Available online at www.asric.org

ASRIC Journal on Social Sciences & Humanities 1 (2020) 9-19

Women Entrepreneur Motivations, Challenges, and Growth Aspiration: A Gender Lens Analysis in Sudan

Ilham Hassan F. Mansour [a,1], Yagoub Ali Gangi [b]

[a] *School of Management Studies, University of Khartoum, Sudan*
[b] *Ahmed Bin Mohamed military college, Qatar*

Received 19 December 2019; revised 30 January 2020; accepted 30 January 2020

Abstract

Women entrepreneurship has developed considerably around the world, and it is widely established that entrepreneurship is important for economic growth and wealth. Although more and more Sudanese women are taking up the entrepreneurship challenge, male entrepreneurs still outnumber them in Sudan. The purpose of this study is to shed light on women's entrepreneurship in Sudan by understanding challenges and constraints facing them, to determine the motivational factors drive their intentions to start their own business and their growth aspiration vis-a-vis their male counterparts.

Data were collected using a survey questionnaire with both close-ended and open-ended questions conducted in Khartoum state the capital of Sudan. The sample frame consisted of a list of (40) male and (50) female entrepreneurs owned running businesses. The findings revealed that females in the sample became entrepreneurs for reasons of Self-fulfillment whilst male entrepreneurs were motivated by the need for more income. Compared to men, females were more likely than males to name necessity as a motive to start their business with a wider gender gap while factors such as Self-fulfillment show a narrow gender gap. The most frequent challenges faced by female entrepreneurs are gender-specific challenges whereas Access to finance is a challenge for males. Males surpassed females' entrepreneurs in their export orientations

Based on this, the study argues that for female entrepreneurship to flourish, Sudan needs to introduce more effective policies and regulations supportive to women entrepreneurs.

Keywords: Entrepreneurship; Women Entrepreneur; Challenge; Motivation; Gender; Sudan

1. Introduction

The importance of entrepreneurship is widely recognized and its socioeconomic impact on community development has been well documented. To mention some of its numerous benefits, entrepreneurship contributes to generating more jobs, securing a better quality of life, and supply markets with new and innovative products. Moreover, it enhances economic growth and promotes economic development.

Entrepreneurship is very much related to Small and Medium Enterprises (SMEs) since the later is seen as a vehicle for entrepreneurship development, contributing not just to employment and social and political stability, but also innovative and competitive power (Thurik & Wennekers, 2004). Realizing its socio-economic benefits, many countries have designed and implemented strategies and policies that aim

[1] Corresponding author. *Email addresses:* e.mansour@uofk.edu (I.H.F. Mansour); yagoubgangi@abmmc.edu.qa (Y.A. Gangi)

at developing their entrepreneurial sector. However, it can be argued, that for any country to successfully develop its entrepreneurship sector, it needs to identify the driving forces in this sector. Many factors have been identified by scholars as determinants and driving forces for entrepreneurship developments. Among the several factors, two factors have been identified as the main driving forces for the entrepreneurial development process. These are highly motivated and competitive entrepreneurs and encouraging entrepreneurial environment. The role of these two elements is not debatable and thus, is widely recognized by researchers and decision-makers throughout the globe. Entrepreneur motivations and challenges are among the topics of high concern for scholars. Previous studies on entrepreneur motivations have shown that entrepreneurs in different countries are motivated to entrepreneurial activities by different factors (Cromie 1987, Sarri & Trihopoulou, 2005). However, the results of some studies have shown that entrepreneurs in some countries share many entrepreneurial motivations in common (Stephan, et al 2015). Because of this, the identification of entrepreneurial motivations has become one of the issues that need to be addressed in different countries of the world.

2. Statement of the problem

Entrepreneurship development has become very significant in a modern economy, as it contributes to job creation, economic growth enhancement, improving the standard of living and boosting socio-economic development in countries at large. Given that, various research work has been conducted in different countries of the world to investigate the conditions and the key factors that encourage their entrepreneurship development. Entrepreneurs' motivations and challenges were among the topics that have been extensively investigated to examine their role in new venture creation, success, and growth. The objectives of these studies were to provide a better understanding of entrepreneurial behavior in these countries. Because entrepreneur motivations and challenges are considered by many authors as some of the most important factors that can have a significant effect on entrepreneurial activities (Baum, 2007; Stefanovic, et al 2010).

