
**BUILDING A THEORETICAL RESEARCH MODEL OF FACTORS
AFFECTING WOMEN'S INTENDED STARTUP IN THE NORTHEAST
REGION, VIETNAM**

Dao Thi Huong¹, Vu Thi Hien^{2*}, Pham Minh Huong¹

¹Thai Nguyen University of Economics and Business Administration, Vietnam

²Thai Nguyen University of Agriculture and Forestry, Vietnam

Corresponding author: Tel.:+84-976-932-426

Abstract

The purpose of this paper build to develop a theoretical framework for research on the factors affecting the entrepreneurial intention of women in the Northeast region of Vietnam. Based on theoretical and practical bases and inheriting previous research models, combined with qualitative research, the article has proposed a theoretical research model on factors affecting entrepreneurial intentions of entrepreneurs. Women in Northeast Vietnam include 6 factors: attitude towards money, supportive policies from the government, need for achievement, behavior control, entrepreneurship education, attitude towards spirituality business nerve. This is an important theoretical model proposed as a basis for the implementation and assessment of the status of women's entrepreneurship intentions in the Northeast of Vietnam in the next research period.

Keywords: Start-up, entrepreneurial intention, women, region, Northeast, Vietnam.

1. Introduction

Entrepreneurship is considered a pay attention issue of researchers for the national economic development. In Vietnam, starting a business has become a trend and it is interested by many people. In fact, start-up movements, programs to call for, support and facilitate start-ups are increasingly flourishing. Any individual can start a business, regardless of age, gender, location,... Currently, start-up ideas are formed mainly proposed by young people who are passionate about getting rich and creative. However, not outside the general development trend of society, there are many women involved in entrepreneurship and achieved certain successes in all fields. Nowadays, society has also paid more attention to women. Many economic models with high efficiency are owned by women. These models play an important role in creating jobs, improve income, and contributing to poverty reduction for local community. However, participating in start-up models of women in the rural area are facing many challenges such as shortage of loan or other important resources. Besides, empirical studies on entrepreneurship by rural women are very limit. Therefore, the study of factors affecting women's entrepreneurial intention is necessary to help policy-makers with scientific basis to propose some specific policy regimes for this problem.

2. Theoretical concepts

** Entrepreneurship concept*

According to the Vietnamese definition, entrepreneurship is starting a new business or starting a business. In the field of economics and business administration, entrepreneurship is associated with the term "Entrepreneurship", which is an individual, taking advantage of market opportunities to create a new business or a working attitude that upholds independence, self-reliance, creativity, innovation, taking risks, creating new values in an existing business. Moreover, Start-up is known as an innovation, a cognitive and thinking style [1]. Entrepreneurship is researched by scholars in the field of labor economics who believe that starting a business is an individual's career choice between working as a hired laborer or creating a self-employment. According to Kolvereid [2], start-up should be associated with the term "Self employment". Thus, start-up is the career choice of those who are not afraid of risk, own their own business, and hire others to do the work [3].

In conclusion, entrepreneurship is taking advantage of a market opportunity to start a new business, to own-run the business by yourself or hire a manager, with the aim of bringing value to yourself as well as many benefits to society.

** The concept of startup intention*

Business intent is essentially the intention of an individual's planned actions to carry out a business activity.

Besides, entrepreneurship intention can also be seen as an individual's commitment to starting a business or as a commitment to entrepreneurial behavior [4, 5]. According to the study of Engle [6], entrepreneurial intention is understood as an individual's intention to start a new business.

Entrepreneurship intention is defined as an individual's willingness to undertake the act of starting a business, to engage in the act of starting a business, to be self-employed, or to form a new company [7].

Kuckertz and Wagner [8] argued that an individual's intention to start a business stems from the fact that they recognize opportunities, take advantage of available resources and the support of the environment to create a business. your own business.

Thus, the intention to start a business is understood as: *(i) the wishes and intentions in finding business opportunities and ideas; (ii) intent in planning resource collection and access; (iii) intention in preparing the capacity to operate the business; The above intentions may be separate but can also occur concurrently.*

In this study, women's entrepreneurial intention is understood as: the desire, the intention to seek opportunities and business ideas or the intention in planning to collect, access resources, prepare energy entrepreneurial power of women.

