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Women Entrepreneurs in Wroclaw: Overcoming Challenges and Contributing to Economic Growth

Abstract:

This research aims to explore the experiences of women entrepreneurs in Wroclaw, a city known for its thriving entrepreneurial ecosystem, and examine their contributions to the local economy. Wroclaw serves as a significant context for studying women's entrepreneurship due to its dynamic business environment and emerging opportunities for female-led ventures. The study seeks to identify the motivators, enablers, and barriers that women encounter in their entrepreneurial journeys, and analyze the strategies they employ to overcome these challenges. Additionally, it investigates the impact of women-led businesses on Wroclaw's economic growth, including job creation, innovation, and social empowerment. The research utilizes a mixed-methods approach, involving qualitative interviews with women entrepreneurs, quantitative surveys to gather data on business performance and growth and analysis of secondary data sources. By examining the experiences and contributions of women entrepreneurs in Wroclaw, this study aims to provide insights that can inform policies, support mechanisms, and entrepreneurial development initiatives to foster an inclusive and thriving ecosystem for women entrepreneurs.

Keywords: Women entrepreneurship, Women leadership, entrepreneurial ecosystem, innovation, economic growth

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By exploring the experiences, challenges, and contributions of women entrepreneurs in Wroclaw's vibrant entrepreneurial ecosystem, this research aims to provide valuable insights that can inform policies, support mechanisms, and entrepreneurial development initiatives in the city. The findings will contribute to a deeper understanding of the specific motivators, enablers, and barriers faced by women entrepreneurs in Wroclaw, and highlight the significant role they play in driving economic growth, fostering innovation, and creating a more inclusive entrepreneurial landscape.