



FEMALE ENTREPRENEURSHIP: CHALLENGES AND ACHIEVEMENTS IN THE BUSINESS WORLD

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ABSTRACT

The origin of the word entrepreneur is directly related to the French term entrepreneur, which was used in the 12th century to refer to those who encouraged fights. The professional rise of the female figure is notorious in society, especially in the entrepreneurial scenario. The present work has as general objective to identify the causes that lead to the growth of female entrepreneurship. The work has the specific objective of understanding the challenges and achievements of women in the entrepreneurial world by conducting a systematic integrative review research. Female entrepreneurship still faces a great diversity of prejudices, as well as women being ahead of their companies. Based on the result of the research, it is possible to state that there is no female model of management that opposes the male.

KEYWORDS: Entrepreneurship - Female gender - challenges

1. INTRODUCTION

The emergence of the word entrepreneurship came about 800 years ago, with the meaning of doing something, so entrepreneurship is the involvement of people and processes that together lead to the transformation of ideas into practices, in the face of opportunities. (FELISBINO; YAMAGUCHI; LOPES, 2016).

The entrepreneurial person is ahead of his time, has a vision of the future, foresees changes and sees opportunities in events, controls his actions based on future planning, the meaning of entrepreneurship is not limited to the present (OLIVEIRA, 2012).

Strobino; Teixeira (2014), p 60 reports in his study:

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The first concepts of entrepreneurship were based on the theories of economic development, which defined it as a result of changes actively promoted by agents who participated in the structure, ceasing to be interpreted as an economic event and starting to occur in the social sphere.

In the world, the labor market has been changing through female entrepreneurship, however, gender bias is still strong, mainly through wage differences, but with gender policies, changes have been occurring (MARTINS; 2010).

The Alperstedt; Ferreira; Serafim (2014) corroborate with the previous author and states that entrepreneurship is growing worldwide and the insertion of women in the labor market is still on the agenda as they still suffer from gender bias in several senses such as lower salary, less employment, among others.

According to Vaz (2015), he states that the large-scale insertion of women in the world of work, especially in the world of entrepreneurship, has brought about significant changes in the ways of conceiving professional relationships and business strategies in small companies, in addition to interfering in ways to perceive customers.

The situation of women entrepreneurs is still difficult, as it was only after the 1980s that there were changes in the principles of equity between the sexes and in issues of a cultural and legal order (MARTINS et al., 2010).

Marcante et al, (2015) in their study states that the concepts of entrepreneurship do not distinguish between gender, since entrepreneurial characteristics are found in both men and women in general.

Still, Marcante et al, (2015) reflects that understanding entrepreneurship requires that both perspectives are integrated, no matter how entrepreneurial an individual is, therefore, a context that offers access to adequate resources will be necessary.

According to Silva (2013) the female growth in the market is justified due to the higher level of education compared to men and even due to changes in family composition.

The evolution of the number of women in the entrepreneurial world reveals the construction of the modification of companies over the years, the number of men and women who opened new companies in the country has remained stable, and the number of men is slightly higher than that of women, being in Brazil the participation of differentiated women, with a new connotation, mainly in front of micro and medium enterprises (QUERINO; DOMINGUES; LUZ, 2013).

Silva (2013) still states that although women have a higher level of education than men, they still work with lower wages and are still restricted to some market departments.

Observing the insertion of women in the job market, the increasing form of conquest in their space, opening their own businesses has as guiding question: What are the main challenges and achievements of women in the entrepreneurial world?

Given the above, the present work has the general objective of identifying the causes that lead to the growth of female entrepreneurship. And as a specific objective to understand the challenges and achievements of women in the entrepreneurial world by conducting a systematic integrative review research.

2. THEORETICAL FRAMEWORK

2.1- ENTREPRENEURSHIP

The origin of the word entrepreneur is directly related to the French term entrepreneur, used in the 12th century in order to refer to those who encouraged fights. However, later, in the 15th century, the term entrepreneur, already adopted by the French language, becomes synonymous with someone who is responsible for something, a manager or champion (SANTOS et al. 2014).

The first concepts of entrepreneurship were based on the theories of economic development, which defined it as a result of changes actively promoted by agents who participated in the structure, ceasing to be interpreted as an economic event and starting to occur in the social sphere. Thus, it could be understood that those individuals who used the available resources differently were the agents of transformation that broke with the existing stability and forced the other agents to reorganize and adapt to changes (LOIOLA, 2016).

The different concepts of entrepreneurship that exist do not distinguish between gender, since entrepreneurial characteristics can be found in both men and women, even though their first definitions covered almost exclusively the male audience (BARBOSA et al., 2011).

