

# **ATTITUDES TOWARD THE WOMEN ROLES IN A PUERTO RICAN ENTREPRENEURSHIP ENVIRONMENT**

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This research project is related with the culture entrepreneurship topic of your conference sub-themes. It consists of a field descriptive correlational research project with the purpose of analyzing the existence of certain attitudes and obstacles in a Puerto Rican entrepreneurial environment and its possible relation with the personal and professional development of women.

## **RESEARCH METHODOLOGY**

The research variables are the attitudes toward the women role, attitudes toward women roles in administrative positions, obstacles related to the women roles, personal and professional development for women. These variables were used to establish nine investigative questions and six research hypothesis in order to provide guide and direction to the data search and analysis.

The research will be conducted in small business firms of the Puerto Rican entrepreneurial environment. Random samples of women and men will be used as focal groups. The data collection will be done by a questionnaire designed by the researchers to obtain the perception of the participants. The primary data collected will be statistically analyzed to provide the necessary data bank to test the hypothesis and answer the investigative questions. Measures of central tendency as well as variation will be calculated. The following non-parametric hypothesis testing will be used: chi square, consensus analysis of variance and ranking test for items. Also the following parametric test will be used: z test for large groups, t test for small groups, and correlational Pearson test.

## **POSSIBLE CONCLUSIONS**

The perception between men and women toward women roles are different, the attitudes of men toward women roles in the entrepreneurial environment constitute important handicaps toward women personal and professional development. It really

exists certain attitudes toward women roles in the Puerto Rican entrepreneurial environment that are related with her personal and professional development.

## **RECOMMENDATIONS.**

Promote the development of policies and programs that enhance the professional women roles.

Make aware the top management of the professional potentialities of women as an added value to small business firms.

Motivate women to establish support networks in order to manage the professionals barriers in her personal and professional environment.

Reviews the administrative policies and practices such that women will have better opportunities in leadership positions in the small business firms.

Establish a corporate environment favourable for intrapreneurship in the organization that not only support the creative activity but also have the planning flexibility to establish new objectives and directions as needed.

Motivate women to establish their own small business.