HEALTHY MINDS WORK

MCAST
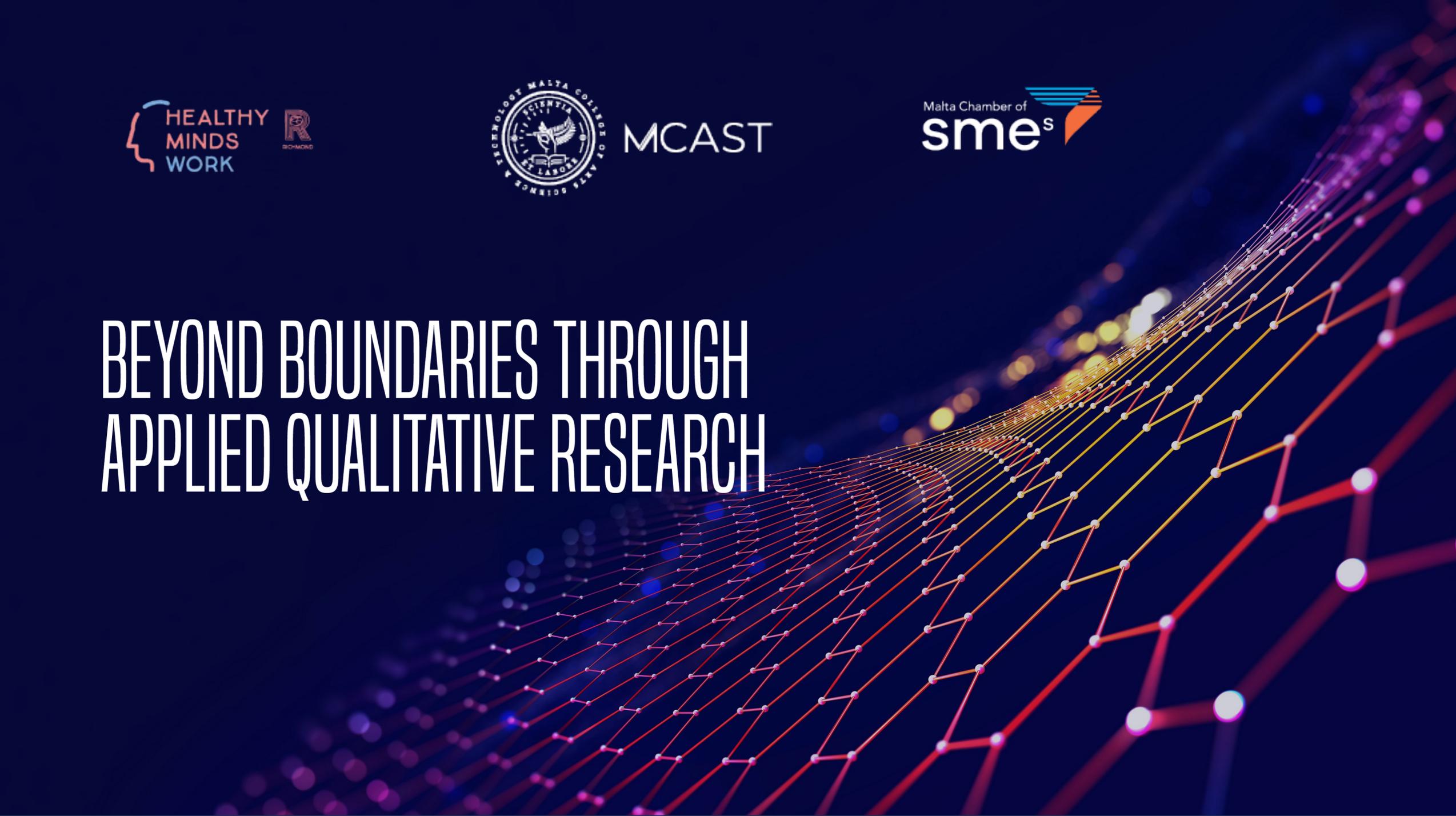