The entrepreneur is the holder of the ability to reinvent the means to meet the growing needs of society and provide major economic and social and even environmental changes (BARBOSA et al., 2011).

As time went by, the concepts of entrepreneurship changed, while the global economy was transformed, becoming more complex. Since its genesis, when the term

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was used to designate specific activities, the idea of entrepreneurship has taken on a new formulation and scope, inserting definitions associated with people and not their occupations. The factors of innovation, risk and wealth creation were improved as the studies on the creation of new ventures evolved (PINHEIRO; BATISTA; FREITAS, 2015)

When people and processes come together, they are looking for an opportunity to turn ideas into business, which can turn into entrepreneurship.

“Entrepreneurship is the process of creating something new with value by dedicating the necessary time and effort, taking the corresponding financial, psychological and social risks and receiving the consequent rewards of satisfaction and economic and personal independence” (SILVA, 2013).

The entrepreneur aims primarily at profit, for his survival in the market and also personal, many of those who start their own business have the objective of becoming rich, but this is a gradual process. The venture may gradually increase its capital and profit. (FROTA et al. 2014)

In the economic area, we find Schumpeter (1934) who defines the entrepreneurial agent as the individual who creates new combinations, new markets, new products or new distribution systems, while Kirzner (1995) considers that an entrepreneurial agent is the one who uses the most information you have to identify new opportunities that others cannot. In the area of Social Sciences, we find McClelland (1961) who shows us that the entrepreneurial agent is someone who needs self-realization and needs power, whereas for Aldrich (1997) the entrepreneurial agent is a source of new initiatives and ideas that tends to culminating in the beginning of a business that will be viable from the start. More recently Shane (2003) defines the entrepreneurial agent as an individual who discovers,

The entrepreneur by necessity is characterized by not having been accepted into the job market or, as previously mentioned, he does not feel professionally fulfilled, he chooses to open his own business in order to improve his finances. Most of the time, they are not lasting enterprises, because at the first job opportunity, they can leave the business (FROTA et al. 2014).

There is also the post-survival entrepreneur, who is the one who started the business out of necessity, but managed to go through crises and stay with the project in progress, they are also characterized by fear of daring, and they remain with the basics, that is, the enough to meet their basic needs (LOIOLA, 2016).

Frota et al, (2014) states that the entrepreneur by opportunity is one who, even if well employed, professionally and financially stabilized, always had the dream of owning his own business, and remained well informed about the opportunities that arose when over time, and have accumulated capital to invest in their project. They maintain the medium-sized business, as they are not willing to become great entrepreneurs and, consequently, slaves of the business itself. The mortality rate of these ventures is low, because the risks are lower in relation to entrepreneurship by necessity.

Throughout all these personal characteristics, the issue of gender has, in recent years, assumed particular relevance, leading to the production of several studies in the area of female entrepreneurship. In the following chapter, a literature review on this topic is carried out, in relation to female entrepreneurship over time.

2.2 - FEMALE ENTREPRENEURSHIP

In society since antiquity, women have always had a well-defined role: housewife, responsible for the zeal and well-being of children and the home, invariably submissive to parents or her husband, having no right to express her wishes or to fulfill your dreams. Currently, there is a change in the behavior of women, not to assimilate with men, but to compete on an equal basis with men (ANDRADE et al. 2018).

Entrepreneurship is much more than investing in the labor market, it is much more than spending money, it is much more than obtaining your personal satisfaction in your own business. "The action of entrepreneurship is seen as a learning practice - which involves imagination, creativity, exploration of the unknown and engagement - and opportunity" (CAMARGO et al, 2008, p.109).

According to Sebrae (2013), women have been gaining more and more space in entrepreneurship has contributed and generated gains for the country's economy, justifying the curiosity and interest of many researchers regarding the role of women as owners of the business. It is necessary to highlight that the study on female entrepreneurship is not limited to the insertion of women in the market in order to increase family income, it is about seeking better conditions for professional progress for them.

Santos et al (2014) state in their study that female entrepreneurship generates service and promotes novelty, contributing to the socioeconomic expansion of countries.

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Silva (2013) reports that there are several factors that justify the growth of female participation in the labor market, such as: higher level of education in relation to men until changes in family composition, with a smaller number of children and new values referring to inclusion of women in Brazilian society. On the other hand, there are limitations to the female performance in this job market.

Although women prove to have a more advanced education than men, they still work with lower wages and are still restricted to some departments of the market.

