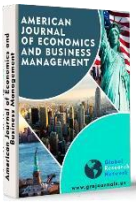

American Journal of Economics and Business Management

Vol. 8 Issue 7 | **pp.** 3683-3689 | **ISSN:** 2576-5973

Available online @ https://www.globalresearchnetwork.us/index.php/ajebm

Article

Assessment of Factors Affecting The Export Activity of Business Entities

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Abstract: This article analyzes the specific features of the process of organizing women's entrepreneurship. Women's entrepreneurship, unlike men's entrepreneurship, is more dependent on socio-economic and cultural factors, which requires specific approaches to its formation. The article provides an in-depth analysis of the motivational factors, financial and legal barriers, and the influence of family and gender roles on women's entrepreneurial activity. It also analyzes the management styles, level of sustainability, and innovative approaches of women-led business structures. According to the results of the study, scientific and practical proposals have been developed to form gender-oriented support mechanisms for the successful organization of women's entrepreneurship and create an environment conducive to the realization of women's potential.

Keywords Women's entrepreneurship, business environment, gender equality, social barriers, financial resources, motivational factors, entrepreneurial activity, social inclusion, family responsibility, management style, innovative approach, women's potential, women's leadership, regulatory framework, microbusiness, small business, self-employment, support programs, business planning, gender-oriented policies.

1. Introduction

Today, women's entrepreneurship is not only an important factor in economic development, but also plays an important role in ensuring gender equality in society and achieving social stability. Entrepreneurial entities established by women are distinguished by their unique management approach, ability to promote innovative ideas, and social responsibility [1], [2]. However, the process of establishing women's entrepreneurship is significantly different from men's entrepreneurship and is shaped by a number of institutional, socio-cultural, economic, and family factors. Although a number of state programs and legislative acts have been adopted in Uzbekistan to develop women's entrepreneurship, women face many systemic problems and obstacles at the stage of their establishment. In particular, access to financial resources, lack of legal knowledge, gender stereotypes, and issues of maintaining a balance between family and entrepreneurship are among the factors limiting women's activities [3], [4]. This article analyzes the specific aspects of organizing women's entrepreneurship, factors that serve to stimulate and sustainably develop them. The goal is to identify internal and external factors that are important for the successful organization of women's entrepreneurship and to develop relevant scientific and practical recommendations.

Citation: Kizi, I. S. K Assessment Of Factors Affecting The Export Activity Of Business Entities. American Journal of Economics and Business Management 2025, 8(7), 3683-3689

Received: 15th Apr 2025
Revised: 29th May 2025
Accepted: 17th Jun 2025
Published: 28th July 2025

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2. Materials and Methods

This study used a set of modern scientific methods to identify and analyze the specific features of the process of organizing women's entrepreneurship. The study was carried out on the basis of the following main methods and approaches:

1. Systemic approach. The problem of women's entrepreneurship was considered through a comprehensive approach, paying special attention to analyzing it in its inextricable connection with social, economic, cultural and institutional aspects. This approach made it possible to consider women's entrepreneurship as a multifactorial system.
2. Literature review. As part of the scientific research, theoretical and practical studies conducted by international and local scholars on women's entrepreneurship, gender economics, social inclusion, and entrepreneurial management were analyzed. In particular, the gender and institutional approaches of scholars such as Hofstede, North, and Brush were taken as a basis.
3. Empirical analysis method. A questionnaire and semi-structured interviews were conducted with several female entrepreneurs in the Namangan region. The questionnaires identified their main motivations for starting a business, the obstacles they faced, and their access to financial and social resources.
4. Comparative method. The differences, approaches, and strategies in the stages of establishment of women's and men's entrepreneurship were compared. This allowed for a deeper understanding of the specific aspects of women's entrepreneurship.
5. SWOT analysis. The strengths and weaknesses, existing opportunities and threats of women-founded businesses were analyzed. Based on the SWOT method, priority areas and development opportunities were identified at the establishment stage.
6. Statistical analysis. Based on statistical data provided by official statistical bodies, the number, areas of activity, and territorial distribution of female-owned businesses were studied.
7. Graphical and tabular analysis. In order to visually reflect the results of the analysis, information in the form of graphs and tables was created. This method helped to clearly show the dynamics of women's entrepreneurship.