Due to its importance for entrepreneurship development, considerable research has been undertaken to identify the main factors that motivate individuals to become entrepreneurs (Rauch & Frese, 2000). The results obtained by these studies are diverse, and thus, no consensus among the researchers on the main factors that motivate entrepreneurs. The objective of the present study is to investigate the main factors that motivate females entrepreneurs to establish their own businesses and to examine the challenges that they face. In other words, the present research aims to get an answer to the question: what are the motivational and challenge factors of female entrepreneurs in Sudan? As it can be seen latter all these issues are studied with emphasis on gender differences between male and female. Therefore, the aim of the present paper is extended to include gender analysis of women entrepreneurs in Sudan. This issue is handled by comparing the motivations of the female Sudanese entrepreneurs with their male counterparts and the challenges that are encountered by both of them. Our purpose here is to investigate whether any differences do exist between male and female entrepreneurs concerning their entrepreneurial motivations, the challenges they face, and their aspirations for growth. More specifically the paper is trying to answer to the following question:

1. Are male and female entrepreneurs' sharing the same motivations?
2. Are male and female entrepreneurs' facing same challenges?
3. Are male and female entrepreneurs' having the same aspirations for growth?
4. What kinds of supportive mechanisms exist for Sudanese females compared to male entrepreneurs?

In examining the entrepreneur motivations and challenges, the paper should enrich the literature with empirical results about Sudan and thus, help in understanding its entrepreneurship sector. Moreover, the paper assists Sudanese policymakers in their future attempts to design a policy to support entrepreneurs and enhance entrepreneurship development in Sudan.

In the next section, reviews of the related literature will be reviewed. The section after details the methodology used, followed by analysis and discussion of the results. Finally, the study discusses the implications and limitations of this research and suggestions for future research.

3. Literature Review

Entrepreneur Motivations

There is no agreement among authors regarding the classification of entrepreneur motivations. Different classifications have been introduced by different authors depending on the purpose and focus of their studies. One of the early classifications which were originated in the 1980s and recently has become very popular is the opportunity versus necessity entrepreneurship. This classification has been adopted by the Global Entrepreneurship Monitor (GEM) since the early 2000s and has started to collect and present its data according to it. The opportunity entrepreneurs refer to those who start their own business motivated by their intention to utilize an investment opportunity. While the necessity entrepreneurs comprise those people who are forced to engage in entrepreneurial activity for reasons such as poverty and lack of employment opportunities. For those people, starting a business is not their prime consideration until they have exhausted other options. Thus, they choose entrepreneurial activity not because they love it and favour it to other activities, but they choose it to secure goods and services that would satisfy their basic needs and thus let them have a decent life.

Another classification of entrepreneur motivations proposed by Gilad and Levine (1986) distinguishes between positive factors that “pull” people toward entrepreneurship and the negative factors that “push” people into entrepreneurship. The push factors include job dissatisfaction, difficulty finding employment (or risk of unemployment), insufficient salary, family pressure and/or inflexible work hours. Whereas, pull factors: include the need for achievement; the desire to be independent; desire to generate wealth and social development possibilities (Segal, et al 2005). Other researchers have revealed that “pull and push factors” may include: survival, desire to achieve personal goals, to feed one’s family, to be respected, quest for pride of ownership, peer pressure, desire for social recognition, desire to deal with the issue of gender discrimination in the labour market and loss of job (Moses, et al 2014).

Stephan et al (2015), after reviewing a large number of studies on entrepreneurship motivations ended up with grouping the studies that investigate entrepreneur motivations into three streams: The first one includes the studies that classify entrepreneurial motivations into necessity versus opportunity motivations. This classification is developed from the previous classification of push-pull factors. These studies rely on McClelland's (1961) theory of the need to achieve, which suggests that individuals with a strong need to achieve often find their way to entrepreneurship and succeed better than others.

The second stream comprises the studies that adopt multi-dimensional typologies of entrepreneurial motivations. Some of these studies distinguished between economic motivations of entrepreneurs and non-economic motivations. Cromie (1987) was one of the early authors who adopted this classification. He examined the entrepreneur motivations differences between male and female grounded on a list of twelve socio-economic factors, these are autonomy, achievement, career dissatisfaction, job dissatisfaction, money expected to be earn, child-rearing opportunity, inheritance opportunity, offer employment opportunity to other, to enjoy greater social status in self-employment, outlet for skills had acquired from previous jobs, market opportunity, and job insecurity.