In his thesis, Wankleber de Farias da Silva states that the entrepreneurial woman gains space both in her struggle for social insertion and for her insertion in the world of the labor market. This new woman, while playing a new role in her socioeconomic context, also accumulates occupations, sacrifices and losses in her family and social relationships. The general picture of the country shows that the female presence occurs in spaces of precarious entrepreneurial activities and in conditions of unequal tasks, income and functions.

“Feminization in the world of work ends up being positive, as it makes it possible to constitute and advance the difficult process of female emancipation and, thus, minimize the forms of patriarchal domination in the domestic space” (NOGUEIRA, 2004 apud CAMARGO, 2008 et al, p. 109-110). The author points out that it is also negative, and states that these changes have aggravated and hindered the rights of working women.

The professionalization of women does not happen from the same male perspective. The man seeks work as his main activity, while the woman determines her career trying in every way to balance family life, her dreams and goals with her professional life (SOUZA; COVIRNO; LOPES, 2012).

According to Loiola (2016) female entrepreneurship is seen as an option for generating work and income, so that they can be satisfied in terms of time, future and professional destiny. However, women still have to worry about their domestic obligations, looking through employment, organizing themselves in their multiple hours without worrying about rigid hours, thus being able to alleviate the conflicts between their family life and their professional life.

This fact stems from the very social role inherent to women, from their responsibility to the family, thus the differences between entrepreneurial men and women extend for a crucial reason that men and society think that women have the responsibility to manage the home (SANTOS et asl, 2014).

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It is observed today that women are not limited to the thoughts of others, thus seeking their personal satisfaction outside the home and investing their money and their intellectual in their own enterprise and showing society their ability to manage their own business (LOIOLA, 2014).

It is known that there is a work-family conflict within female entrepreneurship. Numerous causes can be cited, such as lack of time for the family, work and earning surpassing that of the husband, family dialogue, among other important factors (SANTOS et al, 2014).

The organization of work in relation to that of the family rests on myths, which still exist today, regarding the difference between genders. The opinion that women have needs, dedications and skills to care for and take care of the home, while men have the capacity for activities outside the home and to provide, creates a device (SOUZA; CORVINO; LOPES, 2012).

Both men and women become prisoners of perspectives and behaviors linked to ideals in relation to those who work ("ideal worker") and those who care for the home ("ideal housewife"). The issue creates impediments and disadvantages that affect especially women who are mothers and who work (SANTOS et al, 2014).

Women who work both at home and abroad sometimes find it difficult to exercise their function at work. Some are concerned about the home, children and husband and sometimes do not do their job as well as they should if they did not have that kind of concern. Thus, many women stand out or not in the job market. Those that do not stand out, over time, prefer to stay at home and dedicate themselves to the home. Those that show competence, skills and passion in their work or in their own enterprise benefit from new opportunities, bonuses, etc. (LOIOLA, 2016).

Thus, women have dedicated themselves to entering the job market. An intense involvement in successful activities outside the home, as well as dedication and active participation in the direction of the home and in caring for the family, is part of the life of modern women working both at home and outside (LOIOLA, 2016) .

Silva (2013) states that "The so-called" double journey ", which refers to the accumulation of tasks - public and private -, is the source of conflicts, problems and wear and tear".

It can be observed that female entrepreneurs intensely yearn to establish a balance between professional and family issues and seem to achieve such stabilization as they realize and claim that work and family help and benefit each other (SILVA, 2013).

Thus, work, children and self-respect are sources of high and similar satisfaction rates for Brazilian managers, suggesting that the professional, family and personal spaces cooperate in a balanced way for the psychological well-being of these women (ANDRADE et al , 2018).

According to Amorim, Batista (2011) female professional life can add or, on the contrary, spoil / hinder family life, in the same way family life can have an impact on professional life, whether appropriate or not. Because it is a topic of great relevance, the examination of the relationship between work and family has important consequences, both for organizations as a whole and for individuals.

The conflict between work and family emerged from the second half of the 20th century, from the moment that countless wives and mothers entered the labor market. The woman, who previously had the unique role of taking care of the home and the home, started to have the obligation to divide her available time between home and work (SANTOS et al, 2014).

In this way, the conflict between work and family is defined as "a form of conflict between roles in which the pressures of work and family are mutually incompatible in some aspects".

Amorim, Batista (2011) and Frota et al. (2014) corroborate in their studies that there are conflicts from time control. The more time a person dedicates himself to work, the less time he will have to dedicate himself to the family, with interference from the professional domain in the family domain, thus increasing the work-family conflict. On the other hand, the more time you dedicate to your family, the less time you have for work, in which case the family-work conflict increases.