3. Results and Discussion

According to the results of the research, the main characteristics and problems in the process of establishing women's entrepreneurship were identified. Based on the questionnaire, the main factors in women's entry into entrepreneurship were identified as follows:

Table 1. Key Motivational Factors for Engaging in Entrepreneurial Activities

№	Motivational factors	Percentage (%)
1.	Achieving financial independence	32%
2.	Increasing family income	27%
3.	Professional self-expression	18%
4.	Taking advantage of market demand	13%
5.	Social pressure or obligation	10%

The leading motivation, cited by 32% of respondents, is the desire to achieve financial independence**.** Table 1 suggests that a significant number of women view entrepreneurship as a pathway to economic self-sufficiency and autonomy [5]. Financial independence, in this context, reflects not only a means of income generation but also a way for women to gain greater control over their lives, reduce dependence on family members, and strengthen their social standing, see Table 1.

The second most significant factor, mentioned by 27% of respondents, is the need to increase family income**.** This highlights the role of women as economic contributors within their households. In many cases, women start businesses not only to support themselves but to help sustain or improve the overall well-being of their families, particularly in contexts where household income from traditional employment is insufficient or unstable [6].

The third motivation, identified by 18% of participants, is professional self-expression. This indicates that for many women, entrepreneurship provides a platform for realizing their personal interests, skills, and aspirations. It also reflects a growing trend of women pursuing careers that align with their talents and passions, especially in societies where formal employment opportunities may be limited or gender-biased.

Another notable factor (13%) is the strategy of taking advantage of market demand**.** This implies that some women are actively responding to perceived business opportunities and gaps in the local market. While this is a lower percentage compared to the top motivations, it still demonstrates entrepreneurial alertness and market orientation among a segment of women entrepreneurs [7], [8], [9].

Finally, social pressure or obligation, cited by 10% of respondents, reveals that a portion of women are entering entrepreneurship due to external expectations, family influence, or community norms. This factor may also include women who feel compelled to support their families in the absence of other breadwinners or who take over family businesses [10].

These results indicate that women's entrepreneurship is primarily driven by economic reasons, particularly the desire for financial autonomy and family support. However, non-economic motivations such as self-realization and **s**ocial roles also play a meaningful role [11], [12]. This complex interplay between economic necessity and personal aspiration underlines the need for targeted support mechanisms that address both structural barriers (such as access to finance and legal knowledge) and individual development (such as skills training and confidence-building).

Furthermore, the relatively low percentage of women motivated by market opportunities suggests a potential area for policy intervention [13]. Programs that enhance women's market awareness, business education, and opportunity recognition could foster a more proactive and growth-oriented entrepreneurial mindset.

The women entrepreneurs surveyed identified the following as the most important obstacles to starting a business:

Table 2. Main Barriers Faced by Entrepreneurs by Type and Percentage

№	Type of barrier	Percentage (%)
1	Limited access to financial resources	36%
2	Legal and regulatory complexity	22%
3	Family responsibilities and time constraints	18%
4	Gender stereotypes and social pressures	14%
5	Lack of entrepreneurial skills	10%

These obstacles show that the establishment of women's entrepreneurship is not only related to economic, but also to socio-economic and cultural factors, see Table 2.

The findings presented in Table 2 outline the primary barriers faced by women when establishing entrepreneurial ventures. These barriers are multidimensional in nature and extend beyond economic challenges to include legal, cultural, and personal factors. The most significant barrier, cited by **36%** of respondents, is limited access to financial resources**.** This aligns with global trends indicating that women often have restricted access to credit, collateral, and formal banking systems. Factors such as lack of ownership of assets, limited financial literacy, and gender biases in lending institutions exacerbate this challenge. Consequently, the inability to secure startup capital remains a fundamental obstacle hindering women from launching or expanding their businesses [14], [15].

The second major barrier, affecting 22% of respondents, is legal and regulatory complexity**.** Bureaucratic hurdles, complicated business registration processes, and insufficient understanding of tax and legal obligations often discourage women especially those in rural or low-income areas from engaging in formal entrepreneurship. This highlights the need for simplified procedures and targeted legal education programs aimed specifically at female entrepreneurs.

