



## Analysis of women's job offer through entrepreneurship The case of Algeria

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### Abstract:

The aim of this scientific paper is to highlight the effective role of women working in economic development, especially those working in the entrepreneurial sector, which we see as encouraging at the macro-economic level and at the personal level, by highlighting their potential to help them enter the private labour market, value them and empower their role in the economic arena in order to win this bet to become productive and effective workers at all levels. Through this paper, we will try to highlight the role of Algerian women's contribution to economic development through access to the world of entrepreneurship, and we will also try to find statistics on their success levels at the local and international levels.

To achieve our desired goals, we used the statistical approach by analysing some of the statistical data available to us from the World Bank and some important and specialized databases on the same subject.

The scientific authenticity of our research paper is highlighted by the added value we have achieved and the results achieved, where the most notable result was that the work of contracting is an achievement that pushes women to achieve economic savings and exceed the threshold of happiness through their ability and self-realization.

**Paper type:** Research paper;

**Keywords:** Job Offer, Working Women, Economic Empowerment, Women's Entrepreneurship, Economic Participation, Economic Development

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**Introduction:**

The work of organization is based on the principle of "the right of the people to live together" and to promote the principle sought by the people of The O'Shea. The world as a whole is experiencing a lower level of activity among women than men, given several factors that are mostly due to its nature and which require some of the skills and potential that men have more than women.

The current economic reality confirms through a number of statistics the increasing emergence of the reality of women's empowerment in the world of work through entrepreneurship, so that women's entrepreneurship is one of the necessary factors to stimulate the national economy. The State has sought to encourage women's entrepreneurship through the various agencies and agencies that have been established in order to absorb the surplus of unemployment and support the young and vulnerable group in the business world, and the same has been given to women. In this regard, Algeria has made progress in strengthening the role of women in the economy, has taken strategic measures to strengthen the constitutional principle of equality between women and men, raise the literacy rate of women and establish detailed and important rules and data to demonstrate the role of women in the world of entrepreneurship. This commitment came through the realization that providing women with better access to and control of income can promote diversified economic development, shared growth and employment creation. Despite these changes and strategic visions, realizing the enormous potential of increasing women's participation in Algeria's labour market remains a major challenge. In light of the above, we try through this paper to answer the following questions:

What are the recent visions of women's economic empowerment mechanisms through entrepreneurial activity?

What is the level of their participation and effectiveness in this activity at the local and international levels?

What are the indicators of women's empowerment in entrepreneurship in Algeria?

The importance of this paper is highlighted through the novelty of the topic, in addition to highlighting the leading role of women to influence the national economy, where the statistics presented emphasized the increasing growth of women's entrepreneurship, thus strengthening the topic of economic empowerment of women in the labor market as a mechanism for practicing entrepreneurship. To prepare this paper, we used the conceptual reading through which we described the study variables in its theoretical aspect, while some of the available statistical data that supported the study were required in its field aspect.

## **Main Section1:The concept of women's entrepreneurship, motives and determinants**

When talking about entrepreneurship as an activity, it generally appears to be more male than for women, since women's participation in entrepreneurial work is low compared to men, as most literature and statistics around the world suggest. As women's role in overall development has become prominent and effective, they can think of the world of entrepreneurship as a career like men, which has helped to emerge as a new activity, and this is what we will contribute to this area of research paper.

### **Sub-section 1:Defining women's entrepreneurship**

Before interpreting the term feminism, we may wonder about the concept of entrepreneurship first. Women Entrepreneurship is what is known as "Women Entrepreneurship", which is known as "who runs and monitors an institution and owns more than 51% of its name. They represent a group of women who have been separated from the path and explored economic projects" (Khoni, 2015, p. 253). (Ghanem, 2002, p. 108) The woman who was contracted by the writer "Jean Hallady" was also known as the woman who chooses to set up an institution for her own account, organizes and manages her own resources and carries the financial risks of doing so in the hope of eventually earning a profit" (COUGLIN, 2002, p. 5).

