

Analysis of Orientation Motives towards Entrepreneurial Work among Female Graduates of Higher Education Institutions in Algeria: The Case of Female Graduates of Mohamed Esseddiq Ben Yahya University - Jijel.

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Abstract

The present study aims to analyze the motives of orientation towards entrepreneurship among female graduates of the University of Jijel. In order to achieve this goal, a descriptive approach appropriate to the nature of the subject was adopted. In addition, a questionnaire was used as a tool for data collection from a study sample of 185 female students who graduated from the University of Jijel during the previous years. To analyze the collected data statistically, the statistical package for social sciences (SPSS) program was used. The study concluded that the female graduates of the University of Jijel have a great desire to enter the world of entrepreneurship. The results also confirmed that all entrepreneurial motives approved in the study (desire for success, independence, financial incentives, and public service) are highly available to female graduates of the University of Jijel Algeria.

Keywords: *entrepreneurship, entrepreneurial motives, female university graduates, University of Jijel.*

1. Introduction

For a long time, entrepreneurship was predominantly associated with masculinity. Researchers in the field tended to frame entrepreneurial activity in masculine terms, defining traits, motivations, and strategies accordingly. This perspective, rooted in the past, still influences our understanding today. Early views of entrepreneurship were primarily economic, but they also carried a distinctly masculine characterization in

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describing its traits and operations. This matter represents the dominance of the patriarchal system over the field of human activity with which human societies are known for (Fenineche, 2021, p. 35). In this regard, Touraine indicates that "modern society is a male society where men dominate the female pole, which represents inferiority and dependence. Therefore, men are considered active subjects, while women are not" (Touraine, 2006, p. 311)

On this basis, Jennings and Brush make it clear through their study that "The first public journal article on feminist entrepreneurship was in 1976, while the first academic conference was in 2003. They attributed this delay to women being widely uncared for as a distinct group of entrepreneurs in most countries before this time. Moreover, early researchers might have assumed that entrepreneurs - male and female - were essentially the same, and hence what has been learned about men applies equally to women" (Jennings & Brush, 2013, p. 663)

Women's entrepreneurship is crucial for gender equality and economic empowerment. It spans various sectors, creating jobs and driving economic growth. It also plays a vital role in sustainable development, reducing poverty, and strengthening local economies. Supporting women in entrepreneurship is essential for global economic and social progress. Many countries, including Algeria, actively promote women's entrepreneurship through legislative reforms and support mechanisms.

At another level, analyzing the motives behind female graduates' inclination towards entrepreneurship offers valuable insights. It uncovers why some women choose entrepreneurship and innovation over other sectors. Motivations vary; some are passionate about founding their own companies, while others may see it as a secondary option. Understanding these motives can guide efforts to develop the entrepreneurial skills of female graduates and facilitate their integration into the entrepreneurial world. This research is pivotal for the advancement of entrepreneurship worldwide.

1.1. Statement of the Problem: In light of the previous presentation, the problem of the present study can be stated in the following main question: What is the level of availability of entrepreneurial motives among female graduates of the University of Jijel? The following sub-questions fall under the stated problem:

- What is the level of availability of motives for the desire to succeed among female graduates of the University of Jijel?
- What is the level of availability of autonomy motives among female graduates of the University of Jijel?
- What is the level of availability of financial incentive motives among female graduates of the University of Jijel?
- What is the level of availability of public service motives among female graduates of the University of Jijel?

1.2. Hypothesis: In order to answer the problem of the study and its various sub-questions, we departed from the following main hypothesis: Entrepreneurial motives are highly available among female graduates of the University of Jijel. The following sub-hypotheses fall under this hypothesis:

- The desire to succeed is highly motivated among female graduates of the University of Jijel.
- The motivation for autonomy is highly available among female graduates of the University of Jijel.
- The motive of financial incentives is highly available among female graduates of the University of Jijel.

- Public service motive is highly available among female graduates of the University of Jijel.

1.3. Aims of the Study: The present study seeks to achieve the following aims:

- Introducing a theoretical framework of female entrepreneurship.

- Identifying the entrepreneurial motives among female graduates of higher education.

- Detecting the level of availability of entrepreneurial motives among female graduates of the University of Jijel.

