

Sustainable Women Entrepreneurial Performance in Kuwait

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Abstract

This study aims to explore the sustainable entrepreneurship practices undertaken in women-owned businesses by investigating sustainable women entrepreneurial performance (SWEP) outcomes as they are considered an important contributor to the success of small and medium-sized enterprises (SMEs). However, little is known about the factors that influence SWEP within SMEs in Kuwait, and how these factors may vary across different contexts and populations. To address this gap, this study uses a mixed-methods approach involving 76 SME owners and managers in Kuwait and tested several hypotheses about the relationships between knowledge sharing capacity, innovation capacity, opportunity recognition, and SWEP. The results of the statistical and qualitative analyses provided strong evidence for a positive influence of knowledge sharing, innovation, and opportunity recognition on SWEP. The study also highlighted the moderating role of family interference in parts of sustainable practices. The findings of this study have implications for theory and practice, and suggest that promoting knowledge sharing, innovation, and opportunity recognition may be effective strategies for improving SWEP within SMEs in Kuwait.

Keywords: SME's, SWEP, Entrepreneurship, Sustainability, Gender Diversity

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Introduction

Small and medium-sized businesses, or SMEs, have a significant impact on most economies, particularly those of developing nations like Kuwait. As well, The role of entrepreneurship is crucial to the development of any community. People with great potential who can get enough support will always succeed in this entrepreneurial journey. It is argued that entrepreneurship is an active way to “respond and recover from crisis,” and COVID19 is one crisis that evoked the need of offering a variety of new services (Bugawa & AlJuwaisri 2021). Consequently, it is an important point to note that females are a fundamental part of the development of any community. In a way or another, Kuwaiti women's contributions to the enrichment of society cannot be disregarded, especially their recent achievements in the field of entrepreneurship. Yet, they are facing some challenges that might influence the way they perform in their enterprises.

It is common to note that there are many factors that can contribute -positively or negatively- to the female entrepreneurial performance. The role of women in any community is undeniable, as a mother, sister, wife, and daughter. As well, it is commonly known in a variety of cultures that female's being is linked to their household chores and domestic business. In the case of Kuwaiti culture, this schema can be followed by some families. In other cases, females are engaged in their social and working life, leaving the burden of domestic chores for a housekeeper. Yet, family demands will always be there, and will not be simply accepted by the housekeeper. Thus, in a way or another, family demands and interference is one of the factors that influence how women in Kuwait perform in terms of entrepreneurship. However, there is a dearth of research investigating the connections between various social dynamics which may impact women's entrepreneurial performance particularly within an Arabian context, which is one of the gaps intended to fill in this paper.

This study aims to fill this gap by examining the relationship between knowledge sharing capacity, innovation capacity, opportunity recognition, and the moderating role of family interference on sustainable women's entrepreneurial performance (SWEP). In a previous study, a positive and significant impact of social dynamics on women's entrepreneurship and partial mediation of opportunity recognition between sustainable women's entrepreneurial performance was found (Epezagne, 2022). Moreover, the same study finds that family interference strengthens the relationship between opportunity recognition and women's entrepreneurial performance.

Research Questions

Thus, based on existing literature, several hypotheses are proposed to fulfil the requirements of the following research questions:

- (1) Does knowledge sharing and opportunity recognition have an impact on SWEP in Kuwait?
- (2) Does innovation capacity have an impact on opportunity recognition and SWEP?
- (3) Does opportunity recognition has a positive impact on SWEP?
- (4) Is the relationship between opportunity recognition and SWEP moderated by family interference?

Literature Review

Knowledge Sharing

One of the driving factors that tends to contribute to entrepreneurial performance is opportunity recognition. Studies highly supported the positive relationship between opportunity recognition and SME sustainable women entrepreneurial performance (Wasdani & Mathew, 2014); Singh, 2001). Knowledge sharing was also shown to have a significant impact on opportunity recognition both negatively and positively. Moreover, Knowledge sharing is also found to impact team climate and employees' life satisfaction. In fact, research findings show that knowledge-based infrastructural capabilities are a prerequisite for knowledge-based dynamic capabilities and have a statistically significant mediating effect between knowledge based infrastructural capabilities and product/service innovation for entrepreneurs (Qandah, et al, 2021).

Moreover, when examining the role of knowledge sharing and whether it becomes a supporting or hindering factor in developing the creative industry of women entrepreneurs, it was found that knowledge sharing through social capital has a positive influence on the business performance of women entrepreneurs (Setini et al, 2021). Thus, the beliefs and norms that exist in the social capital may impact information obtained and may be used by women entrepreneurs for innovative purposes. As well, in research which aims to identify the influence of knowledge management practices on the entrepreneurial and organizational performance, it was found that knowledge management practices have a positive impact on dynamic capabilities and entrepreneurial performance. Further, the results showed that some dynamic capabilities may mediate the relationship between knowledge management practices on entrepreneurial performance (Li et al, 2020).