Bizo defined women's entrepreneurship as "the process by which a woman or a women's group creates and exploits economic and social resources, including material and financial, in an orderly manner to provide goods and services to the market for profit." (Al-Hayani, 2019, page 656) On the other hand, women entrepreneurs are: "Women who are alone or with a partner or several partners, have established, purchased or inherited an institution, where they assume their financial, administrative and social responsibilities, and contribute daily to their current management, and are a person who takes financial risks to establish or acquire an institution, and manage sit-in sitters in a creative way by developing new products and entering new markets" (Mesoud, 2017, p. 122).

Through the previous definitions we can draw from the fact that women entrepreneurs are all those who create a private enterprise that is owned and initiated by a spirit of entrepreneurship and creativity in this activity, through which it is able to be financially independent, responsible for its activity and has the ability to take risks and can employ with it an additional female workforce if necessary, and this would give it a strong motivation in forming a strong force and social standing that enables it to negotiate and enter the business with freedom and comfort.

### **Sub-section2:Women's motivations for entrepreneurship**

We can outline the motives for women's entry into the entrepreneurial world at the following points:

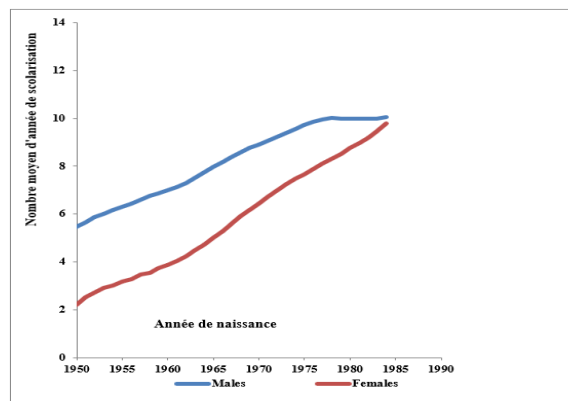
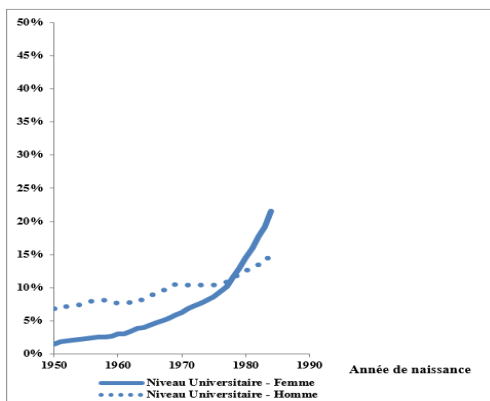
- Seek to activate its role in economic and social life by creating its own function, trying to overcome the stage of filling and covering some basic needs through its informal or domestic work.

- The desire to demonstrate its prowess in achievement, the spirit of innovation and risk-taking, allowing it to gain and enjoy the spirit of independence.
  - Its need to establish its strength in the management of business and entrepreneurial activity, allowing it to prove itself and thus achieve positive results, a problem that has a turning point and a start in the world of work.
- Women's achievement of educational and professional developments makes them able to manage businesses and develop their earnings and thus achieve added value to the society to which they belong.
- Seek a high social status and gain self-confidence that enables it to make decisions and make it in areas that have long been almost impossible for them.

### **Sub-section3:Women's Entrepreneurship Selectors**

What has been written about entrepreneurship in general indicates that the background of the affects the decisions of the entrepreneur, whether when establishing or organizing the organization or contributing to the management of other businesses, and we can limit the determinants of women's entrepreneurship to the following variables: education, age, socioeconomic status, and experience.

❖ **The Education:** Women's achievement at a certain level of education would elevate them in entrepreneurship, as the latest statistics from the World Bank's Women's Employment Report show. The lower model represents a higher number of women relative to the number of men in terms of the average number of years of schooling. Also, with regard to the level of education, the proportion of