In this regard, it is clear that, for many workers, there will always be a conflict. The bigger question is to know which one to dedicate more, to work or to the family. Researches show that few women (with family: husband and children) manage to take both with one harmony without harming the work-family relationship (SILVA, 2013).

According to a report by SEBRAE (2015), the trend of increasing the participation of women in entrepreneurship as the owner of their own business is compatible with the expansion of participation of women in the labor market, which is directly linked to the smaller number of children they are having, the reduction in family size, the growth in the number of childless couples, single-person families, urbanization and greater schooling.

3 METHODOLOGY

In view of the proposal to discuss the challenges and achievements of women in the entrepreneurial world, we opted for exploratory, descriptive research, with a qualitative approach, based on a systematic integrative review.

The descriptive research exposes a reality of how it is presented, identifying and interpreting the facts or phenomena of analysis records, whereas the exploratory study aims to explore information of what is being researched, as it can also provide familiarity mainly in the bibliographic survey, interview with people experienced in the researched problems (MARCONI; LAKATOS, 2009).

Still according to Marconi and Pacatos (2009) the qualitative study allows the most comprehensive research from several sources, giving freedom to the research and making it possible to learn and go deeper with the chosen theme.

An integrative review was carried out which is characterized by grouping, analyzing and synthesizing research results on a given theme or issue, in order to present, discuss and deepen knowledge about the proposed theme (SOUZA; SILVA; CARVALHO, 2010).

It is a narrative bibliographic review, for not using explicit and systematic criteria, investigation and critical exploration of the literature. The screening and interpretation of studies may be subject to the partiality of the authors, convenient for the theoretical foundation of theses, dissertations, course completion papers and articles (MATTOS, 2015).

The analysis and discussion of the results respected the observation of the articles surveyed, so that the one that best meets the proposed objectives will be approached, always relating to the questions and hypotheses pointed out. In this way, there will be the possibility of improving the dialogue between the authors in the search for understandings and in the construction of knowledge. In addition, the discussion will be developed, which will point out the understanding of the authors of this study.

The search strategy for articles included searching on electronic bases of citations in the publications initially identified. Electronic bases were used.

The criteria adopted for inclusion were: articles published in full in Portuguese; articles published in the last ten (10) years; the pre-selected articles had their abstracts read and after reading the abstracts, a survey of the material was made according to the research objective for the final selection, and as an exclusion criterion: articles that did not respond to the reading research were discarded, theses, dissertations, books, in order to select only publications in indexed journals.

4 RESULTS AND DISCUSSIONS

Bibliographic analysis was carried out to characterize the selected studies. Of the eight articles that constituted the study sample, the main challenges and achievements of women in the entrepreneurial world were considered, as shown in the table below:

TITLE	YEAR	GOALS	CONCLUSIONS
Female Entrepreneurship in the Aesthetics and Beauty Segment: A Study in the Light of David McClelland's Theory	2018	Identify which of the motivational needs developed by the psychologist David McClelland stands out in the entrepreneurs of the segment of aesthetics and beauty in the city of Juazeiro / BA.	The highlighted need shows that the desire to establish interpersonal relationships, to avoid conflicts and to be accepted by others, can result in good managerial and executive performance due to the promotion of a pleasant and affectionate climate, improving the understanding and communication between employees and entrepreneurs.
Profile of Female Entrepreneurship: A Case Study in the Municipality of Campina Grande-PB	2014	Identify the profile women entrepreneur in the municipality of Campina Grande, PB. For that, he was chosen. for this	It was also found that these women go through difficulties and suffer some prejudices, among

		research the book “Entrepreneurship - Transforming Ideas into Business”, by authored by Dornelas (2008) in order to make the identification and analysis.	them are male prejudice, as well as the difficulty of. take on many tasks, as they still have to assume the role of mother of the family when they get home and face other activities.
Female Entrepreneurship in the Municipality of Picos, Piauí	2013	The objective of this research is to understand the causes that lead to the growth of female entrepreneurship in the municipality of Picos, emphasizing the main variables that have been collaborating in this direction.	It was observed in the responses of businesswomen that the growth of female entrepreneurship in Picos was due to the need and lack of work in the market, the flexibility of working hours, the improvement of life for the family, also emphasized that their investment in the labor market guarantees the financial independence which brings them personal satisfaction and