Therefore, it can be concluded from the literature available that knowledge sharing is an important element which may impact entrepreneurial performance. Thus, the research will aim to investigate the following hypothesis:

Hypothesis 1a (H1a): Knowledge sharing has a broad impact on opportunity recognition in Kuwait's female sustainable entrepreneurial performance.

Hypothesis 1b (H1b): Knowledge sharing has significant impact on SWEP in Kuwait

Hypothesis 1c (H1c): Recognizing opportunities is a factor that mediates between both knowledge sharing capacity and SWEP

Innovation Capacity

Innovation capacity enables entrepreneurs to recognize opportunities for further achievements. It is found to be highly related to performance, where huge product innovation capacities are involved (Epezagne, 2022). It also enables an entrepreneur to identify opportunities to take advantage, as the innovation capacity highlights the better options to exploit opportunities to perform better (Aljuwaiber, 2021). In previously conducted research it is found that entrepreneurial leadership and learning orientation had positive and significant implication on organizational performance. Moreover, the innovation capacity is also found to be a significant mediator in the relationships (Sawaeen & Ali, 2020). Also in Ndubisi & Ibtikhar (2012) research, it was found that a significant direct relationship between entrepreneurship, innovation and quality performance, particularly risk taking, proactiveness and autonomy are significantly associated with innovation and quality performance. Innovation capacity was also found to be directly related to performance and mediates in the entrepreneurship-performance link.

Moreover, Entrepreneurship has attracted growing interest on its connection to economic and social development. Due to that, there has also been an increased attention from both policymakers and academics on how entrepreneurs innovate therefore contribute to higher levels of international competitiveness. In their research, Ferreira et al (2017) found that the influence of the entrepreneur profile not only through both their intrinsic and extrinsic knowledge but also through their innovation and competitiveness, show how the importance attributed to entrepreneurship is dependent on the stage of economic development and consequently may reflect in either a positive or negative impact on this same economic growth strategy. Therefore, it is adequate to conclude that innovation capacity is an important element of SWEP and may impact it accordingly as per the following hypotheses:

Hypothesis 2a (H2a): Innovation capacity has a significant and positive influence on opportunity recognition.

Hypothesis 2b (H2b): Innovation capacity impacts positively on sustainable women entrepreneurial performance.

Hypothesis 2c (H2c): Opportunity recognition mediates positively between innovation capacity and sustainable women entrepreneurial performance

Opportunity Recognition

At the very heart of entrepreneurship lies a concept referred to as opportunity recognition (OR). Thus, examining OR in a social entrepreneurship context should shed new light on the inner workings of social entrepreneurs. In theory, the recognition of Opportunity is a cognitive process called possibility recognition is

based on people's capacity to understand patterns and connect the dots (Lehner & Kansikas, 2012). When converting existing information into innovation, the businessperson must support their theories with facts. Such data are crucial in helping to give shape to new business opportunities. Also, a few academics claim that to recognize opportunities, business owners look for processes and diverse performance-enhancing technologies (Dyer et al, 2008; Lumpkin & Lichtenstein, 2005; Hassan et al, 2020). As a result, business possibilities can be identified and developed concurrently. This potential might come up at the beginning of a business, but it might also come up afterwards. Entrepreneurs see possibilities and take advantage of them based on the resources at their disposal. After engaging in conversation and exchanging ideas with others, entrepreneurs generate chances. Moreover, existing literature on OR like Schumpeter, Kirzner and Hayek (Murphy & Coombes, 2009; Zahra et al., 2009) are employed and the behavioural theory of the firm (Zahra et al., 2008) is applied. In addition, concepts closely related to OR are used to integrate opportunity recognition and exploitation into a broader perspective of social entrepreneurship (Archer et al., 2009; Corner & Ho, 2010; Di Domenico et al., 2010; Fuglsang, 2010; Nicholls, 2010; Shaw & Carter, 2007). Thus, the entrepreneur's ability to communicate with others is the basis of the social process of creating performance opportunities. Another study conducted to examine the internal (personal) and external (environmental) factors which might influence the entrepreneurial performance of Kuwaiti women has remarkable findings (Bugawa & AlJuwaisri 2021). It suggests that these internal and external factors can influence opportunity recognition, which subsequently influence women entrepreneurial performance. Therefore, we hypothesize the following:

Hypothesis 3a (H3a): Opportunity recognition impact positively on sustainable women entrepreneurial performance.

Family Interferences

Family obstacles that hinder business execution are faced by female entrepreneurs, particularly within conservative societies such as the one in Kuwait where gender roles are often adhered to. Therefore, local women business owners typically exercise less macro-level control, standardize their desires more than men, and prioritize their families above their careers. In contrast to their entrepreneurship behavior, most women in developing countries are employed, connected to their families, and focused on household chores. Due to their usual tasks, business owners, both men and women, may experience interference in their personal lives. However, this difficulty is less noticeable in men's life and more pronounced in women business owners. Women are taught to put their family first; very few families support women in business. Family intervention plays a detrimental role that impacts women's performance, education, and technical and business abilities. The interference from the family solidifies the link between seizing opportunities and long-term female entrepreneurs' performance.