The third stream contains the studies that differentiate between entrepreneurs whose motivation to grow a business and others whose motivation is growth ambitions. Each one of those has different driving forces. For example, entrepreneurs whose motivation to grow a business may be driven by some factors like desire to generate more income, to prove one's own ability to succeed, personal satisfaction, pursue one's interest in entrepreneurship, desire to own a business, desire to have control over what one is doing, desire for more flexibility in managing own time, inspired by friend's and other people's success and desire for a balanced lifestyle. Whereas, the motivation for growth ambition may comprise cognitive, affective, and behavioral factors, (Hermans et al., 2012).

However, Stephan et al (2015) concluded that the main dimensions that capture entrepreneurial motivations in sufficient breadth and depth are the following: achievement; challenge and learning; independence and autonomy; income security and financial success; recognition and status; family and roles; dissatisfaction; community and social motivations. This conclusion implies that entrepreneurs have different and diversified motivations, to the extent that they can hardly be identified by a set of factors. One possible justification for these variations is that the factors that motivate entrepreneurs may differ across countries and time.

So far a review of the literature related to entrepreneurs' motivations, in general, was carried out. Next, we move to the review of the literature that compares men entrepreneur motivations to their women counterparts. The main objective of this kind of literature review is to examine the similarities and differences between men and women entrepreneur motivations. Moses et al (2014) undertake a systematic literature review of many theoretical models that are used to determine the factors that motivate women and push them into entrepreneurship. They argue that men are usually motivated by factors such as the desire for greater independence, desire for power, authority, and improved financial opportunity, whereas, women are driven to entrepreneurship by factors such as autonomy, independence and balancing work with family life. Scott (1986), stated that men and women are motivated by different factors for starting a business; men stressed the desire to be their own bosses and women reported being concerned with personal challenge and satisfaction.

Along the same vein, Cavada et al (2017) investigated motivations of women entrepreneurs in Mexico and compared it to men entrepreneurs. Their findings entail that women entrepreneur's decisions to start-up businesses are influenced by factors different from their men counterparts. These factors include the entrepreneurs' personal traits, social and economic factors. Their justification for this situation is that women in Mexico have a conservative traditional attitude, risk-averse tendency, and non-cooperation of family members. These characteristics cause women entrepreneurs to be hesitant to the extent that deter from starting a business.

In a comprehensive literature review Brush (1993) notes that previous research identifies several motivational differences between women and men entrepreneurs. She observes that a higher proportion of women are motivated by factors such as dissatisfaction with their current jobs, and see entrepreneurship as an alternative job that suits them most. In this respect, some scholars reveal that occupational flexibility is a motivator in women entrepreneurship more than in male entrepreneurship. This factor is a more critical factor for women entrepreneurs compared to their men counterparts (Taylor and Kosarek, 1995). In support of this; Orhan and Scott (2001) emphasized that flexibility, desire and need to work and raise families are more peculiar with women entrepreneurs especially those with children, their venture choice offers them more flexibility to accommodate both their business and family responsibilities.

Entrepreneur Challenges

Entrepreneurship involves a lot of risks. Those who decide to be an entrepreneur and establish their own business should expect to experience many challenges in starting up and maintaining their businesses. Problems like finding suitable sources of finance for their investment project, inadequate training and access to information are an example of challenges that entrepreneurs may face irrespective of their sexes (males or females). Besides these challenges, female entrepreneurs face other more complicated and deeply rooted problems of individual and socio-economic nature, such as risk avoidance, limited sources of capital and society sexual discrimination. Moreover, according to Jamali (2009), the lack of government support in terms of policy, laws, and services has been identified as obstacles for women entrepreneurs. In addition, normative constraints and societal attitudes based on cultural and religious beliefs in some countries are another challenge to the work of women in general or that of women in entrepreneurship in particular (Jamali, 2009). For example, Chamlou (2008) stated that attitudes toward working women and women's work more generally are less favorable in the Middle East and North Africa than in other regions. She further argued that across the region attitudes toward women's employment and women's work outside the home are correlated with entrepreneurship outcomes. This result suggests that to overcome the challenges that face both male and female entrepreneurs different