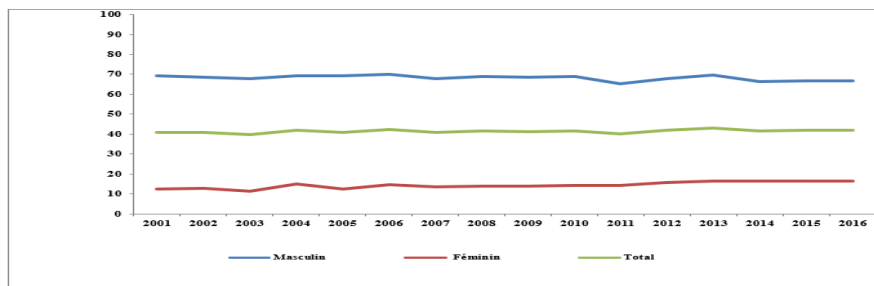


women at secondary and higher levels compared to men is higher than that of men, see the two figures:

Source: built from employment survey data - ONS, 2019.

Based on the above, we conclude that education has a great impact on women's giving and ambition to prove themselves. Illiterate women cannot spend their money in a scientific way and it is difficult for them to translate their ideas into an economic project without having additional difficulty on the difficulties faced by educated women, in addition to this, are always an initiative towards innovation and in keeping with global technological development, because they depend on their scientific qualifications, which support them in their innovations, innovations and future aspirations.

❖ **Age and professional experience:** The age limiter refers to conflicting scientific visions and varying according to the scientific approaches that we have addressed, some researchers in human resources acknowledge the weakness of women's participation the younger they age due to their family obligations that prevent them from being part-time for their own work, while statistical studies indicate the contribution of young women more than the age and between these and those we provide some statistics in the same specific model according to the following model:

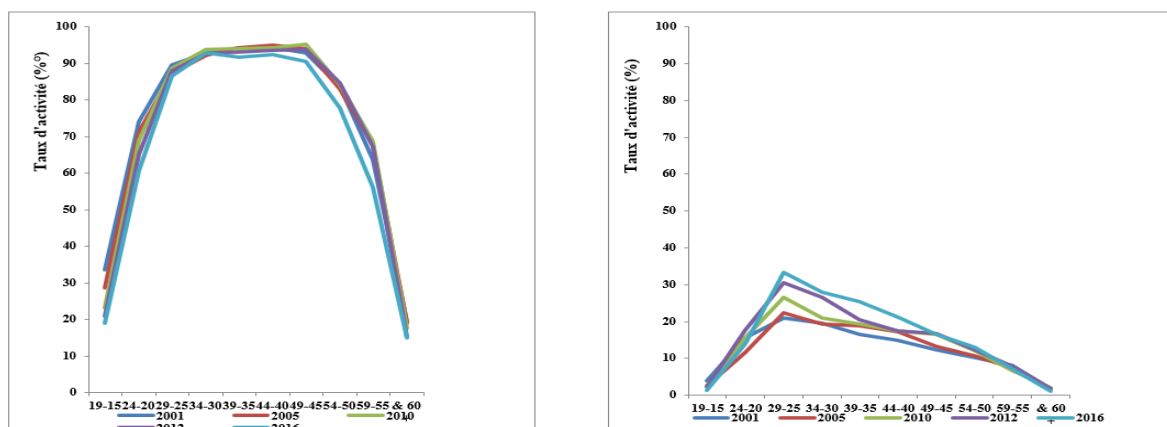


Source: built from employment survey data - 2001- 2016 – ONS

We note from the comparative analysis of the curves above, that the change in actual participation in the labour market between men and women tends more towards women than men, noting the increasing increase in the rate of women's participation in the labour market, and this is for all age groups in general. For men, the activity rate has remained fairly constant for those aged 25 to 54.

This is due to differences in gender status in the life cycle and therefore the rate of activity varies.

With regard to professional experience, we can say that it is the most specific necessary for the process of entrepreneurship, especially for women, because of their biological nature, which always makes them afraid of failure and seek seeking to challenge without falling into it, and therefore women in the free labour market need experience as a determinant that helps them to settle down and challenge pitfalls. The following curve shows the contribution of women compared to men in the free labour market compared to the level of professional experience:



Source: built from employment survey data - 2001- 2016 – ONS

The overlay of activity rates divided by the age of five between 2001 and 2016 shows that apart from both parties: the left limb of young people under the age of 25 and the right limbs of older persons over the age of 59, the participation rate for people aged 25 to 60 has increased.