A study by Langworthy (2020) looked at family interference closely and illustrated another aspect of the challenges faced by female entrepreneurs in Kuwait. Based on her interviews with different business owners from Kuwait, Langworthy explains that when women with visions are given the needed support, they can create big opportunities of success and high entrepreneurial performance. As well, family reactions in Kuwait to their female members as entrepreneurs are controlled by many social and cultural factors. Kuwaiti society is still facing a difficulty to grasp/comprehend the idea of females can be leaders, join meetings, and build their own business environment. Kuwaiti women are expected to join a public sector, where they guarantee a good amount of money being deposited to their accounts. Thus, they struggle to convince their families to leave this public job behind and start up their very own business. Therefore, based on the above review, it is important to note that the interference from the family may have a direct impact on female entrepreneurs' performance.

Hypothesis (H4a): Family interference impacts positively on sustainable women entrepreneurial performance.

Hypothesis (H4b): Family interference moderates the relationship between opportunity recognition and sustainable women entrepreneurial performance.

These hypotheses represent predictions about the relationships between the variables of interest in the study. The purpose of testing hypotheses is to determine the extent to which the data support or contradict these predictions, and to draw conclusions about the relationships between the variables.

Methodology

This research focus on Sustainable Women Entrepreneurial Performance towards SMEs in Kuwait. The researchers used convenience sampling, a randomized selection method, to find the study respondents/participants. The survey includes questions on the study concept and demographics of the respondents. Through a survey, a structured questionnaire was created and randomly distributed. Using quantifiable data to decide the number of people who are in favor of Sustainable Women Entrepreneurial Performance toward SMEs in Kuwait. Given that convenience sampling has also been used in other articles on the confinement of SMEs, it is believed that its use in this study is proper. To collect enough real data to be useful for both theory and practice, The study specifically included "women who are in SME" and did not use

random subjects. In contrast to the qualitative research design approach, it is critical to note that the questionnaire survey research design was employed to collect the data because it only needed one processing and analysis of the data.

The procedures followed to arrive at the findings of this study about the performance of women entrepreneurs in Kuwait's small and medium-sized businesses. questions in surveys. On SurveyMonkey.com, the survey was conducted. The questionnaire consists of 12 questions segmented between gender, age groups, education level, years of service. Finally, a discussion of sustainability and the performance of women in entrepreneurship towards small and medium enterprises Five-point Likert scale - totally disagree (1), disagree (2), neutral (3), agree (4), and totally agree (5) - was used to estimate search constructs. Moreover, the researcher encouraged more females to take part in the survey for better results. This study is based on the women's sector as research aims to promote women SME.

Analysis

This section presents the principal findings from the analysis of the student survey on the benefits of social media use by SMEs. Demographic and descriptive statistics were performed to better understand the characteristics of the data and respondents. The chapter is outlined in two main sections. The first section presents the overall sample distribution, followed by the descriptive statistics for all the study constructs and their respective items. The final sample size for this study was 76.

Demographic Profiles

For this study, there were five demographic variables and these were gender, age, educational level, business sector, and business tenure. These are summarized below.

Distribution by Gender

The gender distribution of the respondents is presented in Figure 1.1.

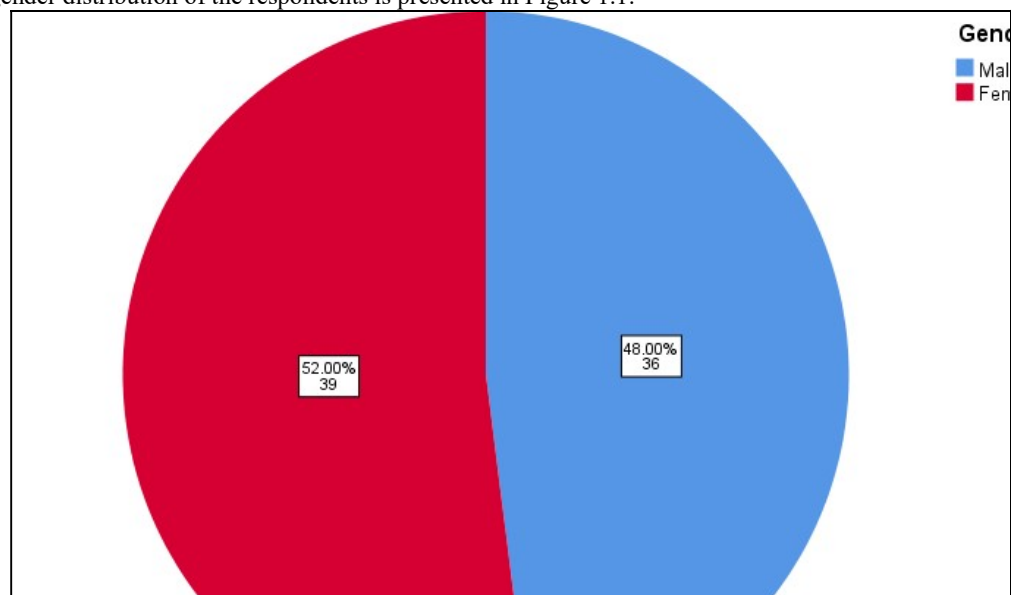


Figure 1.1: Distribution of Gender

The results show that the majority of the respondents were females (39) and these comprised of 52% of the sample, while males were only 36, that is 48%. The difference was, however, marginal given that both were closer to 50%. Therefore, any possible gender bias resulting from this distribution was assumed to be negligible.

