

The Role of Women's Entrepreneurship Orientation in Achieving Sustainable Development: Case of Algeria

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Abstract:

Purpose: This study aims to identify the possibility of the contribution of women entrepreneurship in sustainable development.

Methodology: In order to achieve our objective, we used the descriptive and analytical method, through reviewing the related literature to the research variables and also analyzing the content of some studies which tackled this topics.

Findings: the study concludes that the women entrepreneurship contribute remarkably to the achievement of goals, which are directly related to the fundamental dimensions constituting of sustainable development.

Keywords: entrepreneurship, women entrepreneurship, sustainable development, sustainable development dimensions.

Paper Type: theoretical paper.

Introduction

At the beginning, the relationship of the human being was stable and simple in interacting with its environment. This stable environment is attributed to the simplicity of consumption patterns and the means used in the production system of its needs. But, with the increase in the world population, these rates have even been climbed to a "population explosion". The consequences of this increase; We see the increase in consumption rates due to the development of means, production techniques and the transition to more industrial activity, on the other hand we see a significant production of the quantity of waste that has generated an unbalanced Between the human being and his environment. This fact has engendered fear in the future of the human being; As a result and at the end of the twentieth century emerged the idea of sustainable development, which crystallized in the report of the World Commission on Environment and Development, which came under the title of our "common future" (UNGA , 1987).

Therefore, sustainable development has became the spot of attention to all states and international organizations. The focus was on research how to achieve them. Therefore, it is necessary to mobilize and recruit all available resources and encourage those directions that will

achieve this. The human element and his practices are important variables in this equation and the entrepreneurial is considered the one of this practices. Constantly entrepreneurship and entrepreneurial orientation as the engine of national economic growth and development. **J. Shumpeter (1934)** referred to as "the essence of the phenomenon of economic development" as the entrepreneurial orientation is responsible for technological innovation, the exploitation of opportunities, dealing with uncertainty, and the assumption of risks. Empowering women worldwide and investing in their futures can help drive growth in the global economy and promote economic vitality and security (**Vanderveldt, 2014**).

Women as entrepreneurs are now playing a far role than the introductory stage (**Ambepitiya, 2013**). As human energy is one of the most important factors of development, and women half of this energy being an important reserve of the workforce and its disruption is only a weakness in the development process at various levels. Micro and small enterprises who led by female can have a more significant impact on overall household welfare and consumption than their male led counterparts. Women entrepreneurs and heads of households tend to spend more on household health, nutrition and education than men (**Nichter and Goldmark, 2009**). Although women often face particularly difficult challenges that suppress the growth of their firms (**Nichter and Goldmark, 2009**); women are often highly effective firm owners and its role has increased in several fields and the orientation of one of them is a proof of its ability to develop, creativity and giving. Thus, if we achieve sustainable development, the human energy must be shared in both cases. In this case we must think about women's entrepreneurship, so the goal of this study is to discover the contribution of women entrepreneurship in sustainable development.

1- The definition of sustainable development

Sustainable development is a recently accepted concept of development that has emerged as a result of the fact that the development of civilization has exhausted natural resources to the extent the earth has become unsustainable, thus challenging the prospects of development and survival of future generations (**Golusin et al, 2012**).

There are many concepts of sustainable development, which are drawn from the Rio Declaration that was agreed at the UN Conference on Environment and Development (UNCED) in 1992, which outlined 27 principles for the achievement of sustainable development globally. All these principles build on the overarching concept of sustainable development which was established by the Brundtland Commission in 1987 (**Stoddart, 2011**). "Sustainable development development that meets the needs of the present without compromising the ability

of future generations to meet their own needs” (UNGA, 1987). It is usually understood that this “intergenerational” equity would be impossible to achieve in the absence of present-day social equity, if the economic activities of some groups of people continue to jeopardize the well-being of people belonging to other groups or living in other parts of the world (Soubotina, 2004). This concept of conserving resources for future generations is one of the major features that distinguish sustainable development policy from traditional environmental policy, which also seeks to internalize the externalities of environmental degradation. The overall goal of sustainable development (SD) is the long-term stability of the economy and environment; this is only achievable through the integration and acknowledgement of economic, environmental, and social concerns throughout the decision making process (Emas, 2015). Sustainable development modifies the purposes of conventional development by adding a wide range of environmental protection goals, by incorporating the environment into social goals, and by insisting that economic goals be compatible with environmental protection. It also modifies the purposes of development by recognizing the present generation's responsibility to future generations (Dernbach, 1998).

For understanding the sustainable development from the different researchers view, we can depend on the definitions who provided by (Elliott, 2006) :

Figure 1: Defining and interpreting the contested concept of sustainable development

Definitions of sustainable development
<p>‘In principle, such an optimal (sustainable growth) policy would seek to maintain an “acceptable” rate of growth in per-capita real incomes without depleting the national capital asset stock or the natural environmental asset stock.’ (Turner, 1988: 12)</p>
<p>‘The net productivity of biomass (positive mass balance per unit area per unit time) maintained over decades to centuries.’ (Conway, 1987: 96)</p>
<p>‘Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.’ (World Commission on Environment and Development, 1987, p. 43)</p>
Interpretations of sustainable development
<p>‘A creatively ambiguous phrase . . . an intuitively attractive but slippery concept.’ (Mitchell, 1997, p. 28)</p>
<p>‘Like motherhood, and God, it is difficult not to approve of it. At the same time, the idea of sustainable development is fraught with contradictions.’ (Redclift, 1997, p. 438)</p>
<p>‘It is indistinguishable from the total development of society.’</p>

(Barbier, 1987, p. 103)

'Its very ambiguity enables it to transcend the tensions inherent in its meaning.'