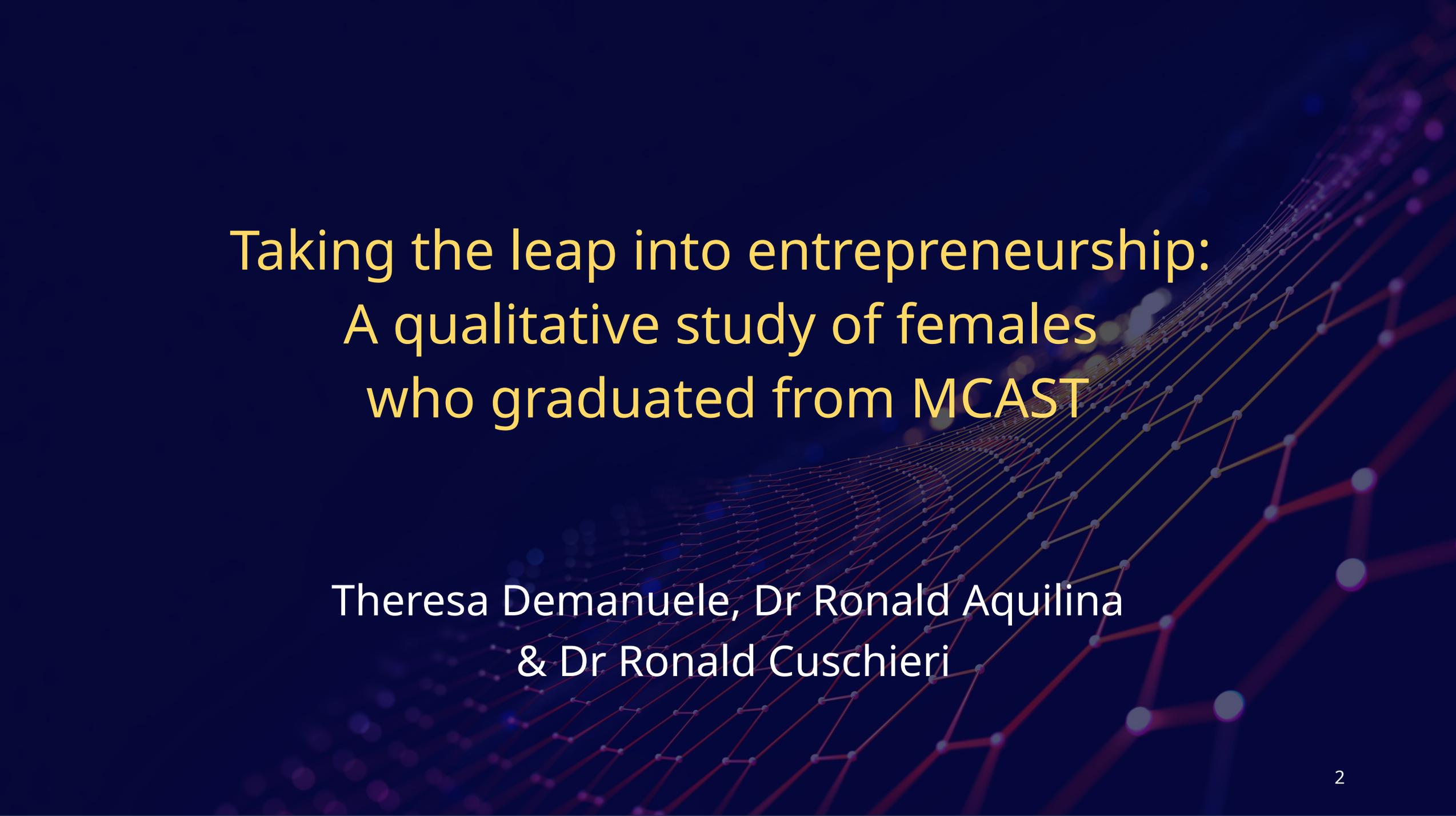SCIENTIA ET LABORE · MALTA COLLEGE OF ARTS SCIENCE & TECHNOLOGY