Distribution by Age Group

Figure 1.2 below presents the results of the age distribution of the respondents. The majority were aged between 18-25 years and these were 60.53% while the second highest category were those who were aged between 26-35 years who were 28.95% of the total sample. On the other hand, there was an even distribution of respondents who were aged between 36-45 years and 46-55 years (3.26%).

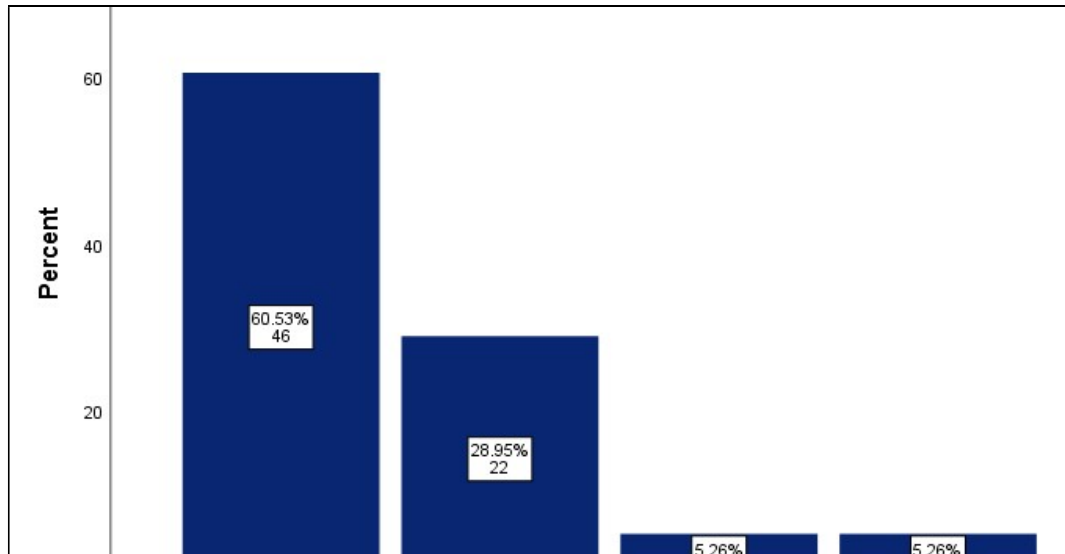


Figure 1.2: Age Distribution

On aggregate, 89.48% of the respondents were aged above less than 35 years and this shows that the majority were young, while the older were fewer. This was expected given that the study focus was on the students and therefore, most were expected to have ages less than 30.

Distribution by Highest Level of Education

The third demographic variable was the highest level of education and the results are presented in Figure 1.3.