(O'Riordan, 1995, p. 21)

'Sustainable development appears to be an over-used, misunderstood phrase.'

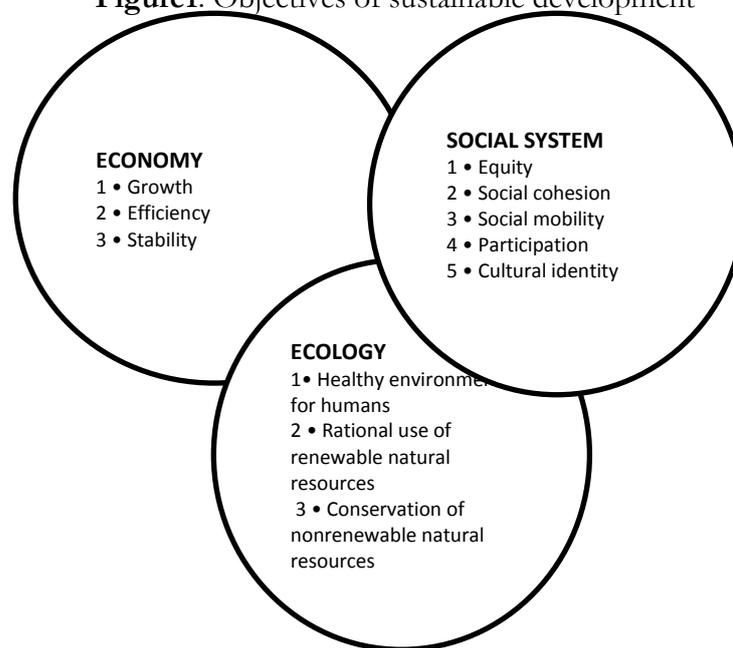
(Mawhinney, 2001, p. 5)

Source: (Elliott J.A, 2006, p. 10).

According to Dernbach (1998), Stoddart (2011), Golusin et al. (2012), Emas (2015), we can understand that sustainable development as an approach established on economic and social development and simultaneous environmental sustainability, by mean that people engage in various economic activities to satisfy their various needs and raise social welfare levels to preserve the environment in a manner that guarantees the right of future generations to live.

The concept of sustainable treat economic, social and environmental needs in a single definition, and the combine these three dimensions into the decision-making process where it becomes the goal of economic revenue is linked and associated to maintain the natural environment, and aware of social justice, where can not apply the sustainable development strategy without assembly these components. The three dimensions of sustainable development are outlined below (Harris J.M, 2000):

- **Economic:** An economically sustainable system must be able to produce goods and services on a continuing basis, to maintain manageable levels of government and external debt, and to avoid extreme sectoral imbalances which damage agricultural or industrial production.
- **Environmental:** An environmentally sustainable system must maintain a stable resource base, avoiding over-exploitation of renewable resource systems or environmental sink functions, and depleting non-renewable resources only to the extent that investment is made in adequate substitutes. This includes maintenance of biodiversity, atmospheric stability, and other ecosystem functions not ordinarily classed as economic resources.
- **Social:** A socially sustainable system must achieve distributional equity, adequate provision of social services including health and education, gender equity, and political accountability and participation.

Figure1: Objectives of sustainable development

Source: (Soubbostina and Sheram, 2000, p.9)

2- Definition of entrepreneurship

Much have been written about entrepreneurship and entrepreneurs and their impact to the economic development of a country. Ritchard Cantillon is the first thinker who has throw down much attention to business entrepreneurship. Where called the entrepreneur an “undertaker”, a person that does not retreat from engaging in risky business ventures (Śledzik, 2013). From it’s beginning in the work of Cantillon, many of the writings referred to anyone who organized and launched a firm as an entrepreneur (Dana, 2011). The concept of entrepreneurship and innovation are two concepts related to the work of Schmpeter (1983), who defined « entrepreneur who have only contributed will and action and have only carried out the new combination of existing productive factors » (Schmpeter, 1983).

Bundel and locket (2011) describe entreperunership as an elusive concept, as it primarily depends on the temperanent and personal qualities of the entrepreneur. This definition establishes the central role of the personality of the entrepreneur in a new venture contest. According to Harfer (2003) entrepreneurship involves the discovery of opportunities to buy one thing (eg: a resource) at a low price in order to sel lit (or its resulting output) at a high price, he also seggest that what

entrepreneurs do is identify opportunities for gain that others (and even they themselves) have overlooked (**Harfer, 2003**).

