

WOMAN ENTREPRENEURS IN DIFFERENT LIFE STAGES - THE MODEL DEVELOPMENT

Mateja Vadnjal
Agnes d.o.o., Slovenia
mateja.vadnjal@gmail.com

Alenka Bernik Dermol
International School for Social and Business Studies, Slovenia
alenka.dermol@gmail.com

Abstract:

Female entrepreneurs are an important, but not enough recognized and researched group which can contribute to better exploitation of entrepreneurship potential in every country. Despite the fact that the number of women's businesses is growing, female entrepreneurs are still treated discriminatively and with certain prejudices. Programs for female entrepreneurship development are needed based on research of female entrepreneurs as an independent group. In this article we present a model for the research of women's entrepreneurship, which can be used in different environments and in different countries. The model is based on the assumption that entrepreneurs human and social capital vary through different life periods. This is the reason why different assistance programs and incentives should be promoted for entrepreneurs at different stages of life.

Keywords: female entrepreneurship, women entrepreneurs, social capital, life spans, career development phases