

Yang, I., Chang, M., & Kim, N. (2005) "Policies on facilitating startups of enterprises by specialized female resources." *Women's Studies Forum*, 21: 71.

According to the One-Way ANOVA conducted on the sales revenues of two groups based on academic background and career background, average sales revenue was significantly higher in the groups of "junior college or above" and "have experience". This One-Way ANOVA takes into consideration both academic and career backgrounds. The analysis showed that sales revenue was the highest in the group of "junior college graduate, no experience," successively diminishing for the groups of "junior college graduate, have experience", "high school graduate, have experience", and "high school graduate, no experience". The difference between these groups was significant. Finally, it was discovered through this self-evaluation that female entrepreneurs presumed that the most important element for their success was "entrepreneurship" that can guide them and overcome difficult situations. This was followed by other factors such as acknowledge and experience, connections, trust, business items, securing manpower and its management, technology, and transparent management. Female entrepreneurs presented contradicting answers in the self-evaluation when they said that adventurousness and leadership were what they lack whereas their reason for success was "entrepreneurship". Female "entrepreneurship" must be redefined and re-established in light of the growing awareness of the importance of "entrepreneurship" in the recent expansion of their enterprise startup and there also needs to be continuous study on this issue. The period of time that women's entrepreneurs took from the determination of inception to the actual opening was 41.5 percent "within 6 months", 24.7 percent "6 months ~ 1 year", and 66.2 percent "less than 1 year". The most difficult problem that women entrepreneurs faced when they first started their enterprises was "funding", said 49.1 percent of the respondents, and the entrepreneurs who only had a high school diploma had the most difficulty with the issue of "pioneering sales route" whereas the college graduates found "securing manpower" the most difficult. The higher their academic education, the more difficult the "insufficient management education and training" became for them. This proved that women with high academic education needed suitable management-related education and training. The in-depth interview survey of women entrepreneurs showed that they lacked expert knowledge and careers in their related fields and specialized women resources, with expert knowledge, are imperatively needed. The motivation for women to start enterprises is independence or self-actualization but on the other hand their inception preparation is generally too short and careless in light of their constructive motivations.

Zapalska, A.M. (1997) "A profile of women entrepreneurs and enterprises in Poland." *Journal of Small Business Management*, 35(4): 76-82.