Concerning **Nieva (2015)**, the meanings of entrepreneurship imply that an enterprise is at work whenever an individual takes the risks and invests resources to make something unique or something new, designs a new way of doing something that already exists, or creates new markets. **Venkataraman (1997)** states that entrepreneurship as a scholarly field seeks to understand how opportunities to bring into existence « futur » goods and services are discovered, created, and exploited, by whom and with what consequences. It is acknowledged that entrepreneurial activity is valuable for economic as well as social reasons and strong interest in the field has been driven by recognition of the fact that entrepreneurial ventures are key drivers of economic growth in market systems (**Murphy and Liaop, 2006**).

As **Birley and Harris (1988)** briefly say to analyze the factors which influence the initial entrepreneurial decision is used to develop a theory for female entrepreneurs. The model describes three broad groups:

- a) The “Antecedent Influences” include those aspects of the entrepreneurs’ background which affect her motivations, perceptions, and skills and knowledge. They include genetic factors, family influences, education, and previous career experiences.
- b) The “Incubator Organization” describes the nature of the organization for which the entrepreneur worked immediately prior to start-up. Relevant factors include the specific geographic location, the type of the skills and knowledge acquired, the degree of contact with possible fellow founders, and the extent to which the entrepreneur gains experience of a small business setting. Beyond these, there are the particular motivations and triggers to stay with or to leave the organization - the push versus pull factors.
- c) The “Environmental Factors” external to the individual and to her incubator organizations provide an important setting within which the individual entrepreneur is able to flourish. Important factors here include the general prevailing economic conditions, but more specifically the accessibility and availability of venture capital, role models of successful entrepreneurs, and the availability of supporting services.

Entrepreneurship is often discussed under the title of the entrepreneurial factor, the entrepreneurial function, entrepreneurial initiative, and entrepreneurial behaviour and entrepreneur along with the shortage of people with entrepreneurial capabilities. Its consideration as an entrepreneurial function refers to the discovery and exploitation of opportunities or to the

creation of enterprise. Entrepreneurial behaviour is seen as behaviour that manages to combine innovation, risk-taking and proactiveness (Miller, 1983). In other words, it combines the classic theories of Schumpeter's innovative entrepreneur (1934, 1942), and the entrepreneur with initiative and imagination who creates new opportunities. Reference to entrepreneurial initiative underlines the reasons for correctly anticipating market imperfections or the capacity to innovate in order to create a "new combination". Entrepreneurial initiative covers the concepts of creation, risk-taking, renewal or innovation inside or outside an existing organization. Lastly, the entrepreneurial spirit emphasizes exploration, search and innovation, as opposed to the exploitation of business opportunities pertaining to managers (Cuervo et al, 2007).

According to the Global Entrepreneurship Monitor (GEM, 2015) that the innovation and entrepreneurship are closely connected concepts. Highly innovative entrepreneurs disrupt market equilibrium by introducing new product-market combinations that create new needs among customers and drive out less productive firms as their innovations advance the production frontier. Furthermore, innovation goes beyond merely creating novel goods and services. To commercialize innovation, entrepreneurs need to identify new market niches and develop creative ways to offer, deliver and promote their products. All of this requires awareness of competitive offerings, as well as the ability to incorporate this knowledge into distinct products and services. Innovation capabilities are thus important to the ability of an economy to become competitive, particularly in higher-productivity sectors (Kelley et al, 2015).

According to Miller (1983), Schumpeter (1983), Birley and Harris (1988), Venkataraman (1997), Harfer (2003), Cuervo et al. (2007), Śledzik (2013), Liaop (2006), Dana (2011), Bundel and locket (2011), Nieva (2015), Kelley et al. (2015), they argue that entrepreneurship emerges their role in economic sciences and commercial sciences, but is often attributed to the fact that new economic entities have been created.

3- Women's entrepreneurial orientation

Despite developments made in gender equality, many gaps remain between male and females in realms such as education, employment and entrepreneurship, it is known that women entrepreneurs constitute approximately one fourth to one third of the world's formal sector. However, women are less likely than men to develop small firms into larger enterprises, Moreover, according to the Global Entrepreneurship Monitor, more women than men start businesses out of necessity and not to take advantage of market opportunity. This may heavily affect their growth orientation (UNCATD, 2014).

However, the majority of those in developing and transitioning economies are very small and micro enterprises, with little potential for growth. Apart from being under-represented in enterprises of all sizes, the bigger the firm the less likely it is to be headed by a woman. Societal attitudes and norms inhibit some women from even considering starting a business, while systemic barriers mean that many women entrepreneurs stay confined to very small businesses often operating in the informal economy. This not only limits their ability to earn an income for themselves and their families but impedes them from realising their full potential to contribute to socio-economic development, job creation and environmental stewardship **(ILO, 2014)**.

As compared to men, there is a slight lower number of women worldwide engaged in entrepreneurial activity **(Vossenber, 2013)**. Women entrepreneurs today have their own opinion, are self assured, able to withstand all risk and are efficient managers. In spite of dual responsibilities, many women plan their lives very skillfully and succeed in filling these dual roles in a smooth way. The experience gained outside her home enables her to enrich family relationships through new outlook on tradition in a changing world. By continuously seeking connection with the world of science and culture, she can become a better organizer and help to promote growth. Blessed with these qualities and creative urges women can contribute significantly to economic productivity of the nation. They can take lead in bringing ethics in business and human approach in social economic relation and make this world a better place to live. Though women represent almost half the humanity, their contribution to leadership and management is much less. Time has come for women to come out of the drudgery of house work and give vent to their creativity and entrepreneurship **(Veena S. Smani, 2008)**.

