



***Towards Women Entrepreneurship Promotion in Algeria;
Analytical Study of the actual situation of women
entrepreneurship during the Period of 2013-2015
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Abstract

This research paper aims at shedding the light on women entrepreneurship in Algeria as a strategic opportunity which could create an added value to the economy and efficiently contribute in the economic and social development. To achieve the research purpose, this present research paper analyzes the actual situation of women entrepreneurship in Algeria which should result in the improvement of this situation in the future. Based on the statistics and data's analysis of women entrepreneurship in Algeria, researchers have made a modest attempt to provide some suggestions and propositions in order to promote women entrepreneurship in Algeria and enhance its role at the Algerian economy.

Keywords:

Entrepreneurship, entrepreneur, women entrepreneurship, Algeria.

ملخص

تهدف هذه الورقة البحثية إلى إلقاء الضوء على المقالة النسوية في الجزائر باعتبارها فرصة إستراتيجية قادرة على خلق قيمة مضافة للاقتصاد الوطني، وتساهم بفعالية في تحقيق التنمية الاقتصادية والاجتماعية.

لتحقيق هدف الدراسة، تقوم هذه الورقة البحثية بتحليل الوضعية الحالية للمقالة النسوية في الجزائر بما يسمح بتحسين وضعية هذه المقاولات في المستقبل.

بناء على تحليل الإحصائيات الخاصة بالمقالة النسوية في الجزائر، قامت الباحثتين بمحاولة متواضعة لتقديم بعض الاقتراحات بهدف ترقية المقالة النسوية وتعزيز دورها في تحسين الاقتصاد الجزائري.

الكلمات المفتاحية: المقالة، المقاول، المقالة النسوية، الجزائر.

I. INTRODUCTION

In the recent years, The business world has witnessed some drastic changes and fast developments that require the necessity for a continuous adaption which has made the countries governments' awareness and taken measurements in economic improvement more progressive. Moreover, governments over the world have given a higher interest to the development of the economic sectors that could create a real added value to the economy and have the potential capacity to contribute at the economic and the social development.

Entrepreneurship is considered as a strategic alternative that has proved its efficacy to improve the whole economy situation and to support the main productive economic sectors in a very changeable and unstable environment. This is due to the results that were achieved by the entrepreneurial activities in different countries.

Furthermore, women entrepreneurship is increasingly known as a modern trend that starts ensuring its important position in the economies of countries, according to the successful entrepreneurial experiences exercised by women entrepreneurs which have showed a positive image about the female ability to create their own jobs and to operate in different sectors that were before only practiced by men, even the modest participation rate reached by women comparing with men.

Algeria has established a multiple programs, plans and policies in order to uphold women entrepreneurship's role and also it has created different agencies to support the creation of new entrepreneurship projects for both men and women.

In addition, the government's choice to encourage the creation of new businesses for men and women in private sector such as SMBs (small and medium businesses) and entrepreneurship activities by arranging a huge amount of financial resources was underpinned by several actual economic and social needs that could be never satisfied by only the big and the public businesses.

On the other hand, statistics indicate that women entrepreneurship in Algeria is still under the estimated rate, and women entrepreneurial activities are less than men entrepreneurial activities. This leads to the research question

What's the actual situation of women entrepreneurship in Algeria? And how could it be promoted?

II. WOMEN ENTREPRENEURSHIP: A REVIEW OF LITERATURE

Woman entrepreneurship has increasingly become one of the most important factors of industry development, value and wealth creation and economic growth improvement; as a necessity in a society where women usually shape a higher rate especially which is related to the progressive rate of the graduated female in different fields.

It's important first to discuss the concept of entrepreneurship before discussing the woman entrepreneurship concept in order to clarify the main ideas we present in this research paper.

Entrepreneurship –the entrepreneurial function- can be conceptualized as the discovery of opportunities and the subsequent creation of new economic activity,

often via the creation of a new organization. (Álvaro Cuervo, p 03, available at: www.uv.es.com/org/dz)

From this definition it appears that entrepreneurship is related to the creation and the discovering of new economic opportunity which results the creation of new organization.

Entrepreneurship can be regarded as "a condition that is one that creates new business in terms of risk taking expected profit. (Eugen BURDUŞ, March 2010, p 36).

This second definition completes the first one by adding new element which is risk with the expectation of future profit.

Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence. (Available at: www.sbaer.edu)

This definition defines entrepreneurship by indicating the necessary resources that it should be arranged in order to create a new entrepreneurial activity, taking into account the monetary rewards, personal satisfaction and the entrepreneur's independence.

