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QB3504
Research Methods for Business

The factors that hinder females entrepreneurial intention

Date:
Word Count: 2,741

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Introduction

Entrepreneurs activity is very important for the growth of the economy of the country, as Qatar's National Vision 2030 sets out the goal of achieving sustainable and diversified economic growth (Qatar Development Bank, 2016). This paper will talk about how females face difficulties to become an entrepreneur.

A previous quantitative Study done by Bruin, et al. (2006), showed that there are twice as many men as women entrepreneurs, the studies and the findings included in the literature review showed that the reasons for this could be; stereotype and characteristics of female and male entrepreneur, the limitation of female ability to access capital and social networks, economic factors, and family factors. All of these findings were from different countries.

The research proposal aims to emphasize on the main elements that hinder female entrepreneurial intention. This is very important as females act as a strong supporter of the economics of the country (Qatar Development Bank, 2016). This paper also includes the methodology, who is the sample and how will get access to them, the procedure of data analyzing, and how all of this will happen in an ethical perspective. Moreover, this proposal aims to cover the gap of the lack information about what hinders female entrepreneur in Qatar, as the previous findings covered some countries individually and most of the findings was generalized around the world.

Literature Review

An entrepreneur is "a person who identifies a need and starts a business to fill that void" (Fernandes, 2018). Figure 1, shows that Qatar total entrepreneur activities (TEA) based on gender, which refers to the social, behavioral, and cultural features and expectations associated with being a man or a woman (The World Bank, 2012, p. 46), are the same as the global trend. As the female entrepreneur proportion match the global average 6.8% and the male entrepreneur proportion in Qatar 8.1% is less than the global average 11.3% (Qatar Development Bank, 2016). Even though, female entrepreneur proportion is less than the male. Figure 2 shows that the entrepreneurial intention of females in Qatar is less than males (Qatar Development Bank, 2016). Moreover, this literature review will discuss the findings around the globe.

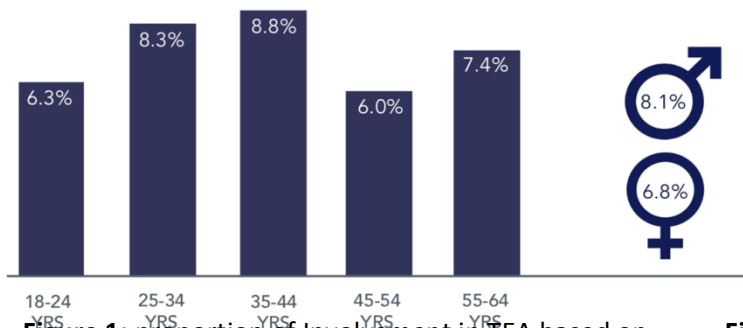


Figure 1: proportion of Involvement in TEA based on Age & Gender

Source: Qatar Development Bank, 2016

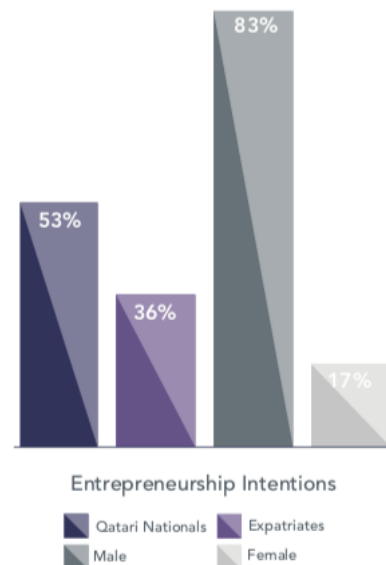


Figure 2: Entrepreneurship Intentions based on Nationality & Gender

Source: Qatar Development Bank, 2016

Stereotype

Gender stereotypes refer to the social beliefs about the characteristics and traits associated with male and female sex (Powell and Graves, 2003). Nursing and servicing are presumed to be more feminine and that is an example of a gender-related stereotype (Gupta, et al., 2009; Heilman, 1983). Furthermore, engineering and jobs that carry with them power and authority are more likely to be stereotyped as a masculine job (Heilman, 1983; Mirchandani, 1999; Marlow and Carter, 2004). Previous studies indicate that gender stereotypes impact the choices of person career (Cejka and Eagly, 1999; Sánchez and Licciardello, 2012; Martin, et al., 2015). To support these examples there are findings that show that upper management positions in organizations are more occupied by men than women, while secretarial jobs and the lower positions are seen as woman's work (Heilman, 2001; Van Der Lippe and Van Dijk, 2002). Additionally, findings suggest that the business world is generally seen as man world and it is more likely to require characteristics that are stereotypically masculine (Heilman, et al., 1989; Powell, et al., 2002).