Malta Chamber of smeˢ

BEYOND BOUNDARIES THROUGH APPLIED QUALITATIVE RESEARCH

Taking the leap into entrepreneurship: A qualitative study of females who graduated from MCAST

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Aims of this Research Study

- To shed light on the existing situation of females who were MCAST students and have decided to take the leap into entrepreneurship.

- To analyse the motivating factors and challenges encountered by these females who have become entrepreneurs.

- To evaluate the impact of entrepreneurship education on the students while they were receiving their education at MCAST.

Research Questions

- Which are the main motivating factors and challenges encountered by females who graduated from MCAST and took the leap into entrepreneurship?

- How may MCAST offer more effective ways to enhance female entrepreneurship through education amongst female students at MCAST?

Research Objectives

- To indicate the main motivating factors and challenges encountered by females who graduated from MCAST and took the leap into entrepreneurship.

- To analyse the impact of entrepreneurship education on females who graduated from MCAST.

- To put forward recommendations of how MCAST may contribute in the area of female entrepreneurship.

Literature

Different sources:

- Local studies on female entrepreneurship and enterprise education

- Dissertations on female entrepreneurship and enterprise education

- Journal articles relating to
  - enterprise education
  - entrepreneurship
  - female entrepreneurship

Research Methodology

- Research Philosophy: Interpretivism

- Research Approach: Qualitative Inductive Approach

- Methodological Choice: Mono-method Qualitative

- Time horizon: Cross-sectional

Data Collection

Sampling strategy

Semi-structured interviews with participants

Digital recording of interviews

Preparation of transcripts

Uploading of transcripts on MAXQDA

Sampling Strategy

- Five Participants were recruited through

    - Convenience Sampling

    - Purposive Sampling

Data Analysis

- MAXQDA as a tool for data analysis

- Coding the data

- Creation of Categories and Sub-Categories
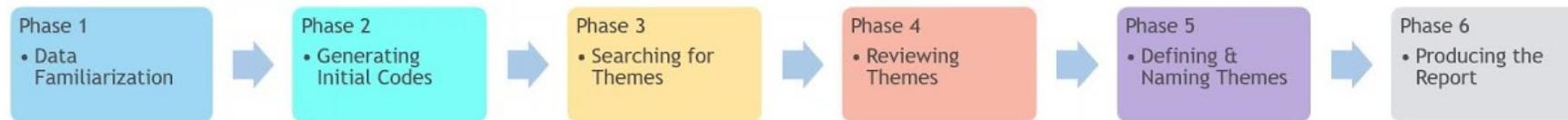
- Use of Memos for Reflexivity

MAXQDA

- Software tool for data analysis

- Use of Visual Tools
  - Code Matrix Browser
  - Code Relations Browser
  - MAX Maps

- MAXQDA may also be used for analysing literature relating to the research study.

Reflexive Thematic Analysis

Main Findings

Motivational Factors

Challenges

Recommendations

Findings: Motivating Factors

- Exposure to business education and enterprise education at MCAST
- Exposure to family business
- The importance of mentoring
- Support from partners and family members
- Personal characteristics of the entrepreneur
- Eagerness to learn
- Continuous professional development

Findings: Challenges

- Financial Aspects
  - Financing requirements to set up the business
  - Costs to run the business
  - Managing financial aspects of the business

- Recruitment of staff

- The need for support in
  - Setting up and running the business
  - Handling accountancy, taxation and legal matters
  - Business educational programmes

Recommendations

- The importance of business education as from early years education

- The need for educational campaigns about
  - Existing support systems in Malta
  - Existing educational courses being offered in relation to setting up a business
  - The role of Malta Enterprise and the services offered

- The need for different means of communication for effective reach out to the public in general

Recommendations - MCAST

- Offer business education and financial literacy programmes for MCAST students.

- Collaborate with the Education Department and other educational institutions to emphasize the need to introduce business education commencing from early years education.

- Emphasise the need of business education to early years educators who study at MCAST.

- Introduce business education training to educators studying at MCAST.

Recommendations - MCAST

- Offer training programmes relating to
    - Setting up a business
    - Managing a business
    - Accountancy related courses
    - Legal, tax and VAT related courses

- Set-up a Business Incubation Centre

- Collaborate with Malta Enterprise to offer training to aspiring and existent entrepreneurs.

Thank You