For young people between the ages of 15 and 24, the decline in activity is due to improvements in education levels, more educated young people stay longer in the school cycle, thus postponing entry into the labour market while older persons leave the labour market early and earlier because of improved social security coverage and so on.

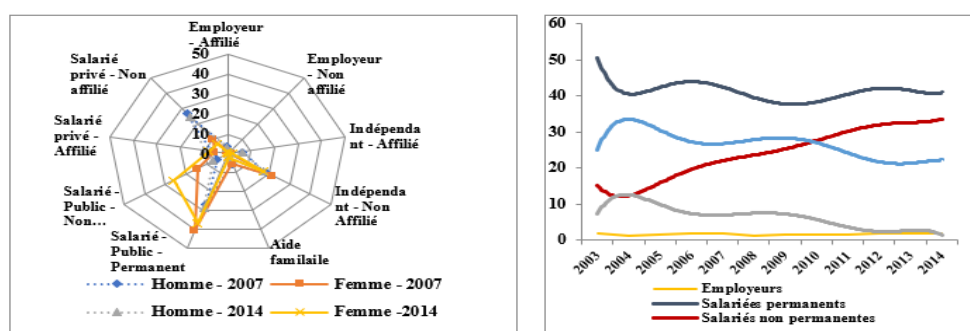
❖ Economic determinant :Over the past two decades, interest in women's entrepreneurship has increased by governments, regional and international bodies, where initiatives have abounded and have taken on a more political rather than economic character to promote women in the entrepreneurial world to strengthen their position within the economic fabric. The most important economic factors can help encourage women to participate more in the economic sphere in:

- Contribute to the promotion of women as entrepreneurship is one of the most important ways in which women can demonstrate their entrepreneurial potential and open up career prospects beyond the simplicity of domestic work, which supports their role in the national economy.
- Contribute to the creation of additional jobs by entering the world of entrepreneurship and opening the way for other women in the world of work.
- Competition in the contracting business market and breaking the monopolistic pattern practiced by large enterprises thanks to the creativity and innovation of women's entrepreneurial products.

Although women contribute to the world of work of all kinds, there are strong challenges to women's entrepreneurship and increased unemployment. The contribution of the private sector to women's stable access to stable jobs remains very low, with most statistics indicating that the majority of women work in the public sector 62.1% in 2014. (ONS, 2016), often as primary school teachers

at 19%, and roughly the same as nurses and health workers, but it is very different when talking about their participation in offices, trustees or sales representatives (ONS, 2016). In such roles, women account for only 10% of the total staff.

On the other hand, employment opportunities provided by the private sector remain very limited and are often concentrated in low-productivity sectors, where the informal sector is mostly present and does not provide any social protection, with statistics indicating that 12% of women work in unskilled jobs such as domestic assistance and 6% are in manual jobs such as traditional crafts and others. The following figure shows the aforementioned ratios of the development of employment according to the status of the profession for the category of women:



Source: Women's Participation in the Algerian Labour Market, Algeria Vision 2035, World Bank Report, October 2017.

❖ **Regulatory and mental determinant** :It is important that women entrepreneurs have the distinction and competence in this area of work, from the element of confidence in their abilities and capabilities and to be inspired in the work in which they are active, in addition to the fact that the women entrepreneurs are the ones who make competitive plans for their business as the source of new ideas, this requires a great ability to see the project as a whole from the top, if excellence helps them to know how each activity performs, mental and intellectual capacity helps them to link activities and functions within an entity. The business.

In order to succeed, women entrepreneurs have to take into account the compatibility between their skills, work specifications, quality of activity and appropriate quality, both in terms of quality and quantity, in addition to having the ability to control time, management and skill in organization.

Although the rate of women's participation in labour market intervention and entrepreneurship assistance programmes has increased significantly, as we noted earlier, in 2015 only 1.7% of women are entrepreneurs. (International, October 2017) due to the lack of limited evaluation and control of these programs, which made their impact not well known, particularly on women's entrepreneurship, particularly on employment, income and job creation.

