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BEING A WOMAN ENTREPRENEUR IN SPORT SECTOR

Author(s): Yeliz Erath Sirin ,Fatma Pervin Bilir, Saadet Gonen Yildiz, Ozge Aydin, Billur Yildirim

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Abstract:
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Being A Woman Entrepreneur ın Sport Sector

Yeliz Eratlı ŞİRİN (Corresponding Author)
Department of Sports Management, Faculty of Sport Sciences, Cukurova University, Turkey,
*Email:*yelizsirin75@gmail.com

Fatma Pervin BİLİR
Department of Sports Management, Faculty of Sport Sciences, Cukurova University, Turkey
*Email:*fatmapervinbilir@gmail.com
Saadet Gönen Yıldız
Department of Sports Management, Faculty of Sport Sciences, Cukurova University, Turkey
Email:saadetgonenn@hotmail.com
Özge AYDIN
Department of Sports Management, Faculty of Sport Sciences, Cukurova University, Turkey
*Email:*denizguzelyurur@hotmail.com
Billur YILDIRIM
Department of Sports Management, Faculty of Sport Sciences, Cukurova University, Turkey
*Email:*billurtamer@hotmail.com.tr

Abstract
The aim of this study is to examine the problemsof women entrepreneurs in sport sector in terms of demographic features. The sample of the study consists of 94 volunteering women entrepreneurs operating sport centres in the cities of Adana, Mersin, Osmaniye and Hatay in Çukurova region. The data in the study were collected by using an online questionnaire consisting of 2 parts. The first part includes 6 questions to find out the demographic features of women entrepreneurs in sport sector. In the second part, a questionnaire with 7 sub-dimensions and 27 items to find out the problems of women entrepreneurs was used which was adapted by Cici (2013) from another study and the factor analysis of which was made again by Yeşil (2018).
The problems of women entrepreneurs in sport sector were examined in seven sub-dimensions and it was found that there were significant differences in micro environment sub-dimension in terms of the variable of marital status; in organization sub-dimension in terms of the variable of the presence of entrepreneurs in the family; in financial environment, education and organization sub-dimensions in terms of the variable of women entrepreneurs' professional experience; in bureaucratic environment sub-dimension in terms of the variable of the city the enterprise was located in. When the average scores of the sub-dimensions in the problems experienced in women entrepreneurship were examined, it was found that the education sub-dimension was in the first place in terms of priority because its average score was 4,039, while financial environment sub-dimension was in the last place because its average score was 2,97. In this context, it is thought that the variables of marital status, having entrepreneurs in the family, professional experience and the city in which the enterprise was located in can be important in terms of the problems women entrepreneurs experienced.

Keywords: Entrepreneur,woman entrepreneur, entrepreneur problems

Introduction

When the increasing number of recently conducted studies on the place of women in society is examined, it can be seen that women are actively involved in living areas outside the home. Women who strive for success in the world of art, sport, politics and business try to exist outside their responsibilities within the family. Women who have shown that they can work under equal conditions regardless of gender in many fields play an important role in economic development by owning their business. Entrepreneurship is an advantageous field of work for women who take risks and try to take advantage of the opportunities around them.

When definitions are considered, while entrepreneurship is considered as the effort to realize the opportunities around us, to make plans and projects for opportunities, to realize projects in daily life and thus to make life more liveable (Bozkurt, 2000); entrepreneurship is explained as individuals' predisposition to make a new initiative (Özdemir, 2015). Gözek emphasized that successful entrepreneurs are people who can take risks, who make use of opportunities, who are innovative leaders with a planned work and research spirit (Gözek, 2006). Entrepreneurship is a planned and conscious behaviour. For this reason, we can have clues about whether individuals will be entrepreneurs in the future by looking at their entrepreneurship predisposition. To understand entrepreneur behaviour with a clearer expression, it is necessary to understand entrepreneur predisposition (Uygun, 2015).

Literature Review

Entrepreneurship plays a significant role in the socio-economic growth of a country and it is a very important phenomenon for both academicians and policy makers. In entrepreneurial ecosystem, women entrepreneurs are considered as the new growth engine of socio-economic development (Nasir et al. 2019). In addition, women entrepreneurs motivate not only themselves but also other women to change job opportunities and life standards (OECD, 2004).