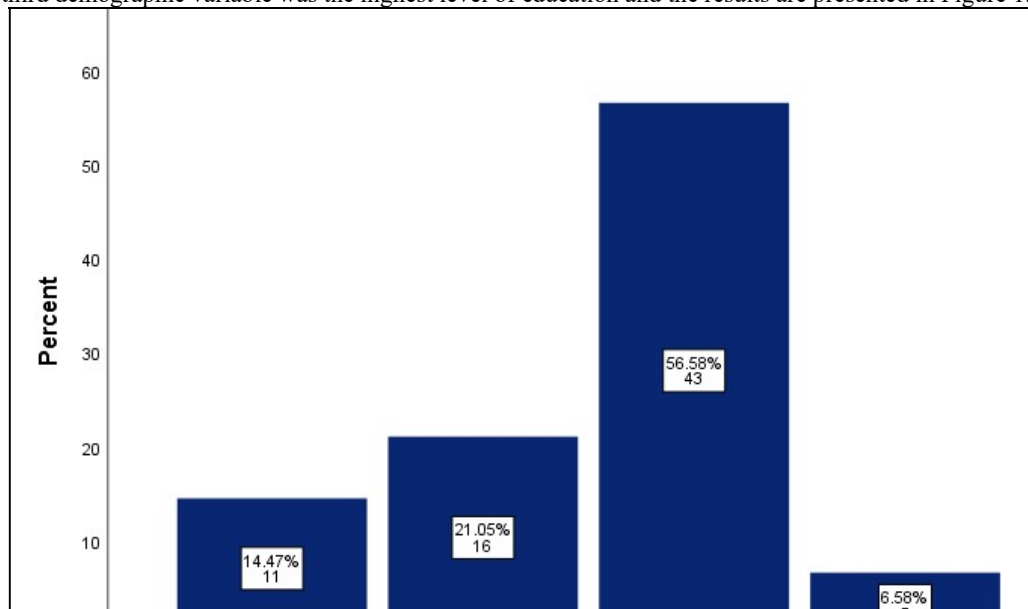


Figure 1.3: Highest Level of Education

The majority of the respondents had attained a bachelor's degree and these were 56.58% of the respondents, followed by 21.05% who had attained a diploma as their highest level of education. Those who had attained a high school level were 14.47%, while the least were those who had attained other qualifications (1.32%), and the second least had attained a master's degree (6.58%). In other words, a cumulative total of 63.16% of the respondents had attained at least a first degree as their highest level of education. The fact that the majority had attained a tertiary level qualification shows that the respondents were all able to better comprehend the study questionnaire and respond to it intelligibly, implying that their responds were expected to be valid. This improved the credibility of the study.

Distribution by Business Sector

The fourth attribute was the sector of business and the statistics are presented below.

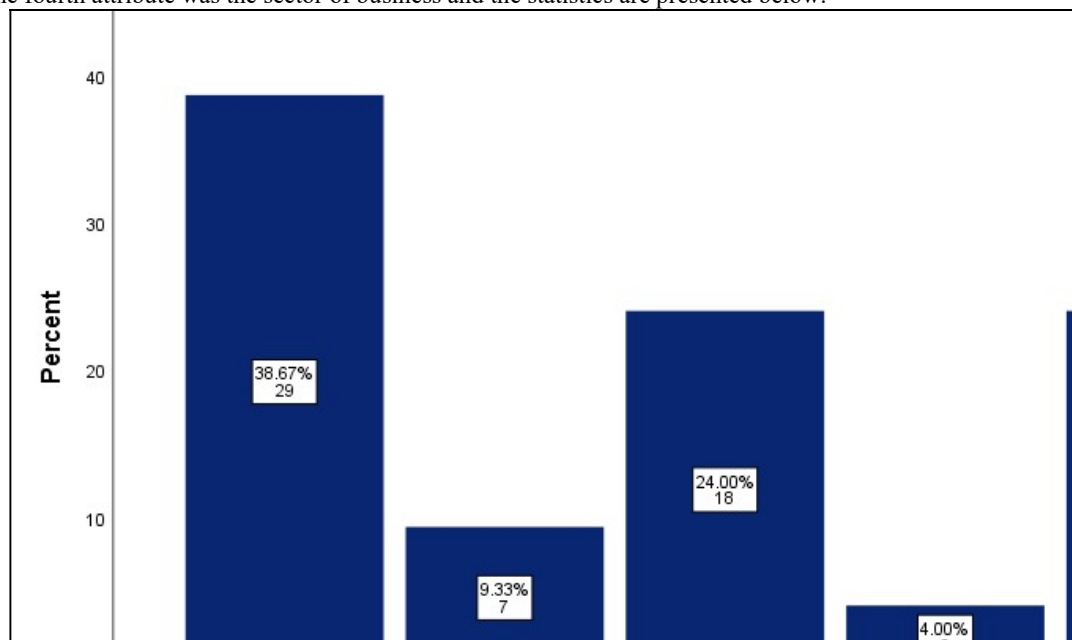


Figure 1.4: Distribution by Business Sector

The most prevalent business sector was Crop Production whose frequency was 38.67%, while the second highest was Food Services as well as Agri-Support Services, both of which had a respective proportion of 24.0%. The fourth highest was Animal Production (9.33%), while the least was Forestry (4.00%). Cumulatively, the majority of the business sectors was accounted of by three sectors which cumulatively explained 86.67% of all the sectors that were considered for this study and these were Crop Production, Food Services and Agri-Support Services.

Distribution by Business Tenure

The last demographic attribute was on the number of years the business has been operational and the distribution is presented in Figure 1.5 below.