Limitation of Female:

Resource providers such as lenders, suppliers, and men in women's lives such as husbands and fathers, do not see entrepreneurship as a feminine characteristic, and this leads them to not support female entrepreneurial intention (Carter and Rosa, 1998; Gatewood, et al., 2003; Marlow and Patton, 2005; Gupta and Bhawe, 2007; Fuentes-Fuentes, et al., 2015). Bruni, et al., (2004); Rodríguez and Santos, (2008), signify the lack of women's ability to access the social network because of the social-cultural status of woman in our current world, as they defined the world of

business as a muscular world. This indicate a lack of support from the surrounding environment (Heilman et al., 1989; Powell, et al., 2002; Fuentes-Fuentes et al., 2015).

Economic factor:

The limitation of employment opportunities, high rates of unemployment and employment bias against women (Pérez and Hernández, 2016). Furthermore, female entrepreneurs have less access to capital to start up their business, therefore, women's projects are not large and usually women have less growth aspiration (Marlow, 2006). On the other hand (Pérez and Hernández, 2016), mentioned that there could be another explanation which is the feeling of the woman, will lead to economic risk-controlled decision. Subjective factors such as fear of failure, or lack of confidence also increases female entrepreneurs' avoidance of taking risks (Pérez and Hernández, 2016).

Family Factor:

Families can act as a socialization agent that can support females entrepreneurial spirit and motivate them to dare to start their own businesses (Aldrich and Cliff, 2003; Kirkwood, 2007). However, they do not see entrepreneurship as a feminine path (Gupta and Bhawe, 2007; Fuentes-Fuentes, et al.,2015).

The quantitative research done by Álvarez, et al. (2012) in Spain for 2010, signifies that being part of a family decreases the probability of being an entrepreneur, especially for women. As it decreased by 33.1% for woman with family responsibilities, while on the other hand it only decreased by 2.4% for men. Other researchers such as Baughn, et al., (2006); Langowitz and Minniti (2007), also mentioned that family responsibilities act as a barrier for female entrepreneurs. In the other hand, DeMartino and Barbato (2003), mentioned that having children responsibilities in the household can increase females' intentions to become an entrepreneur, seeking for the flexibility and independence that suit the mother's need to have time for parenting and to run her business. This can be a reasonable aspect of why women are likely to open a lower growth and less profitable business sector (Pérez and Hernández, 2016).

There is a lot of information about what could hinder female entrepreneurial intention but there is a lack of information about females in Qatar and what could hinder their entrepreneurial intention. Therefore, this paper will propose to do research about what hinders female entrepreneurial intention in Qatar.

Research aims and questions

The aim of this research is to understand what is hindering women in Qatar to become an entrepreneur, and to realize what is limiting their ability such as financial recourses, and the

subjective emotional that motivate their entrepreneurial intention. To be added and compared with the previous researches that have been done internationally. Also, to expose if females in Qatar are facing the same difficulties that are faced by females in other countries.

Research Question

- What hinders females' entrepreneurial intentions in Qatar?

Methodology

This study will be used to answer a question, because of that the research will apply an inductive approach as inductive approach is about developing new theories and findings, which will help to answer the question (Saunders, et al., 2016, p. 147). While the deductive approach tends to be more restricted and not have alternative explanations of why this is happening which make it more suitable for testing a hypothesis rather than looking for new information to answer a question (Saunders, et al., 2016, pp. 146-147).

A multi-method approach will be applied, which is using more than one qualitative or quantitative method but not mixing the two (Saunders, et al., 2016, p. 166). The research will only use qualitative method, which is a study when a researcher make sense of subjective and socially constructed meaning expressed about the phenomenon being studied (Saunders, et al., 2016, p. 168), as the study will be subjective depending on people's idea and opinion. Specifically, it will use semi-structured interviews, which is face-to-face interview with open-ended questions (Saunders, et al., 2016, p. 391), to get the opinion of the females in Qatar. And, a focus group, which is semi-structured interview with two or more interviewees (Saunders, et al., 2016, pp. 416-417), to discuss and compare different narrative between the cases of females in Qatar. Using the multi-method approach will make the research outcome more reliable, because it will use two different strategies to generate findings, and it is likely to overcome the weaknesses associated with using mono-method, which is using only one strategy to generate findings (Bryman 2006). Moreover, a quantitative method is used when the finding is about examine the link between variables and it is analyzed by using statistics (Saunders, et al., 2016, p. 166). And this research is aiming to find new data in order to answer the question not to test a hypothesis, therefore a qualitative method will best fit for this research.

