



اوتور سيني تيكنولوغي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

## ARTICLE REVIEW

THE EFFECTS OF FACTORS AFFECTING THE ACCEPTANCE  
AND USE OF TECHNOLOGY ON THE FACTORS AFFECTING  
WOMEN'S ENTREPRENEURSHIP MOTIVATION

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME** : BUSINESS MANAGEMENT / BA 242  
**SEMESTER** : 4  
**NAME** : NOR SYIFAA IZZATI BINTI RAMLI  
**GROUP** : RBA 242 4D  
**LECTURER** : MOHD FAZLY BIN MOHD RAZALI

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## INTRODUCTION

My **main purpose** to do this project is to review an article to determine the effects of factors affecting the acceptance and use of technology on the factors affecting women's entrepreneurship motivation. The reason I choose this topic is to gain knowledge about women entrepreneur because I am a woman. Other than that, I choose this topic because people nowadays do not recommend women to enter business industry. This is because they think women just can be a housewife. Lastly, I want to know how technology can affect women's entrepreneurship motivation because we are living in technology era.

**Entrepreneur** is a popular word especially in the business world. Entrepreneurship is not a process that varies by gender or race because everyone can be an entrepreneur. The individuals with various race and gender contributing to productivity by offering equal opportunities and resources to individuals with various characteristics via a fair management approach. Women's entrepreneurship is one of this approach. However, women's entrepreneurship is defined as an individual who producing innovative business ideas, combines the factors of production, and not only focus on profit but focus on marketing, design and service.

In entrepreneurship, **technology** is a constantly changing factor that must be taken in considerations. Technology is a fundamental innovation that ease human life with helps human power and ensures the flow of life in every field such as advertising, marketing, production, services, information, communication and transportation

**A woman entrepreneur** who can adapt to the changing environment will offer more productive outcomes and contribute to the economy. It is important to reveal the association between the factors that motivate women to entrepreneurship and technology.

## **CONCLUSION**

Summarily, the author clearly states their ideas towards the effects of factors affecting the acceptance and use of technology on the factors affecting women's entrepreneurship motivation. Women's entrepreneur playing a leading role in developing the country's economy to great extents. The study has been analysed critically and the qualitative finding helped in bringing out basic and crucial information required by women's entrepreneurs.

Based qualitative findings, the participants were asked for the basic gender problems in business life and they were examined according to the upper and lower classifications obtained by the traditional method.