Another considerable barrier, identified by **18%** of participants, is family responsibilities and time constraints. This reflects the dual burden many women face in balancing unpaid domestic duties with business ambitions. Cultural expectations that assign caregiving and household roles almost exclusively to women reduce the time, energy, and flexibility they can dedicate to entrepreneurial activities. As a result, time poverty significantly impairs their ability to fully commit to business operations.

Gender stereotypes and social pressures**,** mentioned by 14**%**, continue to act as powerful inhibitors. Societal norms that discourage female economic independence or undervalue women's leadership contribute to limited support networks, low self-confidence, and marginalization in male-dominated industries. These cultural attitudes may lead women to internalize doubts about their entrepreneurial potential or to avoid risk-taking altogether.

Finally, 10**%** of respondents cited a lack of entrepreneurial skills. This includes insufficient knowledge of business planning, marketing, financial management, and digital tools. Many women, particularly in emerging economies, do not have access to high-quality, gender-sensitive training programs. This skills gap further reinforces inequality and diminishes competitiveness in the marketplace.

The data demonstrate that women's entrepreneurship is constrained by an interplay of economic, legal, familial, and cultural barriers. Addressing only the financial component is insufficient. A holistic, gender-responsive approach is required to dismantle structural obstacles and create enabling environments. Such an approach should include financial inclusion programs, legal literacy campaigns, family support services (such as childcare), and skills development initiatives tailored to women.

This multifaceted nature of barriers highlights the importance of policy integration economic, social, and institutional measures must be coordinated to ensure equitable access and sustainability of women-led enterprises.

Statistical data show that women's entrepreneurship is carried out in the following areas:

Table 3. Distribution of Entrepreneurial Activities by Field of Activity (in %)

№	Field of activity	Percentage (%)
1.	Sewing and knitting	28%
2.	Beauty salons	19%
3.	Food production	17%
4.	Services (education, health)	15%
5.	Agriculture	11%
6.	Trade and retail	10%

Table 3 illustrates the distribution of women's entrepreneurial activities across various sectors. The data suggest that women predominantly engage in traditional, labor-intensive, and often low-capital business areas. This reflects broader gendered patterns in economic participation, where women gravitate toward sectors that are more accessible, culturally acceptable, or require lower initial investment.

The leading sector**,** sewing and knitting, accounts for 28**%** of women-led enterprises. This sector typically involves home-based production or micro-scale workshops and is closely tied to existing skills, domestic responsibilities, and long-standing cultural practices. However, it often lacks scalability and profitability unless supported by modern equipment, branding, and access to export markets.

Beauty salons represent the second most common field at 19%**.** This sector has grown steadily due to increasing demand for personal care services and the relatively low barriers to entry. It provides flexible working hours and space, which is particularly attractive to women balancing family responsibilities. Nonetheless, competition in this field is high, and profitability depends on innovation, service quality, and customer retention.

Food production, with 17%, includes home-based food processing, catering, and small-scale manufacturing. This sector benefits from cultural familiarity and stable demand, but it also faces regulatory challenges related to hygiene standards, certification, and access to distribution channels. Without formalization and quality assurance, growth in this sector can be limited.

The services sector, encompassing education and health, comprises 15% of women's enterprises. These businesses often stem from women's prior professional experience (e.g., teaching, nursing) and reflect the natural extension of their skills into private enterprise. This field also carries strong social value and relatively stable income, though it may require regulatory licensing and sector-specific training.

Agriculture**,** making up 11**%,** includes farming, horticulture, and animal husbandry. While rural women are traditionally active in agriculture, the transition to formal agribusiness remains limited due to restricted land ownership, low mechanization, and insufficient financial and technical support. This indicates a need for gender-responsive agricultural extension services and rural entrepreneurship incentives.

Lastly, trade and retail (10%) includes kiosks, small shops, and market stalls. This sector offers ease of entry and quick cash flow but often operates informally, limiting opportunities for business expansion and financial inclusion. It also carries vulnerability to market fluctuations and competition.