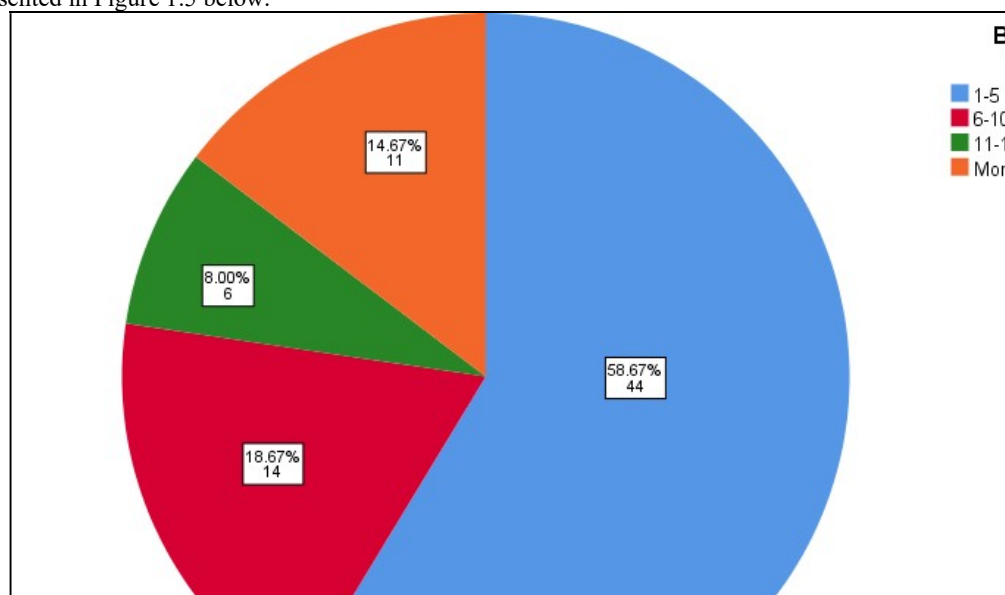


Figure 1.5: Distribution by Business Tenure

The majority of the businesses has been operational for 1-5 years (58.67%), followed by those that had been operational for 6-10 years (18.67%). The third dominant had been operational for more than 15 years and these were 14.67%, while the least had been operational for 11-15 years (8.00%). Overall, it is evident that the

majority of the businesses had been operational for less than 10 years, and their cumulative frequency was 77.34%.

Descriptive Statistics

The respondents were asked to rate the extent to which they agreed with the questions using a 5-point Likert scale with 1 representing Strongly Disagree and 5 representing Strongly Agree. Since the 5-point Likert scale was used, the mean was selected as the optimal measure of central tendency, along with the standard deviation as the measure of dispersion. The mean mid-point was 3.0. Using this threshold, mean ratings less than 3.0 implied that the respondents generally disagreed, while those with mean ratings above 3.0 implied that the respondents generally agreed.

Entrepreneurial Performance

Six items were used to measure the entrepreneurial performance. The descriptive statistics for these items and the overall construct are presented in the Table 1.5

	N	Mean	SD
I Understand work responsibilities, scope of job tasks, and routines to be performed	76	4.43	0.699
Avoids law or rules infractions, excessive absenteeism, or other behaviors that may have negative impact on the organization or employees	76	4.43	0.971
Clearly and appropriately communicates information in writing	76	4.28	0.974
Clearly and appropriately communicates information orally	76	4.22	1.066
Forms goals, allocates resources to meet them, and monitors progress toward them	75	4.11	0.815
Overcomes natural resistance to organizational change; strives to behave in ways that are consistent with the change goals and corporate strategy	76	4.28	0.826
Overall Entrepreneurial Performance	76	4.29	0.62

Table 1.5: Descriptive Statistics - Entrepreneurial Performance

From the outcome, all the items were rated above 3.0 implying that there was consensus among the respondents that they agreed to all the six items. There were two top-rated items, that is, whether they understood work responsibilities, scope of job tasks, and routines to be performed ($M = 4.43$; $SD = 0.699$) and that they avoid law or rules infractions, excessive absenteeism, or other behaviors that may have negative impact on the organization or employees ($M = 4.43$ $SD = 0.971$). On the other hand, the least rated was that they form goals, allocates resources to meet them, and monitors progress toward them ($M = 4.11$; $SD = 0.815$). The overall mean rating for the Entrepreneurial Performance construct was $M = 4.29$ ($SD = 0.620$) and this was equally a very high mean rating suggesting that there was a high mean rating of the overall entrepreneurial performance.

Knowledge-Sharing Capacity

The Knowledge-Sharing Capacity was measured by five items and their respective summary statistics are presented in the Table 1.6 below.

	N	Mean	SD
Frequently, I participate in knowledge-sharing activities in the organization	75	4.05	0.914
Usually, I spend a lot of time on knowledge-sharing activities in the organization	75	3.77	0.938
When participating in the organization meetings I usually actively Share my knowledge with others	74	3.85	1.043
When discussing complicated issues, I am usually involved in the subsequent interaction	75	3.76	0.984
Usually, I involve myself in discussions of various topics rather than specific topics	73	3.86	1.004
Overall, Knowledge-Sharing Capacity	75	3.86	0.707

Table 1.6: Descriptive Statistics - Knowledge-Sharing Capacity

All the five items had mean ratings that were greater than the mid-point 3.0 and this confirms that the respondents generally agreed with all the items. The highest rated item was that they frequently participate in knowledge-sharing activities in the organization ($M = 4.05$ $SD = 0.914$). However, the least rated item was that they usually spend a lot of time on knowledge-sharing activities in the organization ($M = 3.77$; $SD = 0.938$). The overall mean rating for the construct was $M = 3.86$ ($SD = 0.707$), and this shows that the respondents generally agreed that there was Knowledge-Sharing Capacity.

Innovation Capacity

The innovation capacity construct was measured by five items which are summarized below.