The recommended timeframe is cross-sectional, which is studying a phenomena at a particular time (Saunders, et al., 2016, p. 200), because it will take less time than longitudinal studies. The longitudinal studies are about conducting the same study to find out the changes and the development over long period of time (Saunders, et al., 2016, p. 200). While this research is aiming to find what hinder female's entrepreneurial intention now, the cross-sectional will best fit with study as it suitable for a specific time.

The sampling strategy that will be used is volunteer sampling. Specifically, snowball sampling, since it is hard to identify the participant, because of lack of access to the names and contact information of the active females entrepreneur or females who had an intention to become one (Saunders, et al., 2016, p. 303). Snowball, is contacting with an individual or a small group of people who are related to the research and then use them to access others (Saunders, et al., 2016, p. 303). Moreover, to use this technique it is needed to first contact one or more female entrepreneur. Then ask them to refer more female entrepreneur and females who had an intention to become an entrepreneur. At the end of interviewing the first recommended people, ask them to recommend further people. The research must do the same with the interviewee until there are no new people is recommended or when it reaches twenty active female entrepreneur and twenty females who had an intention to become an entrepreneur. Moreover, after applying all the interviews there will be a question if they would agree to be part of the focus group, which will be including five female entrepreneurs and five females who had an intention to become an entrepreneur, in total of ten people.

The hybrid access strategy will be used, which means using both internet-mediated, which involve the use of technology, and traditional, which involves face-to-face interaction (Saunders, et al., 2016, p. 222). First, use social media (internet-mediated), such as Instagram, to identify the business that the entrepreneur is running and email her to ask for a face-to-face meeting (traditional) . Moreover, after finishing the interview and getting the information about the next interviewee, the same process will happen (Saunders, et al., 2016, p. 222).The existing contacts such as friends and relevant who are an entrepreneur or had the intention to become one, can help to start the first step in the snowball sample strategy (Saunders, et al., 2016, p. 231).

The interviewee characteristics will be active female entrepreneur and females who had the intention to become an entrepreneur. Aged from 18 to 30.

Data collection methods

There will be two types of data collection method, the first will be semi-structured interviews, the second will be a focus group. These two are chosen because it is more suitable to get the largest amount of information possible, since the information will be subjective as the qualitative data collected will be based on people narrative and opinion.

Semi-structured interviews

This method will be used, by asking the interviewees open-ended questions to allow them to share their story of how they become an entrepreneur, and each individual will have different

responses, based on that there will be following up questions. Moreover, during the interview some questions can be ignored and not asked, and some new questions could be added. The interview will be voice recorded. However, the interviewer needs to take notes about the key points and supplemental field notes about the interviewee body language to understand the person emotion. The time of each interview will be from 30 to 40 minutes. Appendix A shows an example of this data collection method.

Focus Group

The second method will be a focus group consisting of ten people, five active female entrepreneur and five females who have or had the intention to become an entrepreneur. This group interview will be used to brainstorm the facts that hinder women entrepreneurial intention and what could help them and motivate them to become one. And discuss the key point gathered from the semi-structured interviews. As an epistemological perspective, the subjectivism of individuals in the group interview will build different assumptions for others in the group to discuss in the group meeting (Saunders, et al., 2016, p. 127). As an interpretivism philosophy will be used to look for perspectives from different group of people (Saunders, et al., 2016, p. 127), the researcher must give all of the participant chance to share their opinion and comment on others to have an open discussion. The group meeting will be voice recorded and note will be taken by the researcher during the group interview and after listening to the sound record. The length of the group meeting will be one hour. Appendix B shows an example of an agenda for this data collection method.