It is imperative to note the participation of women in economic activities as self-employed individuals. Many of the traditional occupations open to women were mainly based on caste and creed and the nature of self-employment was based on the standard of living. Presently, not only are women generating employment for themselves in the unorganised sector, they are also providing employment to others **(Charantimath, 2005)**. Therefore, it becomes imperative for the government to frame policies for the development of entrepreneurship among women.

The long-term objectives of the development programs for women should aim to raise their economic and social status in order to bring them into the mainstream of national life and development. For this, due recognition has to be accorded to the role and contribution of women in the various social, economic, political, and cultural activities **(Nieva, 2015)**. The United

Nations Decade for Women (1975–1985) put the foundations for a new wave of programs focused on promoting women's role in the economy as a way to accelerate economic development (**Guillen, 2013**). By the beginning of the 1990s entrepreneurship by women had become a cornerstone of economic development. Policymakers had realized that without vibrant women entrepreneur's countries would be wasting or under-utilizing half of the talent pool (**Guillen, 2013**). Women pursue entrepreneurial opportunities for a variety of reasons. Research indicates that they tend to be driven by necessity rather than by opportunity to a greater extent than male entrepreneurs are, especially in developing countries. Both men and women tend to launch ventures related to their areas of expertise, mostly the result of previous employment or household work. They experience a large number of cultural, economic, and social obstacles (**Guillen, 2013**).

4- Contribution of the women's entrepreneurial orientation to achieving sustainable development

Women represent half of the human society. Therefore, achieving any goal for this society can not be achieved only by the half represented by men, but women must have a role to play in it. It also consumes and produces. For sustainable development, **Adki (2014)** sees entrepreneurship as very important, women are an important factor for achieving sustainable economic growth, social development, and environmental sustainability, so that empowerment takes the form of women's entrepreneurship. According **Evans and Sussan (2015)** women entrepreneurs in both developed and developing nations of the worlds stimulate the economy and create new jobs, because women's desire to be economically independent increasingly , thus increasing their role and contribution to shaping the labor market. In order to ensure sustainable development, women's participation is essential (**Evans and Sussan, 2015**).

We can touch the contribution of women entrepreneurship in the sustainable development through their support for its basic dimensions, for economic and social development (**sellami and quraishi, 2014**) argue that the core of current interest in women's entrepreneurship lies on the economic and social importance of institutions established and developed by women. In recent years many studies on the subject and in several countries especially in the Anglo-Saxon section, for attract the attention of governments and economic agents in their strategic decisions to the important and growing role of women's entrepreneurship in life and at all levels as an essential actor for achieving sustainable development.

In this context **Ascher (2012)** believes that the importance of women's entrepreneurship in all countries rise from their growing importance in creating, managing, and developing projects that contribute to economic growth. In most developed economies, the real actors are no longer huge companies, but small and medium-sized firms.

Several studies by a number of countries have emphasize this view as there is an economic impact of women's entrepreneurship, In Canada (2003) The Prime Minister's Task Force on Women Entrepreneurs has assembled statistics from Statistics Canada on women entrepreneurs. They find that there is more than 821000 Canadian women entrepreneurs and they contribute to an excess of CAD 18 109 million to the economy annually. Between 1981 and 2001, the number of women entrepreneurs increased 208%, compared with a 38% increase for men. However, average annual sales for women-owned firms are significantly lower. In 2000, women-owned SMEs averaged CAD 311 289 in sales, compared with 654 294 in sales for firms owned by men (OECD, 2004).

In another study conducted by the ILO in the same year to assess the economic impact of women's entrepreneurship is offered by the International Labour Office (ILO). ILO has also tried to estimate women's ability to create employment for themselves and for others in some developing economies in Africa. For example, in Zambia, a sample of 118 women entrepreneurs owning 144 firms (some of the interviewed had more than one firm) was interviewed. They provided employment for 1 013 persons of which 973 were full-time employees. This represents an average of 8.2 full-time employees per firm. In Tanzania, 128 women entrepreneurs were interviewed. They provided full-time employment for 752 persons, which corresponds to an average of 5.9 persons per firm. In Ethiopia, 123 women entrepreneurs were interviewed. They provided employment for 852 persons, of which 596 were full-time employed. This corresponds to an average of 4.8 full-time employees per firm (**OECD, 2004**).

In another study conducted by the Center for Women's Business Research in the United States in 2009 on a random sample of a community of 8 million women entrepreneurs, the sample used to generate results consists of 417 women business owners who own at least 51 percent of their business. The Output Effect of the survey of 417 women-owned businesses in the United States shows that the sampled firms were the total output or sales created in the U.S. economy is estimated to be \$147.8 million. The income effect the total income effect that is the sum of direct, indirect and induced effects is estimated to be \$54.8 million. The Employment Effect, Women-owned businesses surveyed were directly responsible for creating 612 jobs and indirectly created 249 jobs. The spending of their employees created an additional 363 jobs. In

aggregate, 417 women business owners surveyed created 1,224 jobs in the United States (**CWBR, 2009**).