Although the pioneering studies on entrepreneurship were conducted in 1930s, the first scientific publication that turned its perspective on women was made by Schwartz in 1976 (Batı, 2016). The efforts of women who tried to stand out from the perspective of traditional society which defined a woman's place "as her home" have brought the concept of women entrepreneurship concept to literature. When the concept of women entrepreneurship is examined, it can be seen that different definitions have been put forward. Woman entrepreneur has been defined as an employer, a woman who has taken on the administrative and legal responsibility of a workplace, who actually works in a work place (Küçük, 1995). Another definition of woman entrepreneur is a woman who takes into account calculated risks within market economy, who produces or sells goods or services that can be turned into cash directly, who has her own business and tax register, who is registered to registered to the

Chambers of Tradesmen and Artisans affiliated to TESK or TOBB chambers, who is alone under the umbrella of a social security institution or who employs other people (Saray, 1993).

In studies conducted on woman entrepreneurs, it was found that since1990s most of the women in business life are entrepreneurs in trade sector, they are generally between 30 and 39 years of age and they are high school graduates. It was found that women had the potential to become entrepreneurs only after these ages, after they successfully fulfilled their multiple roles such as individual, daughter, mother, wife and housewife and especially after they raised their children, they considered starting their own business (Ecevit, 1993; Harper, 1992). Women's multiple roles are given in the Figure below.

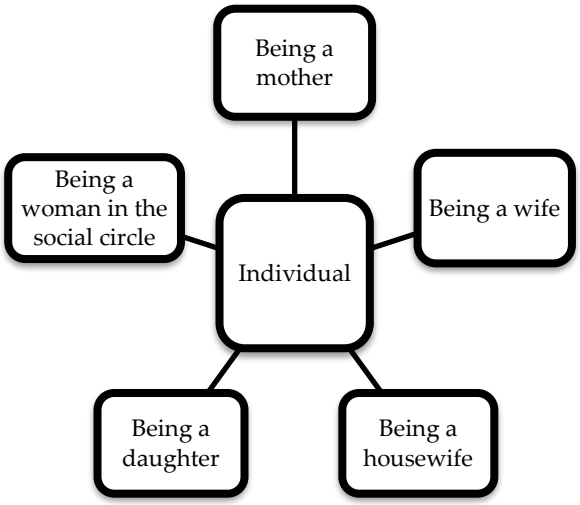


Fig 1. Bharthvajan, R. (2014). Women entrepreneurs & problems of women entrepreneurs. International Journal of Innovative Research in Science, Engineering and Technology, 3(9), 16109.

Women;

*have to play more than one role in life,

* sometimes have to play the role of a wife and sometimes have to play the role of a mother,

* sometimes have to play the role of their parents' daughter if need be,

* at the same time have to play different roles in social circle, in other words in the society,

* sometimes forget their roles and their wishes while playing these roles (Bharthvajan, 2014).

Women who think that they have completed all these multiple roles and who want to do something for themselves tend to attempt to being an entrepreneur in the field they are self-confident. Thus, a new role is added in the multiple roles.

The basic characteristics that define women entrepreneurs in Turkey are being self-confident, courageous and patient. When women were compared with men entrepreneurs, it was found that women valued social reputation, acted more cautious and were less self-confident (Yetim,

2008). In order to contribute to the social and economic development of our country and to ensure its sustainable development, the number of women entrepreneurs should be increased, women entrepreneurs should be strengthened and they should be integrated with the world (Soysal, 2010).

When literature studies are examined, it can be seen in a study conducted by Cici (2013) that the problems of women entrepreneurs in Turkey and the city of Samsun were addressed. It was concluded that the problems were the existing family structure of women entrepreneurs, lack of support, not having role models from their immediate surroundings, and difficulties of being a woman in male-dominant sectors. In another study which examined the problems of women entrepreneurs conducted by Güleç (2011) in Karaman, it was found that women tried to realize their goals in order to be able to be more comfortable financially, to realize their ideals and to become economically independent.

In another study conducted by Özyılmaz (2016), it was found that most of the women experienced economic and bureaucratic problems while starting a business and during the process of continuing business. In another study conducted on the problems of women entrepreneurs in the province of Adana, the effect of economic environment was seen (Avşar, 2017). It was found that the problems women entrepreneurs experienced while starting their business were problems such as not being known in the market and not being able to get suitable personnel in addition to financial difficulties (Ersezer, 2019). In another study which examined the economic problems of women entrepreneurs, Can and Karataş (2007) found that women experienced problems of capital depending on the difficulty of bank credit procedures. In a study conducted by Tozlu (2012), it was concluded that women entrepreneurs experienced economic problems such as providing capital and goods.

