



## CHALLENGING BARRIERS: EMPOWERMENT AND TRANSFORMATION THROUGH WOMEN'S ENTREPRENEURSHIP IN SUCRE, COLOMBIA

<sup>1</sup>MARIEL CASTELLANOS ADARMES, <sup>2</sup> EDUARD JOSE RAMIREZ FREYLE, <sup>3</sup>BRAYAN ANDRES TAFUR PABON,

<sup>1</sup>PHD in Educational Innovations. [mariel.castellanosa@cecar.edu.co](mailto:mariel.castellanosa@cecar.edu.co). Corporación Universitaria del Caribe, Sincelejo, Colombia.  
<https://orcid.org/0000-0001-8662-6415>

<sup>2</sup>Universidad de la Guajira  
[ejramirez@uniguajira.edu.co](mailto:ejramirez@uniguajira.edu.co)  
ORCID:0000-0003-1866-4211

<sup>3</sup>[brtafur@hotmail.com](mailto:brtafur@hotmail.com)  
Independent Researcher  
Orcid: 0009-0003-0205-503X

Date of acceptance : 15 November 2022; Publication date: December 20, 2022

### Summary

*This study examines female entrepreneurship in Sucre, analyzing the challenges and opportunities faced by women entrepreneurs in this region. Using a mixed approach, quantitative analysis of surveys was combined with qualitative analysis of interviews and focus groups. The results reveal that women entrepreneurs in Sucre face significant challenges related to sociocultural factors, limited access to financing, and digital divides. Despite these challenges, they show remarkable resilience and adaptability, highlighting the importance of training, support and skills development, especially in digital areas. The study suggests the need for more inclusive and effective policies and programs to support female entrepreneurship, emphasizing ongoing education and training as key elements for entrepreneurial success. These findings have significant implications for policymakers, educators, and community leaders, underscoring the need for a collaborative effort to foster an equitable and empowering entrepreneurial environment.*

*Keywords: Female Entrepreneurship, Sociocultural Challenges, Access to Finance, Entrepreneurial Training, Women Empowerment.*

### Abstract

*This study delves into female entrepreneurship in Sucre, exploring the unique challenges and opportunities faced by women entrepreneurs in the region. Employing a mixed-methods approach, the research integrates quantitative analysis from surveys with qualitative insights from interviews and focus groups. Findings indicate that female entrepreneurs in Sucre contend with substantial obstacles, including sociocultural factors, limited access to funding, and digital gaps. Despite these challenges, they exhibit considerable resilience and adaptability, underscoring the critical role of education, support, and skill development, particularly in digital areas. The study advocates for more inclusive and effective policies and programs to support female entrepreneurship, highlighting continuous education and training as vital components for business success. These insights hold significant implications for policymakers, educators, and community leaders, emphasizing the need for a collaborative effort to create an equitable and empowering entrepreneurial ecosystem.*

### INTRODUCTION

This paper addresses female entrepreneurship in Sucre, Colombia, a topic that has gained importance in the region's economic and social scene. It focuses on women entrepreneurs, whose role is vital for economic growth, although they face specific challenges that are often overlooked or misunderstood. Through qualitative and quantitative methods, such as surveys and interviews, this study delves into the experiences and obstacles of these entrepreneurs, seeking to understand the barriers and needs



they encounter in their entrepreneurial journey.

In Sucre, Colombia, women entrepreneurs face multiple challenges in their business careers. A primary obstacle is the scarcity of research and resources aimed at understanding the unique situations of women entrepreneurs in Colombia, which makes it difficult to identify and solve specific problems. Cultural and family factors, such as gender discrimination and lack of family support, are additional barriers that limit their opportunities and success in entrepreneurship. Limited access to resources and business support represents another significant challenge for these women, impeding the development and growth of their businesses. In addition, women entrepreneurs in Latin America and the Caribbean face particular challenges, such as lack of autonomy and limitations in the exercise of their full rights, which restricts their participation in creative and innovative labor sectors. Despite some progress, equality of working conditions has not yet been achieved, which limits the active participation of women in productive and entrepreneurial activities (Berdugo & Gutiérrez, 2015).

