

Success drivers of women who lead SMEs

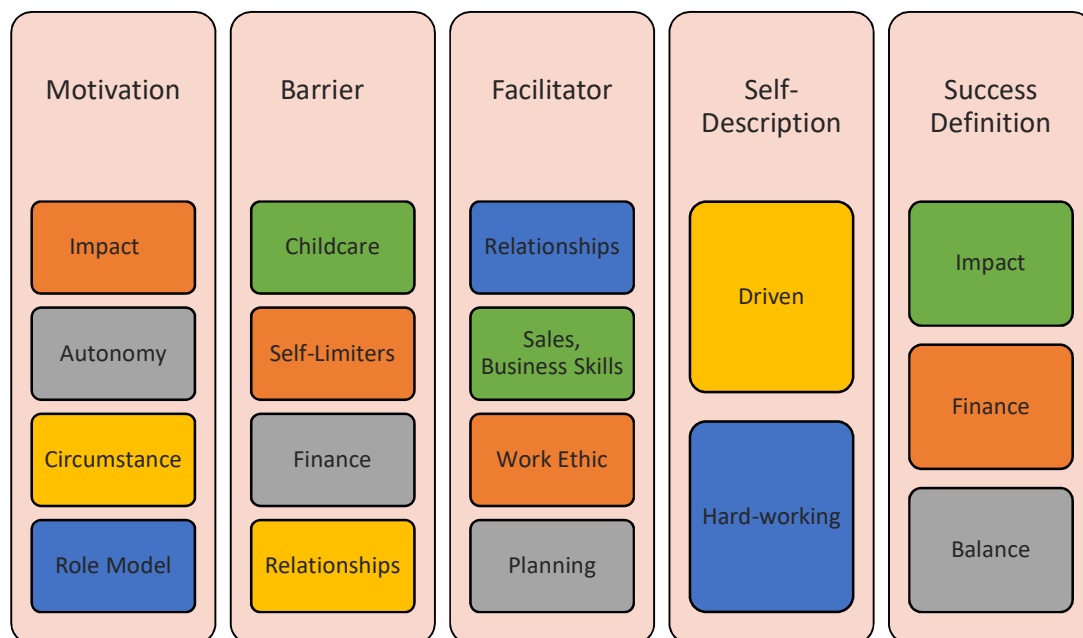
Barriers and Facilitators of success for women who lead SMEs

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Abstract

In this research, we explore how women leaders of small and medium enterprises (SMEs) perceive success, motivation, gender differences, barriers and facilitators of success. Quantitative analysis of the data from ten successful women leaders of SMEs suggest women define success as impact, finance and work-life balance and contrasts with the male view of success focusing on finance and status. Motivating factors for women were the desire to create a positive impact and work to their own schedule. The research findings that childcare, finance, self-belief and relationships were barriers and relationships, work ethic, business acumen, sales and long-term planning were facilitators of success. Our results suggest that women seek to achieve personal and business goals and retain a balance between the two domains.

Figure 1: Research Findings



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