In a study conducted on gender and entrepreneur tendency by Lim and Envick (2011), it was concluded that gender did not affect enterprise and women and men had different ways of entrepreneurship activities. One of the results of the study is that women take less risk when compared with men. In another study conducted on the differences between women and men, it was found that men took higher risks when compared with women. It is thought that the reason of this difference is that men are motivated to earn money (Kepler and Shane, 2007).

In another study conducted by Altuner (2019), it was found that women entrepreneurs in whose familiesthere was another entrepreneur were positively affected by this. In parallel with the personal information answers of this study which was on the presence of entrepreneurship within the family, it is wondered how this situation affected the women entrepreneurs who participated in the study.

The subject of our study is the problems of entrepreneur women in sport sector. When the literature is reviewed, it can be seen that there is a lack of studies on women entrepreneurs in sport sector. In this context, it is thought that despite the difficulties faced by women in the male-dominant sport sector, women’s efforts to create their business and to survive are valuable. It is expected to make important contributions to literature with the present study which aims to find out the experiences of women entrepreneurs working in sport sector during the process.

Methodology

The Research Aims

The present study contributes to a general understanding within the context of women entrepreneurship and suggests how more theoretical and empirical studies should be conducted by showing the barriers they face in terms of women entrepreneurship in the sport sector. The aim of the present study is to develop main managerial and practical results of sport entrepreneurship and the thought of women entrepreneurships in sport sector.

In addition, knowing about the effects of entrepreneurship on women's problems will be effective on finding out the correct policies and strategies for women entrepreneurship.

Research Group

The application area of the study was limited to a geographical, economic and cultural area including the provinces of Adana, Mersin, Osmaniye and Hatay, which are in Çukurova region, formerly known as the Klikya region. The sample of this descriptive and quantitative study consisted of 94 women entrepreneurs operating sport centres in these provinces.

Data Collection Tools

In the study, online questionnaire method was used as data collection method. Within the context of the study, 94 valid online questionnaires were analysed within the context of the study. The questions were grouped in two different parts. There were 6 questions to find out the demographic features of women entrepreneurs in the first part. In the second part, a questionnaire with 7 sub-dimensions and 27 items to find out the problems of women entrepreneurs was used which was adapted by Cici (2013) from another study and the factor analysis of which was made again by Yeşil (2018). The questions in the scale were prepared as 5-likert type. Women entrepreneurship problems were evaluated in seven sub-dimensions. These sub-dimensions were social environment (4 items), micro environment (4 items), economic environment (4 items), bureaucratic environment (4 items), financial environment (4 items), education (3 items) and organization (4 items). According to the results of the reliability analysis conducted, Cronbach's Alpha value of 27 questions was .916 and according to this result, the scale was considered to be a very reliable scale.

Data Analysis

Tests and analyses were conducted on the data by using SPSS 21.0 data analysis program. Before the analyses, normality distribution of the variables was tested with Kolmogrov-Smirnov normality test due to the number of the sample (n>50). Since the data were not distributed parametrically, whether women entrepreneurship problems differed in terms of the demographic information of the participants was tested with Mann Whitney U for variables with two groups and with Kruskall Wallis test for variables with more than two groups.

Results

Table 1.Demographic features of women sport entrepreneurs

Variables		f	%
Marital status	Married	51	54,3
	Single	43	45,7
Age	18-29	31	33,0
	30 and older	63	67,0
Educational level	Primary education	1	1,1
	Secondary education	6	6,4
	Undergraduate-Postgraduate	87	92,6
Professional experience	1-5years	22	23,4
	6-10years	28	29,8
	11-15years	30	31,9
	16>	14	14,9
Entrepreneurs in the family	Yes	42	44,7
	No	52	55,3
City in which the enterprise is located	Adana	29	30,9
	Mersin	28	29,8
	Osmaniye	15	16,0
	Hatay	22	23,4
	Total	94	100,0

When Table 1 is examined, in terms of the marital status variable of the women entrepreneurs in the study, it was found that 51 (54,3%) were married, 43 (45,7%) were single; in terms of the variable of age, 31 (33,0%) were between the ages of 18 and 29, 63 (67,0%) were 30 years of age and older; in terms of the variable of professional experience, 30 (31,9%) had a professional experience between 11 and 15 years, , 62 (66,0%) did not have partners. While 42 (44,7%) of the women entrepreneurs stated that there were entrepreneurs in the family, 52 (55,3%) stated that there weren't entrepreneurs in the family. 29 (30,9%) of the women entrepreneurs were entrepreneurs in Adana, 28 (29,8%) were in Mersin, 15 (16,0%) were in Osmaniye, 22 (23,4%) were entrepreneurs in Hatay.

