



PULL FACTORS THAT MOTIVATE CHINESE-INDONESIAN WOMAN TO BECOME A SUCCESSFUL ENTREPRENEUR

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Pull Factors That Motivate Chinese-Indonesian Woman to Become a
Successful Entrepreneur



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**VALENCIA
SURESH KUMAR**

**PULL FACTORS THAT
MOTIVATE
CHINESE-INDONESIAN WOMEN
TO BECOME A SUCCESSFUL
ENTREPRENEUR**

VALENCIA

SURESH KUMAR

President University



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CHINESE-INDONESIAN WOMEN
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ENTREPRENEUR**

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This monograph is written to promote entrepreneurship among women based on pull motivation factors and barriers. The pull motivation factors consist of independency, self-fulfillment, attributes of an entrepreneur, income, family support, and education. Barriers consist of lack of knowledge and limitation in culture and fund resources. An entrepreneur who has high independence talent is considering as a jack-of-all-trades who can single-handedly start and operate business. entrepreneurs are driven by the need to self-fulfill which came after completed all other needs, these entrepreneurs like any individual who reached the need for self-actualization which is seek to contribution to the world with their potential. Leadership is the main attribute for entrepreneurs to have. Other than that, a steady income, support from family, and proper education help build a better entrepreneur. With factors from barriers and pull motivation factors that being studied in this monograph is expected to give a better understanding of how to increase women entrepreneurs in Indonesia. It is also hoped that recommendation given can provide benefits from several parties.

Suresh Kumar is a senior lecturer at President University, Indonesia with 11 years of experience in teaching and research. His research interests are in entrepreneurship, retail business, hospitality and tourism, and wealth management and financial planning. Currently, he serves as Head of Business Administration at President University.

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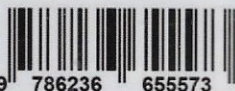


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