A new decade for social changes
Women: E-Entrepreneurship and Emotional Intelligence

Irene Chaidi¹, Chara Papoutsi¹ ², Athanasios Drigas¹, Charalabos Skianis²

dr@iit.demokritos.gr, irhaidi@gmail.com, papoutsi.xara@yahoo.com, cskianis@aegean.gr

Abstract. Gender equality is a demand in all societies and a key goal of all countries. Among the goals of equality is the entrepreneurship of women. This article attempts to present the factors that affect the equal participation of women entrepreneurs in business and e-business and the role of lifelong learning in combating inequality. Moreover, because entrepreneurship is an environment with distinct emotional and social demands over many other organizational environments, the article highlights the important role of emotional intelligence in entrepreneurship. Finally, it presents future proposals - actions for the development of the female presence in the working digital business to reduce the gap of inequality for a better, optimistic, and promising world.

Keywords. women entrepreneurship, women e-business, gender equality, emotional intelligence, ICTs

1. Introduction

In recent years, and the light of gender equality, there has been a lot of talk about the development of women entrepreneurship, making every effort to understand all the factors that explain the difficulty of women in "undertaking" a business career, considering, on the one hand, important factors - tools for overcoming the gender gap, the importance of business education, and the role of socio-cultural context (e.g. culture, family and institutional support) and on the other hand stating the importance of women entrepreneurship in the economic development of a country (especially in the developing economies) and the promotion of social inclusion as well as in the fight against poverty and discrimination and the acceptance of diversity (Cardella, Hernández-Sánchez, & Sánchez-García, 2020).

From the above, questions arise that need to be answered, regarding the route of women entrepreneurship from the beginning of its formation, its changes, its modern ways of development, how women entrepreneurs face the traditional perceptions of their professional development, what skills and competencies are needed in the digital era for a successful career in the business world, and what are the barriers that women must overcome to take advantage of and grow their business (Kamberidou, 2020). Kamberidou (2020) points out that studies in the 20th - 21st century refer to the gender gap in entrepreneurship and the career-family balance, emphasizing, however, that successful entrepreneurship requires digital skills supported by a
drive for innovation. As for the position of women in business, although there is interest, the results show that the desired change has not occurred in women's business initiatives, which will lead them to the selection of successful implementation strategies to deal with business pressures, obstacles, unforeseen situations. Women entrepreneurs face several difficulties in implementing the business operations, such as lack of financial resources, marketing skills, support services, lack of knowledge, and therefore lack of access to business networks, access to technology, innovation, and digital markets. It should be emphasized that despite the penetration of women in areas that were considered masculine, there are still barriers for women, although developed and developing countries have realized that women's business is an important chapter in the socio-economic development of society and that sustainable development of states depends on the full utilization of all human resources.

Although women constitute 50% of the world's population and make up a significant proportion of the world's active human resources, and they decide for the purchasing of products at 75%, the percentage that represents them in senior positions, hierarchy, and payment, does not meet the percentage of total participation in entrepreneurship, as their presence in the leadership of business and politics presents a very low percentage. It is noteworthy that while there is an increase in the female presence in the lower and middle administrative positions, however, there is no corresponding number in the higher administrative positions in the hierarchy. This is in line with the existence of prejudices, stereotypes, traditions that favor gender inequality, thus creating obstacles to the professional development of women in business decision-making positions even though knowledge, experience, will as well as skills and abilities are equal to or superior to those of their male colleagues, who end up at the top of leadership and entrepreneurship (Boutsika, 2018).

A skill that is significant for entrepreneurship and, according to the World Economic Forum, is among the ten skills that are necessary for the workplace is emotional intelligence (Chignel, 2019). Emotional intelligence as a concept consists of a set of abilities and skills that allow a person to understand and handle emotional situations, their own and those of others, with the main purpose of personal and social development. It is a mental ability that relates and applies to information or situations of emotional content (Drigas & Papoutsi, 2021; Drigas, Papoutsi, & Skianis, 2021, Drigas & Pappas 2017, 2015, 2016, Karyotaki et All 2016, 2017, Mitsea et All 2019, Papanastasiou et All 2017). Emotional intelligence within a company is a key factor for maximum efficiency, good cooperation, smooth operation of the organization, and finally the increase of financial results (Kitisios, Sitaridis, & Kamariotou, 2021). E-business can be developed also by activities toward supporting children with learning disabilities offering via this an important service to society [95-103]. A logical conclusion of the importance of emotional intelligence in the workplace, is its development in both individual and collective outcome. Today, entrepreneurs and the business world have increasingly realized how important it is to incorporate logic and emotion into their work to increase the efficiency of their followers and consequently the profitability of organizations and businesses (Njoroge & Yazdanifard, 2014).