According to Joseph A Schumpeter entrepreneurship is essentially a creative activity. (Veerabhadrapa Havinal, 2009, p 106).

This last definition summarizes the concept of entrepreneurship into "an action of doing things in innovative way which shouldn't be done in ordinary way".

From the previous definitions we conclude that entrepreneurship is a concept that is based on three main elements which are; the entrepreneur, the entrepreneurial activity and the entrepreneurial context.

Indeed some researchers have argued that entrepreneurship reflects merely the creation of a new organization and that any individual who starts a new business venture is an entrepreneur; even those that fail to make a profit. (Tommy Torsne, 2008, p 21).

Therefore, Schumpeter's definition equates entrepreneurship with innovation in the business sense; that is identifying market opportunities and using innovative approaches to exploit them.

As it's important to define entrepreneurship it's also important to define the entrepreneur as an economic agent who exercises the entrepreneurship activity.

An Entrepreneur is a person who creates new business, taking risks in achieving the objectives which they propose to make profits and growth by identifying some important opportunities. (Eugen BURDUŞ, March 2010, p 34.35).

An entrepreneur is a businessperson who not only conceives and organizes ventures but also frequently takes risks in doing. (Essential Characteristics of an Entrepreneur, Action on coach business coaching, the word's number 1 business coaching firm, available on www.actioncoach.com)

So, entrepreneur is "a person with leadership, which take risks to exploit certain opportunities, are based more on their forces, develop its strategy based almost entirely by personal interests". (Eugen BURDUŞ, op cit, p-p 34.35.)

Schumpeter defined entrepreneurs as innovators who implement entrepreneurial change within markets, where entrepreneurial change has five manifestations¹ (Tommy Torsne, 2008, p 22).

- the introduction of a new (or improved) good;
- the introduction of a new method of production;
- the opening of a new market;
- the exploitation of a new source of supply; and
- the re-engineering/organization of business management processes.

This characteristics highlights Schumpeter's definition therefore equates entrepreneurship with innovation in the business sense; that is identifying market opportunities and using innovative approaches to exploit them.

Research has revealed several characteristics of entrepreneurs, including (Eugen BURDUŞ, idem.)

- **Confidence in personal abilities**, due to optimism that demonstrate success when targeting, which many times but can also lead to failure;
- **The desire for immediate results**, which causes them to continuously monitor the results, which will confirm whether they have done right or wrong;
- **Preference for a moderate risk**, which means they face no risk in any circumstances, but a calculated risk, but nevertheless in the eyes of others may seem like an impossible goal;
- **Willingness to assume responsibilities**, preferring to control their own resources to achieve their objectives;
- **High energy**, above average, which allows him to make incredible effort needed to start a business, business creation;
- **Vision** to enable the discovery times discovery future opportunities, not to meditate on the successes or failures that have passed;
- **Organizing skills**, which allows entrepreneurs to put together people who carry out certain tasks, to combined so as to implement the vision;
- **The desire to achieve, above money making** entrepreneur motivation is more complex, expressing the first urge to go further, to do for others is impossible, the money represents only a confirmation of success ;
- **High level of commitment**, which makes them hard to work for a company that creates success, removing barriers that seem insurmountable to others;
- **Tolerance of ambiguity**, as an absolute necessity entrepreneurs, who often must make decisions based on uncertain information, or even contradictory;
- **Flexibility**, which is the ability of entrepreneurs to adapt to changing customer demand, is an important characteristic of entrepreneurs.

After, discussing the concept of entrepreneurship and entrepreneur as basic concepts, we move into women entrepreneurship's definition.

"women entrepreneurs are defined as those who use their knowledge and resources to develop or create new business opportunities, who are actively involved in managing their businesses, and own at least 50 per cent of the business and have been in operation for longer than a year". (Muhammad Usama Anwar, Amber Gul Rashid, available at: www.abc-bao.be).

JUMP (Empowering women, Advancing the economy), had adopted in 2010 in Belgium a definition for women entrepreneurship as follow:

“woman entrepreneur is a woman who founded, purchased or got a legacy or created a company and bears all the financial risks, administrative and social responsibilities and participates daily in its current management”. (Le courrier, Quotidien national d’information, Dimanche 23 novembre 2014 – www.lecourrier-dalgerie.com – N°3263 – 11e année, p 04).

So, women entrepreneurship concept has no specific definition; it is usually corresponding with the overall elements of entrepreneurship concept which are the entrepreneur (women), the entrepreneurial activity and the entrepreneurial context.