❖ **Social determinant:** The social determinant is a critical determinant given the physical nature of women and their multiple roles in their family life, and despite these concerns, the provision of a favourable social environment contributes to the promotion of the role of women in the business world.

Provides a family environment that encourages them to continue, The great ability to reconcile her private life with her family concerns and her responsibility towards entrepreneurship, Flexibility in dealing with the human element, as the most important resource in the enterprise, must have the ability to identify the strengths of each worker and then use them to motivate and guide them in the service of the objectives of the enterprise, both internally and externally. On the external level, it must be coordinated between suppliers, customers and the surrounding community, i.e. it is necessary to master the methods of communication and continuous communication with the clients and motivate them and convince them and lead them to the success of the objectives of the enterprise.

**Main Section2: The reality of women's entrepreneurship in Algeria and the problem of economic empowerment "strategic vision"**

For years, Algeria has taken many measures to increase women's place in the labour market and equalize them with men, and most past and current constitutions have adopted the rule of equality of women and men and the abolition of various types of gender discrimination, believing in the effective role of women in development.

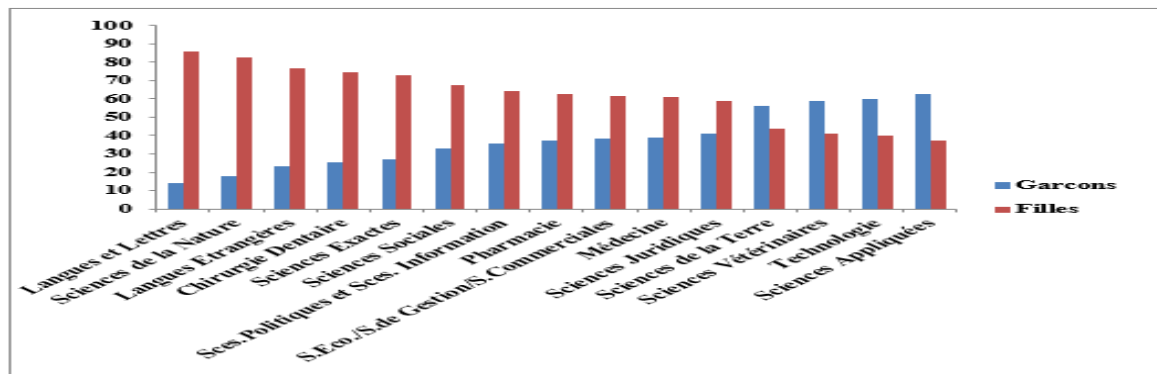
One of the most representative indicators is the raising of the literacy rate of women, the creation of detailed gender-based databases and the redesign of some of the current national programmes to intervene and strengthen the labour market from a gender perspective. Despite this development vision, realizing the enormous potential that contributes to increasing women's participation in algeria's labour market remains a major challenge. As most literature points out, Algeria has the lowest participation rates for women in the world and the unemployment rate in this population remains high, with one in five women wishing to work unable to find a job. (Rother, 2018).

**Sub-section1: Some statistics on Algerian women's participation in the labour market**

Statistics indicate that women's educational level has increased significantly over the past few years and the reality is that the number of women exceeds the average number of years of study.

The distribution of graduates according to the areas of training shows that boys are more represented in the technical fields (technology, applied sciences, foreign languages), while the data focused on other disciplines in the composition of girls. The following figure shows the distribution of males and females by specialization in higher education:



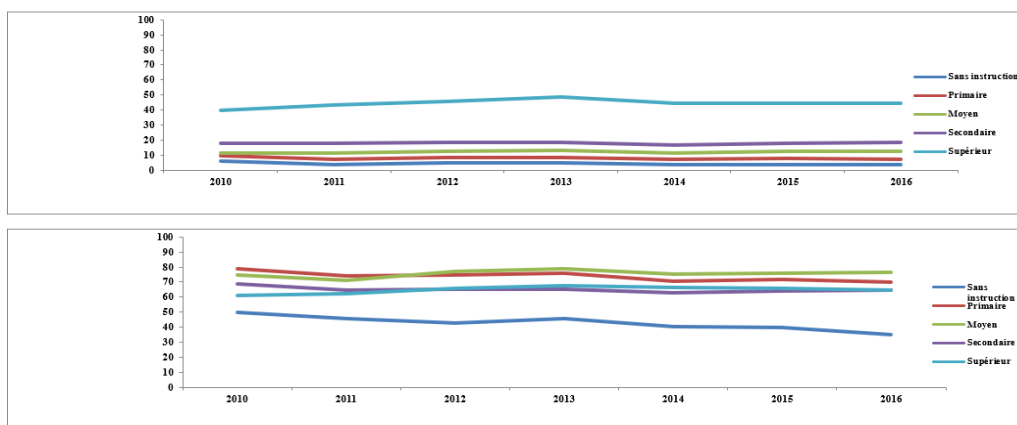


Source: data from the Ministry of Higher Education and Scientific Research

The previous literature, referred to, indicates a strong relationship between the level of education and participation in the labour force, meaning that changes in educational attainment must be translated into high participation in the world of work. (As, 2016)

Although education is of great importance to women's contribution to the labour market, particularly self-employment, the group of women has suffered from unemployment for those who apply for employment and have not received it. In this regard, we are trying to present a link to the contribution of educated women to the overall labour market in Algeria, where the labour market participation rate among women in Algeria has increased only slightly in recent years, from 12.9% in 2000 to 16.6% in September 2016, and is still lower than in other countries in the Middle East and North Africa, and already the lowest rate in the world.

The two pro-government forms illustrate women's contribution to educational achievement as a key determinant of the employment process and the contribution of men to the labour market for educational achievement as a key determinant of the employment process:

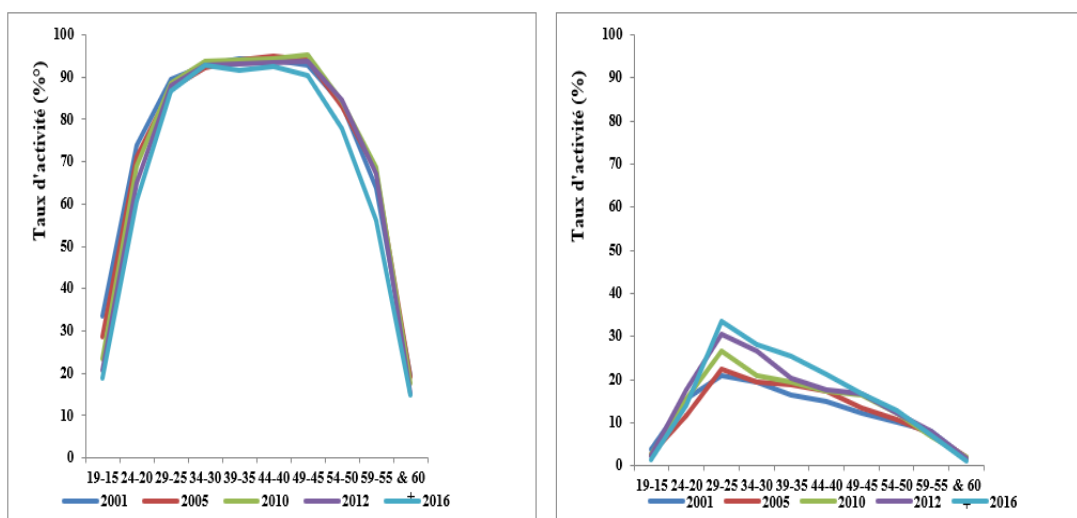


Source: built from employment survey data - 2001- 2016 – ONS

The rate of women's participation in almost all age groups has increased, while the activity rate has remained constant for men between the ages of 25 and 54.

Research indicates that differences in the rate are mostly caused by the situation in their respective life cycles, and in contrast, if men's activity is practically up to 54 years of age, women peak in the 25-29 age group, and then the rate drops dramatically, dropping to 19% for women aged 35 to 44, to 12% for those aged 45 to 54 and 2.8% on average only for women over 55.

The two pro-government figures show the participation of both women and men in the labour market by age: the participation rate by age group of men and the participation rate by age group of women.