1.4. Research Methodology: The study employs a descriptive approach, aiming to present a precise depiction of the phenomenon under investigation. This can be achieved through either qualitative or quantitative methods. Qualitative analysis delves into the characteristics and explanations of the phenomenon, which was applied in the theoretical aspect. Quantitative analysis, on the other hand, quantifies the phenomenon using numbers and tables to indicate its scope, and was used in the practical phase with data from the study sample.

2. Theoretical Framework of the Study

2.1. Entrepreneurship Concept

There are many attempts to define entrepreneurship in the economic literature, where each researcher shed light on a specific aspect of it. This is why we now find multiple and different definitions to it. Entrepreneurship means "undertaking unique activities to meet business and customer needs by discovering opportunities and exploiting them with a proactive mindset, with the creation and management of change, including technological change, social change and economic change (Baumol, 1990)

2.2. Entrepreneurial Woman and Feminist Entrepreneurship

There are many definitions provided for the concept of the entrepreneurial woman. Belcourt et al, (1991) define the entrepreneurial woman as the woman who seeks to achieve personal and financial autonomy, and to control her life, through launching and managing her own business company. While Lovoie (1988) defines the entrepreneurial woman as the woman who, alone or with one or more partners, established, purchased or inherited any business company, bears the financial, administrative and social risks and responsibilities, and participates in daily management (Metaiche & Bendiabdellah, 2016, p. 223)

Women's entrepreneurship is often considered as the engagement of women in the creation, development, and management of their own business ventures. It encompasses the activities of women who initiate and pursue entrepreneurial opportunities, undertake risks, and strive for economic and social success..(Vossenber, 2013) .

In this regard, Stevenson believes that the entrepreneurial theories are based on men's experiences, and, accordingly, men's experiences have become the base through which women are compared to men as entrepreneurs. This is why it is necessary to take women's experiences instead of those of men as a departing point of description and explanation through examining the activities of entrepreneurial women as a new definition of reality (Stevenson, 1990, p. 440).

2.3. Entrepreneurial Motives and Orientation towards Entrepreneurial Work

The administrative literature on entrepreneurship has explored various definitions of entrepreneurial motives. These motives typically stem from personal, social, or economic factors that drive individuals to initiate and manage their own businesses. Johnson (1990) characterizes entrepreneurial motives as the desire to efficiently organize and lead

businesses or ideas independently (Solesvik & Trifilova, 2019, p. 688). Studies highlight that having an entrepreneurial orientation is crucial for establishing startup enterprises. Vocational orientation encompasses attitudes and perceptions that individuals can learn, influencing their entrepreneurial intentions—motivation to create and manage startups. In this study, we consider motives such as the desire for success, autonomy, and financial incentives based on Barba-Sánchez & Atienza-Sahuquillo's work (2018), as well as the public service motive from Purwana's research (2018).

. Desire for Success:

The desire for success is one of the main motives of entrepreneurship orientation; individuals who start up their own projects often have a clear vision of what they want to realize and specific goals they want to achieve. Realizing these goals and transforming the vision to reality can be considered a success that pushes them to go forward to achieve more.

. Autonomy:

The desire to be autonomous is one of the main motives of entrepreneurship for young people, as many of them want to build their own future careers and have the economic and financial autonomy which may come with the possession of their own project instead of working as employees for others. Entrepreneurship gives individuals the opportunity to take their own decisions and to run their time and their resources according to their own vision, which would allow them to achieve what they want professionally and personally.

. Financial Incentives:

Financial incentives are one of the main motives for the orientation towards entrepreneurship and entrepreneurial work, especially among young people. Those who wish to enter the world of entrepreneurship often look forward to achieving financial and economic success through their own projects. This is not surprising as successful projects usually realize good financial returns and provide investment opportunities and continuous development. It also helps the entrepreneur improve the standard of living, become financially autonomous, and achieve personal and family objectives.

. Public Service: Many young people are looking for an opportunity to ameliorate social and environmental life through their projects, and are looking forward to providing effective solutions to the problems that exist in society by providing a useful public service from which the entrepreneur can achieve great success in his project and achieve personal and social goals at the same time. In addition to that, entrepreneurship provides them with the opportunity to influence society in a positive way, and improve people's lives through innovation and the provision of new services and solutions. This can be a strong motivation for young people who want to work in order to achieve change and positive influence in society.