Increasingly, female entrepreneurs are considered important for economic development; not only do they contribute to employment creation and economic growth through their increasing numbers, they also make a contribution to the diversity of entrepreneurship in the economic process (**Verheul and Thurik, 2001**). Which means that they enhance innovation and strive for sustainability through continuous renewal that can affect products, methods of work or markets. As confirmed by the Global Entrepreneurship Monitor (**GEM, 2015**) the report points out that innovative capabilities are very important for the economy, it increases competitiveness.

According to the report, based on the assessment of innovation among the various construction projects in the world, the results revealed encouraging results; the level of innovation in construction projects owned by women in half of the world equal or sometimes exceeds the level of innovation in men-owned enterprises where Indian and Chilean women hold the highest proportions. Making the success rate of women entrepreneurs more than the success rate of business projects. The Global Entrepreneurship Monitor (1999) argues that the national level of entrepreneurial activities has a statistically significant association with subsequent levels of economic growth. (**GEM, 1999**) further argued that the fact that there are no countries with high levels of start-up rates and low levels of economic growth. High start-up rates and high levels of economic growth are always associated. It was observed assumed that an analysis of countries over a long period of time have accumulated substantial evidence of a positive link between high rates of entrepreneurship and economic growth.

Based on the above, we can conclude that women entrepreneurs contribute to ensuring economic development. They are able to generate sustainable sales and employment opportunities and create added value to the economy.

Socially according to **Lechman and Okonowicz (2013)**, understanding and supporting the entrepreneurial behavior of women will have positive repercussions on a country's well-being and social equity. As the Nobel Committee put it in its announcement that Muhammad Yunus had won the Nobel Peace Prize, "Economic growth and political democracy cannot achieve their full potential unless the female half of humanity participates on an equal footing with the male." (**Allen et al, 2006 GEM**).

Socially according to The World Bank shows that the female entrepreneurs is an important factor in social development and well-being, contributed substantially to economic growth and

poverty reduction around the world. Despite obstacles such as lack of capital and strict social constraints, women continue to launch and grow businesses (**GEM, 2015**). On the other hand, women's entrepreneurship appears to be a crucial factors contributing to job creation, creating market activities, ensuring women to gain a stable source of earnings. On the other hand, job creation is critical from the point of few of social stability and security. Stable jobs, especially self-employment, create relatively better living, higher opportunities for further education and skills improvement (**Lechman and Okonowicz, 2013**). To support the above, i.e. in 2010, over 104 million of women in 59 countries (this accounts for 52% of the world's population and 84% of the global GDP), set up new businesses creating employment and different activities in labour markets (**Kelly et al, 2011**).

Buttner argue the differences between male and female entrepreneurs, and he confirm that there is numerous studies have shown a few differences in how men and women manage their businesses have emerged. However, compared to man, female entrepreneurs are more adaptive, more socially aware, have wider experience in different business areas, delegate more, and engage in longer-term planning. One difference between men and women in their motivation to initiate a business is that men often cite economic reasons, whereas women often cite family needs. Whereas men generally see entrepreneurship as a business decision, many women view it as a life choice (**Buttner, 1993**).

Thus, it is possible to say that women through entrepreneurship improve their living conditions and provide them with jobs for others, they also improve their conditions and provide an opportunity for education and living well for their children and others as well as their contribution to society in other ways to ensure appropriate conditions for future generations.

However, in a study by done by **Stevens (2010)**, about the behavior women compared to men, which can impact the achievement of sustainable development, which was its title: *Are Women the Key to Sustainable Development?* Which tackled the three basic pillars of sustainable development (the economic, social, and environmental dimension), according surveys in a range of countries are revealing a difference between men and women in the environmental sphere. OECD studies of household behavior show that women are more likely than men to buy recyclable, eco-labeled and energy-efficient products. Women now account for some 80 percent of household purchases in developed countries, a number of Swedish studies highlight that women spend more time than men seeking information on sustainable consumption and lifestyle alternatives. Females in Sweden recycle more and eat organic foods and purchase green goods at

higher rates. Men, on the other hand, make fewer but more expensive purchases of electronics and automobiles. In Sweden, when it comes to cars, women far outnumber men in supporting reductions in vehicle use and increased options for sustainable transportation. Another recent study found that Japanese women are also more concerned than men about the environment and are willing to pay more for sustainable products. In North America, a 2009 Earthsense poll revealed that 80 percent of adult women believe strongly that individuals can affect the environment but that they personally are not doing enough. Other US polls show that over 60 percent of women consumers consider clean energy and recycling important to their purchasing decisions (Stevens, 2010).

