

DEVELOPMENT OF ROMANIAN FEMALE ENTREPRENEURSHIP THROUGH MENTORING

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Abstract

Mentoring for the development of female entrepreneurship is a support for women who want you, but may not have the courage, strength, knowledge to develop their own business. The mentor provides experience, access to resources, an action plan, guidance. The future female entrepreneur, through mentoring, avoids costly mistakes, makes correct decisions and receives moral and financial support. The paper proposes you, after studying the specialized scientific literature, to identify the importance of mentors in the development of Romanian female entrepreneurship. The paper concludes with proposals for future research topics resulting from the current topic presented.

Keywords: *mentoring, Romanian female entrepreneurship, competitive advantages, motivation, development*

Clasificare JEL: *J24, L26, M12*

1. Introduction

Women entrepreneurs are significantly fewer than male entrepreneurs are. The mentoring for female entrepreneurship is supported by government programs because mentoring is considered to be a real support for women entrepreneurs [16].

Mentoring is the connection based on learning, on development, which is established between a person who has extensive experience in a field (the mentor) and the one who wants to acquire knowledge, to develop in that field [3]. The purpose of mentoring is professional and personal development through the acquisition of knowledge, skills [25].

Mentors can be selected from academic backgrounds, professional organizations and business networks [19]. There are also independent mentors, who have qualifications and experience in various fields. Mentors build relationships, transfer knowledge, develop together with the one they are learning [20]. The mentor is a partner, on the path to success.

Female entrepreneurship is less represented than male entrepreneurship, anywhere in the world, for various reasons. Why is the development of female entrepreneurship important? Because female entrepreneurship has a positive impact on the economy, on the development of society in general. Through the development of female entrepreneurship, the standard of living increases, the level of employment increases, economic sectors are diversified, gender inequalities are reduced, the efficiency of public policies and mentoring programs increases. Women entrepreneurs reinvest in education, in the community, create jobs; become role models, mentors for the family, for future generations. Female entrepreneurship uses new digital technologies, which help them combine family life with business, develop digital businesses, businesses that contribute to the development of a sustainable economy. Investing in female entrepreneurship means investing strategically in economic development [5], [26].

Mentors are important in the development of female entrepreneurship, as they are considered an important factor in increasing resilience and reducing the abandonment among female entrepreneurs or future female entrepreneur. They are an emotional, motivational support in difficult times and encourage female entrepreneurs to make strategic decisions.

Romanian female entrepreneurship needs mentors, role models, moral support and more in order to succeed. The Romanian women have multiple responsibilities but she feels that she can and wants more. They want to develop, to develop businesses, to become models, mentors in turn [4], [9].

2. The role of mentors in the development of Romanian female entrepreneurship

The scientific literature presents female entrepreneurship and the role of mentoring in its development as presented in Table no.1.

Table no. 1. Reflection in the scientific literature of the connection between mentoring and female entrepreneurship

No.	Source	Topic discussed	The mentoring – female entrepreneurship connection. The role of mentoring in the development of female entrepreneurship
1.	Al-Qahtani, M., Zguir, M. F., Ari, I., & Koç, M. (2022) [1]	Development of female entrepreneurship contributes to the sustainable development of the economy. Many challenges and factors that determine the development of female entrepreneurship.	<ul style="list-style-type: none"> - In order to train women in entrepreneurship it is necessary to create communities that allow the easy and free exchange of ideas. The best, right mentors for women entrepreneurs are successful local businesswomen. It is a good opportunity to call also on international experts. - Creating training centers where mentors can work and provide knowledge support, and encourage collaboration between women entrepreneurs, for extended collaboration beyond relatives and friends.
2.	Bonanni, C., Stervinou, S., & Viglia, G. (2025) [2]	The need for heroes, models to inspire women who aspire to entrepreneurship.	<ul style="list-style-type: none"> - There is, for good communication between the mentor and the female entrepreneur, a need for empathy, mutual understanding. - The female entrepreneur's desire to be mentored increases according to the level of empathy towards the mentor.
3.	Theaker, A. (2023) (2) [17]	The success of women entrepreneurs who turn to mentoring.	<ul style="list-style-type: none"> - There is a close connection between successful mentoring – women entrepreneurs – entrepreneurial success. - Mentoring is vital for the development of female entrepreneurship.
4.	Cristache, N., Ivan, I., Chihai, A. S., Matei, A., & Stanciu, T. I. (2023) [6]	The barriers that stand in the way of women entrepreneurs.	<ul style="list-style-type: none"> - Mentors are role models for women entrepreneurs. - Mentoring provides additional education in entrepreneurship.
No.	Source	Topic discussed	The mentoring – female entrepreneurship connection. The role of mentoring in the development of female entrepreneurship

