

ventures. Their findings suggested that women were ~~less~~ presumably ~~less~~ to have education in engineering ~~&and-and~~ computing, and ~~tended not to did not~~ take classes on "how to start or expand a business". In contrast, men tended to take on partners who were not family members, ~~and~~ were more ~~persuaded-eager~~ to start high-tech businesses. ~~Thisee~~ willingness may result in ventures of greater scale and higher risk at the time of start-up, improving their growth visions. ~~But~~ Nevertheless, among all reasons, growth orientation, ~~as an important factor, must-should~~ not be ignored ~~as an important factor~~. Researchers ~~mention-denote~~ growth orientation as an ~~important factor~~. Researchers ~~have-suggested~~ a lower willingness to ~~ward~~ growth between female ~~than-compared to~~ male entrepreneurs; "in other words, "female entrepreneurs voluntarily decide not to have a high rate of growth in their businesses" (Morris et al, 2006).

Comment [SMM5]: In what?

Therefore, surveying the factors ~~which are~~ influencing growth orientation in women's' businesses in personal aspects ~~results a deep attitude towards~~ growth in women-owned businesses and may increase the development process in ~~developing~~ countries.

Comment [SMM6]: Meaningless. What do you mean?

In the ~~present~~ research ~~ahead~~, first we focus on ~~the~~ literature review and ~~the~~ theoretical base of research. Then, the methodology and the concluded model ~~will-bear brought-discussed~~. ~~At-end~~ Finally, the effective factors on growth orientation of women ~~entrepreneurs-which~~ entrepreneurs, ~~which have been-were~~ extracted ~~by-through~~ content ~~analyze-analysis~~ from interviews, will be presented.

## 2. Theoretical Base of Research

In this section, we refer to two related concepts ~~including-including~~ women-owned businesses and their growth, ~~and~~ growth orientation in women-owned businesses ~~respectively~~.

### 2.1. Women-owned businesses and their growth

~~Growth is identified differently by entrepreneurs~~ Entrepreneurs identify growth differently, and their attitudes influence the goals and ambitions concerning growth. Employment, profit, ~~value-addition~~ added value, turnover, total assets and market share are the major parameters of growth noted by researchers (Majumdar, 2008). Growth ~~has-been is~~ declared ~~defined~~ by increase in employment numbers and ~~in~~ sales turnover rates ~~by-Morrison~~ (Morrison et al, 2003). Business performance parameters are somehow ~~as~~ the same as growth parameters like growth in revenues/sales, income, profitability and ~~the~~ number of employees (Lerner et al, 1997).

~~As it-mentioned above,~~ different experts categorized the establishment and development process of SME's in ~~5-five~~ steps; ~~one of these steps is~~ growth, which women-owned businesses ~~won't-will not~~ experience ~~it~~ a lot. Researchers point ~~to-someout~~ underlying patterns that may help explain growth limitations in women-owned ventures.

Comment [SMM7]: You have not mentioned these five factors before this sentence.

One of the causes of this underrepresentation is the difference between ~~the nature of~~ men and women's' ~~nature~~ and ~~also~~ their difference in businesses management. ~~As-Valencia and Lamolla's research (2005)-in~~ 2005-researched, ~~the findings show that-~~ shows that:

- Women are ~~better-for-empathy-than-men~~ more empathetic than men are; ~~therefore-therefore~~, they are much stronger in social skills. Women are socialized to be nurturing and relational.
- Women have a better relationship with their employees, clients and ~~others-which~~ others, which are vital for business success and growth.
- Men frequently form associations with four or more other owners, while women form associations with just one other owner (most likely a domestic partner).
- The growth of women-owned businesses is slower than men-owned ~~businesses~~, because ~~of-not~~ encountering ~~with-they do not engage in~~ risks associated with fast-paced growth strategies.
- Business plans of women entrepreneurs ~~have lesser extent,~~ a larger need for external capital, hire ~~less~~ employees ~~to-a lesser extent~~ and on the average, ~~and take more time between~~ initiation ~~initiations~~ of activities.

Comment [SMM8]: What do you mean?

Comment [SMM9]: What do you mean?

~~Also~~ In addition, ~~they-they~~ found two background variables in business's' growth: education, and professional experience. Educational background has been identified ~~with-a-as~~ a positive impact ~~factor~~ on initial entry and future business performance, ~~-;~~ and there is a strong causal link between experiences (Valencia ~~&and~~ Lamolla, 2005).