5- Women's entrepreneurship in Algeria between need and necessity

The private sector in Algeria has experienced three major periods (Hammouda and Lassassi, 2008). After her independence, Algeria inherited a devastated economy, low structures of education and training, as well as the spread of illiteracy and poverty. This led to a backward socio-cultural situation, including the position and role of women in society. Algeria experienced during the sixties of the 20th century, major changes in political, economic and in the socio-cultural environments. She went through a period of socialism (1962-1988), and then the opening of the market economy as a result of globalization. The changes have affected methods of work and working culture, especially the work of the women who went from working at home, to working agriculture in farms, to the craftsmanship, to working in managerial positions, to entrepreneurship and holding political responsibilities. After a period of economic expansion which lasted until the 70s of the 20th century, Algeria has experienced a period of crisis, following the drop in oil prices - the only important resource revenues in foreign currency - and the state was forced to borrow from the World Bank who asked unpopular conditions. This has led to the privatization and closure of several state companies, as well as the dismissal of thousands of workers. Driven by the huge deficit in job in Algeria and influenced by the success of entrepreneurship strategy in Europe and the United States, Algeria embarked on a strategy to encourage young people to start their own businesses, and participate in the creation of jobs and wealth (Boufeldja, 2014). In late '80s when the Policy-makers have become aware of the importance of the private sector in Growth and economic development of the country, so reforms Economic developments have been made through the promotion of private investment and entrepreneurial (Hammouda and Lassassi, 2008).

In the first half of 2007, small and medium-sized enterprises (SMEs) Private sector in Algeria represents more than 71% of the total SME population With a density of 854 per 100,000

inhabitants (**Hammouda and Lassassi, 2008**), and at the end of 2008, the number of private SMEs declared is 392013 and 126887 artisans, indeed, the entrepreneur becomes the cornerstone of development economic (**Berreziga and Meziane, 2012**). Entrepreneurship has become a strategy for youth employment and socio-economic development. Socio-economic legitimacy has become a strategic asset for the Small enterprise as a factor in the integration and enhancement of its picture. Social Firstly, it has related to the factors of self-realization and social integration. And economic, as TPE /PME have been in recent years spearheaded producing innovations, development of new services and creating jobs (**Tounes, 2003**). Enterprises managed by young women are generally micro or small, with simple means of production in general, so we registered the absence of pressure for technological change. But the fact that these companies activate in an underdeveloped environment puts them under strong socio-cultural pressures (**Boufeldja, 2014**).

In Algeria, as a developing country, the woman remained in the background in the social and economic life (**Boufeldja, 2014**). Salman Al-Abboudi has reported that "in Morocco, women have long been a back plant by traditions and customs value of man in relation to the position of woman and confirmed their superiority over them" (**Al Abboudi, 2012**).

in effect, The choice of Algerian women of entrepreneurship as a job is the result of several changes, political, educational and economic (**Boufeldja, 2014**).

1. **Political changes:** Algeria has opted for socialism after her independence, and after the events of October 1988, it opened on multiparty system, which gave more democracy, and on liberal economy which has affected the political, social and economic life environment. The important companies were public and state owned, and private initiatives to create enterprises were not allowed. After that event, and with the political changes, the private initiatives became encouraged.
2. **Educational change:** Algeria has invested heavily in education, vocational training and higher education. The educational factors had a significant impact on the societal level of instruction, including girls graduating from Algerian universities. This is due to the education policy which has become a requirement and compulsory for all Algerian children without discrimination between genders.
3. **Economic changes:** The availability of financial resources from the hydrocarbon export revenues, and the openness to the market economy encouraged the investment in social and economic infrastructures. Algeria invested heavily in different industrial

sectors such as the petrochemical, mechanical and food industries, in order to meet their consumption needs and to reduce imports.

These changes had an impact on the socio-cultural life, attitudes and behaviours of young people from the two genres, as workers, managers and entrepreneurs, as well as their attitudes towards the work of women in Algeria (**Boufeldja, 2014**).

Consequently, it can be said that the entrepreneurial women orientation has become an imperative necessity dictated by economic and living conditions and the need for women to achieve themselves.

Algeria is one of the first Arab countries to have mechanisms for the development of entrepreneurship; there are a number of other government agencies, operating under the Ministry of Labour, Employment and Social Security, and the Ministry of Commerce, also contribute to promoting entrepreneurship and supporting small enterprises such as (**OECD & The European Commission & ETF, 2014**) such as: (National Agency for the Support of Youth Employment) ANSEJ, (National Agency for Micro-Credit Management – Micro enterprise Creation Support) ANGEM, The National Unemployment Benefit Fund (CNAC), The Credit Guarantee Fund (FGAR), National Agency for Investment Development (ANDI) and other Algerian institutions. According to the Officials of (ANDI).

In last seven years was created about 3275 company by women in 2014, i.e almost 200000 company since 2008. which mean that the percentage of women's entrepreneurship in the national arena is 6%, with an annual rate of change of 3%. where the number of jobs created for young people about 980045 jobs, which confirms the contribution of women's entrepreneurship in the development process. "Women entrepreneurs are an important force in the economy both nationally and internationally. It is important to support women to develop their economic activities through the development of incentive systems, the effective participation of women in the economy, "There is an increase in women's investment in different sectors" (**InesB, 2014**).

Through the Office National of Statistics (**ONS**), the rate of unemployment among women is higher than that among men 9.9% for men and 16.6% for women*, thus women's orientation to entrepreneurship is seen as an alternative solution to reducing this percentage.