III. The actual situation of women entrepreneurship in Algeria

In this section, we present and analyse the available latest data of women entrepreneurship in Algeria.

Since 2008, women entrepreneurship in Algeria has realized a progressive rate of 14% as an annual rate according to ANDI (the national agency of investment development) (Le courrier, Quotidien national d’information, Dimanche 23 novembre 2014 – www.lecourrier-dalgerie.com – N°3263 – 11e année, p 04).

The following tables include the actual statistics of women entrepreneurship in Algeria during the period of 2013-2015. (Site Officiel de l’ANGEM, www.angem.dz)

**TABLE 1: THE CLASSIFICATION OF FINANCED PROJECTS BY ANSEJ
ACCORDING TO THE ENTREPRENEUR’S GENDER**

Gender	2013		2014		2015	
	Number of projects	Rate %	Number of projects	Rate %	Number of projects	Rate %
women	3526	8.19	32994	10	35 639	10
Men	39513	91.80	300048	90	321 079	90
Total	43039	100	333042	100	356 718	100

From the data showed in the table above, we find that women participation into entrepreneurship activities according to the financed projects by ANSEJ (the national agency of the young support) has developed from one year to another, but comparing to men participation it appears less than the expected level. This could be more clarified by the following figure

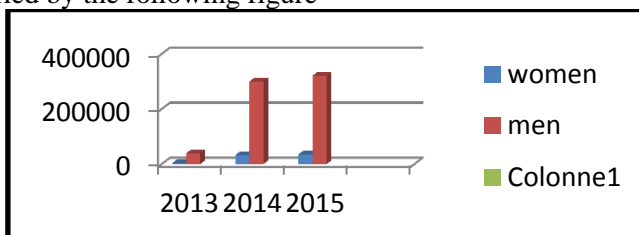
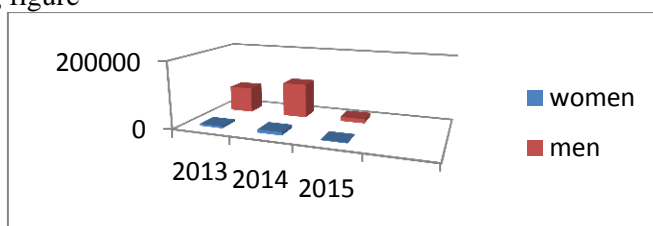


Fig 1 The distribution of financed projects by ANSEJ according to the entrepreneur's gender

TABLE 2: The classification of granted loans by CNAC according to the entrepreneur's gender

Gender	2013		2014		2015	
	Number of granted loans	Rate %	Number of granted loans	Rate %	Number of granted loans	Rate %
women	6163	7.90	9 789	8.56	2397	15.51
Men	78 001	92.10	104576	91.44	13052	84.48
Total	84164	100	114 365	100	15449	100

From the data showed in the table above, we find that women's share from the projects financed by CNAC (the national fund for assurance on unemployment) is very modest with a rate of 8% which indicates a small share for women entrepreneurship activities comparing with men. This could be more clarified by the following figure

**Fig 2 The distribution of granted loans by CNAC according to the entrepreneur's gender****TABLE 3: THE CLASSIFICATION OF GRANTED LOANS BY ANJEM ACCORDING TO THE ENTREPRENEUR'S GENDER**

Gender	2013		2014		2015	
	Number of granted loans	Rate %	Number of granted loans	Rate %	Number of granted	Rate %
Women	306 401	60.68	420971	61,92	476834	62.42
Men	198 561	39.32	258881	38.08	287120	37.58
Total	504 962	100	679852	100	736945	100

From the data showed in the table above, we find that women's share from the projects financed by ANJEM (the national agency of managing the micro-loan) according to the granted loans by this agency is very accepted with a rate of 60% which indicates a higher share for women entrepreneurship activities comparing with men. This could be clarified by the following figures

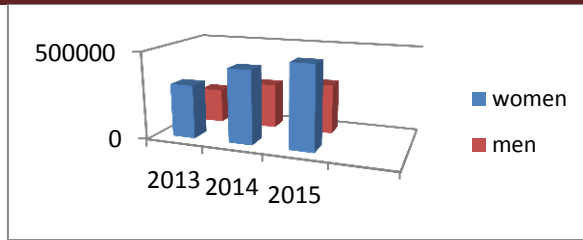


Fig 3 The distribution of granted loans by ANGEM according to the entrepreneur's gender