3. Results of building theoretical research models

In recent years, start-up activities in Vietnam have paid more attention to the government and society, implying that the guidelines and policies of the Party and State on encouraging entrepreneurship have created very favorable conditions for young people to start businesses. However, the policy system for women's entrepreneurship has still limitations. The studies

regarding entrepreneurship mainly focused on the environment, policies and mechanisms that have partly promoted startups in Vietnam such as:

Hoang [9] studied about "Building a team of Vietnamese entrepreneurs in the period 2011-2020". The findings assessed the role, position, current situation of the entrepreneurial team and factors affecting the development business team after more than 20 years of innovation, on that basis, propose basic solutions to develop the entrepreneurial team in the period 2011-2020. The results have emphasized building and developing a team of entrepreneurs associated with activities to support them from the start-up stage.

Mentioned the topic "Business incubator", this is a very effective way to support business startup projects. A business incubator is an association between Centers, research institutes, universities, governments and start-ups (or groups and individuals intending to establish a business). This organization aims to create an "incubator", an environment "nurture" start-up businesses for a certain period of time so that these subjects can overcome the initial difficulties, assert their existence exist and develop as independent businesses. The formation of new businesses and supporting businesses to develop through business incubation has become a popular and effective tool in countries around the world, especially in developed countries. However, business incubation in Vietnam is relatively new in both awareness and practice.

Proceedings of the International Conference with the theme "National Innovation Startup" organized by the Academy of Finance in 2018. With the research content of the broad and extensive topic, the conference has gathered a lot of articles and quality researches on the central issues of entrepreneurship – innovation, creativity. However, the new articles mention general aspects of entrepreneurship, there is no article mentioning entrepreneurship for women in general and in the localities in particular.

Liñán Alcalde and Chen [11] suggested that entrepreneurship is emphasized in many countries and is seen as a way to promote economic growth and create jobs. In order to stimulate the spirit of entrepreneurship, the educational program has a very important impact.

Entrepreneurial intentions have been studied by many researchers. The findings suggested that individuals with the desire to be self-employed are suitable career development direction and a way to pursue one's ideas, achieve personal goals and financial achievements [12, 13]. A person will not become an entrepreneur suddenly, but they will become an entrepreneur because it is influenced by a number of factors and most importantly, the person's own entrepreneurial intention [4]. Entrepreneurship intention can be considered as the first step in the entrepreneurial process because intention is the direct antecedent of behavior [14-16] and entrepreneurial behavior is not done unconsciously but is a deliberate activity [17]. Therefore, entrepreneurial intention is the direct premise of entrepreneurial behavior.

Research on the relationship between attitude towards behavior and intention to start a business has been carried out by many authors, most of the studies confirm that an individual's attitude towards behavior has a direct influence and positively on an individual's intention to start a business [4, 18-20].

In terms of attitude composition, Mohd Shariff and Saud [21] argued that the individual's attitude related to the intention to start a business is created by motivating factors and inhibiting factors. The results found that factors such as frustration due to lack of opportunities, deterioration in

economic situation and dissatisfaction promoted individual attitudes regarding entrepreneurial intentions. Meanwhile, factors that inhibit an individual's attitude included fear of change, income from employment, difficulty in changing jobs in society [22].

On the other hand, the subjective norm has been debated by many researchers to find an association in predicting entrepreneurial intentions. Some researchers have suggested that subjective norms have little, even no effect on entrepreneurial intentions [4, 23-25] while some authors completely ignore this variable when studying the factors affecting the intention to start a business [26, 27]. In fact, subjective norms have important effects on entrepreneurial intention [28].

Basu and Virick [29] stated that perceived behavioral control has an important relationship with entrepreneurial intention. Elfving [30] explained that individuals with a high level of perceived behavioral control increase their commitment to starting a business and lead to a stronger motivation to start a business.

Popescu and Pohoata [31] argued that educational level directly affects the behavior and cognition of individuals meaning that entrepreneurship training courses have an influence on young people's choice (intention) about entrepreneurship, which is consistent with findings of Gasse [32]; do Paço [20] and Johansen and Schanke [33].

Studies also highlighted the influence of personal characteristics on entrepreneurial intentions. McClelland [34] suggested that individuals possessing a strong need for achievement are often more likely to solve their own problems, set challenging goals, and strive to achieve them with their own efforts. According to Sagie and Elizur [35], individuals with a high need for achievement often have a strong desire to be successful and are more likely to become owners. Individuals with a strong need for achievement contribute more to entrepreneurial activities [36]. They are better able to perform challenging tasks and discover new ways to motivate their actions [37].