The entrepreneurial women's orientation in Algeria can be illustrated in the following table:

Table 1: Number and percentage of ANSEJ, ANGEM projects for 2014

	Men		Women		All The Projects	
	number of projects	Percentage	number of projects	Percentage	Total Number	Percentage
ANSEJ	262857	90%	29329	10%	292186	100%
ANGEM	248640	38%	404723	62%	653363	100%

Source: statistics of the Office National of Statistics (ONS) 2014.

And according the Officials of the National Agency for Development and Investment (ANDI), The strong entrepreneurial orientation of women in Algeria is likely to contribute highly to economic change, inclusive development and sustainable development, and according to statistics, women tend to creat entrepreneurial projects that do not reflect the reality, because the figures focus on women entrepreneurs who appear in the commercial register, while there are many women's projects that are not registered in the commercial register. It is clear from the above that there is a strong tendency for women to creat projects through ANGEM, In contrast men who turn to ANSEJ. From this we conclude that there is a trend of women towards entrepreneurship in Algeria.

6- Theoretical frame work

In our study we analyzed the factors affecting women's entrepreneurial orientation, based on the literature on entrepreneurship; it became clear that entrepreneurial activity is an adventure for human in his quest to generate value through the establishment or expansion of economic activity. It is also a resource and investment process by the individual. The activity varies widely depending on the circumstances, ranging from contributing to income generation, wealth creation, adding value to the economy and the need to achieve maximum goals, to the need for change, independence and the embodiment of innovative ideas (Ascher, 2012). The results of this activity are summarized in three levels: In terms of sustainable economic growth, creating jobs, creating added value in the economy and innovation (Adki, 2014; Evans and Sussan, 2015; sellami and quraishi, 2014; Ascher, 2012; Verheul and Thurik, 2001; Allen et al, 2006). At the level of social development, the objectives are to include the establishment of social stability through the creation of stable jobs, poverty reduction, and welfare (Lechman and Okonowicz, 2013; Kelly et al, 2011; Buttner, 1993). At the environmental level, the goals are to support behaviors that preserve the environment, according to most of the

research conducted in different countries, which confirmed that women are more concerned about the environment than men (Stevens, 2010; Ambepitiya, 2013).

6-1 Women entrepreneurs in Economic development

According survey data carried out by (Ambepitiya, 2013) for discovering The Role of Women Entrepreneurs in Establishing a Sustainable Development in Sri Lanka. And according the role of women entrepreneurs in support economic development. He find women entrepreneurs in the sample and the executives of the participations stated that the majority of women is supporting society and the country's economy by offering goods and services and offering employment opportunities; According to a study on the Middle East and North Africa female-owned firms employ more women than do male-owned firms, female-owned firms are distributed across different sectors (Chamlou, 2008). Providing employment opportunity is helpful in eliminating the poverty, and there is a positive partial, but strong relationship between women's entrepreneur's activities to eliminate the poverty and the employment opportunities created by the actions of women entrepreneurs (Ambepitiya, 2013). Though there have been limitation and obstacles faced by these women in the past, society have begun to accept that women entrepreneurs do contribute greatly to a country's economy (Abdul Rahim et al, 2017). This is significant, especially for a sustainability driven economy.

According to (Ambepitiya, 2016), it is necessary to have businesses which provide useful goods and services when the country is in the process of establishing sustainable development, and the latter proves the hypothesis:

H1 : Women entrepreneurial orientation effect Economic development.

6-2 Women Entrepreneurs in Social Development

Women are the main character in the family who manage the wellbeing of the family. According the majority of women entrepreneurs and executives who participated in survey carried out in Sri Lanka have agreed upon those women entrepreneurs take and face challenges always coming from the external environment (Ambepitiya, 2013). Women are seen as a promoter of traditional works and culture of the country, MSEs headed by women tend to be concentrated in a relatively narrow range of activities: beer brewing, knitting, dressmaking, crocheting, cane work, and retail trading (Omar, 2015). Most women entrepreneurs and executives in two samples have agreed upon the women entrepreneurs promote culture and traditional aspects through business operations. Women always try to be inline their activities with cultural and traditional aspects.

Women play a key role in practicing cultural aspects and tradition specifically in developing nations (Ambepitiya, 2013). Women contribute to the society by playing different roles like the roles of the housewife, mother, daughter and the good citizen. The roles performed and the responsibilities fulfilled by women entrepreneurs for the wellbeing of society are. According to the women entrepreneurs who participated in the interview, they engage in fair trade and fair business activities (Ambepitiya, 2016). This is what assures us of supporting the women entrepreneurial orientation for the dimension of social development.

H2 : Women entrepreneurial orientation effect Social development.

6-3 Women Entrepreneurs in Ecological Development

According survey data on women entrepreneurs in sri lanka, is found that women entrepreneurs engagement with environment-friendly activities in business operations. Many of them stated that disposal and waste management key areas they mainly concern and there is an extra income that they can generate by practicing waste management and proper disposal practices. And Women entrepreneurs are well promoted green practices and applications in productions and services. There is a positive, strong partial correlation between these two variables. Therefore, women entrepreneurs who apply environment-friendly activities in business practices can be considered as green promoters (Ambepitiya, 2013). And it found that most women entrepreneurs become philanthropists later to serve the society well according to the responses of executives (Ambepitiya, 2016).