Table 2.Reliability Analysis

Dimensions	Cronbach's Alpha	Number of items
Social Environment	.696	4
Micro Environment	.735	4
Economic Environment	.757	4
Bureaucratic Environment	.668	4
Financial Environment	.685	4
Education	.881	3
Organization	.868	4

Total	,916	27

According to reliability analysis table, it can be seen that Cronbach's Alpha values of the sub-dimensions in the scale ranged between $0,60 \leq \alpha < 0,80$ and $0,80 \leq \alpha < 1,00$. According to these results, the scale is a highly reliable scale.

Priority of the sub-dimensions of problems experienced in women entrepreneurship

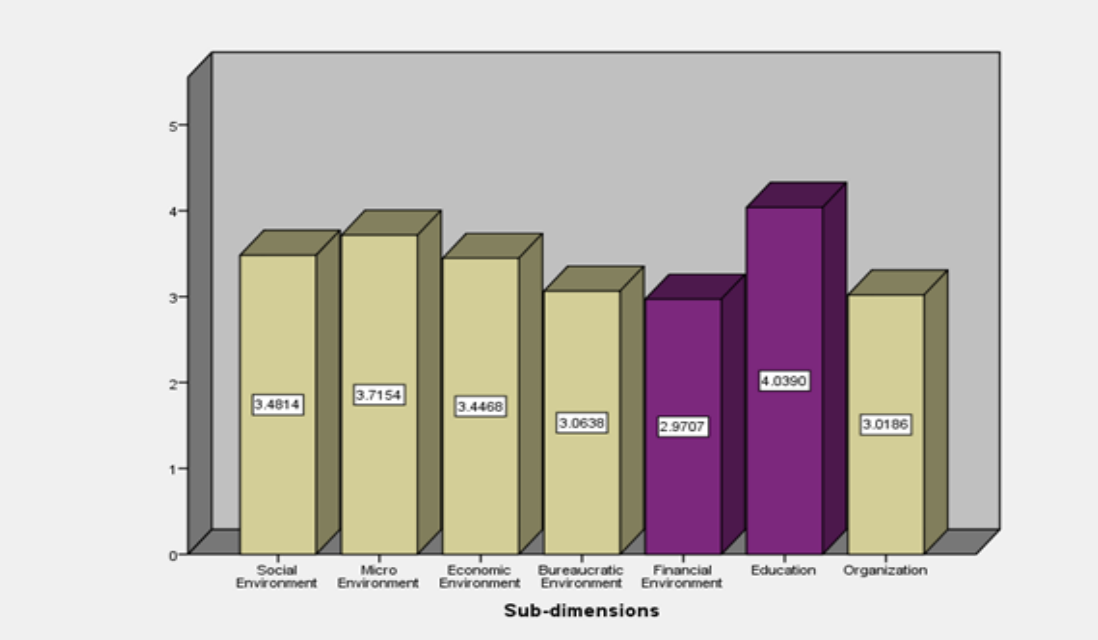


Fig 2. Average Scores of the sub-dimensions in the scale

When Figure 2 is examined, although it is seen that all of the sub-dimensions had values above average, education sub-dimension was the sub-dimension of first priority since its average score was 4,039; the result that financial environment sub-dimension had an average score of 2,97 shows that it takes the last place among priorities.

