

Endogenous knowledge: the base for women entrepreneurial activity in Southwest Benin

Dagoudo A. Bienvenu
University of Parakou, Benin

Abstract

The women entrepreneurial activity has highlighted in recent years as a crucial way to create jobs and improve the economic situation. The women entrepreneurial activity is rooted in social cultural context until endogenous knowledge reveal important. This study searches to examine the women entrepreneurial activity in Southwest Benin through endogenous knowledge. It is focused on the institutional theory like a conceptual framework. The data has been provided by adult population (woman entrepreneur age 45 years old). 51 women entrepreneurs have been interviewed. The choice of respondents has been made on base of snowball sampling. Despite the majority (70, 59%) of women entrepreneurs runs their businesses in the culinary sector (maize paste, peanut fritter, bean fritter, cassava flour...).



Biography:

Dagoudo Akowedaho Bienvenu is assistant research in Department of Agricultural Economics and Rural Sociology, Faculty of Agronomy, University of Parakou (Benin). He is 33 years old. He has published more than 2 papers in reputed journals.

[4th Global Entrepreneurship & Business Management Summit](#); Rome, Italy- February 28-29, 2020.

Abstract Citation:

Dagoudo A. Bienvenu, Endogenous knowledge: the base for women entrepreneurial activity in Southwest Benin, Entrepreneurship Summit 2020, 4th Global Entrepreneurship & Business Management Summit; Rome, Italy-February 28-29, 2020 (<https://www.conferenceseries.com/business-management-meetings>)