Data analysis methods

The data will be analyzed by using inductive approach, the process will be by re-reading the notes that were took and listen to the records and transcribed it, this will help to do not miss any information. In addition, researcher must include how the interviewee said the words too, their emotion by hearing their voice tone or through the note that the interviewer wrote about their body language (Saunders, et al., 2016, p. 572). These steps will be done for all interviews and then compared to generate a summary with key points, that will be coded through categories. After this, the focus group will be conducted, and the key points gathered will be discussed to generate more in-depth information. Moreover, the focus group meeting will be recorded and will listen again to transcribe it and include what was said and by whom. Then summarize the data to check if it is supporting the first key points generated from the individual interviews.

Research Ethics

There is four specific ethics issue that the research will avoid (Bell, et al., 2019, pp. 114-123). First, avoiding harm (Bell, et al., 2019, pp. 114-117), at the beginning of the face-to-face meeting the interviewee will be asked to give permission to the interviewer to record the interview and give

the participant an opportunity to withdraw before the individual interview start or the group meeting. Moreover, give them the option to not answer any question they feel uncomfortable to answer in the individual interviews or do not participate in any discussion in the group meeting. Secondly, tell the participant why this interview is happening and for what purpose the information will be used, give the expected time for the individual and group meeting. Have an agenda of the key points will be discussed for the group meeting. After given all the information the participant needs to know, a paper of consent will be given for all of the participants to sign (Bell, et al., 2019, pp. 118-122). Third, to keep the participant privacy, all the information given from the participant will be considered as anonymous (Bell, et al., 2019, p. 123). Lastly, to avoid any deception the paper that is signed from the participant will include that the researcher must secure all of the information and reveal it as anonyms without mentioning the participant name. And just use the information for the purpose written in the paper signed (Bell, et al., 2019, p. 123). This will ensure confidentiality for the research, and also between the participant and the researcher. The information sheet, consent form and ethical review application are shown in appendixes C, D and E.

Limitations of your research

The limitation of this research could be, the sampling size as it will consist of just forty people for the interviews and the focus group will be ten people. Therefore, It is hard to generalize the finding for Qatar. And since a qualitative study is time-consuming small sample size would be convenient to start with however, further research should be done with a larger group. Another limitation could be the participant that will be interviewed since the research will just include female entrepreneur and females who had the intention to become an entrepreneur. Further research could be done by interviewing the banks' managers and the Ministry of Economy and Commerce to know if there are different procedures and rules for the amount of money that can be loaned or the support that is given for entrepreneurs depending on their gender. Moreover, the participant may not say the whole truth during the interview due to limitation of time or due to the miss understanding of the question. Another limitation could be that some participant may feel uncomfortable to answer some of the questions.

Timeline

Timeline will be more explained in appendix F. The Gantt chart will contain all the process to complete the research.

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Appendices

Appendix A: Semi-Structured Interview (Sample Questions)

Name of Interviewer:

The Name of Interviewee:

The Age of Interviewee:

Date:

Active Entrepreneur ☐ Had or still have an intention to become an Entrepreneur ☐

1. Since when you (became an entrepreneur/ had the intention to become an entrepreneur)
2. How did you come with the idea of being an entrepreneur?
3. What is source of your capital?
4. Do any of your family have his/her own business?
5. Are you working? Where?
 - a. Are you happy with your job income?
6. What do you think of the entrepreneurship career?
7. Do you think that the government is providing females with all the necessary support to become an entrepreneur?
8. What is your family reaction about female entrepreneur?
 - a. Is the Islamic culture affecting their reaction?
9. What do you think is the main characteristics of a successful entrepreneur?
10. Do you think Male and Female have equal opportunity to become a successful entrepreneur in Qatar?
 - a. Yes: then why there are less female entrepreneur than male
 - b. No: how do you think it can be fixed

Thank you for your time. There will be a group meeting to discuss this issue. Are you are interested to be part of this group?

Appendix B: Focus Group Agenda (Sample)

Name of Interviewer:

Active Entrepreneur:

The Names of the 5 Interviewees:

Had or still have an intention to become an Entrepreneur:

The Name of the 5 Interviewees:

Date:

- 1- Introduce the members of the meeting
- 2- Start the meeting
- 3- Discusses the key point of what could hinder female entrepreneurial intention that was generated from the individual interviews.
- 4- Compare the participant experience and difficulties in becoming an entrepreneur
- 5- What was the main goal that made them become an entrepreneur or had the intention to become one
- 6- Discusses about possible solutions
- 7- Conclude by mentioning the key points that were out come from the meeting

Thank all of the participants for their time.