3. Field Study

3.1. Study Population and Sample

The study population consists of all female graduates of the University of Mohamed Esseddiq Ben Yahya - Jijel. In view of the difficulty of having access to all the members of society, the researchers have resorted to the sampling method, by selecting a simple random sample consisting of 185 female students graduating from the University of Jijel during the previous years, where the administration of a questionnaire to various social media sites is relied upon.

3.2. Study Tool

The researchers rely on the questionnaire as a main tool for data collection from the study sample, the development of which is based on some previous studies related to the research work topic. The study questionnaire consists of two main axes: the first one is devoted to studying the demographic characteristics of the study sample (age, academic qualification, and nature of study specialization). As for the second axis, it is devoted to measuring the availability level of entrepreneurial motives among female graduates. This axis includes 17 statements distributed over the various entrepreneurial motives adopted in the study, so that five statements are included in the motive of desire for success, five statements included in the motive of autonomy, three statements in the motive of financial incentives, and finally four statements in the motive of public service.

The researchers design the study questionnaire according to the scale developed by Ransis Likert in 1932, as shown in Table N° (01).

Table No. (1): Weighing coefficients of the study tool according to the five-point Likert scale

Answer	Totally disagree	Disagree	Neutral	Agree	Totally agree
Class	01	02	03	04	05

Source: Prepared by the researchers based on: (Levine & Parkinson, 1994, p. 368)

To determine the length of the five-point Likert scale cells used in the two axes of the resolution, the researchers adopt the calculation of the range between the largest and smallest values of the Likert scale scores, which is $(4=1-5)$, divided by the number of scale scores to finally get the length of the correct cell, i.e. $(=0.80). 5 \div 4$. Then this value was added to the lowest value in the scale (01) in order to determine the upper limit of the first cell or category $(1.80 = 1 + 0.80)$. Table N° (02) shows the length of the Likert scale categories and their implications.

Table No. (2): The length of the categories of the five-point Likert scale and their significance

Category No	Category	Weight	Category Length	Approval Level
01	Totally disagree	1	From 1 to 1.80	Very low
02	Disagree	2	From 1.81 to 2.60	Low
03	Neutral	3	From 2.61 to 3.40	Medium
04	Agree	4	From 3.41 to 4.20	High
05	Totally agree	5	From 4.21 to 5.00	Very high

Source: Prepared by the researchers based on the five-point Likert scale.

3.3. Quality Check of Study Data

To verify the quality of the study data and the extent of its readiness for statistical analysis, the following tests have been carried out:

First: Testing the validity of the study tool: In order to ensure the validity of the study tool, the researchers have relied on the validity of the internal consistency. That is, knowing the extent to which each statement of the questionnaire is consistent with the dimension or axis to which this statement belongs through the Pearson correlation coefficient between the degree of the statement and the total degree of the dimension to which it belongs, and between the total score for each dimension and the total score for the axis to which it belongs, as the questionnaire has constructive validity whenever the correlation coefficients are greater than 0.35 (Syed, Gary W, Mark, & Enid, 1999, p. 30).

Table No. (3): Pearson correlation coefficients between the statement and the dimension or axis to which it belongs

Variables	Statement number	Correlation coefficient	Variables	Statement number	Correlation coefficient
Desire to succeed	01	0.633**	Financial incentives	11	0.797**
	02	0.714**		12	0.852**
	03	0.671**		13	0.856**
	04	0.695**	Public service	14	0.819**
	05	0.646**		15	0.871**
Autonomy	06	0.746**	16	0.894**	
	07	0.713**	17	0.888**	
	08	0.707**	** Statistically significant at the level of 0.01		
	09	0.780**			
	10	0.734**			

Source: Prepared by the researchers based on the outputs of the SPSS program

It is clear from Table N° (03) that the level of significance for all values of the correlation coefficient is ($\text{sig} = 0.000 \leq 0.01$), and therefore there is a statistically significant correlation between each statement with the dimension to which it belongs. It is also noticed that the value of the correlation coefficient was confined between (0.633 and 0.894) which are values greater than (0.35). This proves that there is a positive and strong correlation between each statement and the dimension to which it belongs.

