

Women Entrepreneurship in Times of Crisis: Could We Discover an Entrepreneurial Dark Side?

Inaya Wahidi

IPAG Business School, Paris, France

Abstract

This paper focuses on women entrepreneurs' intentions in times of crisis, which has never been discovered during an economic/financial crisis in a country. Based on the theory of planned behavior (Ajzen, 1991), it explores the potential effect of different personal and situational determinants on women entrepreneurs' intention, in terms of continuing or abandoning their business in Lebanon (witnessing multidimensional crisis, a severe economic and financial crisis since September 2019), based on a sample of 126 women entrepreneurs. A regression analysis was performed to test our hypotheses. The results reveal a direct effect of personal determinants (anxiety; e-commerce experience; marital status) and situational determinants (expansion opportunity abroad, the type of industry; financial support) on women's entrepreneurs' behavior moderated by the crisis. It's the first paper to explore the effect of different personal and financial determinants on women entrepreneurs' behavior by testing the effect of a new moderating variable. Besides, the "anxiety" variable has been integrated for the first time in Ajzen's model based on the theory of planned behavior. Women's "anxiety" and "e-commerce lack of experience" revealed a potential women entrepreneurship dark side barely studied in the entrepreneurship literature.

Keywords: Anxiety; e-commerce; expansion opportunity; financial support; theory of planned behavior