To overcome these challenges, it is essential to implement policies and programs that promote gender equality and offer specific business support for women. Raising awareness about the importance of female inclusion in the labor and business world is also crucial. These strategies could facilitate a fairer and more enabling environment for the success of women entrepreneurs in Sucre, Colombia, and throughout Latin America and the Caribbean (Heller, 2010). The objectives of this study are varied: to identify and understand the obstacles and challenges faced by women entrepreneurs in Sucre, from gender barriers to technical and financial challenges; to determine what types of resources, training and mentoring are most effective and necessary to overcome these obstacles; to gather personal experiences to gain a deeper understanding of the female entrepreneurial experience; and to provide valuable information to the community, decision-makers and organizations on how to effectively support these women.

Following the approach, this study draws on the theoretical framework established in previous research, highlighting the complexity of the factors affecting female entrepreneurship. Among them, the work of Pérez Prieto et al. (2023) in "Female entrepreneurship in the Department of Sucre-Colombia" stands out, highlighting the influence of both external and internal elements, from governmental support to family and educational backing. Despite recognizing significant support in several areas, the lack of entrepreneurial support specifically aimed at women is noted. Also drawing on projects such as "Mujeres TECH", Fernandez (2023), this study illuminates the challenge of the digital gender gap, crucial for women entrepreneurs to maintain the competitiveness of their businesses in the digital sphere.

Hernández, Leal & García (2019) argue the relevance of government support in this context, by providing resources and specialized programs for women entrepreneurs. However, according to studies in Mexico, the impact of government institutions on female entrepreneurship is limited, although there are programs such as Crece Mujer Emprendedora of the Instituto Hidalguense de las Mujeres that offer credit and financial support. In contrast, a study in Costa Rica, cited by Alvarez (2023), highlights the importance of human and social capital, which can be strengthened by government support, in the growth and consolidation of businesses led by women.

Additionally, this study engages in dialogue with international research such as the work of Brush et al. (2019) in "The Gender Gap in Entrepreneurship: An International Perspective." This study provides a global perspective on the challenges faced by women entrepreneurs and suggests solutions at the local and international level. Also considered relevant is Achtenhagen and Welter's (2011) research in "Surfing on the Ironing Board - The Representation of Women's Entrepreneurship in German Newspapers," which addresses how media representation of female entrepreneurship affects public and political perception. These works contribute to a broader understanding of the challenges and opportunities in the field of women's entrepreneurship, both in Sucre, Colombia, and in a global context.

This research aims not only to contribute to the academic understanding of female entrepreneurship in Sucre, Colombia, but also to provide practical recommendations that empower these women. The aim is for female entrepreneurship not only to flourish, but also to become an engine for sustainable and equitable development in the region and the country. This objective is based on studies such as



Hermoso (2016), which highlights the need to distinguish between the motivations for entrepreneurship, whether by opportunity or necessity, and how gender inequality in access to the labor market and higher education can impact a country's economy. Aucapiña (2022) investigates the sustainability of rural entrepreneurship, noting that most are led by women with basic education and operate from their homes. Calderón (2019) focuses on Mexico, noting that many women undertake as a response to poverty and marginalization rather than to take advantage of productive resources. For his part, Quevedo (2017) compares the laws supporting entrepreneurship in Argentina and Colombia, although he does not provide direct conclusions on the impact of female entrepreneurship on sustainable development. Thus, the relevance of female entrepreneurship for economic and social development is highlighted, highlighting the influence of gender inequality and lack of access to resources on the sustainability and success of these ventures.

This study takes a holistic approach to explore female entrepreneurship in Sucre, Colombia, and other regions, focusing on both its academic and practical relevance for female entrepreneurs. Factors such as personal factors, which include knowledge, skills and internal qualities essential to the entrepreneurial environment, are analyzed. Socioeconomic factors are also examined, such as family income, the need for personal and professional fulfillment, improved living standards, economic needs, work-family balance, and the search for economic independence.