Second: Constancy of the study tool: What is meant by constancy of the study tool is stability of the results and their non-change significantly had they been redistributed to the sample members several times during certain periods of time. The stability of the questionnaire is confirmed by calculating the Cronbach's alpha stability coefficient. The questionnaire is stable if the Cronbach's alpha coefficient is greater than the value 60% (Daud, Khidzir, Ismail, & Abdullah, 2018, p. 1030)

Table No. (4): Coefficients of questionnaire constancy

Study variables	Number of statements	Cronbach's alpha coefficient	
Entrepreneurial motives	Desire to succeed	05	0.693
	Autonomy	05	0.781
	Financial incentives	03	0.778
	Public Service	04	0.890
The questionnaire as a whole	17	0.884	

Source: Prepared by the researchers based on the outputs of the SPSS program

It can be noticed from Table N° (04) that all constancy coefficients have a high value, as they were confined between (0.693 and 0.890), which are values beyond (0.60), and which are considered the minimum acceptable value for Cronbach's alpha coefficient. As for the constancy of the questionnaire coefficient as a whole, it reached (0.884), which is a high coefficient, and which indicates the possibility of the results constancy that the study tool can yield to when applied.

4. Presentation of Study Results and Hypotheses Testing

4.1. Presentation of the Results Related to the Description of the Study Sample Members:

The study sample members are distributed according to personal and functional variants as shown in table number (5).

Table No. (5): Demographic characteristics of the study sample members

Variable	Categories	Frequency	Percentage %
Age	Less than 25 years old	94	50.81
	From 25 to less than 35 years old	80	43.24
	35 years old and over	11	5.95
	Total	185	100
Academic qualification	BA	27	14.60
	Master	152	82.16
	Ph.D.	06	0.04
	Total	185	100
Nature of the study specialization	scientific	103	55.67
	Humanities	82	44.33
	Total	185	100

Source: Prepared by the researchers based on the outputs of the SPSS program.

It can be noticed from the results shown in the table above that most of the study sample members are female graduates who are less than 35 years old, with a percentage of 94.05%. This is quite normal in that most of the graduates of higher education institutions in Algeria belong to the youth category. It is also clear from the results above that most of the female students in the study sample have obtained their Master's degree with a percentage of 82.5% and are waiting for a solution to their situation, whether by continuing postgraduate studies - doctorate - or entering the world of work, or founding their own projects. Then comes the female graduate's category holding a bachelor's degree, with a percentage of 14.60%; then the category of female students holding a PhD. It can also be noticed from the above-mentioned results that there is a convergence between the nature of the study specialization of the study sample, as 55.67% of the female graduate students studied a scientific major in one of the following faculties: (Faculty of Science and Technology, Faculty of Natural and Life Sciences, Faculty of Exact Sciences and Computing). As for the rest of the study sample members, they graduated from (the Faculty of Economic, Commercial and Management Sciences, Faculty of Humanities and Social Sciences, Faculty of Arts and Languages, Faculty of Law and Political Sciences).

4.2. Presentation of the Results Related to Entrepreneurial Motives

First: Presenting the results related to the desire for success: The results were as follows:

Table No. (6): The arithmetic mean and standard deviation of the motivational statements of the desire for success

Statement number	Statement	Arithmetic mean	Standard deviation	Approval score	Ranking
	You are interested in entrepreneurship because:				
1	You want to develop an idea	4.016	0.733	High	3
2	You want to seize available opportunities	3.902	0.873	High	5
3	You want to satisfy personal needs	3.962	0.928	High	4
4	You want to overcome challenges	4.173	0.760	High	1
5	You want to gain social status	4.145	0.856	High	2

Source: Prepared by the researchers based on the outputs of the SPSS program.

It can be noticed from the results contained in Table N° (06) that there is great convergence among the study sample members about the statements of the desire for success, and this is what the standard deviation values have confirmed, which were confined between (0.733 and 0.928). These are values less than (1). It can be noticed that the arithmetic means of the statements of this dimension were confined between (3.902 and 4.173), which belong to the fourth category of the five-point Likert scale (from 3.41

to 4.20). This indicates a high convergence and, hence, it can be said that the female graduates of the University of Jijel want to enter the world of entrepreneurship in their desire to achieve success.