2. Business – entrepreneurship

The terms "business" and "entrepreneurship" are related to the verb "attempt" and mean to do something new, to innovate, and to create. There is no commonly accepted definition among economists, as their opinions differ and the definition given depends on what characteristic of the company, they consider to be primary: the concentration of productive means and their techno-productive layout, the risk-taking, the size and scope of work, the
financial incentive, the production for unknown consumers, the business autonomy (Shane, 2008)?

The enterprise could be defined as a production unit, which combines the factors of production (land, labor, capital) to produce products and services for profit (Beaver, 1995). Also, a business can be defined as an organized effort of people who, through the satisfaction of the needs of its customers, aim to increase its profits repetitively. Business is an economic organization or market sector, which has economic purposes through the provision of either goods or services or both to consumers (Eells, 1960).

The productive factors of a business are divided into animate and inanimate ones. Animate factors are the human resources of the company, all its employees, while inanimate factors are the facilities (factories, shops, offices, warehouses, etc.), equipment (engineer, electronics), intangible assets, its elements such as the name, and finally, any elements that aim at the operation of the business such as the technical know-how, financial resources, etc. (Norburn, Birley, & Dunn, 1988).

A business presents key features that are at the same time prerequisites for its operation: a) as an economic unit a business must be independent and have a permanent combination of factors of production b) its production needs to be addressed to an unknown consumer public, c) not to be primary sector, but be formed in a certain socio-economic environment and d) to pursue profit, as a necessary result of business activity, because the viability and duration of a business depend on profit (Business, n.d.).

2.1. Types of business

The distinction of companies is based on criteria that are related to the form of the organization, the type of its management, and financial, legal, organizational, and other criteria. Depending on their size, they are divided into small, large, and medium. Depending on the object of employment the companies are separated in primary or original production which includes agricultural, fishery, in secondary production which includes manufacturing companies, crafts, industries, and in tertiary production which contains transport companies, Commercial services, etc. [Kay, 1995]. Depending on the body and its form, they are divided into single-person enterprise and corporate one.

Some other basic criteria for distinguishing the company are the annual average number of employees and the value of the balance sheet items. An important factor that unites all the above types of companies is their common goal: to increase and multiply the initial capital, to create wealth, and to increase their profits (Kay, 1995).

2.2. Basic concepts of entrepreneurship

The term entrepreneurship has several definitions. Entrepreneurship can be defined as the effort to transform an initiative into an outcome with the following characteristics: innovation, leadership, management, development, initiative. Moreover, entrepreneurship is the process of creating something new that has value, with the rational management of time, resources, and ideas and the assumption of the accompanying economic, social, psychological risks, which offers rewards (financial, psychological) to the entrepreneur and in general to society (Hisrich, Peters, & Shepherd, 2008). The term entrepreneurship expresses the skills of organizing, designing, and implementing an idea, to offer a product or service to the market in a smart, original, competitive, and efficient way by utilizing the available resources and through opportunities.
The essential components of entrepreneurship are wealth creation, through new combinations of factors of production, leadership, innovation, competitiveness, risk, and corporate social responsibility.

2.3. Entrepreneur: characteristics and skills

According to Carayannis, & Stewart (2014), the "distinguished entrepreneur" is an entrepreneur regardless of gender, who is innovative and visionary, perceives the upcoming changes shaping the future of his business, takes initiatives, accepts risk and failure, and learns from them.

An entrepreneur is a person who stands out for recognizing opportunities and implementing innovative ideas, and who will bring about change by introducing new technological processes or products aimed at profitable transaction opportunities. According to research, personality traits such as a sense of self-confidence, ingenuity, initiative development (Wang & Wong, 2004), extroversion, receptivity to new experiences, risk-taking (Wooten, Timmerman, & Folger, 1999) can motivate people to do business. Montgomery, Johnson, & Faisal (2005) in their research approach the characteristics of the entrepreneur by studying the differences between people who do business and people who do not do business. The results of their research showed the following characteristics of the entrepreneurial spirit that a successful entrepreneur possesses: self-confidence, social skills, flexibility, creativity, need for achievement, risk-taking, decision making and problem-solving, ability to organize and manage.

3. Entrepreneurship and innovation

Innovation is a key component of entrepreneurship and contributes to the growth and prosperity of a business. Innovation is often associated with research, development, and creativity. The concept of the invention is related more to an original idea, and the concept of innovation is related more to a successfully applied idea in practice (Schumpeter, 1982).

