A comparative analysis between SA and USA women entrepreneurs in construction

by

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To God the glory!
Executive summary

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Women increasingly ‘make the leap’ into ‘traditionally male’ entrepreneurial ventures. This dissertation reviews relevant literature on what, how many, why and where women entrepreneurs in construction found their niche markets, which aspects make women unique, how poverty and unemployment hurt women and what entrepreneurial barriers women experience, comparing a developed (USA) and developing country (SA).

A survey instrument was developed to test the constructs empirically and case studies illustrate the models of success. Given the excellent results of the Cronbach Alpha and Factor Analysis, the instrument developed proved to be reliable and valid and could be used for similar studies.

The case- and empirical studies analyse women ownership attitudes and push and pull factors to determine why women became entrepreneurs in construction.
The main findings are:

1. Women took up their rightful place as construction entrepreneurs. It is a myth that they are only labourers.

2. Differences and similarities; SA-USA: In the USA women are mostly ‘Corporate Entrepreneurs’ and in SA they are mainly ‘Entrepreneurs’. They agree that their associations are successful in promoting women in construction.

3. Positive pull factors are the main reason why women are in construction as they demonstrate entrepreneurial behaviour and characteristics.

4. Negative push factors, e.g. “need to make a living” are a lesser reason.

5. Gender discrimination can become fatal barriers for successful women entrepreneurs.

6. The majority of respondents see themselves as successful and intent on developing key aspects of their businesses to expand their competitive edge.

7. SAWiC played a pioneering role in developing a database to prevent clients from justifying their non-compliance of the law in terms of non-availability of women entrepreneurs in construction.
Samevatting

ʻn Vergelykende analise tussen SA en die VSA vroue entrepreneurs in konstruksie

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Sleutelwoorde:

Vroue entrepreneurs, aanlok-, noop-, struikelblok-, sukses- en motiverings faktore.

Vroue betrokkenheid as entrepreneurs in tradisioneel ‘manlike’ ondernemings soos konstruksie is aan die toeneem. Hierdie proefskrif bestudeer uit die literatuur wat, hoeveel, waarom en waar vroue entrepreneurs in konstruksie hulle nis markte vind, asook waar, hoe, waarom en sedert wanneer diskriminasie voorkom. Hierdie vergelykende studie tussen SA (ontwikkelende land) en die VSA (ontwikkelde land) beskryf watter aspekte vroue entrepreneurs uniek maak, hoedat armoede en werkloosheid hul raak en watter struikelblokke hulle as entrepreneurs ervaar.

ʻn Navorsings instrument is ontwerp om die konstrukte empiries te toets en gevalle -studies illustreer die suksesmodelle. Die uitstekende Cronbach Alpha en faktor analise resultate
dui op die betroubaarheid en aanvaarbaarheid van die navorsings instrument wat vir soortgelyke studies aangewend kan word.

'n Empiriese analise word gemaak van waarom vroue konstruksie ondernemings begin in terme van lok- of noop faktore. Die hoof bevindinge is:

1. Vroue beklee deesdae hul regmatige plek in konstruksie as entrepreneurs en dis 'n mite dat hul hoofsaaklik arbeiders is.

2. Daar is betekenisvolle verskille en ooreenstemmings in die bevindinge oor waarom vroue betrokke is by konstruksie in SA en die VSA, byvoorbeeld in die VSA is vroue merendeels korporatiewe entrepreneurs (KE) terwyl vroue in SA merendeels entrepreneurs (E) is. Daarenteen stem hulle saam oor hoe suksesvol hul assossiasies is om vroue in konstruksie te bemark.

3. Die aanlok faktore het 'n groot invloed op vroue betrokkenheid in konstruksie omdat hulle gedragspatrone en karaktereienskappe van 'n entrepreneur openbaar.

4. Hoewel vroue in sekere gevalle genoop word om hul tot die konstruksie bedryf te wend vir 'n bestaan, is die rede ondersesig aan hul voorliefde vir konstruksie wat uitdagings en innovasie bied.

5. Die erns van diskriminasie teen suksesvolle vroue het aan die lig gekom uit die gevalle studies, waar dit in sekere gevalle fataal was vir die suksesvolle vrou.

6. Die meeste respondente beskou hulself as suksesvol en ontwikkel doelgerig sleutelaspekte in hul besighede om hul mededingende voordeel uit te bou.

7. SAWIC het baanbrekerswerk verrig om 'n databasis daar te stel sodat kliënte nie meer kan skuil agter die nie-beskikbaarheid van vroue entrepreneurs en sodoende wetlike vereistes van gelykheid omseil nie.
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