

PILOT STUDY: ENHANCING YOUNG WOMEN'S ECONOMIC EMPOWERMENT THROUGH ENTREPRENEURSHIP AND BUSINESS LEADERSHIP DEVELOPMENT

Abstract

This study aims to identify the cognitive, social, economic, political, and cultural factors that create barriers to entrepreneurial activity among Saudi women. This pilot phase aims to identify and diagnose the factors that prevent young Saudi women from choosing entrepreneurship as a career. In the second phase, the research team will propose and test a comprehensive framework for developing entrepreneurial capabilities.

Expected Impact

Motivate Saudi women to engage in entrepreneurial activities, which may bolster Saudi female employment and help generate new opportunities for innovation.

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