policies are needed. Some of these policy packages should address the social norms and traditions of society, and other packages should be directed toward the other institutions. Moreover, Al-Sadi et al (2011) stated that the main challenges that face Oman's businesswomen are lack of financial support, knowledge to collaborate, access to technology, industrial support, the pressure to achieve, interacting with males, training opportunities, and time for training. Along the same vein, Tambunan (2009) emphasize that Indonesian businesswomen face discrimination challenge that affects their business success. This discrimination includes removal of their business places, illegal charge by authoritative agents such as police officers, vulnerability to price fluctuation, lack of education, heavy household chores, and legal traditions customs, cultural and religious constraints. Ilhaamie et al (2014) study the challenges faced by Muslim women entrepreneurs in Malaysian SMEs. They stated that the main challenges that Muslim women entrepreneurs face in Malaysian SMEs are lack of finance, lack of demand and location problem. Shmailan (2014) stated the challenges that face Saudi Arabia businesswomen are immobility, difficulties in getting identity cards, problem working with male staff, no laws to protect women from harassment. He classifies these challenges into three which are individual, socio-cultural and institutional. Pounder (2016) argued that Caribbean female entrepreneurs are facing distinctively higher levels of barriers that are social, cultural and economical challenges to overcome, and they seems to differ in their reasons for types of businesses started and their continuity in the business. In such circumstances, it was women with high levels of education and risk-taking who succeeded in their entrepreneurial endeavors.

Kargwell (2012) compare and contrasts the characteristics, motivation, management and marketing tools used by both male and female entrepreneurs in UAE. She found that Emirati male entrepreneurs faced more competition in their business compared to their female counterparts. Moreover, she found that male entrepreneurs face challenges as their female counterparts. Daniyan-Bagudu (2016) investigates the challenges that faced women entrepreneurs in developing countries. Their study chose Nigeria as a case study, the main findings of their study are that most of the women entrepreneurs faced with challenges such as gender inequalities, lack of access to finance and low education levels. They argue that these challenges obstruct the accomplishment of their business and benefits. Similarly, Musa (2014) studied female entrepreneurs of Sudan in terms of their personal characteristics, motivations, and obstacles they faced. The findings of the study revealed that the majority of businesswomen in Sudan have no easy and affordable access to sources of finance other than their own resources, their families' and friends'. i.e. Businesswomen in Sudan have difficulties accessing finance from the traditional banking system and other sources of government funding. Moreover, businesswomen in Sudan still face problems posed by inadequate or expensive public services especially in the energy sector besides serious problems of infrastructural and public services such as customs, public courts, electricity, and water.

4. Methods

The objective of this study to Understand and explain the motivations, challenges, and Aspirations of Sudanese women's entrepreneurship. The study also focuses on Understanding from a gender analysis the situation of women on entrepreneurship compared to their male counterparts.

Data were collected using a survey questionnaire with both close-ended and open-ended questions conducted in Khartoum state the capital of Sudan. The sample frame consisted of a list of entrepreneurs compiled from 40 businessmen and 50 businesswomen who owned running businesses and registered at the Sudanese Business & Employer's Federation and the Sudanese Business Women Development Center. The data were coded into SPSS version 25. Descriptive statistics were used in the analysis.

5. Results

Demographic profile of respondents

The demographic characteristics of men and women entrepreneurs are depicted in Table 1. As shown in Table 1. The majority of the respondents is in the age group 31-40 year old for both male and female respondents, are highly educated and married. The most frequently reported education level is university

degree (28% for female and 75% for male), followed by (10% for female and 20% for male) post-graduate degree. Similar results were revealed in the GEM Women Report (2017) where women participated in entrepreneurship were 25-44-year-olds.
Regarding the respondents' marital status, we found that 66% of the female and 55% of the males % entrepreneurs are married while 34% of the female and 45% of the male were singles.32% and 70% of the female and male respectively have a previous working experience prior to starting up their own business. Furthermore, the results also show that the majority of businesses 78% of the female and 60% of the male are in service sectors.