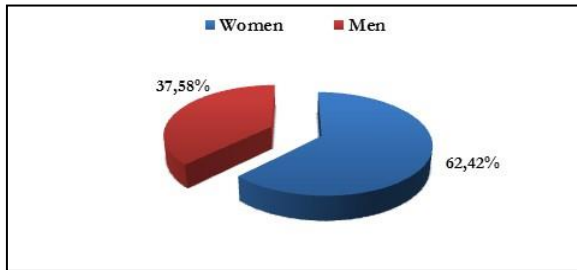


Fig 4 The distribution of granted loans by ANGEM according to the entrepreneur's gender for the year of 2015

According to the last report of ENJEM women entrepreneurship in Algeria has exceeded the rate of 61%. During the period of 2004-2014, ANGEM has financed 653363 micro-activities, and 404723 of these projects were created by women with a rate of 61.74%. (Le courrier, Quotidien national d'information, Dimanche 23 novembre 2014 – www.lecourrier-dalgerie.com – N°3263 – 11e année, p 04).

comparing the number of projects created by women and men in Algeria according to three institution's data (ANSEJ, ANGEM, CNAC), we conclude that women entrepreneurship's share from the financed projects of ANGEM is bigger than the financed projects of ANSEJ and CNAC this results could be explained by the nature of loans which are given by this agency because these loans are prioritized to finance the artisanal activities and micro-projects which attract women from different society parts, especially those who are from rural regions and women who aren't graduated and also women without jobs and those who prefer to create their own projects, and at the same time choose to stay at home.

The Algerian women entrepreneurs represent only 7.4 % from the global number of economic operators, who are subscribed in the commercial register, in Algeria, the rate of women entrepreneurs comparing with men entrepreneurs is still very modest. (Available at: <http://abbinvest.com>)

IV. Women entrepreneurship's promotion in Algeria: Algerian government has established over years different programs, plans and policies to improve the economy and support the main productive economic sectors such as industry, agriculture,, ect, by arranging a huge amount of financial resources for achieving those goals.

Entrepreneurship is one of the most important fields that have the possibility to uphold the Algerian economy if it's well practiced, by both men and women, especially if men and women entrepreneurship become a collaborative force in the economy.

Women entrepreneurship is a kind of entrepreneurship which is exercised by women with a proven potential capacity to increase the augmentation of a country's wealth, to create new work posts, diversifying the industrial textile and improving the whole situation of the economy as a strategic partner to men entrepreneurship in a market that requires the two kinds of entrepreneurship for better economy improvement.

Although the great necessity of women entrepreneurship in the Algerian economy, it's still playing a limited role because of certain barriers that make the women initiatives to join the business market modest. This paper gives some important suggestions that lead to promote the women entrepreneurship in Algeria:

- Provide a healthy investment climate for entrepreneurship in Algeria;
- Create a new way to encourage women entrepreneurship; even policies and investment programs in Algeria are dealing with entrepreneurs, women and men both in an equal way, the women entrepreneurship requires a strong will that pushes women to create their own businesses, especially those who are graduated and have new and innovative ideas that could create an added value to the economy;
- Inform rural women about the possibility to exercise an entrepreneurial activity and to create small production units in the fields they prefer as the artisanal activities;
- Use the successful experiences of women entrepreneurs as an inspiration source for other women who could be a successful women entrepreneurs in the future but they are still not ready to enter the business world and they are still hesitated to be entrepreneurs;
- Develop an entrepreneurial culture in the Algerian society by accompanying the education programs with an entrepreneurship programs that could develop entrepreneurship spirit through pupils and students;
- Encourage entrepreneurship by encouraging outsourcing projects which are based on the creation of small businesses (entrepreneurship activities) as an effective supplier for big business;
- Create a strategic link between the universities, the economic sectors and the different institutions _which support the creation of new businesses_ in order to create a potential opportunities that permit an easier translation of the students' innovative ideas into new realistic projects accordantly to the actual needs of the economy.

V. **CONCLUSION:** This research paper discusses an important topic by analyzing the actual field. Secondly, based on statistics and data of the current situation of women entrepreneurship in Algeria this research paper tried to give a summarized analysis for better understanding the actual situation of women entrepreneurship in Algeria, based on the research analysis researchers have

suggested a number of propositions in order to promote the women entrepreneurship in the future situation of women's entrepreneurship in Algeria. Firstly, according to the theoretical studies and researches, this research paper aimed to clarify the concept of women's entrepreneurship by discussing the main basic concepts in.

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