	N	Mean	SD
Risk taking is encouraged in our firm	76	3.68	1.157
Creativity is encouraged in our firm	76	4.21	0.928
Management actively seeks innovative ideas	75	4.19	0.865
Management is tolerant of mistakes when taking risks	76	3.68	1.023
When I am at work, I am distracted by family demands	76	3.22	1.261
Innovation Capacity Overall	76	3.8	0.733

Table 1.7: Descriptive Statistics - Innovation Capacity

All the items were rated above the mid-point rating of 3.0 which is indicative of the fact that the respondents overall agreed with all the five items. The highest rated item was that creativity was encouraged in the firm (M = 4.21 SD = 0.928), followed by the item that the management actively seeks innovative ideas (M = 4.19; SD = 0.865). However, on the other hand, the least rating was for the item that when they were at work, they were distracted by family demands (M = 3.22 SD = 1.261). The fact that the standard deviation was very high for the latter confirms that there were mixed perceptions. However, the overall mean rating was M = 3.80 (SD = 0.733) and this finding shows that there was a high mean rating of the overall innovation capacity.

Opportunity Recognition

The last construct was opportunity recognition, and this was measured by 6 items. As with the preceding analyses, the mean ratings were computed for each of the six items and the overall mean rating was also computed. The corresponding summary statistics for the items and the overall construct are presented in Table 1.8 below.

	N	Mean	SD
You carry out market research to identify new product/service ideas or new markets	76	4.05	1.031
You look for and maintain a good relationship with business colleagues to watch out for new business opportunities	76	4.14	0.89
Meetings with customers are important	75	4.16	0.959
You know that rapid changes in technology can affect your business	76	4.01	0.959
Your organizational structure is flexible to adapt to changes	75	3.96	1.032
You have enough experience to cope with the unexpected changes in the industry	75	4.05	0.943
Overall Opportunity Recognition	76	4.07	0.682

Table 1.8: Descriptive Statistics - Opportunity Recognition

The results show that the major measurement item was on the importance of meetings with customers (M = 4.16 SD = 0.959). The second highest item was whether one looks for and maintains a good relationship with business colleagues to watch out for new business opportunities (M = 4.14; SD = 0.890). On the other hand, the least rating was on whether the organizational structure is flexible to adapt to changes (M = 3.96; SD = 1.032). The overall opportunity recognition mean was M = 4.07 (SD = 0.682). Being above the midpoint 3.0, this result confirms that on aggregate, there was a higher degree of opportunity recognition which the respondents showcased.

Comparison of the Constructs

Lastly, the constructs were compared to determine which were rated better than the others. The overall mean ratings are summarized in Figure 1.6.

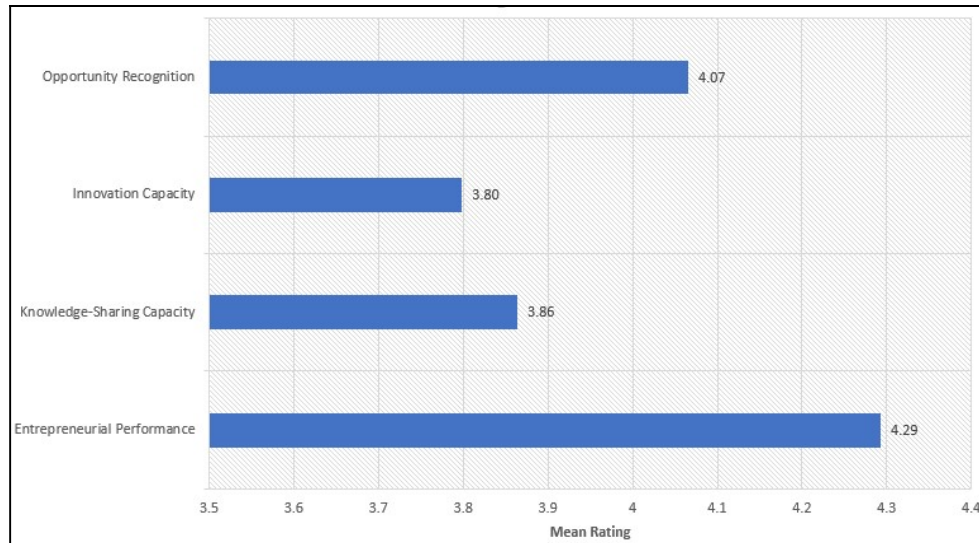


Figure 1.6: Overall Mean Ratings

Comparing the four constructs shows that Entrepreneurial Performance had the highest mean rating ($M = 4.29$), followed by Opportunity Recognition ($M = 4.07$), while the least was Innovation Capacity ($M = 3.80$) and the second least being Knowledge-Sharing Capacity ($M = 3.86$). In this regard, it can be confirmed that while all the four constructs were rated positively, higher ratings were more associated with Entrepreneurial Performance and Opportunity Recognition than Innovation Capacity and Knowledge-Sharing Capacity.