Table 1: Respondents' Profile

	Female %	**Male %**
Age		
21-30	34	20
31-40	40	57
41-50	16	15
51-60	8	8
60+	2	0
Education		
< High school	16	0
High school	16	5
University	28	75
Post-graduate	12	20
Marital Status		
Married	66	55
Single	34	45
Entrepreneurship training		
Yes	32	52
No	68	48
Previous Work experience		
Yes	32	70
No	68	30
Sector		
Industry	22	40
Service	78	60

Motivations of entrepreneurship

As shown in Table 2, in general, Sudanese entrepreneurs are more motivated by push factors such as Necessity and need for more income (55%). Compared to men, women (28%) are more likely than men (12.5%) to name necessity as a motive to start their business with a wider gender gap while pull factors such as Self-fulfillment show a narrow gender gap. More specifically, when the participating males and females entrepreneurs were asked about their motivations behind their decisions to become an entrepreneur, the majority of female entrepreneurs (48%) reported that the main motive is self-fulfillment followed by (28%) necessity, then need for more income came third (24%). Whereas the need for more income was the main motive for the male entrepreneurs (47.5%), followed by self-fulfillment (40%), and necessity or no other option came last with (12.5%). These results were supported by Sadi and Al-Ghazali (2012) in Saudi Arabia and Naser et. al., (2009) in the United Arab Emirates. These studies indicated self-fulfillment, as one of the important factors in the development of women's entrepreneurship. In line with the GEM 2017 report women are 20% or more likely to indicate necessity motives than men.

Table 2: Motivations of entrepreneurship

Entrepreneurial motivations	Total		Female		Male		F/M
	Frequency	**%**	Frequency	**%**	Frequency	**%**	ratio
Self-fulfillment	40	**45**	24	**48**	16	**40**	**1.5**
need for more income	31	**34**	12	**24**	19	**48**	**0.5**
Necessity; no other option to work	19	**21**	14	**28**	5	**13**	**2.2**

Entrepreneurs Challenges

The participant entrepreneurs reported different challenges experienced by them in starting up and maintaining their business. As demonstrated in Table 3, Challenges such as negative socio-cultural norms and female stereotyping, difficulties in leading and managing people and lack of entrepreneurial education & training are gender-specific obstacles confronting female but not male entrepreneurs. Among the challenges faced by both female and male entrepreneurs with different degrees are government policies procedures, high and multiple taxes and charges, lack of infrastructural services which considered as the biggest obstacles facing female entrepreneurs (58%), but come third for male entrepreneurs (25%). The second biggest obstacles for both male and female entrepreneurs are difficulties in marketing products & services Access to new markets and customers (30% for females and 27% for male). Unexpectedly Access to finance is the top challenges faced by male entrepreneurs (47%) and comes third for the female counterparts (28%).

Table 3: Entrepreneurs Challenges

Challenges	Total		Female		Male		F/M
	Frequency	**%**	Frequency	**%**	Frequency	**%**	Ratio
Access to finance	36	**40**	17	**34**	19	**47**	**.89**
Lack of Entrepreneurial education & training	7	**8**	7	**14**	0	**0**	*
Difficulties in leading and managing people	9	**10**	9	**18**	0	**0**	*
Socio-cultural values and traditions	9	**10**	9	**18**	0	**0**	*
Gov. Support	39	**43**	29	**58**	10	**25**	**2.9**
Access to Market	26	**29**	15	**30**	11	**27**	**1.4**

Notes: more than one response is possible

Aspiration for growth and international orientation

In measuring the entrepreneurial aspirations, we ask the respondents about their growth expectations and export orientations. The results in Table 4 revealed that in general Sudanese entrepreneurs tend to grow their businesses in local markets. Males surpassed females entrepreneurs in their export orientations, (33% for males and 14% for females), but not in their growth expectations (67% for males and 86% for females).

Table 4: Entrepreneurial growth aspirations and international orientation

Aspiration	Total		Female		Male		F/M
	Frequency	**%**	Frequency	**%**	Frequency	**%**	ratio
Export	32	**36**	7	**14**	13	**33**	**1.2**
New local markets	58	**64**	43	**86**	27	**67**	**0.9**

Supportive mechanisms

In comparing female and male entrepreneurs with regard to support mechanisms, the data in Table 5 showed that the majority of the entrepreneurs (56%) get the moral support to start their business from themselves. 60% for males and 48% for females stated that they did not get support from anyone but themselves in starting their own business. In fact, they depend on their own educational background and previous work experience to choose their projects and start-up their own businesses. Few numbers of the respondents (23%) get support from their family members with little gender differences between males and females. The support which was provided by family members came second for female entrepreneurs

(30%) and third for male entrepreneurs (5%). 18% of the female entrepreneurs stated that they get support from their friends whereas 17% of the males get support from friends. 4% of females also get support from their husbands. The data in Table 2 also revealed that self-financing is the main source for female entrepreneurs (58%), whereas loan from banks is the main source for male entrepreneurs (57%). That means females entrepreneurs appear to have less access to external sources of finance than males. Alternatively, compared to males, more females tend to use their own savings (58%) or loan from their families or friends (26%). Only 6% and 8% of females and males entrepreneurs respectively reported the government's microfinance program as a source of finance.