H3 : Women entrepreneurial orientation effects Ecological development (Environmental).

Through the above discussion, we can conclude that orientation entrepreneurial of women supports the three pillars of sustainable development.

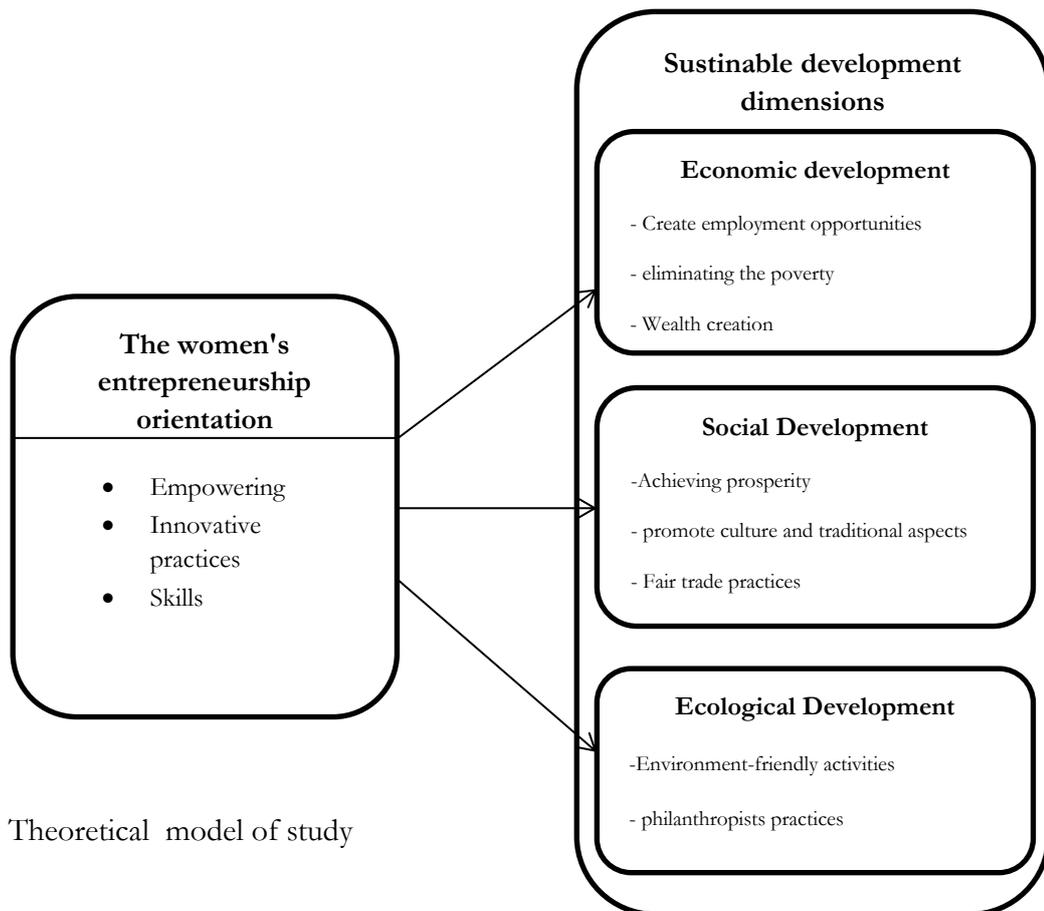


Figure2 : Theoretical model of study

Conclusion

This paper has been organized to discuss the sustainable role played by women entrepreneurs in countries in general with allusion to women's entrepreneurship in Algeria to understand the general orientation of women's entrepreneurship in Algeria, where empowerment of women has become an important factor in achieving sustainable economic growth, social development and environmental sustainability so that empowerment takes the form of women entrepreneurship. Algeria, like the countries that encourage this trend by providing mechanisms to support the entrepreneurial approach of young people in general and women in particular and instill in them the spirit of entrepreneurship and culture of initiative to become entrepreneurs contribute to the process of development at all distances and transformed young unemployed from job applicant to entrepreneur and opposed to employment opportunities, Some of the results obtained can be presented through the submitted research:

- There is a positive relationship between the levels of economic growth and levels of entrepreneurship orientation, where the greater the trend towards the establishment of pilot

projects increase the levels of economic development, which generates added value in the economy and vice versa.

- Entrepreneurship is a promising mechanism for reducing poverty, inequality, environmental degradation and even social problems through its contribution to wealth creation and its contribution to providing broad opportunities for individuals or groups to use their abilities and highlight their potential talents and creative ideas.

- women's entrepreneurship contribute to family education and investment in their society, which enables them to raise their status within their community and achieve their own, and this is what drives them to Giving continuously.

- The tend of women towards sntrepreneurial in Algeria is an urgent necessity dictated by the economic and living conditions, especially with the collapse of oil prices, as it needs to in order to raise its place within the community and achieve its ambition.

- Empowering women and employing their new entrepreneurial skills and ideas must be adopted by governments to strengthen the National Economy.

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