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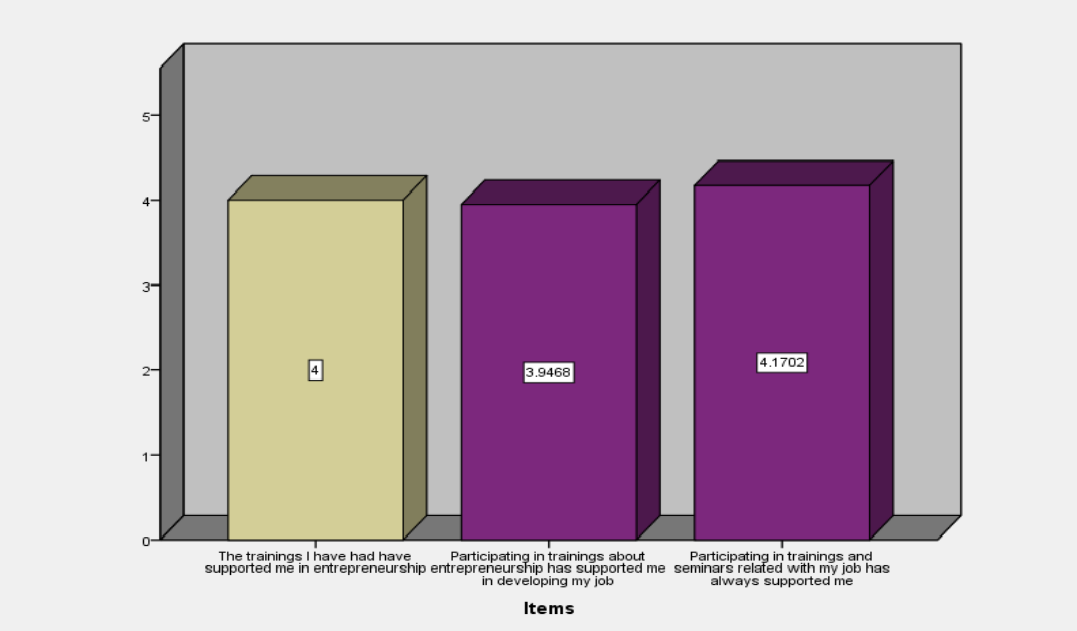


Figure 3. Education Sub-dimension

When the items of education sub-dimension that women entrepreneurs consider as of first priority are examined, it can be seen that they consider the expression "Participating in trainings and seminars related with my job has always supported me", while they consider the expression "Participating in trainings about entrepreneurship has supported me in developing my job" as less important.

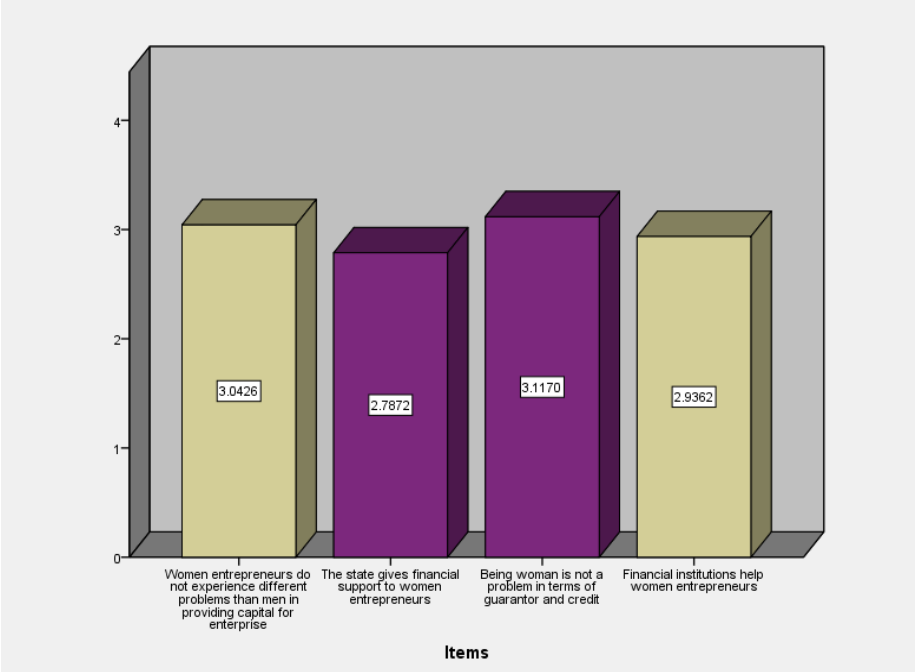


Fig 4. Financial Environment Sub-dimension

When the financial environment sub-dimension, which takes the last place in the priority ranking, is examined, it can be seen that women entrepreneurs in the study consider the expression "Being a woman is not a problem in terms of guarantor and credit" as the most

important item, they consider the expression "The state gives financial support to women entrepreneurs" as the least important.