Marques [38] showed that there is a relationship between family background and entrepreneurial intention, specifically, research has shown that individuals in the family own or have family members who are running businesses. Entrepreneurs tend to have high entrepreneurial intentions. This result initially explains the effects of family on individual entrepreneurial intentions mainly from the point of view of stereotypes and believes that parents play an important role in their children's entrepreneurial career. However, others studies were vice versa, meaning that parents' behaviors will not affect their children's entrepreneurial intentions [39]. In fact, the children of many entrepreneurs did not become entrepreneurs [5].

Moreover, government support was found to be positively related to start-up activities [40]. The researchers show that the business environment factor is a modifier that affects the individual's entrepreneurial intention through interaction with the individual's attitude [41]. Environmental factors, however, both promote and hinder individuals' entrepreneurial intentions [42].

Studies on women's entrepreneurial intentions in recent years with a number of typical works such as: Anggadwita and Dhewanto [43] analyzed the influence of environmental factors on perceived behavioral control on business intentions of female entrepreneurs involved in the small and medium-sized manufacturing sector in Indonesia. This study used a quantitative method with a survey approach. The data were collected from 222 businesswomen in Indonesia. The results showed that perceived behavioral control significantly affects the business intention of women.

Research also investigated that perceived behavioral control is significantly influenced by the competitive environment rather than government support; while government support has no direct effect on it, and it does significantly affect the competitive environment. The implication of this study indicated that the government is expected to increase its role in policy making or programs implemented to develop women's entrepreneurship.

Kalyani and Mounika [44] stated that in many countries around the world, the level of women's entrepreneurship has increased significantly and it is estimated that women own and manage up to 1 three-thirds of all businesses are in developed countries. The emergence of entrepreneurship is considered to be closely linked to social, cultural, religious and psychological variables and these changes seem to have become the accepted norm in the context of women working and more women participating in economic development. Many factors such as urbanization, technical progress, education of women, etc., have profoundly changed the present conditions. Women's levels of entrepreneurial activity increase as their education levels increase. The level of entrepreneurs who can serve as role models is increasing, and they are encouraging other women to start their own businesses. The drive to become entrepreneurs of women goes beyond the traditional standards of earning money, freedom from work, personal growth, and wellbeing. Normally, it is the perceived opportunities in the changing environment that are the driving force for entrepreneurship.

Musa and Mansori [45] has shown the relationship between intention of female entrepreneurs and family support, social recognition, femininity, propensity to take risks and incentives of female entrepreneurs government. 720 samples were collected using a self-administered questionnaire through convenience sampling. Participants were women aged 18-45 from 4 different states of Malaysia (Pahang, Terengganu, Kelantan and Sabah). The findings indicated that social recognition, government incentives and risk-taking are three factors that have a significant impact on women's intention to become an entrepreneur female. However, the results did not show any significant relationship between the level of family support and female. These findings could be useful for government agencies in providing targeted and organized support to women who intend to start their own businesses. In addition, the results can be applied to relevant agencies to promote entrepreneurship among young women in Malaysia. Overall, the developed measurement tool shows a good degree of reliability and validity. However, future research should consider a broader geographic data collection scope for more accurate results and a higher degree of generalizability.

Research by Şen [46] has found the factors affecting business intention of female business candidates using the theory of planned behavior (TPB). The study used TPB to analyze the intention and aspiration to become an entrepreneur. Data was gathered from 252 female business candidates participating in a vocational training course, OMEK, in the city of Odunpazarı Eskişehir (Turkey). The results suggested that latent variables, including attitude, subjective norm and perceived behavioral control, have a positive impact on business intention. In addition, the control variable for cognitive behavior was calculated as 0.38, 0.06 and 0.44, respectively, which directly, indirectly and completely affects the desire to become an entrepreneur. Therefore, it was determined that the perceived behavioral control factor was the most important predictor of entrepreneurial intention and aspiration to become an entrepreneur.

Sandybayev [47] found in her research that challenges and obstacles to the development of entrepreneurship of women in transition economies can be divided into three categories: economic barriers, educational barriers and cultural barriers. Ideological and sociocultural barriers to women's entrepreneurship. These are traditional socialization processes towards women, stereotypes about women's roles in business and society, and women's own psychosocial attitudes.