In addition, external and institutional factors are considered, such as government support and the presence of pro-entrepreneurial institutions, as well as the lack of specific business support for women. Intangible factors, such as human and social capital, are identified as fundamental for the growth and consolidation of enterprises. Finally, family and educational factors are addressed, highlighting the role of family support and education in women's ability to start and develop their ventures. This comprehensive approach facilitates the understanding of the complexity of the elements that influence female entrepreneurship and serves as a basis for the development of policies and programs that promote the success of women-led enterprises in Sucre, Colombia, and other regions, as pointed out by Navarro (2021).

## MATERIALS AND METHODS

In order to conduct this study on female entrepreneurship in the Department of Sucre, Colombia, a comprehensive literature review was carried out, drawing on reliable and relevant sources. This review covered a range of materials, including scientific articles, specialized websites and previous studies dealing with female entrepreneurship and its associated challenges. The research relied on primary sources such as academic studies and reports focused on female entrepreneurship in the region, especially highlighting the work of Pérez Prieto et al. (2023), which provides a detailed perspective on the factors affecting female entrepreneurship in Sucre. Data from specific initiatives, such as the Mujeres TECH project, were also considered to better understand the gender digital divide and its influence on female entrepreneurship.

The methodology of this research combined quantitative and qualitative approaches to obtain a comprehensive understanding of female entrepreneurship in Sucre. Primary data were collected through structured surveys and semi-structured interviews with women entrepreneurs in the region. The purpose of these tools was to capture the perceptions and experiences of women entrepreneurs. In addition, a content analysis of relevant documents and policies was conducted to provide a more complete perspective on the operating context of these women and the challenges they face.

In the quantitative analysis, the data obtained from the surveys were examined using advanced statistical techniques, which made it possible to identify patterns, trends and correlations, Hidalgo (2019). On the other hand, qualitative data, including interview responses and document analysis, were analyzed using thematic analysis methods. This approach helped to identify recurring themes and significant narratives, providing a deeper insight into the experiences of women entrepreneurs.

This study is characterized by its descriptive and qualitative nature, aiming to articulate both academic and practical perspectives on female entrepreneurship in Sucre. A historical-logical approach was adopted to trace the evolution and trends of female entrepreneurship over time. This



approach made it possible to establish connections between the history of female entrepreneurship in the region and the different stages of its development, providing a richer understanding of its trajectory and projection, Paz & Espinosa Espindola (2019).

In the research on female entrepreneurship in Sucre, Colombia, an inductive-deductive methodological approach was adopted to explore and verify the hypotheses raised about the reality of female entrepreneurship in the region. This method was fundamental to evaluate the existence and nature of the problems and challenges identified. Complementarily, the observation technique was used, which facilitated a detailed interaction between the researchers and the women entrepreneurs, and contributed significantly to the collection of relevant data for the study. Delgado, Carrasco, Chabusa & Mackay (2020).

In this sense, the combination of the inductive-deductive methodology and the observational technique resulted in a comprehensive and detailed data collection on female entrepreneurship in Sucre, Colombia. The quantitative and qualitative analysis of these data provided an in-depth understanding of existing patterns, trends and correlations. The findings of this study provide a solid foundation for the development of policies and programs aimed at promoting the growth and success of women-led enterprises in Sucre and other regions.

## RESULTS

The results of this study begin with a detailed exploration of identifying and understanding the challenges and barriers faced by women entrepreneurs in Sucre. This analysis is crucial as it addresses the factors that directly affect the development and success of female entrepreneurship in the region. By breaking down and examining these challenges, the research reveals not only the tangible barriers, such as access to financing and the digital divide, but also the socio-cultural obstacles that these women must overcome. These findings are critical to understanding the current landscape of female entrepreneurship in Sucre and lay the groundwork for discussing possible solutions and strategies to support the study.

This paper details the quantitative analysis of data collected through surveys of women entrepreneurs in Sucre. Using advanced statistical techniques, we were able to disaggregate and examine this data to identify significant patterns, trends and correlations that shed light on the dynamics of female entrepreneurship in the region. This quantitative analysis not only provides a solid basis for interpreting the data objectively, but also reveals crucial insights into the factors that influence the success and challenges of women entrepreneurs.

