



Kolegji AAB

FACULTY OF ECONOMICS - MASTER STUDIES
DEPARTEMENT: MANAGEMENT AND COMPUTING

MASTER THESIS

THEME:

ENTREPRENEUR WOMAN IN KOSOVO

Mentor:

Prof. ass. dr. VelandRamadaniSejraneHasani

Candidate:

Prishtine, 2015

CONTENT

List of tables/charts	
ACKNOWLEDGMENT AND GRATITUDE	
Abstract	
1. Introduction.....	
1.1 General context	
1.2 Theoretical context.....	
1.3 Empirical context	
3. Review of literature.....	
2.1 Description of entrepreneur women in Kosovo	
2.2 Institutional support of female gender in Kosovo.....	
2.3 Theoretical aspects about the performance of the businesses of entrepreneur women	
3. Hypothesis.....	
3.1 Women are a pale active power of the work market, compared to men.....	
3.2 Women have less power in taking decisions and towards it managerial positions	
4. Methodology	
4.1 Release of this research.....	
4.2 Duties of research	
4.3 Research methods	
4.4 Sample of research.....	
4.5 Choice of respondents.....	
5. Research results	
5.1 Analysis and comment of results	
5.2 Statistical analysis.....	
5.2.1 Your age.....	
5.2.2 Your education.....	
5.2.3 Sector	

5.2.4	Number of employers and business category	
5.2.5	Which is the role of family in the maintenance of businesses managed by entrepreneur women in Kosovo?	
5.2.6	Are you aware that in Kosovo there are business networks of women in business?.....	
5.2.7	How would it force the interest of entrepreneur women, the organization of a genuine network of entrepreneur women in Kosovo?.....	
5.2.8	Would the organization of a powerful network of entrepreneur women in Kosovo protect their interest?.....	
5.2.9	Are the managerial positions of entrepreneur women in Kosovo powerful?	
5.2.10	What are the obstacles that unable the success of entrepreneur women in Kosovo?	
5.2.11	Business experience	
5.2.12	Years in business management	
5.2.13	Income.....	
5.2.14	Problems/Obstacles (Biggest 4).....	
5.2.15	Managerial skills (Best 4)	
5.2.16	Success factors (Most important 5).....	
5.2.17	Real possibilities for the development of women business in Kosovo.....	
6.	Discussion.....	
6.1	Discussion about research data	
7.	Conclusions and recommendations.....	
7.1	Recommendation	
7.2	Successful entrepreneur women	
8.	References.....	
9.	Appendices.....	
9.1	ANEX	

ABSTRACT

At first, I feel so proud to work on this Master thesis theme which mainly aims the entrepreneur woman in Kosovo, where I will personally try to understand their difficulties and skills to be independent.

This Master thesis aims to research on which will be the impact of family and organization of entrepreneur women in a business network. What are the advantages and disadvantages of the organization of entrepreneur women within business associations, which is the business success of enterprises, do they have a genuine business network, etc.

In this paper work, by a survey, I will try to understand about entrepreneur women in Kosovo, their business, their skills, their difficulties and many others.

The high participation of women in business will contribute to a more stable, , balanced and developed society, considering the fact that they will again face with difficulties in providing finances for the development of their managerial features.

The content of theme will have the economical and social power of Kosovan women. Countries of South-eastern Europe, a part of which is the Republic of Kosovo too, are prior to pre-judge and at the same time not to believe in the ability of women as hosts and leaders in a business.

In Kosovo, except the prejudice as a phenomenon of mistrust, we confront it in another factor too, and this is the feeling of risk. Women in general as a gender are known as less prior to risk.

In our environment, in which can be developed a business world, it is required courage and guts, because investment requires business risk. Maybe the risk factor is the phenomenon in relation with the general number of population, so we have few women in entrepreneurship.

Naturally, the framing of women in business, except the readiness, it requires support from family and circle. Finding support from family for a woman with aims and readiness to deal with that occupation, means a lot. Generally, women in Kosovo express their will for entrepreneurship. They have initiated for framing in the field of business, but we still don't deal with a desired percentage.

Because of the nature of gender that belongs to entrepreneur women, except support from family, need an organization within their business associations. This is done with the purpose of adding communication between them, identification of needs and excess of obstacles.

Also, what is important is the thought, power, knowledge, confidence to release what they want.

‘‘The Law Of Attraction states that you get more of what you focus on.’’

“When you acknowledge what you do not want, and then ask yourself, “What is it that I do want?” you begin a gradual shift into telling your new story and into a much improved point of attraction.”

“You get the essence of what you think about – whether you want it or not – because The Law of Attraction is unerringly consistent – therefore, you never only tell the story of “how it is now”. “You are also telling the future experience that you are creating right now.” Abraham Hicks.

Success is where there’s fright, just as if we were in a dark cave, where there can be the treasure we were looking for..how true is this? The place where we are most afraid of, keeps the most valuable treasure.

What is the creation of a new business? When this question is raised, each random person might say: “To gain money, of course.” This might come as unexpected for some increasing business leaders, in order to expand business. John Mackey, CEO of Whole Foods Market, leads like: “The aim of business is to create stable values for all the interested pairs.”

Today, enterprises are in a high competition pressure from other enterprises, which offer the same thing, product or similar service or maybe they’re in pressure from consummators who always expect more from the product that they consume.

The readers of Half the Sky book of Nicholas Kristof and Sheryl WuDunn’s can recognize the name of Goretti Nyabenda where she was profiled in the book, as an example of an authorized woman who is capable to transfer her status as an entrepreneur, because she was united with a group of savings and loan in which she gave her savings and got loans to create and release her wish for creating a business. (International Museum of Women – Global Fund for Women).