Second: Presentation of the results related to the motive of autonomy: The output was as follows:

Table No. (7): Arithmetic mean and standard deviation of the statements after the independence motive dimension

Statement number	Statement You are interested in entrepreneurship because:	Arithmetic mean	Standard deviation	Approval score	Ranking
06	You want to work without being managed by other people	3.875	0.788	High	3
07	Cannot work for other people	3.410	0.443	High	5
08	You think there is no need to work for others	4.291	0.787	Very high	1
09	You want to create your own project	4.194	0.837	High	2
10	You want to do things your own way	3.805	0.946	High	4

Source: Prepared by the researchers based on the outputs of the SPSS program.

From the results presented in Table N° (07), it can be noticed that there is great convergence among the study sample about the expressions related to the motive of autonomy. This is what was confirmed by the standard deviations, which were all less than the value (1). It also turns out that the arithmetic averages related to the statements of this dimension were high; they were confined between (3.410) at their lowest level and (4.291) at their highest level. This indicates that the female graduates of the University of Jijel want to create their own projects for the desire of autonomy and not working for the benefit of others.

Third: presenting the results related to the motive of financial incentives: the obtained results were as follows:

Table No. (8): Arithmetic mean and standard deviation of the statements of financial incentive dimension

Statement number	Statement You are interested in entrepreneurship because:	Arithmetic mean	Standard deviation	Approval score	Ranking
11	You want to make money	4.167	0.666	High	3
12	You want to achieve your financial stability	4.351	0.590	Very high	2
13	You want to make your life more stable	4.394	0.590	Very high	1

Source: Prepared by the researchers, based on the outputs of the SPSS program.

From the results presented in Table N° (08), it can be noticed that there is great convergence in the opinions of the study sample about the statements of the motive of financial incentives. This is what was confirmed by the standard deviation values that were less than (1). It can also be noticed from the above table that the arithmetic averages of the statements of this dimension were high, as they were confined between (4.167 and 4.394). This indicates a very high approval of this dimension and confirms the importance of financial incentives in influencing the decision of female graduates to enter the world of entrepreneurship.

Fourth: Presentation of the results related to public service motive: The results were as follows:

Table No. (9): Arithmetic mean and standard deviation of the statements of public service dimension

Statement number	Statement	Arithmetic mean	Standard deviation	Approval score	Ranking
	You are interested in entrepreneurship because:				
14	You want to be useful to others	4.254	0.638	Very high	2
15	You want to contribute to poverty reduction	4.264	0.794	Very high	1
16	You want to support your community and country	4.248	0.775	Very high	3
17	You want to facilitate other people's lives	4.145	0.811	High	4

Source: Prepared by the researchers, based on the outputs of the SPSS program.

From the results presented in the table N° (9), it can be noticed that there is great convergence among the study sample about the motive of public service. This is what standard deviation values have confirmed and which were all less than the value number (1). It is also clear from the results above that the arithmetic average values related to the statements of this dimension came with a very high degree of convergence; they were confined between (4.145 and 4.264). This indicates the importance of this motive to create private projects among the University of Jijel female graduates.

4.3. Study Hypotheses Testing

In order to test the hypotheses of the study, the arithmetic average was calculated for each of the entrepreneurial motives, in addition to calculating the general arithmetic average. The results obtained are shown in Table N° (10).

Table No. (10): Results of the study hypotheses testing

Variable	Arithmetic mean	Standard deviation	Ranking
Desire to succeed	4.040	0.558	3
Autonomy	3.915	0.702	4
Financial incentives	4,304	0,513	1
Public service	4,228	0,656	2
Entrepreneurial motives	4.094	0.487	-

Source: Prepared by the researchers based on the outputs of the SPSS program.

From the results shown in the table above, the following can be inferred:

For the main hypothesis:

The results presented in Table N° (10) show that the total arithmetic mean of the entrepreneurial motives was (4.094), which is an arithmetic mean that belongs to the fourth domain of the five-point Likert scale (from 3.41 to less than 4.20). This indicates the existence of a high level of entrepreneurial motives among the female graduates of the University of Jijel, as this result confirms the great desire of the female graduates of the University to enter the world of entrepreneurship, and not to wait to obtain jobs in government and private institutions. Therefore, it can be said that the main hypothesis which states that "entrepreneurial motives are available to a high degree among female graduates of the University of Jijel" is confirmed.