Common patterns in women entrepreneurs' responses were explored, such as motivations for entrepreneurship, challenges faced, and coping strategies. These patterns provide a general understanding of the shared experiences among women entrepreneurs as well as key trends in the data, such as growth in certain sectors of women-led businesses or changes in access to resources and support over time. This analysis helps to understand how female entrepreneurship has evolved in Sucre and what factors contribute to its development.

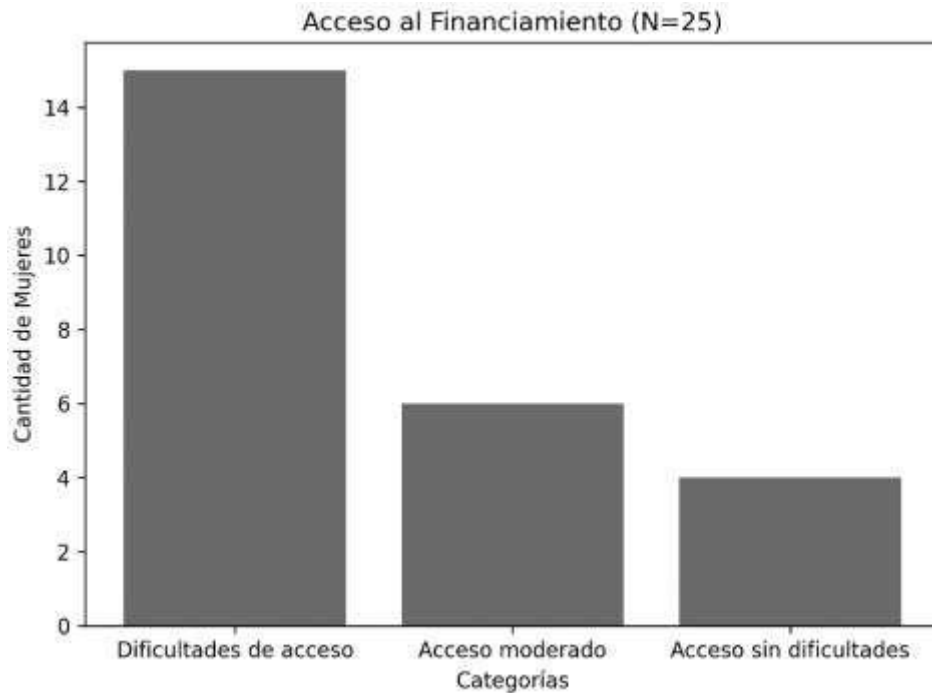
Correlations between different variables, such as level of education or access to technology and entrepreneurial success were investigated. These correlations may reveal important relationships that influence female entrepreneurship, providing a basis for specific recommendations.

The business landscape in Sucre presents a challenging competitive and sociocultural environment for women entrepreneurs. The research revealed that many of these women face individuals and attitudes in the workplace that can be classified as narcissistic, envious, sabotaging and manipulative. This scenario not only creates tangible barriers on the path to business success, but also imposes psychological and emotional challenges. The presence of these hostile and competitive behaviors in the work environment not only diminishes the confidence and morale of women entrepreneurs, but can also limit their access to essential business networks and opportunities. This finding underscores the need to create a more inclusive and supportive environment that specifically recognizes and addresses the unique challenges women face in entrepreneurship.

The study identified access to financing as a critical obstacle for women entrepreneurs in Sucre. Despite being an essential component for the growth and development of any business, women in this



region face additional difficulties in accessing loans and other forms of business financing. This gap is due in part to gender stereotypes and lack of collateral, which places them at a significant disadvantage compared to their male counterparts. Difficulty in accessing financial resources not only restricts women's ability to start or expand their businesses, but also limits their potential to innovate and compete in the marketplace. This finding highlights the importance of developing more accessible and equitable financing mechanisms that take into account the unique needs and circumstances of women entrepreneurs.