3.1 innovation

According to the Organization for Economic Co-operation and Development (OECD), the Frascati Handbook defines innovation as the process by which an idea is transformed into a marketable product or service or a new method of production or provision of services. Innovation has dual importance both as a process and as a result since innovation is defined as the new or improved product or service itself, as well as the process of promoting and marketing it (Lioukas, Gouras, & Lantzouni, 2009). Another definition is given by Druker, (2014) who defines innovation “as a special tool of entrepreneurs, through which they take advantage of change as an opportunity for a different activity or service”. Innovation, as argued by Samara, Georgiadis, & Bakouros, (2012), includes three stages: a) Basic research: aims at the invention, the production of something new (product/idea) and is carried out in academic institutions or specialized laboratories, b) Applied research: the invention / new product leads to the creation of a new product or a new production process, c) Dissemination of innovation: adoption of the new product by other companies by copying or adaptation.

3.2. Necessity of innovation

Porter (2011), argues that competitiveness for the development of innovation is an advantage for both the business and the nation, as he believes that businesses will not succeed unless they base their strategies on improvement and innovation, they are willing to compete, and have a thorough understanding of the national environment and ways to improve it. The factors/causes that promote the need for innovation are the following:
• New technology. Technological change creates new products, shortens the time required between invention and commercial application, and offers many opportunities for innovation.
• Socio-economic changes, environmental changes and, cultural values (demographic characteristics, the social composition of the population, per capital income, educational level, etc.).
• The emergence of a new industry sector and the actions of competitors.
• Changes in government regulations, concerning product standards, environmental protection, etc.
• The desire to combat the weaknesses of the company so that new products replace existing ones, increase revenue to meet costs, and increase the "presence" of the company in distribution channels to limit competitive action.
• The effort to exploit the advantages of the company such as its staffing with capable and creative executives, its technological capability, its dynamic presence in the market, the name of the company, etc.
• The development of the company and the increase of its profits through the expansion of the company in the domestic and international market with new products in other sectors (Porter, 2011).

In the modern world, innovation is a prerequisite for the viability, survival, and development of modern business. Businesses, knowing the rules and conditions of market competitiveness, are convinced that the use of the same production methods and processes does not lead to growth but to "fall", which is why the development of new products/ideas has taken on enormous proportions.

4. E-business
"E" means "electronic" or "electronic network", and both words apply to companies that use electronic networks to conduct their business activities. The original definition of e-business was introduced by IBM in 1996 to promote its services by defining e-business as the transformation of basic business processes using the technologies of the Internet (Flurry, 2001).

Today e-business can be defined as follows: All information exchanges are done electronically, both within a business and with external stakeholders, and support business processes (Chaffey, 2007). The definition for e-business could be the digitization of all business actions aimed at immediate consumer response (Barua et al., 2001).

4.1. Differences of terms: e-business and e-commerce
It would be appropriate to clarify the terms "e-business" and "e-commerce" as they are considered identical (Figure 1). The term "e-business" includes all financial functions and actions supported by the use of electronic media, while the term "e-commerce" is part of the above set. It is an application, which is addressed to a wider buying public to contribute to the communication of buyers and businesses (Feng, 2007). Electronic commerce (EC) is an emerging concept that describes the process of buying and selling or exchanging products, services, and information over computer networks, including the Internet (Moriset, 2018) (Drigas et. all 2013).
E-commerce overlaps to some extent with e-business

E-commerce is generally equivalent to e-business

E-commerce is a subset of e-business

Figure 1: Three definitions of the relationship between e-commerce and e-business [Chaffey, 2007]

4.2. E-business objectives

The goals of e-business are two: a) The optimization of existing structures by introducing automation in the business and b) the creation and control of new products and services which in more detail include: automation, simplification, and redefinition of business processes, creation of personalized relationships, quality improvement, creation of services/products, reduction of costs, and increase of profit margin (Combe, 2012).

An important component in e-business is the successful management where the business opportunities are fully exploited with the simultaneous management of risks, while strategies will be devised and implemented to take advantage of all opportunities through the increasing use of electronic media such as the internet, the World Wide Web (WWW), the Wireless communications. [Chaffey, 2007].

In the establishment of an e-business, information and communication technology must be applied, providing services that are available to every business or consumer who has access to the Internet. Access to certain individuals or associates is restricted only if e-businesses provide sensitive corporate information.

From the above emerges the creation of two types of access networks: a) intranet when access to information is restricted to employees of a company. A private network is then set up within a company that uses internet standards to enable staff to share information, via email and online publications (Chaffey et al., 2009), b) extranet, when the access is extended to include others, outside the company, and is formed by the extension of a non-company intranet to customers, suppliers, and partners (Botto, 2003).

4.2.1. The stages of the development of e-business

Entrepreneurship to be promoted as a complete online business offering products and services on the Internet is developed in four stages: a) Its presence on the Internet, b) e-commerce, (c) integrated e-commerce; and d) electronic business. The following table presents in detail the stages of development of e-business (Table 1).