Table 5: Supportive mechanism for entrepreneurs

	Total		Female		Male		F/M
	Frequency	**%**	Frequency	**%**	Frequency	**%**	Ratio
Social (moral) support							
Oneself *	50	**56**	24	**48**	26	**65**	.9
Family members**	21	**23**	15	**30**	6	**5**	2.5
Friends	17	**19**	9	**18**	8	**17**	1.1
Spouse	2	**2**	2	**4**	0	**0**	*
Financial support							
Bank loan	28	**31**	5	**10**	23	**57**	0.2
Family/friends	19	**21**	13	**26**	6	**15**	2.2
Gov. Microfinance program	6	**7**	3	**6**	3	**8**	1.0
Self-financing	37	**41**	29	**58**	8	**20**	3.6

*Oneself= education background, previous work experience
**Family =family background in business, father or mother

Intention to quit:

In exploring whether the entrepreneurs have an intention to quit and discontinue their businesses, as shown in Table 6, the responses showed that the business discontinuance rate among females exceeds that of males. 44% of the female entrepreneurs stated that they have the intention to quit while no male entrepreneurs have this intention. The same results reported in the GEM women 2016-2017 report which stated that the business discontinuance rate among women exceeds that of men and there are more exits for women especially in sub-Saharan Africa where discontinuance is highest.

Table 6: Intention to quit

Intention to quit	Total		Female		Male		F/M
	Frequency	%	Frequency	%	Frequency	%	ratio
Yes	22	24	22	44	0	0	*
No	78	86	38	76	40	100	.95

6. Discussion

Having completed the reports of the results which were obtained from the survey questions., next, these results will be elaborated and thoroughly discussed. The main result shows that both male and female entrepreneurs in Sudan don't get the expected support from their family members in choosing their investment projects and start-up their businesses. This finding contradicts the result of some previous studies in this area that shows female entrepreneurs obtain support from families; friends and network, whereas male entrepreneurs do not receive such kind of support due to cultural and traditional conventions that males are supposed to be independent. For example, Kargwel (2012) found that the majority of Emirati females receive support from their families to start up their businesses. Nevertheless, his study shows that some of the female entrepreneurs do not receive the necessary support from their fathers, brothers and husbands because they are not in favour of women's independence. Moreover, his finding reveals that male entrepreneurs were not supported by their families at all. When we compare our

findings with Kargwel's (2012) finding we observe that Sudanese entrepreneurs are in a position of disadvantage in comparison to their Emirati counterparts. Therefore, they do not enjoy working with and through other people from their families to identify and validate business ideas.

There are two possible explanations for this finding. On the one hand, a considerable number of Sudanese labor works either, in subsistence agricultural activities. Therefore, entrepreneur family networks are found mainly in agricultural and natural resource activities. Small family-based networks can be found in small-scale and micro industries. Entrepreneurs with such rural agricultural background are not expected to get adequate support from their family members. On the other hand, the Sudanese society who prefers secured paid jobs over a private business, because they see the later riskier than the former. Sudanese society with their collective culture suffers from high family dependency. Most of the working family members find themselves in a position to take care of a large number of their relatives. Under such circumstances, they can't risk the lives of all those who depend on them by choosing a risky activity. There is a substantial literature on the possible negative impact of such collective culture and solidarity norms on entrepreneurship development.

Concerning the motivations, the findings revealed that male and female entrepreneurs in Sudan are driven into entrepreneurship by the same but different factors in their significance. Female entrepreneurs are motivated to entrepreneurship by self-fulfillment, necessity and need for more income respectively, while male entrepreneurs are motivated by the need for more income, self-fulfillment, and necessity. Although both male and female entrepreneurs share the same motivational factors they differ in the significance of those factors for entrepreneurs. The most important factor for the female entrepreneurs is self-fulfillment while the need for more income is the most important motivational factor for their male counterparts. This finding may be attributed to the social rule imposed by the Sudanese society, according to which, males are considered as breadwinners whereas female's main role is to look after their children. This finding supports the view that women are less concerned with making money and often choose business proprietorship as a result of career dissatisfaction. They also see entrepreneurship as a means of meeting simultaneously their own career needs and the needs of their children.