Access to Financing for Women Entrepreneurs in Sucre.

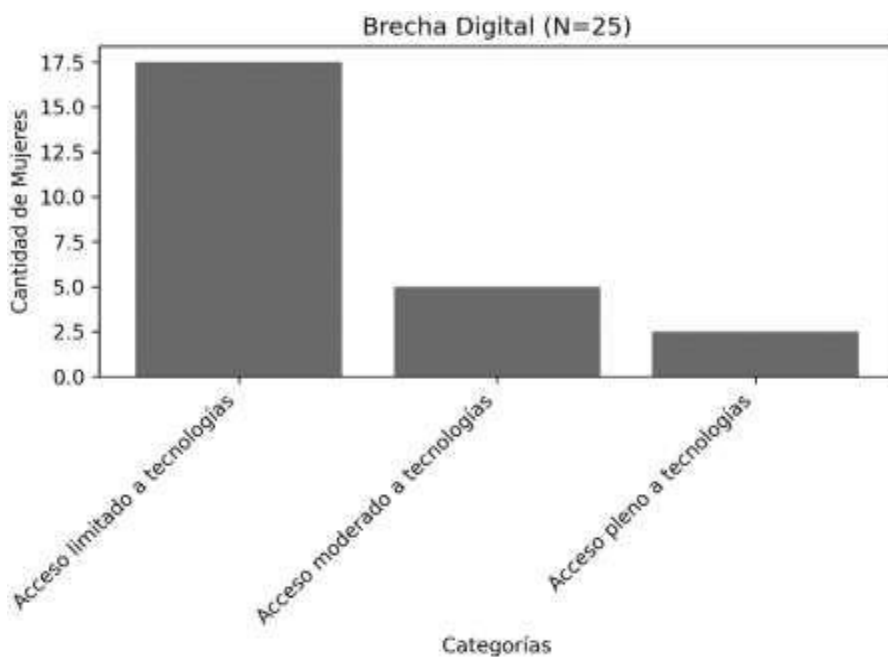
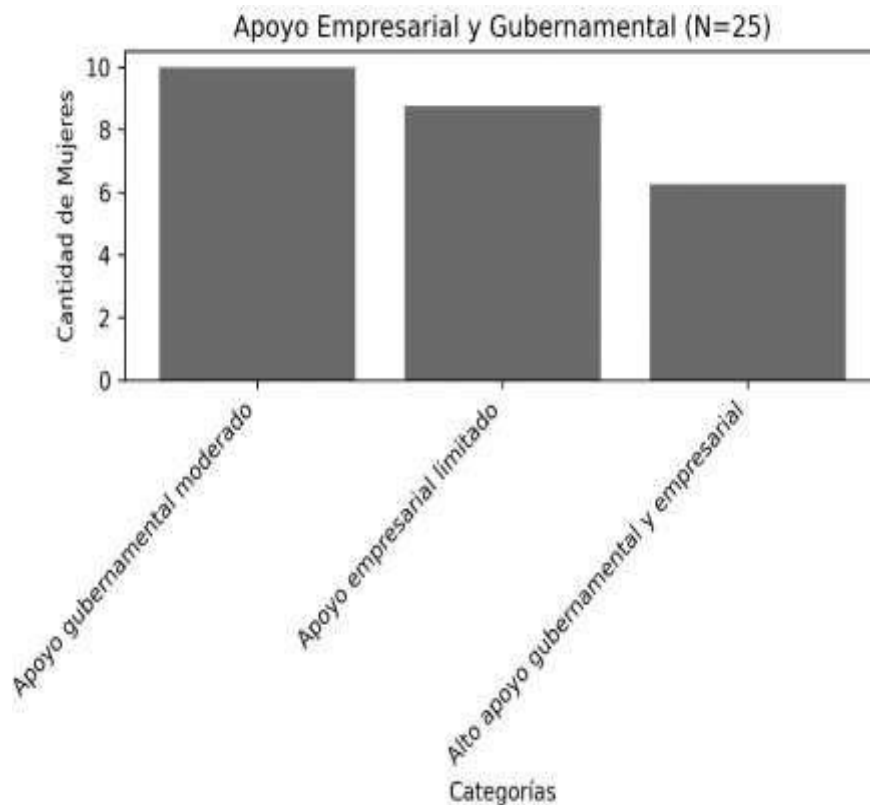


Figure 2. Digital Divide among Women Entrepreneurs in Sucre.