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Internet presence</td>
<td>Presence on the Internet</td>
</tr>
<tr>
<td>2. E-commerce</td>
<td>Selling products and services through the Internet</td>
</tr>
<tr>
<td>3. Integrated e-commerce</td>
<td>Full integration of e-commerce and e-business</td>
</tr>
<tr>
<td>4. E-Business</td>
<td>Complete online business offering products and services</td>
</tr>
</tbody>
</table>
## Offered services

<table>
<thead>
<tr>
<th>Offered services</th>
<th>Online brochure or product catalog and customer service interaction</th>
<th>E-commerce of buying or selling transactions</th>
<th>Purchase and sales commerce is integrated into enterprise resource management (ERP) systems or legacy systems. Personalization of services</th>
<th>Complete completion of all internal processes of the organization and the components of the value network</th>
</tr>
</thead>
</table>

### Organization range

<table>
<thead>
<tr>
<th>Organization range</th>
<th>Individual sections, e.g. marketing department</th>
<th>Interdepartmental</th>
<th>Interdepartmental</th>
<th>Inside and outside the business</th>
</tr>
</thead>
</table>

### Transformation

<table>
<thead>
<tr>
<th>Transformation</th>
<th>Technological infrastructure</th>
<th>Defining technology and new responsibilities for e-commerce</th>
<th>Internal business processes and company structure</th>
<th>Change in e-business culture, the connection of business processes with partners</th>
</tr>
</thead>
</table>

### Strategy

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Limited</th>
<th>E-commerce sales strategy, not fully integrated into the business strategy</th>
<th>E-commerce strategy integrated into the business strategy using the value chain approach</th>
<th>E-business strategy integrated into the business strategy</th>
</tr>
</thead>
</table>

Table 1: E-business development stage model (Chaffey, 2007)

### 4.3. Business model

The business model is defined as the business method by which the company is maintained and makes a profit. The main e-business models are [Rappa, 2010]:

- Brokerage model: Brokers facilitate transactions by bringing buyers and consumers together.
- Advertising model: The advertising model of the Internet with the means of advertising the website.
- Infomediary Model: Data on customers and their consumer habits are essential information as the results of their analysis will be used in advertising campaigns.
- Merchant model: This model includes wholesale and retail sales of products and services based on specific prices or auctions.
- Manufacturer model: The construction model via the Internet allows the manufacturer to communicate directly with the customer.
• Affiliate model: The corporate model enables the customer to make his purchases whenever he is connected to the internet.
• Community model: The viability of the model is based on the loyalty of its customers and the inflow of money is based on the sale of ancillary products and services or voluntary contributions and advertisements.
• Subscription model: Users pay a fee for their subscription.
• Utility model: The utility/demand model is based on a pay-as-you-go approach.

5. Women and entrepreneurship
Women's entrepreneurship is growing rapidly, in an ever-changing socio-economic and cultural environment. It is a key component in achieving the goal of gender equality and at the same time the labor, sector is considered a key factor for the development of countries in innovation, employment, and wealth creation. But despite all the efforts in this direction, women face several challenges that hinder the development and promotion of women's entrepreneurship and women's e-business.

Researchers believe that in women's entrepreneurship it is necessary to take into account two factors: motherhood and the 'medium' and 'macro' environment (Brush, De Bruin, & Welter, 2009), which refer to parameters beyond the market, such as society's expectations, cultural standards, the presentation of the actions of women entrepreneurs by the media. The macro-environment includes national-political strategies and cultural-economic influences, while the medium-environment refers to regional support services, initiatives, and organizations or even industries (Brush, De Bruin, & Welter, 2009; Pitelis, 2005).

There are many definitions of women entrepreneurship and all of them have their focus on the woman or group of women who are active in innovation starting an economic activity. As entrepreneurs, women plan a business, start it, organize it, operate it according to the key characteristics, financial uncertainty, terms, conditions, and risks that govern the operation of such a business venture (Harbison, 1971).

5.1. Characteristics of female entrepreneurship
The main characteristics of women entrepreneurship internationally are the following: (Aradhya, n.d.) a) Many women become entrepreneurs out of financial need and the need to boost family income, improve their financial situation, and gain financial independence, b) Also, in the majority of women entrepreneurs, the family tradition, as well as the husband's business experience play an important role in undertaking business initiatives, c) Women manage the issue of financing the business by avoiding borrowing and trying to allocate their resources and usually do not have working capital resulting in a low-profit margin, d) A large number of women with little or no education in technology, training, and management enter the business sector, e) Most women focus on income stabilization, risk minimization, stability security rather than taking a “risk” for growth, focusing on business viability, f) There is also a rather limited development of women's business activities, due to the conflict, even nowadays, between professional and family life of women and, g) Women become entrepreneurs for financial independence, to "strengthen" their identity and the equal position with men in society, to gain confidence, freedom, and experience, and the ability to make decisions for a successful business career.