Appendix C: A Sample Study information sheet

Purpose of the Research

You are being asked to be part of a research study about female entrepreneurial intention in Qatar. The purpose of this research is to find what is hindering females to become an entrepreneur and what difficulties they are facing to become an entrepreneur or the difficulties that current entrepreneur are facing. You have been asked because you are a current female entrepreneur/ have or had the intention to become an entrepreneur.

Procedures

If you decide to volunteer, you will be asked to participate in an interview which will take approximately from 30 to 40 minutes and the focus group will be 1 hour. You will be asked several questions about how you become an entrepreneur, and for people who only have or had the intention they will be asked about what difficulties made them change their mind to not become entrepreneurs including questions about the family support and financial recourses. With your permission, I will audio record the interviews/Focus Group in order to accurately capture what is said. The recordings will be transcribed, but your name will not be included in the transcriptions. The recording and transcription will be kept on a password-protected computer and any papers copy will be safely stored in a locker.

Risks

We do not anticipate any risks from your participation in this research. However if some of the questions caused you discomfort or embarrassment, you have the choice not answering it.

Benefits

The researcher hope to learn more about what is hindering the females in Qatar to become entrepreneurs.

Confidentiality

Your responses to interview questions will be kept confidential. Your actual identity will not be revealed. And all of your personal information will be secularly locked and can be access only by the researcher.

Withdrawal

Your participation is voluntary, and you may withdraw from the study at any time. You may also skip any question during the interview, but continue to participate in the rest of the study.

Statement of Consent

I have read the above information and have received answers to all my questions. I am at least 18 years old and voluntarily consent to take part in this research study and to have this interview audio recorded.

Participant's Name: _____

Participant's Signature: _____

Date: _____

Appendix D: Letter of Consent (Bell, et al., 2019, p. 122)

As a requirement for a research on what could hinders female's entrepreneurial intention, the researcher is required to conduct interviews to collect data. Participation in this research is voluntary. You may refuse to participate or you can withdraw at any time during the interview / Group meeting.

This interview / Group meeting will be voice recorded and will be transcribed for the purpose of the research. The identity of participants will remain confidential with only the researcher. Who will be the only person listen to the audio record.

1. I confirm that I have been told the purpose of the interview. As mentioned above. And I have given the opportunity to ask further question about the purpose of the research. ☐

2. I confirm that my participation in this study is voluntary ☐

3. I ☐ to the interview / focus group being audio recorded

_____ Name of Participant	_____ Date	_____ Signature
------------------------------	---------------	--------------------

_____ Name of Researcher	_____ Date	_____ Signature
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**Committee for Research Ethics & Governance in
Arts, Social Sciences & Business**

**Application Form for Ethical Approval of Research for
Undergraduate & Postgraduate Taught Research Projects¹**

This form should be completed and submitted to the appropriate research supervisor.

Important Note: If your research involves NHS patients, tissue or data, or NHS staff, please contact researchgovernance@abdn.ac.uk for further guidance on ethical approval procedures.

BEFORE COMPLETING THIS FORM APPLICANTS SHOULD REFER TO:

1. **The Checklist of Good Research Practice:**
<https://www.abdn.ac.uk/staffnet/research/ethical-approval-2780.php#panel6497>
2. **The Research Ethics web pages at:** <https://www.abdn.ac.uk/staffnet/research/ethical-approval-2780.php#panel6497>
3. **Information on data management, collecting personal data and data protection act requirements can be found at:** https://www.abdn.ac.uk/staffnet/documents/policy-zone-governance-and-compliance/data_protection_policy_April_2015.pdf
4. **Information on University Expectations of researchers can be found in the University's Handbook for Research Governance at:**
<https://www.abdn.ac.uk/staffnet/documents/policy-zone-research-and-knowledge-exchange/Research%20Governance%20Handbook%20short%20version%205%2020170922.pdf>

WHEN COMPLETING THE FORM APPLICANTS ARE REQUIRED TO:

1. Consider each question carefully and provide details of potential ethical issues which might arise, allowing the reviewer to make an informed decision on whether they have been addressed appropriately. Applicants are expected to provide additional information beyond the initial 'yes'/'no' answer to the questions provided.

Failure to provide enough information to allow the reviewer to provide informed approval of ethical issues within the research might result in the need to restart the review process.