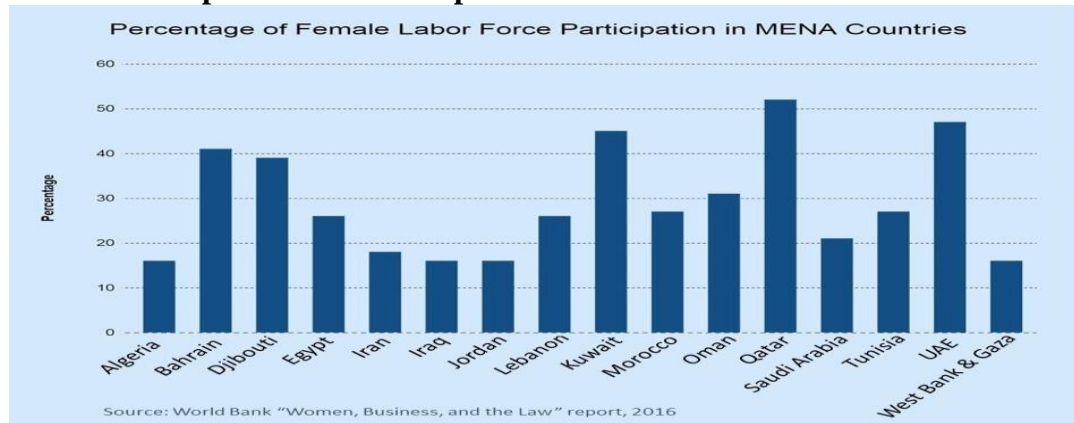
Source: built from employment survey data - 2010-2016- ONS

Women's participation in Algeria in the labour market continues to be significantly lower for age than for men, as they spend part of their working life raising their children. In the case of family, women who are divorced or separated from the rest have the highest participation rate of 30% on average.

In fact, the low participation rate of women in the labour force is paradoxical given that the level of education in the last 10 years has improved significantly.

Some studies indicate that the employment opportunities provided by the public sector to educated women are declining over time, as has also been observed in many countries in the Middle East and North Africa (Tunisia, Egypt, Jordan, ...).

The following figure shows the rate of women's participation in the labour market in the private sector compared to MENA countries as follows:



Source: World Bank (2016) Report on "Women, Business and The Law

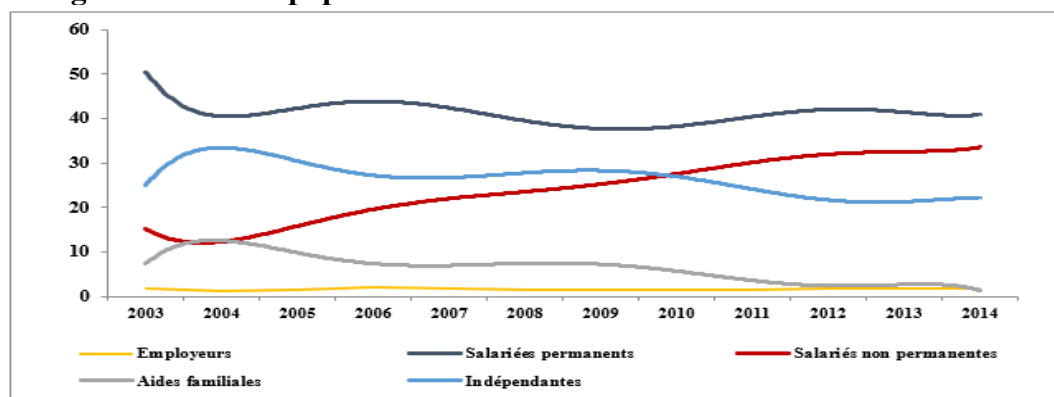
The figure shows that the highest participation rate of women in the labour market was recorded in Qatar, followed by the United Arab Emirates, Kuwait and Bahrain, and the lowest in Algeria, Iraq and Jordan.

Although the private sector is an important part of women's employment, it is no longer sufficient for female graduates who go to the sector for employment. The distribution of the working population according to the situation in the profession worldwide shows that the proportion of women in permanent jobs in the public sector decreased by about 4 points during the period (2003-2014).