For the sub-hypotheses, the results were as follows:

- First sub-hypothesis: From the results presented in Table N° (10), it can be noticed that the arithmetic mean of the motive for wanting to succeed was (4.04), which is an

arithmetic mean that belongs to the fourth domain of the five-point Likert scale (from 3.41 to 4.20). This indicates that the female graduates of the University of Jijel highly desire to enter the world of entrepreneurship for their love for achieving success and achievements, as some graduates, after graduating from university, feel a great desire to prove their capabilities and achieve tangible achievements. Creating their own project may be the step they want to take to achieve that. Accordingly, it can be said that the first sub-hypothesis which states that "the motive of desire to succeed is highly available among female graduates of Jijel University", is confirmed.

- Second sub-hypothesis: From the results presented in Table N° (10), it can be noticed that the arithmetic mean for the motive of autonomy was (3.915), which is an arithmetic mean that belongs to the fourth domain of the five-point Likert scale (from 3.41 to 4.20). This indicates that the female graduates of the University of Jijel highly desire to enter the world of entrepreneurship in search of autonomy, as this world gives them greater flexibility in controlling their time and working for their own account, and which helps them schedule their work on the basis of their personal needs, and avoiding the restrictions imposed by working for other parties. This is on the one hand. On the other hand, it manages and implements their business in their own way. Accordingly, it can be said that the second sub-hypothesis which states that "the autonomy motive is available to a high degree among female graduates of the University of Jijel", is confirmed.

- Third sub-hypothesis: From the results presented in Table N° (10), we can notice that the arithmetic mean of financial incentives was (4.304), which is an arithmetic mean that belongs to the fifth domain of the five-point Likert scale (from 4.20 to 5). Many studies have highlighted the importance of financial incentives in encouraging women graduates of higher education institutions to become entrepreneurs, given their desire to derive material benefits from their projects and thus improve the financial situation of themselves and their families, as well as to achieve financial autonomy. Accordingly, we can say that the third sub-hypothesis, which states that "financial incentives are highly available among female graduates of the University of Jijel", is confirmed.

- Fourth sub-hypothesis: From the results presented in Table N° (10), it can be noticed that the arithmetic mean of the public service motive was (4.228), which is an arithmetic mean that belongs to the fifth domain of the five-point Likert scale (from 4.20 to 5). This indicates that the female graduates of the University of Jijel highly desire to enter the world of entrepreneurship with the aim of providing a public service to society and the country, as many female graduates have ideas and solutions to problems that society and the economy in general suffer from. They want to convert these ideas into successful projects and businesses. On the basis of that, it can be said that the fourth sub-hypothesis which states that "the public service is highly available among female graduates of the University of Jijel", is confirmed.

5. Conclusion

The present research work attempted to study and analyze the motives of the orientation towards entrepreneurial work among female graduates of higher education institutions in Algeria. That was through conducting a field study on a sample of female graduates from the University of Mohamed Esseddiq Ben Yahya - Jijel. The study concluded with a number of results that will be summarized in the following points:

- . Female graduates of the University of Jijel have a great desire to go towards entrepreneurship.
- . Female graduates of the University of Jijel have many motives that orientate them towards entrepreneurial work, such as the desire for success, autonomy, financial incentives, and public service.

The entrepreneurial motives of female graduates of the University of Jijel, can be ranked in descending order according to the arithmetic mean as follows: the motive of financial incentives came in the first place, in the second place came the motive of public service, in the third place came the motive of desire for success, and finally in the fourth place came autonomy.

. The main hypothesis of the study and its various sub-hypotheses were confirmed.

In light of the results obtained, some recommendations can be made that would help guide university graduates in general towards entrepreneurship. They can be summarized in the following points:

- Activating the role of business incubators and the role of entrepreneurship in various institutions of higher education through attempting to provide networks of support and accompaniment for graduates who wish to create their own projects, including providing guidance and advice by experts and successful businessmen.
- The necessity of holding and organizing training courses for university graduates aiming to enhance their entrepreneurial skills and develop the new business idea.
- The necessity of explaining the content of the Resolution 1275, which includes the obtention of (an emerging institution certificate / a patent certificate) and explaining the mechanisms of its implementation for all students in various institutions of higher education.
- Universities should organize competitions and workshops to encourage graduates develop their creative and innovative ideas.
- The necessity to activate cooperation with the local community (the socio-economic environment) to provide job opportunities and financing for graduates who wish to create their projects.

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