

ABSTRACT

This study is designed to assess the determinants for sector preferences for women entrepreneurial ventures in small and medium enterprises in Bandung city in Indonesia and Harare city in Zimbabwe. In particular the study explored how human capital, work-life balance, risk aversion, funding, market, government policies, role of NGOs, culture, religion and family affect women entrepreneurs choice of business to venture into, at the total early stage entrepreneurial activity. The objectives of the study are to determine issues that motivate sector preferences in women entrepreneurship, to identify factors that hinder women to enter the highly male dominated sectors like construction, transportation, mining while crowding in retail and services sectors etc. and to compare similarities and differences on the impacting factors to sector choices in women entrepreneurship in Bandung city in Indonesia and Harare city in Zimbabwe. The researcher relied on direct observations, interviews and questionnaires to collect data. A sample of seven (7) women entrepreneurs of Harare and Bandung will be chosen for the study by means of purposeful sampling. The research method to be applied is qualitative methods with a comparative approach using the constant comparative data analytic technique. The study is deemed beneficial to different stakeholders since it provides pertinent information useful in policy formulation that create conducive environment for women entrepreneurs. The study also provides relevant literature for future researchers on other related topics; it would also be of help to scholars who undertake research on the same topic as well as imparting useful vital knowledge to aspiring entrepreneurs.