On the other hand, the proportion of women working on non-permanent wages increased sharply from 15% in 2012 to 26.3% in 2018. (Gottlieb, 2018)

On the other hand, the proportion of women in the public sector as non-permanent employees has increased relatively, from 14.5% in 2012 to 26% in 2018. Women contributed 5.9% less to business creation than men of 15.8%, which contributes to their greater representation in the "self-employed" segment.

The reality is that of all self-employed women, more than 90% do not enjoy social protection. (Gottlieb, 2018) Through the following format we try to highlight the important role of different sectors in the women's labour market through the research paper of the Jerusalem Researcher:



Source: Al-Qudsi,S. (2016): Labour Participation of Arab Women: Estimates of the Fertility to Labour Supply Link. Applied Economics, PP: 931-941,Nm 30.

### **Conclusion**

Our paper addressed women's economic empowerment through entrepreneurial activity, where entrepreneurial women achieved outstanding success in this field internationally and arably, but not to the same extent at the local level (Algeria is a model).

Through our survey of this subject, we have concluded that women are now able to set up a company for their own account, manage and make appropriate decisions for their progress, as well as take risks in order to achieve their objectives, taking into account the specifics that indicate the economic empowerment of women, namely age, education, economic and social status, as well as experience.

The findings were based on the following:

- Women are productive energy that contributes effectively to supporting development and achieving sustainable economic growth, if they have the right conditions,
- The government's policy of "taking into account the needs of the population" is a matter of concern.
- The low quality database on the current status of women in the labour market, which qualifies private enterprises to attract skilled labour and promote the women's entrepreneurship market,
- The issue of women's economic empowerment has challenged various considerations, particularly social norms, when they overlap to limit the process of entrepreneurial activity for women

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## تحليل عرض عمل المرأة من خلال النشاط المقاولاتي دراسة حالة الجزائر

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## مستخلص البحث:

الهدف من هذه الورقة العلمية هو إبراز الدور الفعال للمرأة العاملة في التنمية الاقتصادية لاسيما تلك التي تشتغل في قطاع المقاولات، الذي نراه أمرا مشجعا على الصعيدين الاقتصادي التنموي الكلي وعلى الصعيد الشخصي لها، من خلال إبراز ما لديها من إمكانيات تساعد في الولوج إلى سوق العمل الخاص تثميننا وتمكيننا لدورها في الساحة الاقتصادية بغية كسب هذا الرهان لتصبح عاملة منتجة وفعالة على جميع الأصعدة. لم يحظى موضوع المقاولات النسوية بالثراء العلمي الكافي ولم يكن بالسهولة التي حظي بها الرجل المقاول، وعند الحديث عن المرأة المقاولات بل نسعى إلى توضيح عمق ما يحقق هذا المجال للمرأة من تحدي وقيادة وقدرة على الإبداع والابتكار في هذا المجال من خلال هذه الورقة البحثية سنحاول إبراز دور مساهمة المرأة الجزائرية في التنمية الاقتصادية من خلال الولوج إلى عالم المقاولات، كما سنحاول الوقوف على إحصائيات لمستويات نجاحها على الصعيدين المحلي والدولي. لبلوغ أهدافنا المرجوة استخدمنا المنهج الإحصائي من خلال تحليل بعض البيانات والمعطيات الإحصائية المتوفرة لدينا من البنك الدولي وبعض قواعد البيانات الهامة والمتخصصة في ذات الموضوع. تبرز الأصاله العلمية لورقتنا البحثية من خلال القيمة المضافة التي حققناها والنتائج المتوصل إليها، حيث كانت أبرز نتيجة هي أن العمل المقاولاتي إنجاز يدفع بالمرأة إلى تحقيق وفورات اقتصادية وتخطي عتبة السعادة لديها من خلال تمكّنها وتحقيق ذاتها.

**المصطلحات الرئيسية للبحث:** عرض العمل، المرأة العاملة، التمكين الاقتصادي، المقاولات النسوية، المشاركة الاقتصادية، التنمية الاقتصادية.

نوع البحث: ورقة بحثية.

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(3) بشر محمد موفق