5.1.1. Women Entrepreneurship: Needs and Factors that shape and influence it
Although women's entrepreneurship is constantly growing, some factors and needs shape women's entrepreneurship and fall into two broad categories (Aradhya, n.d.): a) Motivational factors or needs are defined as the needs that motivate women to engage in entrepreneurship, b) Facilitating factors or needs are defined as the factors/needs that provide facilities to achieve a successful operation of a female business.

The motivating factors are women's economic necessity to increase their family income, desire for high performance in the professional arena, sense of independence, encouragement from government or other bodies through policies and incentive programs to promote women entrepreneurs, the specialized education of women in business ventures, the contribution to the economic development of the country, the family occupation/family tradition aimed at increasing income, the creation of employment opportunities against the international problem of female unemployment, the desire of women for social status and recognition in society (self-identity) and the realization that they are "competent" in many activities of business interest and engagement.

Adequate financial facilities for women entrepreneurship, innovative thinking, and entrepreneurial talent, support, cooperation, and encouragement of the family in the female entrepreneur, the experienced and skilled women, facilities in development programs are considered facilitating factors.

Although the above factors shape women's entrepreneurship, there are nevertheless two categories of factors that affect women's involvement in the business. The first is the factor that is associated with the negative environment, such as low income, low job satisfaction or lack of job opportunities, strict working hours and the second is the factor that has to do with help from others and the effort of self-fulfillment, which is most evident in developing countries. Furthermore, there are personal and external factors that influence the successful female entrepreneur (Dhaliwas, 1998).

Personal factors refer to motivation, commitment, skills and abilities, ideas, markets, and resources, while external factors refer to a) business organizations, i.e. the role of government, non-profit organizations, the private sector, sponsors, etc. b) favorable economic / market environment: factors referring to regulations, policies, institutions, opportunities and risks e.g. inflation, interest rates, economic trends, etc. and c) socio-cultural context that refers to attitudes, ambitions, etc.

Schoof (2006), lists five factors that influence the development of entrepreneurship: 1) business education and training, 2) socio-cultural environment, 3) access to finance, 4) business assistance and support, and 5) administrative and regulatory framework.

5.1.2. Sectors of Women Entrepreneurship

The areas of women entrepreneurship show significant growth in the primary sector, as women are active in small enterprises in the rural area, in agritourism, and the production of handmade household products. However, there is no female entrepreneurship in the fishing, mining, and quarrying sectors. In addition, as far as the secondary sector is concerned, women have little activity in industry, the construction sector, and the energy, gas, and water distribution sectors. Moreover, there is significant activity in the tertiary sector and the services sector. There is growth in the trade sector (wholesale-retail), hotel units, and restaurants, in contrast to the decrease in entrepreneurship in the education sector, while there is an increase in male entrepreneurship in the health and welfare sector. There is also an increase in the female entrepreneurship of financial institutions, in contrast to the minimal involvement of women in
both real estate management services and the transport and communications sector (Pinkovetskaia, 2019).

5.1.3. Women entrepreneurship with numbers

Women entrepreneurs represent about one in three growth-oriented entrepreneurs active in the world today. In its 2020/21 Women’s Entrepreneurship Report: Thriving through Crisis - released today - Global Entrepreneurship Monitor (GEM) found that globally, 30.2% of women entrepreneurs surveyed expected to hire six or more employees in the next five years compared to just 18.7% in the 2019 report (Global Entrepreneurship Monitor, 2021).

Global Entrepreneurship Monitor (GEM) is a consortium of national country teams, primarily associated with top academic institutions, that carries out survey-based research on entrepreneurship around the world (Figure 2 and Figure 3). The GEM 2020/2021 Women’s Entrepreneurship Report showed that women’s entrepreneurship is a fundamental promoting factor of inclusive economic growth in developing economies. In low- and middle-income countries, 17 percent of women are entrepreneurs and 35 percent aspire to become entrepreneurs. Taken together, this implies that over half of women in developing countries see entrepreneurship as a path to a better future, compared to only 25 percent in high-income countries. The established business ownership rate (defined by GEM as owning and managing a running business that has paid salaries, wages, or any other payments to the owners for more than 42 months) for women is 5.6%, representing one in three established business owners globally.

