

Nworgu, Q, C. (2019)

A critical examination of the impact of Social Media on online small businesses owned and run by women entrepreneurs:

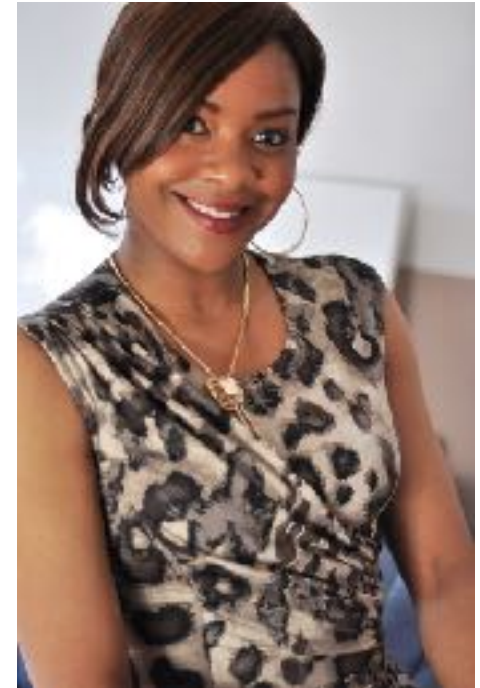
A case study of London-based female E-entrepreneurs



A Presentation for the KIE-WEF Collaborative International Conference, 2-4 September, Dubai, UAE.

A brief overview of my profile

- International Motivational Speaker
- MA degree in Education
- BA (hons) Mass Communications and Sociology
- TV Presenter with over 10 years of experience
- PR and Media Coach/Publicist for women entrepreneurs
- Author of the Book 'Festive Success, Nine Golden Rules for Achieving your Dreams, Goals and Aspirations'.
- Guest Speaker at Northumbria University Newcastle London campus



Former multiple award winning Beauty Queen

- Crowns, titles and awards include Face of Islington 2012 and Miss Charity UK 2011.
- I've raised thousands of pounds for Charity by organising several beauty pageant events.



What triggered my investigation/ study:

- The positive and negative issues that arise with Social Media and the influence that it has on women entrepreneurs triggered this investigation
- Highly passionate about women and entrepreneurs as I work as a female entrepreneur
- The Passion for Social Media and how it has highly impacted businesses over the years is a key interest
- Many reputable stores have closed down over the years such as Jane Norman, Dixons, Principles, Woolworths in the UK and I want to find out if this is somehow due to the rise of social media and online businesses.
- Gap in the research.
- Access to thousands of female entrepreneurs in Facebook groups.



Introduction: Defining Entrepreneurialship

- Cooper and Dundleberg (1987) defined entrepreneur as a person who either own or manage a business.
- An entrepreneur is considered a risk bearer and uncertainties in making business choices, make innovations for new goods, new methods of production, new markets, and new types of industrial organization Knight (1921).
- McClelland (1961) is of the definition that an entrepreneur is a business manager who has the responsibility as a decision maker and takes responsibility for the decision made in the business.
- According to (Ogunleye, 2018, p.5), “in its simplest concept, entrepreneurship is the creation of business that aims to generate profit”.

Context: The growth of Social Media

- The growth of Social Media as part of innovative technological development has enabled entrepreneurs to effectively carry out their business activities online, more and more business owners are taking their businesses online and leaving the traditional shops behind.
- According to Jonsson (2015), social media helps business entrepreneurs to perform better through their network support especially in online financial support.
- There are several research studies around the influence of social media network in supporting the business activities of entrepreneurs (see, for example, Stenholm et al., 2019).

How Social Media supports women in business:

- Social Media platforms such as Facebook, Twitter, Instagram, Snap chat, YouTube and LinkedIn along with other social media platforms are incorporated into the businesses of modern-day women entrepreneurs.
- Social media can support women in business to express their capabilities in networking by building virtual communities. It can also be a means to take care of personal relationships which can be relevant for women in business who, in most cases, have to balance private life responsibilities with work commitments (see Perrons, 2003; Drew & Murtagh 2005; Emsile & Hunt 2009).



The negative side of Social Media and how it could affect women

Some of the women that I worked with or that I have noticed arise as the negative sides of social media includes the following:

- *Women comparing one's self with other women in business*
- *Insecurity and low self-esteem*
- *Spending too much time on Social Media and not enough time with family and friends*
- *Fear of visibility*
- *Lack of engagement: feeling as if their ideal clients aren't finding their content to be appealing enough to inspire them to buy their products and services.*
- *Dealing with trolls and criticism.*

'Women form deeper attachments to their devices than men. They score high in the behavioural addiction scale...while privately amongst our friends, we women may discuss how social media makes us feel...we are coping alone, consuming social media content from the moment we wake to the instant that we sleep and allowing the worst sides of it to slowly eat away at our self-esteem, sense of identity and happiness'.

- Ormerod (2018).

Research Methods:

- This research will examine, analyse and evaluate relevant literature and relevant theoretical framework on female entrepreneurship and social media engagement activities to support their business ventures and comparing the negative and positive impact on business performance.
- It will use qualitative and quantitative methods, which includes interviews, focus groups and surveys.
- To study social media online small businesses owned and run by women entrepreneurs in the Greater London region of the United Kingdom.

Summary



- This presentation is an overview of my PhD proposal (abstract).
- That aims to fill the gap in research by examining the impact of Social Media on online small businesses owned and run by women entrepreneurs.
- Methods that I will use to carry out this research will be a combination of qualitative and quantitative methods.
- This study will happen over a period of 3 years and will involve extensive research.

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Thank you



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