Table 3.Mann-Whitney U Test comparison results of the average sub-dimension scores of Women Entrepreneurs Scale in terms of the variable of Marital Status

Sub-dimensions	Groups	N	Rank ave.	U	Z	P
Social Environment	Married Single	51 43	50,76 43,63	930	-1,271	,204
Micro Environment	Married Single	51 43	54,74 38,92	727,50	-2,816	,005*
Economic Environment	Married Single	51 43	51,49 42,77	893	-1,557	,120
Bureaucratic Environment	Married Single	51 43	46,78 48,35	1133	,279	,781
Financial Environment	Married Single	51 43	47,58 47,41	1092,50	-,03	,976
Education	Married Single	51 43	44,75 50,76	1236,50	1,096	,273
Organization	Married Single	51 43	49,44 45,20	997,5	-,754	,451

When Table 3 is examined, it can be seen that micro environment sub-dimension shows statistically significant difference in terms of the marital status of women entrepreneurs. No statistically significant difference was found in other sub-dimensions in terms of the marital status of women entrepreneurs.

Table 4.Mann-Whitney U Test comparison results of the average sub-dimension scores of Women Entrepreneurs Scale in terms of the variable of Age

Sub-dimensions	Groups	N	Rank ave.	U	Z	P
Social Environment	18-29 30≤	31 63	47,94 47,29	963	-,913	,913
Micro Environment	18-29 30≤	31 63	47,71 47,40	970	-,053	,958
Economic Environment	18-29 30≤	31 63	38,27 52,04	1262,50	2,318	,020*
Bureaucratic Environment	18-29 30≤	31 63	45,63 48,42	1034,50	,469	,639
Financial Environment	18-29 30≤	31 63	49,40 46,56	917,5	-,476	,634
Education	18-29 30≤	31 63	48,71 46,90	939	-,311	,756
Organization	18-29 30≤	31 63	49,52 46,51	914	-,505	,614

When Table 4 is examined, economic environment sub-dimension shows statistically significant difference in terms of the variable of age. No statistically significant difference was found in other sub-dimensions in terms of the age variable of women entrepreneurs.

Table 5.Mann-Whitney U Test comparison results of the average sub-dimension scores of Women Entrepreneurs Scale in terms of the variable of Entrepreneur in the family

Sub-dimensions	Groups	N	Rank ave.	U	Z	p
Social Environment	Yes	42	42,98	1282	1,454	,146
	No	52	51,15			
Micro Environment	Yes	42	44,55	1216	,948	,343
	No	52	49,88			
Economic Environment	Yes	42	44,65	1211,50	,916	,360
	No	52	49,80			
Bureaucratic Environment	Yes	42	47,04	1111,50	,149	,881
	No	52	47,88			
Financial Environment	Yes	42	43,18	1273,50	1386	,166
	No	52	50,99			
Education	Yes	42	44,30	1226,50	1,055	,291
	No	52	50,09			
Organization	Yes	42	41,07	1362	2,062	,039*
	No	52	52,69			

*p<,05

When Table 5 is examined, no statistically significant difference was found in the organization sub-dimension in terms of women entrepreneurs' having an entrepreneur in the family. No statistically significant difference was found in the other sub-dimensions in terms of women entrepreneurs' having an entrepreneur in the family.

Table 6.Kruskal Wallis Test results of the average sub-dimension scores of Women Entrepreneurs Scale in terms of the variable of professional experience

Sub-dimensions	Groups	n	Rank ave.	Chi-square	s.d.	P
Social Environment	0-5	22	50,89	2,090	3	,554
	6-10	28	48,71			
	11-20	30	48,25			
	≤21	14	38,14			
Micro Environment	0-5	22	44,25	6,214	3	,102
	6-10	28	55,84			
	11-20	30	48,18			
	≤21	14	34,46			
Economic Environment	0-5	22	38,23	4,553	3	,208
	6-10	28	47,30			
	11-20	30	54,43			
	≤21	14	47,61			
Bureaucratic Environment	0-5	22	43,50	2,361	3	,501
	6-10	28	51,20			
	11-20	30	50,40			
	≤21	14	40,18			
Financial Environment	0-5	22	38,23	10,726	3	,013*
	6-10	28	55,07			

	11-20	30	54,17			
	≤21	14	32,64			
Education	0-5	22	39,59	8,083	3	,044*
	6-10	28	57,16			
	11-20	30	49,23			
	≤21	14	36,89			
Organization	0-5	22	52,57	10,299	3	,016*
	6-10	28	48,68			
	11-20	30	52,53			
	≤21	14	26,39			

*p<,05

According to Kruskal Wallis Test results in Table 6, statistically significant difference was found in the average scores of sub-dimensions of financial environment, education and organization in terms of the variable of professional experience. No statistically significant difference was found in the average scores of other sub-dimensions of in terms of the variable of professional experience.