6. Women in e-business
In recent years, there has been talking of women entrepreneurship and the entry of women into digital entrepreneurship and e-commerce (Shukla et al., 2021). Women's access to digital technology empowers women in their decision to start businesses and contribute to economic growth, as they are one of the biggest demographic opportunities for both market traders and consumers. Nevertheless, there are still obstacles to the development of women's digital entrepreneurship, both in terms of facilitating women's access to finance, infrastructure and needed assistance to women operating on e-commerce platforms and in their obsession with gender stereotypes, barriers that need to be removed to promote women's “digital entrepreneurship”, gender equality on the Internet and the opportunity to create more their digital business for the benefit of their businesses. It is necessary to have the necessary care and policies worldwide to empower women entrepreneurs in the field of e-commerce to have greater participation of women entrepreneurs in it, according to the ERIA survey (Marsan & Sey, 2021)

7. Comparison of two sexes
According to Schwab (2021) in an online survey conducted from 2 April 2021 to 24 June 2021 involving 840 European entrepreneurs in Switzerland, France, and Belgium (358 women and 482 men, 42.6% and 57.4% respectively), there are differences in entrepreneurship related to gender and the dynamics that women and men face in setting up and running a business, as the two sexes have a different approach to entrepreneurship and this affects the success or failure of an of such an undertaking. The results of the research revealed seven differences between male and female entrepreneurship as mentioned below: 1: motivation, 2: support, 3: training, 4: trust, 5: experience, 6: partners. 7: entrepreneurial spirit.

The following are pointed out in detail: 1. Men and women have different entrepreneurial motivations that focus on two important differences: a) in the pursuit of autonomy and flexibility. b) in terms of identifying market opportunities (Figure 4).
2. Support: structural weakness regardless of gender
Both sexes lack support: such as accountants, external consultants, etc., as both the majority of men and women are not accompanied by structural support in starting their own business, although in female entrepreneurship the support is even weaker (Figure 5).

3. Women usually attend some special training before starting a business, compared to men who are looking for potential customers. Nevertheless, other types of preparation/training are more common among men than women: drawing up a business plan, market research, seeking public funding, finding a business partner (Figure 6).

4. Women feel less confident than men, as they are more restrained than men in their chances of success (Figure 7).

What is your confidence in the success of your firm?

<table>
<thead>
<tr>
<th></th>
<th>Very much confident</th>
<th>Confident</th>
<th>Not confident at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>29.12%</td>
<td>43.25%</td>
<td>20.77%</td>
</tr>
<tr>
<td>Women</td>
<td>22.25%</td>
<td>43.10%</td>
<td>24.51%</td>
</tr>
</tbody>
</table>
The same goes for women's confidence in the future about men (Figure 8).

5. Women who start their own business have less professional experience than men (Figure 9).

Also, women have less business experience (Figure 10).

6. Women entrepreneurs tend to rely only on themselves, setting up sole proprietorships about men and are almost half as likely to have a partner as men and therefore may feel a greater need for ad hoc education (Figure 11).

7. Women feel less "entrepreneurial" than men (Figure 12).
The findings of the research lead to proposals for women entrepreneurship to overcome any obstacles. Such suggestions are self-belief, the search for a business partner, the realization of the difficulties, and the use of external consultants, to be able to identify their weaknesses and strengths through market research and business plan. Finally, lack of experience can be a major factor in women's need for additional training.

8. ICTs and women e-business

However, despite the importance of the full integration of women in Information and Communication Technologies (ICT), the gender ICT gap in Europe still exists, as women in Europe do not prefer to study in ICT and are under-represented in technical disciplines and decision-making positions. The Women Active in the ICT sector study highlights the need for active participation of women in the ICT sector for the long-term development and economic viability of Europe in ways that will attract women's interest in ICT (European Commission, 2013). This study proposes: "a) building for a renewed image of the industry b) empowering women in the sector c) increasing the number of women entrepreneurs in the ICT sector and d) improving working conditions in the industry." Also, European’s Institute for Gender Equality, (n.d.) research on the activism, participation of women in the field of ICT was based on two assumptions: a) that the low percentage of women in the field of ICT is not their personal choice but is barriers and b) that the limited participation of women in ICT use and activity is related to the lack of digital trust. Only about 17% of the almost 8 million ICT specialists in Europe are women when the average growth forecast for all professions between 2013 and 2025 is 3% and the demand for STEM professionals is projected to increase by 8%, as labor ICT potential is "aging" and their replacements need to be trained in the new data. The WEB Based STEM educational & e-learning applications are necessary for improving women’s employability and entrepreneurship development (Kefalis, & Drigas, 2019) (Drigas et al., 2004, 2006, 2015, 2018, 2019). Mobile applications within education are a simple and easy way to bridge the digital gap for women and improve emotional intelligence (Drigas, & Angelidakis, 2017, Papoutsi et al, 2018). The AI and ICT-based applications and services can support women with special educational needs and disabilities to be included in production procedures and into education (Drigas, & Ioannidou, 2011; Drigas et al., 2018, 2016, 2014 2010, 2009, 2009, 2009, 2004, 2004). There is therefore a need to increase the number of women trainees in the ICT sector with highly skilled staff balancing gender inequality in the ICT sector, as it would give women the opportunity to enter higher paid jobs than traditional women by reducing the pay gap. The use of ICT is very important for the creation of new jobs and the elimination of gender inequalities and contributes to women's entrepreneurship (Pappas et al., 2017a).