The study of Zeb [48] examined the impact of personal factors on women's business intentions. Furthermore, this study also analyzed the mediating role of innovation on the relationship of social capital with business intention and the moderating effect of entrepreneur's autonomy on the relationship between social capital and initiative business intention and entrepreneurial intentions. Data were collected from female students in public sector universities of Azad Jammu and Kashmir state by a combination of convenience sampling technique and collection filter (such as gender and business students). The results showed that with the exception of business education, personal initiative, social capital, innovation and entrepreneurial performance affect female students' entrepreneurial intentions. Furthermore, it also showed that social capital has a significant relationship with innovation.

Research by Alsaadi [49] investigated that women play a crucial role in the economic development of a country with their contributions to the business world. The results of the study examined the impact of personal factors on women's business intentions. Furthermore, this study also analyzed the role of innovation on the relationship of social capital with business intention and the moderating effect of entrepreneur's autonomy on the relationship between social capital and initiative business intention and entrepreneurial intentions. Data were collected from female students in public sector universities of Azad Jammu and Kashmir state by a combination of convenience sampling technique and collection filter (such as gender and business students). The results showed that with the exception of business education, personal initiative, social capital, innovation and entrepreneurial performance affect female students' entrepreneurial intentions. Moreover, it also indicated that social capital has a significant relationship with innovation.

After doing an overview, we found that the research model of women's entrepreneurial intention has been studied by many scholars with different subjects, contexts and approaches in other countries together. However, there are cultural differences between countries and regions, starting point for starting a business. The theoretical research model of factors affecting the entrepreneurial intention of women in the Northeast, Vietnam is expressed as follows:

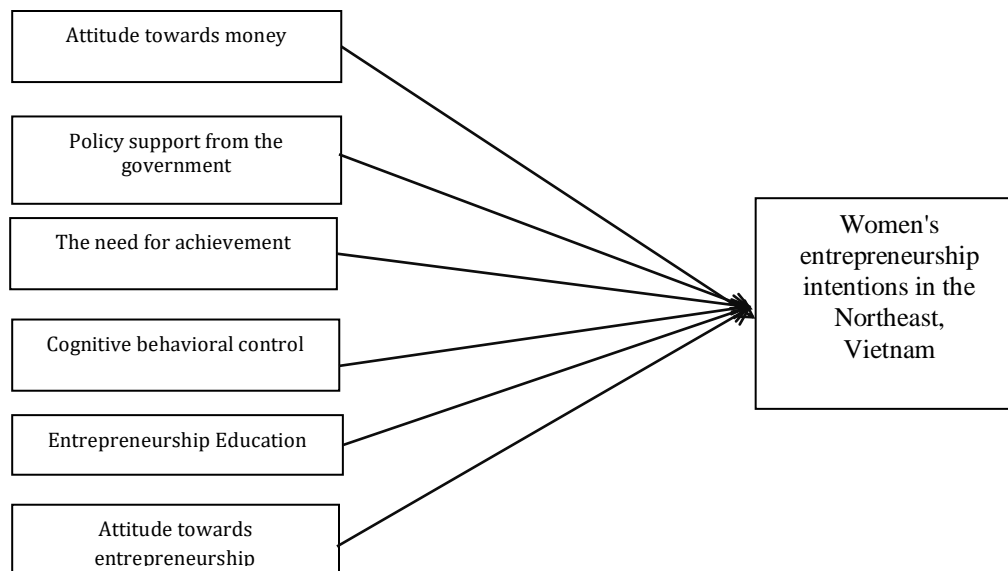


Fig. 1. Theoretical research model of factors affecting women's entrepreneurial intention in the Northeast region, Vietnam

4. Conclusion

Entrepreneurship has become an important strategy in economic development and job creation in Vietnam. Starting a business or developing a business is one of the solutions to help women create sustainable jobs and economic development. However, the government's policies so far include: Decision 939/QD-TTg of the Prime Minister dated June 30, 2017 approving the project "Supporting women to start a business in the period 2017-2025" [50]. The government implemented the policy related to capital through trust form of the Women's Union from the Bank for Agriculture and Rural Development, the Bank for Social Policies, etc. has partly motivated women to be bolder in idea formation, but this policy has not attracted many women in the provinces of the Northeast due to reasons such as barriers in knowledge, attitudes, behaviors, personal characteristics, family background, ... Therefore, women's entrepreneurial intentions are affected. Entrepreneurship is emphasized in many countries and is seen as a way to promote economic growth and create jobs. For women, the intention to start a business in the studies has shown factors such as: attitudes towards money, supportive policies from the government, need for achievement, perceived behavioral control, education, attitudes towards entrepreneurship all influence the ability to realize entrepreneurial intentions.

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