Table 7.Kruskal Wallis Test results of the average sub-dimension scores of Women Entrepreneurs Scale in terms of the variable of thecity in which the enterprise is located

Sub-dimensions	Groups	n	Rank ave.	Chi-Square	s.d.	P
Social Environment	Adana	29	52,95	7,281	3	,063
	Mersin	28	38,54			
	Osmaniye	15	58,93			
	Hatay	22	43,93			
Micro Environment	Adana	29	47,10	5,770	3	,123
	Mersin	28	42,82			
	Osmaniye	15	62,40			
	Hatay	22	43,82			
Economic Environment	Adana	29	53,05	2,166	3	,539
	Mersin	28	42,59			
	Osmaniye	15	47,17			
	Hatay	22	46,66			
Bureaucratic Environment	Adana	29	50,77	10,486	3	,015*
	Mersin	28				
	Osmaniye	15	65,40			
	Hatay	22	41,80			
Financial Environment	Adana	29	48,81	2,009	3	,571
	Mersin	28	44,09			
	Osmaniye	15	42,70			
	Hatay	22	53,39			
Education	Adana	29	48,47	,226	3	,973
	Mersin	28	48,02			
	Osmaniye	15	44,63			
	Hatay	22	47,52			
Organization	Adana	29	49,47	4,935	3	,177
	Mersin	28	38,45			
	Osmaniye	15	55,57			
	Hatay	22	50,93			

*p<,05

According to Kruskal Wallis Test results in Table 7, statistically significant difference was found in the average scores of the sub-dimension of bureaucratic environment in terms of the variable of the city in which the enterprise is located. No statistically significant difference was found in the average

scores of the other sub-dimensions in terms of the variable of the city in which the enterprise is located.

Discussion and Conclusions

In our country, the participation of women in the work force is still not at the desired level. The present study was designed to find out the problems women experienced in entrepreneurship through emphasizing the presence of entrepreneur women in the sport sector in Çukurova region.

According to the results of the study, it was found that the problems experienced by married women entrepreneurs were higher in the micro environment sub-dimension when compared with single women entrepreneurs. When studies conducted on women entrepreneurs are examined, it can be seen that the overlooked point is that women are the basic element of family structure and the matter of analysing the workload when the tasks attributed to women are added to the responsibilities of work life. Undoubtedly, women's way of life, their place in social structure and their responsibilities within the family are different. A reason for this situation can be thought as the increase in women's responsibilities in cases such as marriage and that they may not be able to keep up with the time-consuming tempo of business life due to these responsibilities. The basic reason for the difference in micro environment sub-dimension can be married women's being faced with possible conflicts (home-work, spouse-work, child-work) after a while and the fact that married women assume more roles (wife, individual, housewife, motherhood, employer) when compared with single women.

It was found that among the women entrepreneurs who owned sport centre, the problems of those who were 30 and older were higher when compared with women entrepreneurs in other age groups in the sub-dimension of economic environment; and the most important item of this sub-dimension was "in sectorial environment, woman entrepreneur makes things easier". When the literature is reviewed, in a study by Ecevit (1993) entitled "A model proposal for the generalization of woman entrepreneurship", it was stated that women got the potential to be entrepreneur only between the ages of 30 and 45. As a possible reason for this, Harper (1992)'s statement that women tend to start their own business especially after the age of 35, after their children grow up, so that they can successfully play the roles of individual, housewife, wife and mother can be shown. In Yeşil (2018)'s study about the problems of women entrepreneurs, no significant difference was found in economic environment sub-dimension in terms of the variable of age. With this aspect, the results of the study are not in parallel with the results of our study.

Another result of the study is the significant difference in the problems experienced by women entrepreneurs in the organization dimension in terms of the variable of having entrepreneur in their families. This difference can be explained with the fact that the entrepreneurs in the family can be taken as role model, and the support that they will provide to women in the family in terms of entrepreneurship through their emotional support and courage is important. In a study conducted by Şenel (2013) on problems of entrepreneur women in Tekirdağ, when the entrepreneurship of parents was evaluated, the result that fathers were considered as model entrepreneur by women is in parallel with the results of our study in this aspect. Tundui and Tundui (2020) stated that one of the primary factors on work performance of women in micro credit funded businesses in Tanzania was family support factor.