			professional fulfillment.
Female Entrepreneurship: Reason for the Enterprise	2011	Identify the Brazilian entrepreneurial woman; to know the history of this woman in the job market; survey the sectors in which female entrepreneurship is greater and the importance of the female management style for today's society.	Talking also about the issue of female management allows a range of fans to other themes, so this research proved to be somewhat limited, since the research was developed with only a small audience and therefore it would be important that the continuation of this work it was a research among the several companies existing in the city of Picos, not limited to what was exposed in this monograph.
Female Entrepreneurship and Its Presence in MSEs	2014	Analyze the behavior and performance of women entrepreneurs and when facing business decisions.	Bearing in mind that the female entrepreneurship of today is very effective, and based on the indexes pointed out by the GEM, we

			can say that in the near future, a large part of the businesses that will be successful, will be led by women.
Entrepreneurial women: Difficulties and prejudices	2016	Identify, in the opinion of these women, what difficulties and prejudices they suffer when they choose to undertake.	The biggest challenge for these women, identified in their speeches, is time management due to the need to reconcile multiple roles as wife, mother, entrepreneur and housewife. Another challenge present in the speech was the difficulty to be respected.
Entrepreneurship in Brazil	2009	Identify vital aspects of a country's entrepreneurial activity are related with the innovative capacity of new ventures created.	Although the research data show that, both on the part of Brazilian entrepreneurs and according to the view of national experts, education and training as a support factor to encourage or strengthen entrepreneurial

			activities in the country are insufficient for the current demands, they are also realizes the effort on the part of the government and of several civil entities in promoting entrepreneurship in national educational institutions.
An Analysis of Studies on the Feminine and Women in the Administration Area: The Brazilian Scientific Production between 2000 to 2010	2013	To analyze bibliographically the scientific productions, published between 2000 and 2010, whose main theme was women and women in six of the main management magazines in Brazil.	In general, it can be said that feminist studies developed in the field of Administration still lack further conceptual deepening. There is also a research gap that studies the feminine not only in women, but also in men, thus breaking definitively with the biological view of gender, in which sex would

			determine gender.
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SOURCE: Field research. Own authorship.

According to GEM (2009), female entrepreneurship has grown in recent decades and is directly linked to their investment in their own education, says that female education has visibly presented better indicators, whether in the expansion of educational levels or in the greater offer of higher education courses, preparing and qualifying them more adequately for the job market.

Loiola (2014) portrays that there is a difference in the nature of the enterprise between men and women and that they have smaller enterprises and, consequently, lower net profit. Despite this, the fastest growing sector is the service sector, where women show better results, it highlights that men have a tendency towards manufacturing, finance or technical areas while women have a tendency towards areas related to the provision of services.

Silva (2013) corroborates that the lack of support from family, friends or banks that make it impossible to grant financial loans to them is the criticism most indicated by women. The lack of trust from customers, suppliers and shareholders comes next. These difficulties are directly linked to a predominantly macho society.

According to Santos et al, (2014), it is a challenge for female entrepreneurs to manage their businesses in a predominantly male space.

The challenge of accepting women in the labor market, whether as an employee or employer or self-employed, varies from society to society as shown in the following excerpt:

Machado (2002) also says that the difficulties related to women entrepreneurs are generally linked to parents, husbands and children due to the concern of women linked to the creation of a family

According to Gomes (2004), the woman who works outside has great difficulty in reconciling work and family. For men, this difficulty is not so frequent.

A study by Buttner and Moore (1997) highlights the family influence as the pressure of the husband and children as a difficulty that these women entrepreneurs face when running their businesses.

Silva (2013) also says that they also suffer from the stress of dealing with business work and taking care of the house, as they dedicate themselves to work and when they get home they still have to deal with domestic tasks.

5 CONCLUSION

Women's work has been achieved over time. It was not simple for women to be able to earn their own money, gain independence and still have their competence recognized. Currently, there is no doubt about women's intellectual capacity, which is progress for society.

During the construction of this work, it was observed that the theme is still new, since the insertion of women in the labor market was involved in several difficulties. Female entrepreneurship still faces a great diversity of prejudices, as well as women being ahead of their companies.

Based on the results of the research, it is possible to state that female entrepreneurship has been on the rise, this has been seen in the investment in their own education and this facilitates their insertion in the labor market. In contrast to this, women face the stress of reconciling their professional and family life. This reduces your time in the workplace. Unfair competition in relation to man. Finally, we still live in a macho society where opportunities and access are always made easier for men. The way of undertaking has more to do with the ability of each person regardless of gender.

In this way, the proposed study serves as a basis for future research on the subject and to take a big question, the recognition of the effort of the hard-fought women, to stand out as professionals and show that they are competent, in the fight for their rights, regardless of barriers encountered, such as prejudice.

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