Another observation on the finding of the present study is that both male and female entrepreneur is motivated into entrepreneurship by factors that can be considered as pull factors. This finding supports the result of previous studies in this area. One of these previous studies that have similar results is Cantu-Cavada (2017), who revealed that female entrepreneurs working in developed countries are determined by pull factors, while women working in developing countries are rather determined by a combination of both push and pull factors.

A more striking finding of this study is that both male and female entrepreneurs face some challenges that affect their business start-up and growth. Over and above these challenges female entrepreneurs face gender-specific challenges that hit their businesses hard and obstruct their future growth. When looked at these challenges we observe that most of the challenges that face female entrepreneurs can be attributed to the social norms and traditions of the society that discriminate against women and treat them with bias. This finding should not be understood in isolation from the fact that the status of women in the Arab region in general and Sudanese society in specific are in a lower position than male position. This finding is not surprising because previous studies in this area find almost similar results.

This study also provides interesting insights into the Sudanese entrepreneur's aspiration of growth and intention to quit. While we find some evidence that both male and female entrepreneurs have an aspiration for growth, their intentions are to extend the business on local markets. However, male entrepreneurs have more orientation toward export than females. This is quite understandable since males have more exposure to international markets and the types of their businesses are more tradable than their female counterparts. Moreover, our finding shows that, while a high percentage of female entrepreneurs have the intention to quit the market, none of their female entrepreneurs have a plan to quit the market. One possible justification for this situation is those female entrepreneurs encountered more challenges and barriers than their male counterparts. Moreover, female entrepreneurs are more vulnerable to family pressure as the size of their family start to grow. Under such circumstances, female entrepreneurs find themselves under great pressure to reconcile between their families and businesses.

7. Conclusion

The aim of the study was to address the gender-based differences between male and female entrepreneurs in Sudan with focused on entrepreneurial motivations, challenges, and aspirations for growth. The main finding of the study is that, while there was a similarity between male and female motivations, differences were found in the ordering of these motivational factors. The similarity is that both male and female entrepreneurs were motivated by factors such as self-fulfillment, necessity, and need for more income. Whereas, the gender-based differences are that, female ordered the motivational factors as follow: self-fulfillment first, necessity second and need for more income, third, and the male entrepreneurs ordered the factors with the need for more income comes first, self-fulfillment comes second and necessity comes third. Moreover, the result of our comparative study shows that there were some similarities and gender-based differences in entrepreneurial challenges. Male and female entrepreneurs share some challenges in common such as government policy procedures, high tax rates and lack of infrastructural services. Over and above these challenges, female entrepreneurs faced other challenges, such as negative socio-cultural norms and female stereotyping, difficulties in leading and managing people and lack of entrepreneurial education and training. However, women in Sudan share the same circumstances as globally reported on Gem (2017) where they are more motivated by necessity motivations (compared to men), have lower growth expectations, and higher rates of discontinuance than men.

8. Recommendations for Policy implication

The policy implication of this study is that the government needs to pursue a policy package to overcome the challenges that face entrepreneurs as general and female entrepreneurs in specific. This policy package should take into consideration the differences between male and female entrepreneurs with regard to their motivations and challenges. In addition to the previous procedures that are recommended to increase women's entrepreneurial in Sudan and to secure their input to the economy, it is also important to initiate supportive programs that help transform stereotypical gender role perception s at the societal level.

Moreover, policymakers should design incentive packages for women entrepreneurs to enable them to invest and also expand their businesses. It is also important to engage more women in entrepreneurial education and training which considered as the focal key to promote entrepreneurship development for Sudanese women. Policies that will positively boost the contribution of women in entrepreneurial activities such as reducing finance costs, increase access to finance, providing sufficient infrastructure and making the business environment favorable for women entrepreneurs in Sudan.

Looking at the findings of the present study, future research possibly may concentrate on further examination of the impact of education and training programs on women's intentions to start a new business.

References

Al-Sadi, R., Belwal, R., & Al-Badi, R. (2011). Woman entrepreneurship in the Al-Batinah region of Oman: An identification of the barriers. *Journal of International Women's Studies*, 12(3), 58.

Baum, J. R., Frese, M., Baron, R. A., & Katz, J. A. (2007). Entrepreneurship as an area of psychology study: An introduction. *The psychology of entrepreneurship*, 1-18.