The research of Pappas et al., (2018) argues that the growing demand for skilled workers in the field of ICT in the labor market in Europe has led to the search for innovative ways to use ICT to address the current situation in Greece with the participation of women in entrepreneurship and employability as well as the career prospects of women in Decision Center
positions. The study was conducted in Greece, collecting data from questionnaires and interviews of 1035 women participants, on the benefits of ICT in female employability and entrepreneurship to identify needs, shortcomings, expectations, and suggestions for improving conditions. The results highlighted the importance of ICT skills to women's success in digital entrepreneurship; however, women feel under-represented in the digital age, highlighting the need to design and implement actions aimed at educating and involving women in entrepreneurship and employment using ICT (Pappas et al., 2017b). In the same survey, women in the hierarchy of employability skills consider digital skills very important in 69% of participants. This reveals the relationship between ICT skills and employability with opportunities for an upward career.

21st Century e-Entrepreneurship skills include innovation and vision/imagination, organizational skills, creativity, bargaining, ingenuity, and initiative. The results of the research show emphasis on those skills that lead to the labor market, vision, and creativity, as well as those that lead to the development and maintenance of a business, organizational and bargaining skills, and initiative (Pappas et al., 2017b) (Figure 13).

9. Emotional Intelligence and Women Entrepreneurship

Women entrepreneurs may be defined as a woman or group of women who initiate, organize and run a business enterprise. In terms of the Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate, or adopt a business activity are called "women entrepreneurs. Emotional intelligence adds a new paradigm in business to women entrepreneurs. Studies have found that EI is an integral part of any leadership. Women play a significant role in managing enterprises and big businesses today. They are capable of handling risky tasks, taking up challenging assignments, and playing a pivotal role in handling business affairs (Ranjitha & Jebaseelan, 2017).

Several studies have shown that emotional intelligence could enhance entrepreneurial performance and entrepreneurial potential (Mortan et al., 2014; Oriarewo et al., 2019; Tiwari et al., 2017). Zampetakis et al., (2009) found that emotional intelligence acts as a moderator on the relationship among entrepreneurial intention, proactivity, creativity, and entrepreneurial attitude.

Empathic involvement turns out to be an important driver for social entrepreneurs. About half of the 33 social entrepreneurs interviewed describe their motivations in a way that aligns with empathy. It can therefore be said that empathy is a driver of social entrepreneurship, but not for every social entrepreneur. For the majority of the interviewees, for example, their drive for self-realization plays a motivating role. In addition to self-realization, a sense of
meaning and satisfaction appears to be an important motivator to become and remain a social entrepreneur (Lambrechts et al., 2020).

Individuals who proactively accommodate their emotional intelligence (EQ) into entrepreneurship, align their personal and entrepreneurial visions are more likely to succeed. Women in business operate in an environment dominated by male business owners. Emotional intelligence is what gives a person the competitive edge. Emotional Intelligence improves an individual’s social effectiveness which is considered as one of the important elements of the success of entrepreneurship. Higher the emotional intelligence the better the social network, which in turn leads to better business relations. Armed with enormous emotional strength and tightly honed EI skills, women can, and will, shift the paradigm in the business and entrepreneurial world like never before. influence of emotional intelligence on women’s entrepreneurial performance (Gautam & Khurana, 2017).

Skudiene et al. (2011) affirmed that emotional intelligence is the one of top ten key capacities important for the next generation of entrepreneurial managers. They also stated that entrepreneur with greater emotional intelligence can easily anticipate and avoids emotional ruptures, handle conflicts effectively and weigh emotional information in making the best decisions, to create a positive work environment and a high morale in the team (Skudiene et al., 2011). Anitha & Swaranalatha (2016) in their study points out that emotional intelligence has a significant relationship with the subjective well-being of women entrepreneurs. Kamalian et al. [19] in their study on emotional intelligence and corporate entrepreneurship, found motivation and self-awareness are the most effective factors on innovation while self-regulation has the most on risk-taking and them empathy has the most effect on pro-activeness.

Discussion

It is a fact that women’s entrepreneurship contributes to the economy and is a goal that removes prejudices between the sexes, creates conditions for workforce development while offering economic and social balance. The use of ICT in business evolves entrepreneurship and develops digital entrepreneurship to develop innovation and prosperity. The participation of women in digital women's entrepreneurship does not have the expected growth as the social stereotypes have not yet been removed nor are the necessary conditions for their professional development provided. It is a fact that digital technologies are tools that help bridge long-term gender disparities as ICTs provide opportunities for alternative ways of working such as teleworking or information work, health services, and education through online courses or software programs, increasing income of women through e-business channels and online transactions, creating opportunities for the financial emancipation of women to balance their professional and family life. Technologies also help women deal with emergencies, as demonstrated in the COVID-19 pandemic, mitigating socioeconomic consequences and developing resilience.