2. For all applications, researchers must provide a brief explanation of the potential ethical issues which might arise when carrying out the research (e.g. justification of the need to use certain research methodologies which might raise potential ethical concerns) and how they are to be addressed. For clearly defined research projects, the project proposal should also

¹ Applications for ethical approval of staff and PGR research projects should be submitted using the online application process <https://365abdn.sharepoint.com/sites/staffethics/SitePages/Home.aspx>

be attached. Any other documents relevant to the research (e.g. consent forms) should also be attached to the application.

Recruitment procedures

		Yes	No	N/A
1	Does your research activity involve persons less than 18 years of age? If yes, please provide further information.		No	
2	Does your research activity involve people with learning or communication difficulties? (Note: all research involving participants for whom provision is made under the Mental Capacity Act 2005 must be ethically reviewed by NHS NRES). If yes, please provide further information.		No	
3	Is your research activity likely to involve people involved in illegal activities? If yes, please provide further information.		No	
4	Does your research activity involve people belonging to a vulnerable group, other than those noted above? If yes, please provide further information.		No	
5	Does your research activity involve people who are, or are likely to become your clients or clients of the section in which you work? If yes, please provide further information.		No	
6	Does your research activity provide for people for whom English is not their first language? Please provide further information on how this will be provided, or, if it will not be provided, please explain why not.		No Because this study is part of a U.K University study.	
7	Does your research activity require access to personal information about participants from other parties (e.g. teachers, employers), databanks or files? If yes, please explain how you will ensure that use of this data does not contravene the Data Protection Act and protects the anonymity of subjects.		No	
8	Do you plan to conceal your own identity during the course of the research activity? If yes, please provide further information (e.g. that this is necessary for the nature of the research, whether subjects will be contacted directly after the period of observation).		No	

Consent Procedures

9	Please provide details of the consent procedures that you intend to use for obtaining informed consent from all subjects (including parental consent for children). You should provide details of how you will let subjects know that participation is voluntary and that they can withdraw at any time. You should also provide details of the processes for giving potential subjects adequate time for considering participation and for obtaining written consent. If research is observational, please advise how subjects will provide consent for being observed. If any of these issues are not applicable to your research or if you do not intend to address them for reasons of research methodology, please provide further information.
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There will be an information sheet explaining the research (Appendix C) and participant will have time to think about it. And give the opportunity to ask any question about the research. And then the paper of consent will be given to be signed by the participant and there will be 2 copies 1 for the participant and 1 for the researcher, the consent paper is shown in (Appendix D)

Possible Harm to Researchers/Participants

10	Are there any safety issues for you in conducting this research? If so, please provide details of what these might be and how you intend to address such issues.
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No

11	Is there any realistic risk of any subjects experiencing either physical or psychological discomfort or distress? Or any realistic risk of them experiencing a detriment to their interests as a result of participation? If so, please provide details of what this might be and how you intend to address such issues.
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No

Data Protection

12	Please provide details of how you intend to ensure that data is stored securely and in line with the requirements of the Data Protection Act and the General Data Protection Regulations. Please refer to the University's Data Protection Policy . Please give specific consideration to whether any non-anonymised and/or personalised data will be generated and/or stored and what precautions you will put in place regarding access you might have to documents containing sensitive data about living individuals that is not publicly available elsewhere? If your research relates to the latter, please consider the consent of the subjects including instances where consent is not sought.
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All of the paper copy will be securely stored in a locker. While the electronic copies will be protected by a password, so nobody can access it other than the researcher.

It is the responsibility of all researchers to ensure that they follow the University's various policies designed to ensure good research practice. This includes providing appropriate information sheets and consent forms, and ensuring confidentiality in the storage and use of data. Any significant change in the question, design or conduct over the course of the research activity should be notified to your School Research Ethics Officer and will require a new application for ethics approval.

Please attach the following with this form:

- Full proposal of relevant research project. In order to speed up the process of review, applicants are advised to pay particular attention to those areas for which a 'Yes' has been ticked in the following form, either by providing an account of the procedures or training to be employed to ensure ethical practice, or an academic justification for the research strategy employed (or both).
- Participant information form and consent form (where appropriate).

Applicant:

Signature _____ Date _____

Supervisor: Approved/Not approved

Notes:

Signature _____ Date _____

Appendix F: The Gantt chart Timeline

TASK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Literature Review									
Generating Research Question									
Selecting research strategy, design and methods									
Writing the proposal									
Re-Check and look for more literature about the topic									
Looking for the sample and negotiating access									
Collect the data									
Data Analysis									
Write the first Draft									
Review and edit the research									
Write and Submit the final draft									