

Female entrepreneurial motivation and growth intention: Moderating effects of marriage, motherhood and husband involvement for Taiwanese female entrepreneurs in small and medium enterprises

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ABSTRACT

This paper intends to address the dynamic relationship between entrepreneurial motivation and growth intention, and the impact of marriage, childcare responsibilities and husband involvement in business based on responses from Taiwanese female entrepreneurs in a women entrepreneur program. A structured questionnaire was used to collect 78 valid responses. It is found that motivation gradually led these women to identify new opportunities and strive for self-sufficiency and self-actualization. Even though these female entrepreneurs sought to grow their businesses, they tended to engage with the community and care for their employees. Additionally, married women and mothers with dependents were mainly motivated to conduct business to ensure their family livelihood. However, their desire to enhance their sense of achievement makes them less likely to prioritize contributions to the community and society. Also, the more their husbands were involved in the business, the less these female entrepreneurs were motivated to care for their employees by the desire for independence.

Keywords:

Female entrepreneurship, Entrepreneurial motivation, Growth intention, Marriages, Motherhood and childcare responsibilities.

女性創業動機與成長意圖：婚姻、母職與丈夫參與對臺灣中小企業女性創業家的干擾效果

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摘要

本研究旨在探討創業動機與成長意圖之間的動態關係，並透過分析來自台灣女性創業家計畫中受訪者的回應，探討婚姻、育兒責任及丈夫參與經營所帶來的影響。研究使用結構式問卷，收集了 78 份有效回覆。研究發現，動機逐漸引導這些女性尋找新的機會，並努力實現自給自足與自我實現。儘管這些女企業家尋求發展自己的事業，但她們亦傾向與社區互動並關心員工。另外，已婚女性和育有子女的母親特別會因想確保家庭生計，而有動機從事事業經營。然而，她們追求成就感的慾望，反而使她們不太重視對社區和社會的貢獻。同時，當丈夫參與企業經營越多，這些女性創業者就越不會因追求獨立而關心員工。

關鍵字：

女性創業家、創業動機、成長意圖、婚姻狀況、母職