The data reveal that women's entrepreneurship is heavily concentrated in low-margin, low-capital, and traditionally "feminized" sectors. While these fields provide a critical entry point into economic activity, they often lack long-term sustainability, innovation, and integration into value chains.

To foster more inclusive and growth-oriented entrepreneurship among women, it is essential to:

1. Encourage participation in high-value-added sectors (e.g., digital economy, green technology),
2. provide sector-specific training and certification,
3. improve access to finance, modern equipment, and markets,
4. promote formalization and quality assurance mechanisms,
5. address structural barriers that limit women's entry into non-traditional industries.

This distribution pattern underlines the urgent need for targeted policy interventions that not only support existing businesses but also create pathways for diversification and upward mobility within the entrepreneurial ecosystem.

4. Conclusion

The conducted analysis shows that the process of establishing women's entrepreneurship has its own specifics, which are closely related to many economic, social, cultural and institutional factors. According to the results of the study, women are mainly entering entrepreneurship in order to achieve financial independence and increase family income. However, it was found that their low access to financial resources, legal and bureaucratic complexities, gender stereotypes, family responsibilities are significant obstacles on this path. Women's entrepreneurship is mainly concentrated in such sectors as sewing and knitting, beauty, food and services, which are characterized by low profitability and technological development. There is a need to direct women's entrepreneurship to highly productive, innovative and export-oriented areas. Based on the SWOT analysis, using strengths and existing opportunities, reducing weaknesses and threats is a strategically important direction.

The following practical suggestions were developed during the research:

1. Expanding access to financial resources. Introducing microfinance programs, preferential credit lines and a system of separate grants for women;
2. Increasing legal literacy. Organizing free legal consultations, seminars and trainings for women entrepreneurs;

3. Developing entrepreneurial skills. Increasing women's potential through vocational education and practical training;
4. Supporting family and work balance. Developing flexible work schedules, kindergartens and social infrastructure for women;
5. Focusing on innovative and export-oriented sectors. Attracting women's entrepreneurship to IT, agrotechnology, e-commerce and other high-value areas.

In conclusion, women's entrepreneurship is not only an important source of economic growth, but also a powerful tool for achieving gender equality and ensuring social inclusion. Therefore, supporting them from the stage of their establishment through systematic, targeted and institutional approaches is an urgent task.

5. Discussion

The results of the study showed that various factors are in a complex relationship in the process of establishing women's entrepreneurship. The formation of women's entrepreneurship is closely related to economic, social, cultural, legal and family conditions, and each factor directly or indirectly affects the level of its development.

First of all, if we analyze the motivational factors, it is observed that women enter entrepreneurship mainly out of a desire for financial independence, improving the family budget, as well as realizing their potential. In particular, women who are under socio-economic pressure (10%) see entrepreneurship as a mandatory or alternative path. This situation indicates that women's entrepreneurship, unlike men's entrepreneurship, is formed more for "social reasons".

The analysis of barriers also confirms that the biggest challenge for women is limited access to financial resources (36%). The figures show that access to capital is crucial for women's entrepreneurship to succeed. At the same time, it is observed that complex legal formalities (22%) and gender stereotypes (14%) also limit women from entrepreneurship. These challenges mean that specific institutions and tailored approaches are needed for women.

The sectoral distribution showed that women's entrepreneurship is concentrated mainly in traditional and low-tech sectors (sewing and knitting, beauty, food). These sectors are often labor-intensive, but capital-intensive, and have low profit margins. The share of women in innovative, IT, or industrial sectors is very low. This indicates the need for strategies to attract women to higher value chains.

The results of the SWOT analysis showed that the strengths of women's entrepreneurship are a high level of motivation, flexibility and decision-making capacity based on work experience within the family. At the same time, weaknesses include a lack of experience and knowledge, infrastructural constraints and insufficient financial resources. The most important opportunities include government programs, subsidies and gender-oriented policies. Threats are related to systemic problems - social attitudes, economic instability and global competition.

Overall, the results of the analysis showed that effective development of women's entrepreneurship requires a comprehensive approach. By directing women from traditional sectors to innovative and high-income sectors, and strengthening financial, legal and educational support mechanisms, their economic potential can be fully realized.

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