

Resilience, leadership and female entrepreneurship within the context of smes: Evidence from latin america

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Abstract

The purpose of this article is to analyze resilient female leadership as a sustainable promoter of business excellence in small and medium-sized Wayuu handicraft marketing enterprises. The present study uses a quantitative methodology with a non-experimental cross-sectional field design, with an analysis and interpretation of the data provided by the surveyed subjects. A 33-item questionnaire with multiple response options is applied. The population consists of 110.012 eradicated women. A probabilistic sampling technique is applied with a margin of error of 5% and a confidence level of 95%, for a total of 383 Wayuu women entrepreneurs in the Department of La Guajira, Colombia. Our findings explain that female leadership transcends the boundaries of business management, being present in both small and medium enterprises (SMEs). This study confirms the positive relationship between sustainability and resilience in the Wayuu handicrafts market, being women who turn their actions into success factors by working with women who show technical, conceptual, and human skills. © 2021 by the author. Licensee MDPI, Basel, Switzerland.

Author keywords

America Latina; Resilience; Small and medium-sized enterprises; Sustainability; Women's leadership