It was found that women entrepreneurs' average scores in the sub-dimensions of financial environment, education and organization were found to be statistically significant in terms of the variable of work experience. The higher scores of women entrepreneurs with a work experience of 6-10 years in the sub-dimensions of financial environment and education can be supported with the finding of Yetim (2008) that women entrepreneurs define their work related experiences intensely between 6 to 10 years. In addition, due to women entrepreneurs' attainments in areas such as decision making and execution of business functions, making predictions and evaluating environmental conditions with the increase in their work experiences, it can be thought that the variable of work experience is an important factor in the field of entrepreneurship.

The problems experienced by women entrepreneurs were found to be different in the sub-dimension of bureaucratic environment in terms of the variable of the city in which the enterprise is located. Women entrepreneurs in Osmaniye stated that they cared more about the sub-dimension of bureaucratic environment and the reason for this can be the fact that bureaucratic procedures can go faster in Osmaniye, which has a smaller and less dense population when compared with the other cities. In addition to these, negations such as political conditions, unfair competition and regional differences that occur out of individuals' controls are also important factors.

When the sub-dimensions were evaluated altogether, it was found that the financial environment sub-dimension had the lowest average, while the education sub-dimension had the highest average (Figure 1). While women entrepreneurs answered the expression "being a woman does not cause problems in warrants and credits" more positively, they stated that they agreed less with the expression "the state gives financial support to women entrepreneurs". In Turkey, there are various institutional supports for entrepreneurs such as KOSGEB, İŞKUR, TÜBİTAK Ar-Ge, Ministry of Food, Agriculture and Livestock funds and the funds by development agencies. Batı (2016) concluded that more than half of the women entrepreneurs knew about funds, but could not make use of any funds with a rate of 80%. Barbieri (2003) emphasized that in the process of starting business, women entrepreneurs' important capital sources were their relatives. Similarly, in a study on the factors that prevented the growth of women entrepreneurs, Nasir et al. (2019) stated that most of the participants had been supported by family members in financing. These results show that capital supported by immediate circle is more accessible for women.

When the expressions in the sub-dimension of education were examined, it was found that women cared more about the expression "participating in trainings and seminars about my job has always supported me", their specialization in their field increased their self-confidence and they had a priority over their development in entrepreneurship. In a study on the problems of women entrepreneurs, Yeşil (2018) stated that it was very important for women to be trained about their jobs. The results of this study also show the results of our study. When the literature was reviewed, in a study conducted on the factors that prevented the development of women entrepreneurs in Pakistan, Nasir et al. (2019) stated that most of the women encountered some difficulties due to their lack of training and information on entrepreneurship. In addition, in their study Ekpe et al. (2011) reported that training and experience played a vital role in the development of business and had a positive effect on entrepreneur performance.

The results obtained showed that professional training was cared for in terms of education levels. Hancı (2004) showed that women entrepreneurs stated that training was an advantage for them in the sectors they worked.

Recommendations

- The culture of entrepreneurship is developing in the society due to reasons such as life conditions, social development, increase in support of the government and increase in educational level and in parallel with these developments, women have begun to take an active role in business life and become entrepreneurs.
- It has been found that in parallel with the development of the level of education in the society, the level of education has increased in women entrepreneurs, and women's courage and self-confidence increased as their level of education increased, and women with high level of education became entrepreneurs more easily. In addition, the result that a great majority of women entrepreneurs were undergraduates or postgraduates shows that entrepreneurship is greatly influenced by the level of education and also shapes the way of thinking. In this context, as woman entrepreneurs' level of education increases, their ability to predict problems that they will face and their ability to solve these problems will also develop.
- When the roles and responsibilities of women entrepreneurs within the family are taken into consideration, social facilities (nursery, after school services, cleaning, etc.), which make family life easier, should be encouraged.
- In order to develop women's entrepreneurship in sport, awareness and encouragement activities need to be increased and in this context, publicity and information activities should be conducted to publicize women entrepreneurs, to tell their success stories and to create encouraging role models.
- Since the problems experienced by women entrepreneurs in sport sector differed in terms of the socio-economic structure of the city women entrepreneurs were in; while applying the policies, plans and programs to be applied in the field, taking into consideration the characteristics of the city and the region and applying specially for each region will make more contribution.
- It is thought that since the number of studies conducted on women entrepreneurship in sport sector is limited, it is thought that the present study can be a reference for further studies and contribute to studies on women entrepreneurship in sport sector.

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