5.	Germann, F., Anderson, S. J., Chintagunta, P. K., & Vilcassim, N. (2024) [7]	Increasing the strength of women entrepreneurs using the power of mentors.	<ul style="list-style-type: none"> - Mentors must be female for women entrepreneurs, so that the mentoring activity contributes to increasing the performance of companies led by women. - The female mentor has a positive involvement in the activity of the female entrepreneur. The interaction of female mentors with female entrepreneurship is positive, beneficial for the company [18]. These mentors increase the confidence of women entrepreneurs to develop their business, to increase the performance of their own companies.
6.	Huszák, L., & Oborni, K. (2022) [8]	Universities can provide women with entrepreneurship mentoring.	<ul style="list-style-type: none"> - The mentoring – female entrepreneurship connection can made in universities. - Mentoring can awaken the entrepreneurial ambitions of students in general and female students in particular. The mentor can offer them, at the beginning of the way, confidence in their own strengths, support to start a business, motivation to succeed.
7.	Theaker, A. (2023) (1) [16]	The role of mentoring in the development of female entrepreneurship.	<ul style="list-style-type: none"> - A successful mentorship for female entrepreneurship is a mentorship that brings success to business that owned by women. - Mentoring has the role of supporting and challenging in order to open up a potential career in entrepreneurship, a potential entrepreneur. From this mentor-entrepreneur connection, both parties involved gain and learn.
8.	Kakeesh, D. F. (2024) [10]	Entrepreneurial ecosystems develop female entrepreneurship.	<ul style="list-style-type: none"> - Entrepreneurial ecosystems, along with technological progress and sustainable practices, include and mentoring as a component that contributes to the success of female entrepreneurship. - The mentoring contribute and to directing women to the entrepreneurial field.
9.	Nate, S., Grecu, V., Stavvytskyy, A., & Kharlamova, G. (2022) [11]	Stimulating mentors of future entrepreneurs.	<ul style="list-style-type: none"> - A support network for new entrepreneurs is needed, which includes mentors, employers' associations, universities but also entrepreneurs. - Mentors give new entrepreneurs self-confidence (especially young ones), transform their mindset, and teach them how to run a business.
No.	Source	Topic discussed	The mentoring – female entrepreneurship connection. The role of mentoring in the development of female entrepreneurship

10.	Nevi, G., Ancillai, C., Pascucci, F., & Palladino, R. (2025) [12]	The determinants factors and barriers to future women entrepreneurs, but also to experienced women entrepreneurs.	<ul style="list-style-type: none"> - The factors that influence the development of female entrepreneurship are knowledge (which can also be acquired through mentoring), socio-cultural context, connections (which can be offered by mentors), personal dimension (which can be shaped for success by mentors). - Mentors help future and experienced entrepreneurs understand the various environments, their needs, the barriers and limitations of business, the factors that put businesses at risk (which can influence the survival and development of businesses).
11.	Robayo-Abril, M., & Rude, B. (2023) [13]	Romanian entrepreneurship and the gender gap	<ul style="list-style-type: none"> - Romanian women face, on their way to entrepreneurship, barriers such as ensuring access to finance, difficulties in professional training and access to mentoring, but also discrimination. - Promoting mentoring programs and women's entrepreneurship networks can encourage Romanian women to become entrepreneurs.

Mentoring, in general, can provide any professional with competitive advantages. In the case of women entrepreneurs, mentors (whom they trust, and who can support them and with whom they can develop successful projects) are a real support for the development of the businesses that women own. For women who want to be entrepreneurs, who are just starting out, choosing the right mentor is difficult. There is a need for compatibility, trust, mutual respect, admiration even [14], [23].

For Romanian female entrepreneurship, little developed compared to its real potential counts [22]:

- ✚ the right mentors;
- ✚ financial resources, both at the beginning of the business and during its development;
- ✚ solutions for development;
- ✚ the help received;
- ✚ finding and maintaining a work-life balance;
- ✚ supporting those around you.

Currently, there is an increasingly dynamic generation of Romanian women, entrepreneurs who have successful businesses, there are ecosystems, business accelerators, because we are all increasingly aware of the fact that stimulating Romanian female entrepreneurship benefits the entire economy [15].

A real progress in the direction of the development of Romanian female entrepreneurship means adequate public policies, changes in mentality, discreet interventions such as mentoring, successful examples, communication campaigns that normalize the idea of entrepreneurship equally for women and men. All this will inspire women who want and become successful entrepreneurs. They change mentalities, change destinies, bring success, prosperity. The participation of women as entrepreneurs or managers of Romanian SMEs would lead to the development of the SME sector, to capitalize on an innovation potential, to increase the competitiveness of the Romanian economy. Investing in Romanian female entrepreneurship generates benefit for: women, for the families they come from, for their children (being a personal

example of success in their careers, in life), for the society in which they live but especially for Romania [24].

3. Conclusions

Women entrepreneurs are significantly fewer than male entrepreneurs are. Why is the development of female entrepreneurship important? Because female entrepreneurship has a positive impact on the economy, on the development of society in general. Mentors are important in the development of female entrepreneurship, as they are considered an important factor in increasing resilience of female entrepreneurs. They are an emotional, motivational support in difficult times and encourage female entrepreneurs to make strategic decisions.

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Investing in Romanian female entrepreneurship, by training mentors that inspire, help the process of creating and developing businesses, generates benefits for the entire society.

Proposals for future research topics resulting from the current topic presented are *Why do I want to become an entrepreneur?* and *Success factors of female entrepreneurship*.

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