Even though in recent years significant steps and actions have been created in the direction of the development of women entrepreneurship, the depiction of the image is not what is expected. In line with the goals and policies of the EU and the OECD (Pappas et al., 2017b), to bridge the gap to Break the Barrier, Bridge the Gap !! for the successful development of women entrepreneurship we should focus on actions aimed at a) Education and Vocational Training of women, to grow, increase their involvement in entrepreneurship and consequently highlight their business capacity as entrepreneurs and their continuous information on the prevailing market conditions (labor, b) Women & Girls as Digital Citizenship, on the demystification and elimination of stereotypes about digital and non-digital entrepreneurship c)
"Exploitation" of female talent in the workforce in different types of businesses by designing “dynamic” entrepreneurship programs. and d) Professional specialization of women and girls as ICT professionals to limit gender discrimination in the field of education about the choice of scientific subject of study.

More measures are needed for the gender restriction of discrimination in the field of education regarding the choice of scientific subject of study, the information on the prevailing market conditions labor, the demystification and therefore elimination of stereotypes about entrepreneurship, the strengthening of women’s vocational training in order to develop, and increase their involvement in entrepreneurship and consequently highlight their business capacity as entrepreneurs and the design of "dynamic" entrepreneurship programs.

As for the modern globalized society, it has already been recognized how important emotion is for the development of the business and especially empathy which is very important in an intercultural environment. Consequently, the employee requirements of a company increase as the organization's performance increases. Today every person has a lot of knowledge from the education he receives. However, the competitive advantage of every modern employee is our emotional abilities through which we can apply our knowledge in the work process for better results.

EI might be more important for entrepreneurial success without forgetting the general mental ability (Allen et al., 2021). EI helps entrepreneurs make good decisions in the face of emotionally difficult situations, maintain motivation and persistence, and better manage relationships (Cardon et al., 2012).

They also suggest the development of women’s entrepreneurship with business consulting programs, diversity programs, and the careful implementation of mentoring (Dobbin et al., 2015). Changes to the organization of work that emphasize teamwork and networking break traditional sex segregation and may weaken related sources of gender inequality. As the construct of effective leadership changes it may become more critical to encourage the mentoring and leadership development of women, as well as interpersonal skills training for future male leaders.

According to Brahmbhatt. S (2002), though there are many roadblocks in the journey of women entrepreneurs going uphill, still there are many incentives that lure women into taking the big leap. For the growth and development of women entrepreneurs, their active participation is required to be accelerated the entrepreneurial development of women. Hence, a congenial environment is needed to be created to enable women to participate actively in entrepreneurial activities. Recommendations and best practices for decreasing inequalities include social support, mentorship, fostering a culture of openness and inclusion, gender-balanced teams (Saxena et al., 2019).

The business environment has undergone tremendous changes in recent decades and for organizations to cope with these changes they must implement training programs aimed at creating a new business culture, oriented to corporate social responsibility and employee satisfaction, through repositioning achievable and understandable goals while deconstructing old patterns of behavior. Businesses need to be aware of the need to integrate emotional intelligence capabilities into the processes of the existing human resource management system.

Armed with enormous emotional strength and tightly honed EI skills, women can, and will, shift the paradigm in the business and entrepreneurial world like never before. Now the percentage of people who do not believe that emotional intelligence is not just commercial but can be applied in any business environment is very high because emotional intelligence is a
very powerful tool to improve working conditions and increase the pace of the production process (Shimazu, Shimazu, & Odahara, 2004).

If emotional training is given to women entrepreneurs focusing on Martin Seligman”s “PERMA model”, it is possible to enhance the emotional intelligence and subjective well-being of women entrepreneurs for better performance. “PERMA MODEL” (Martin Seligman, 1998) corresponds to P- Positive emotions – Helping a person to balance emotions and ensure happiness, smile, optimism, etc. E- Engagement- making a person committed and involved in work. R- Relationships- establishing successful relationships with people and workforce at home and in the business place. M- Meaning- Helping an individual to become visionary, goal-oriented, and future-focused. A- Accomplishments- Encouraging individuals to appreciate success and learn from failures. Thus, it can enhance the emotional intelligence and subjective well-being of women entrepreneurs.

Conclusion
It is a fact that women are an important source of economic development and should be included in policies that will bring economic prosperity, especially in developing countries. There is an urgent need for actions and policies to support women entrepreneurship and e-business. Furthermore, emotional intelligence is a key prerequisite for business development and is inextricably linked to entrepreneurship. Only an entrepreneur with vision, conflict management skills, team spirit, and interpersonal skills will be able to inspire a truly entrepreneurial culture and make the business successful and sustainable.

References


