantly, it was a period in which we experienced a lot of loss of life. We went through the closure process for a while, yes, but in the end people are at home and they have to consume. At the beginning of this process, the food industry, naturally, had a significant increase in demand, perhaps in a way that it has never been before. Because people are always at home, they consume maybe two times more than what they normally

eat, and the demands have increased proportionally in this direction. That's why our factory continued to work at full capacity. The support given by our state at that time was very important for us employers. It has provided us with great convenience both financially and morally. For this reason, I can not say that we have experienced great difficulties. Our production and employment continued without laying off workers. May God never let us experience a time like that again."

"The love and desire for work always lifts the person up. The fact that my co-workers own the job also motivates me in this sense. When I assign a task; I don't like the phrase "this is not my job". Because let me tell you, for 1.5 years, we entered a period of renovation after Covid. Although I am a senior manager, I have never said that this is not my job. I know very well that I take the broom in my hand and clean the dust. I learned this from my family. First of all, you will love your job, you will accept it, I have been living this since my childhood and it makes me very happy to see my business grow"

After the evaluations on entrepreneurial success, the data obtained regarding the effects of entrepreneurship education on success were evaluated:

- Do you think trade and entrepreneurship is an innate competence? Or can it be earned through education?

- How do you evaluate the importance of the family factor in the business world?

- What kind of impression do young people who have just graduated from university create in your eyes?

In the data for these statements, it is seen that family education and personality traits come to the fore. Education, on the other hand, is separated as a complementary and supportive element. It also refers to innate characteristics with participatory characteristics. Another important point about the effect of education is that it provides the opportunity to follow the current. In general, setting big goals in education stands out as a disadvantage. Statements leading to these comments are listed below:

"Actually, since we have been talking from the beginning, we are talking about the family. Trade and entrepreneurship is actually a competence that passes through the genes. It is an event that you have seen from your family and developed with what you have grown. Certainly not without education. The contribution of education is undoubtedly enormous. This adds to the success. In fact, it is essential to know some technical things."

"We have been in the business world since our childhood, but it was not easy, of course, nothing. Because there are incredible differences between old and new. You have to keep up with today's age. I have experienced the differences and difficulties of this and we are still living it. But it's not insurmountable, of course. I can easily adapt the old to the new."

"...when I look at them, I see this; They want to get everything very quickly. Sometimes there are situations such as dislike for the job, I see when I am recruiting staff that I have friends who have adopted the job, but most of them really have their minds elsewhere. They say that I don't like this job or I can't work for this salary, which they say without work experience. I think they need to put in some effort..... However, we have brothers and sisters who are very bright, that we need to win over."

Finally, the data for the following statement added to the form were evaluated in order to receive the participant's comments and suggestions for entrepreneurs:

- Finally, what would you like to say to the young generation who will make their career choice in favor of entrepreneurship?

When the data for this expression is evaluated, it is seen that especially the suggestions of not giving up and taking risks come to the fore. Perseverance and perseverance are particularly emphasized. It is emphasized that risks and mistakes should not be made in vain, but for the purpose of “experience and experience” and lessons should be learned from mistakes and mistakes. In addition, problem solving skills and the ability to evaluate opportunities come to the fore. Statements leading to these evaluations are given below:

“I advise young people to be persistent and persevering first. They will work for success, of course, but they should not be afraid of making mistakes. By doing wrong, they will find the right and learn from their mistakes and achieve success. And so they will have experience. They should not give up, they should not back down, they should try to overcome difficulties. Because a job is not being done with just one person but hundreds of people and they have to create a difference to stand out from among those people. This is why they should never stop striving. They should believe in themselves and ask Allah.”

5. CONCLUSION

Entrepreneurship is one of the cornerstones of development. Every research and progress made in this field makes significant contributions to the progress of human civilization. The evaluation of social media and women's entrepreneurship, which has come to the fore in recent years, is of great importance in this respect.

The research carried out within the scope of the study shows that the family and environment born into entrepreneurship have important effects. This result is in accordance with similar quantitative researches in the field of entrepreneurship which show that family environment has a positive impact on entrepreneurship (Sugianingrat vd. 2020:33; Sandi and Nurhayati, 2019:9). It is understood that education has a supportive effect on entrepreneurship. This result is also similarly in accordance with other entrepreneurship studies (Sugianingrat vd. 2020:33; Sandi and Nurhayati, 2019:9). It is seen that education from the family has a significant effect on issues such as owning the job, not giving up, taking advantage of opportunities, and business ethics. In general entrepreneurship education, it is seen that it is possible to acquire many features, skills and knowledge required for entrepreneurship with different methods. In this direction, there are many trainings to support women entrepreneurs in our country and women entrepreneurs can benefit from these trainings widely.

Perseverance and perseverance suggestions should be emphasized especially for young entrepreneurs. Entrepreneurship is based on taking risks and seizing opportunities. In this context, entrepreneurs should not hesitate to take risks and make mistakes. However, it should be noted that a mistake that is not learned will not be of any use to the entrepreneur.

This research contributes to the literature by confirming the result of similar quantitative studies by examining their hypotheses in a qualitative case. The results and the nature of the study shows that variables such as family, education and environment has an impact on a successful case of women entrepreneurship. In the future research regarding the social media adaptation and women entrepreneurship may focus on different successful cases and examine the factors impacting success in a similar explorative perspective. Since qualitative research methods offer unique finding which can shape the quantitative methods findings of this and similar studies in this field may be applied to quantitative studies in this field.

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