Discussion

To investigate the relationship and effects of knowledge management practices (knowledge sharing ability and innovation ability) on the performance of sustainable women entrepreneurs, with the mediating function of opportunity recognition and the moderating influence of family interference. To execute path coefficient and corroborate the provided hypotheses with meaningful empirical data, several studies have been applied. The respondents generally agreed with all five of the things, as shown by the fact that the mean scores for all five of the items were higher than the midpoint of 3.0. They routinely take part in knowledge-sharing initiatives inside the company received the highest rating ($M = 4.05$ $SD = 0.914$). The fact that they often engage in time-consuming knowledge-sharing activities inside the company, however, received the lowest ratings ($M = 3.77$; $SD = 0.938$). Overall, respondents gave the concept an average rating of $M = 3.86$ ($SD = 0.707$), showing that they generally believed that it had the capacity to share knowledge. {Table 1.8: Descriptive Statistics - Opportunity Recognition} All of the items had ratings higher than the median rating of 3.0, showing that respondents generally agreed with all five of the issues. The fact that the management actively pursues creative ideas received the highest rating ($M = 4.21$; $SD = 0.928$), followed by the fact that creativity was promoted in the company ($M = 4.19$; $SD = 0.865$). On the other hand, the statement that they were distracted by family obligations while at work received the lowest rating ($M = 3.22$ $SD = 1.261$). The latter's extremely large standard deviation proves that there were differing viewpoints. However, the total mean rating was $M = 3.80$ ($SD = 0.733$), and this data proves that the overall innovation ability had a high mean rating. {Table 1.7: Descriptive Statistics - Innovation Capacity} The findings prove that the primary measuring item ($M = 4.16$ $SD = 0.959$) focused on the significance of client encounters. The second-highest response was to the question of whether respondents seek for and support positive working relationships with colleagues to keep an eye out for new business prospects ($M = 4.14$; $SD = 0.890$). The organizational structure's adaptability to changes received the lowest grade ($M = 3.96$; $SD = 1.032$), on the other hand. $M = 4.07$ ($SD = 0.682$) was the overall opportunity recognition mean value. This result reveals that overall, there was a higher degree of opportunity awareness that the respondents displayed because it was over the midpoint 3.0. {Table 1.8: Descriptive Statistics - Opportunity Recognition}

Implications & Significance

By analyzing the significance of knowledge management methods, opportunity awareness, and family intervention in enhancing the success of female entrepreneurs, this study adds to the body of existing work. To perform better, female business owners in the commercial sector must concentrate on these characteristics. If female business owners are well-organized, energetic, and autonomous, goals can be easily reached. The findings proved that the importance of knowledge management techniques and women entrepreneurs in naming

possibilities to produce the desired outcomes was acknowledged. For female entrepreneurs, knowing about opportunities and having supportive family support are crucial to getting things done.

This study proved how knowledge management techniques use big beta variables to control the performance of female entrepreneurs. Additionally, the findings proved that family relationships sabotage the relationship between awareness of opportunities and women's performance and that awareness of opportunities plays a significant role in women's sustained business performance. These justifications detail how knowledge management techniques might boost the productivity of female entrepreneurs. This may have a favorable impact on the nation's unemployment rate and economic expansion. As well, such studies are crucial and beneficial in resolving the difficulties brought on by the engagement of families and family enterprises. By devoting more time, effort, and financial resources to the business, it increases the owner's emotional burden and subtly lowers happiness, which has an impact on performance. Based on these factors, our contributions are primarily intended for academics and professionals who want to advance their research on the accomplishments of female entrepreneurs.

Most business owners in the SME sector do not survive for more than five years, even though women entrepreneurs must overcome several obstacles to perform better, including inadequate mentoring, a lack of proper education, and a lack of technical skills to build business infrastructure. years because of a lack of knowledge, experience, and abilities. It was unexpected that most small and medium-sized firms only last a few years. Here, knowledge management techniques are crucial for the development, growth, and learning of businesses.

Conclusion

This study examined the relationships between knowledge sharing capacity, innovation capacity, opportunity recognition, and sustainable women entrepreneurial performance (SWEP) within small and medium-sized enterprises (SMEs) in Kuwait. The results of the statistical and qualitative analyses provided strong evidence for the positive influence of knowledge sharing, innovation, and opportunity recognition on SWEP. The findings of this study have several implications for theory and practice. From a theoretical perspective, the study contributes to our understanding of the drivers of SWEP within SMEs, and suggests that knowledge sharing and innovation may be important mediators of the relationship between opportunity recognition and SWEP. From a practical perspective, the study highlights the importance of promoting knowledge sharing and innovation as strategies for improving SWEP within SMEs in Kuwait. There are also several limitations to this study that should be acknowledged. First, the study was based on a convenience sample, which may not be representative of the larger population of SMEs in Kuwait. Second, the study used a cross-sectional design, which means that we cannot establish causality or temporal ordering between the variables of interest. Future research should consider using a larger and more representative sample, as well as a longitudinal design, to further explore the relationships between knowledge sharing, innovation, opportunity recognition, and SWEP within SMEs in Kuwait. In conclusion, this study provides valuable insights into the factors that influence SWEP within SMEs in Kuwait, and has implications for both theory and practice. By promoting knowledge sharing, innovation, and opportunity recognition, policy makers, practitioners, and researchers can help improve SWEP within this important sector, and contribute to the overall growth and development of the Kuwaiti economy.

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