Brush, C. G. (1993). Factors motivating small companies to internationalize: The effect of firm age. *Entrepreneurship: Theory and Practice*, 17(3), 83–84.

Cantu_Cavada, M., Bobek, V., & Maček, A. (2017). Motivation Factors for Female Entrepreneurship in Mexico. *Entrepreneurial Business and Economics Review*, 5(3), 133-148.

Chamlou, N. (2008), The Environment for Women's Entrepreneurship in the Middle East and North Africa, Orientations in development, the World Bank, Washington, D.C.

Cromie, S. (1987) “Motivations of aspiring male and female entrepreneurs”.*Journal of Occupational Behaviour*, 8, 251-261

Daniyan-Bagudu, H., Mohd Khan, S.J. Abdul-Hakim Roslan, A.H. (2016), The Issues and Challenges Facing the Female Entrepreneurs in Lagos State, Nigeria, 3rd Kanita Postgraduate International Conference on Gender Studies, Universiti Sains Malaysia, Penang.

Gilad, B. & Levine, P. (1986). A behavioral model of entrepreneurial supply. *Journal of Small Business Management*, 24 (4), 45-54.

Ilhaamie, A.G.A., Arni, B.S., Rosmawani, C.H., and Al-Banna, M.H. (2014), Challenges of Muslim Women Entrepreneurs in Malaysian SMEs, *International Journal of Innovation, Management and Technology*, 5(6), 428-433

.Kargwel, S.A. (2012), "A Comparative Study on Gender and Entrepreneurship Development: Still a Male's World within UAE cultural context", *International Journal of Business and Social Science* 3(6), pp.44-55.

McClelland, D. C. (1965). N achievement and entrepreneurship: A longitudinal study. *Journal of Personality and Social Psychology*, 1(4), 389.

Moses, C., Olokundun, A. M., & Mosunmola, A. (2014). Determining Women Entrepreneurial Motivation: A Review of Theoretical Model. *International Journal of Small Business and Entrepreneurship Research*, 2(3), 43-54.

Musa, E. A. (2014). Emerging Women Entrepreneurs in Sudan: Individual Characteristics, Obstacles, and Empowerment. Rainer Hampp Verlag.

Pounder, P. (2016). Entrepreneurship and gender disparity in the Caribbean. *Journal of Research on Women and Gender*, 6.

Reynolds, P.D., Camp, S.M., Bygrave, W.D., Autio, E. & Hay, M. (2002). GEM Global Entrepreneurship Report, 2001 Summary Report, 1-126. Available at: http://www.gemconsortium.org/download/1293023015823/Summary%20Report%20Version%208%2002%20April%2002.pdf

Sarri, K. & Trihopoulou, A. (2005). Female entrepreneurs' personal characteristics and motivation: a review of the Greek situation, *Women in Management Review*, 20 (1), 24 – 36.

Scott, C. E. (1986). “Why more women are becoming entrepreneurs. *Journal of Small Business Management*, 24, 37.

Segal, G.; Borgia, D. & Schoenfeld, J. (2005). The motivation to become an entrepreneur. *International Journal of Entrepreneurial Behavior & Research*, 11(1), 42 – 57.

Shmailan, A. (2014). Female entrepreneurs in Saudi Arabia: A comparison of barriers and motivations: moving from disenfranchisement to empowerment. *Elite Research Journal of Education and Review*, *2*(2), 6-21.

Stefanovic, I., Prokic, S., & Rankovič, L. (2010). Motivational and success factors of entrepreneurs: the evidence from a developing country. Zb. rad. Ekon. fak. Rij. 28, 2, 251-269

Stephan, U., Hart, M., Mickiewicz, T., and Drews, C. (2015), “Understanding Motivations for Entrepreneurship”, BIS research paper No. 212, Department for business innovation & skills, United Kingdom.

Tambunan, T. (2009), “Women entrepreneurship in Asian developing countries: Their development and main constraints”, *Journal of Development and Agricultural Economics*, 1(2), 027-040.

Taylor SR, Kosarek DL (1995). "A Study of Women-Owned Businesses in the Dallas/Fort Worth Metroplex", *Business and Economics Monograph*, 4.

Thurik, R., & Wennekers, S. (2004). Entrepreneurship, small business, and economic growth. *Journal of small business and enterprise development*, *11*(1), 140-149.