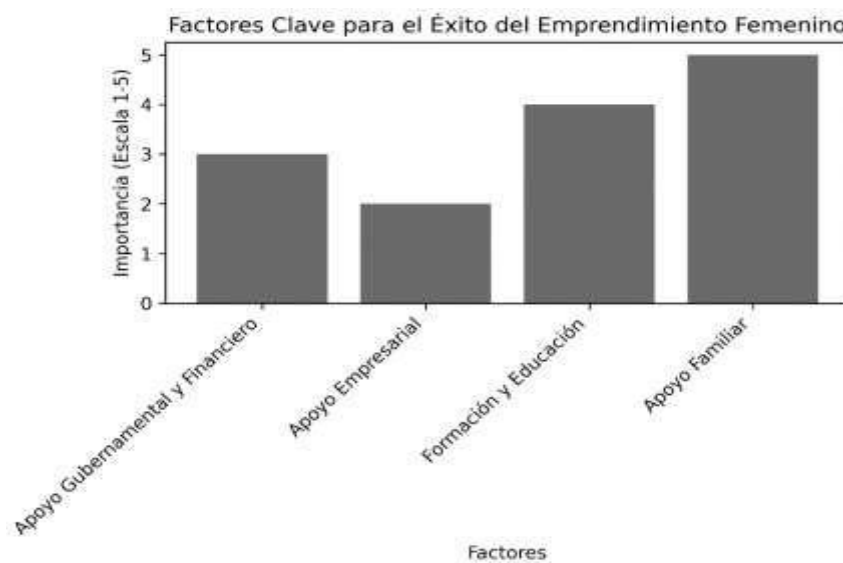


**Business and Government Support to Women Entrepreneurs in Sucre.**

The digital divide emerged as a significant challenge for Sucre's women entrepreneurs. Limited access to digital technologies and lack of relevant technical skills are considerable barriers that inhibit women's ability to compete in an increasingly digitized marketplace. This gap not only translates into disadvantages in terms of access to and use of digital tools, but also limits opportunities for women entrepreneurs to adopt technological innovations in their businesses. In a world where digital presence and technological competence are crucial for business success, this digital divide puts women entrepreneurs at a significant disadvantage. It is therefore essential to address this gap by providing access to relevant technology and digital skills training, which will enable these women to maximize their entrepreneurial potential and expand their market reach.

The success of female entrepreneurship depends not only on the resilience and determination of women entrepreneurs, but also on the support and resources they receive. The study indicates that while government and financial support has a moderate impact, business support shows limited influence. This disparity points to the need for greater collaboration and involvement on the part of local business institutions. It is vital that these entities offer more than financing, extending their support through mentoring, networking opportunities and facilitating access to markets. These elements are essential to create a more robust and welcoming business ecosystem for women entrepreneurs.

Responses from women entrepreneurs in Sucre reflect a positive assessment of training and education, highlighting their contribution to personal and professional development. Training in specific areas, such as digital skills, business management and market strategies, is crucial. This finding highlights the importance of training and education programs aimed at empowering women entrepreneurs with the tools and knowledge necessary to navigate and succeed in the competitive business world. Continuing and specialized education emerges as a key factor for sustained growth and innovation in their businesses.



**Figure 4. Key Factors for the Success of Women's Entrepreneurship in Sucre**

The study also recognizes family support as a significant internal factor in the success of women entrepreneurs. Emotional and logistical support from family not only provides a safety net in difficult times, but also bolsters women's confidence and ability to take risks and pursue their entrepreneurial goals. This support can range from moral encouragement to practical help with aspects of daily life, allowing women entrepreneurs to focus more efficiently on their businesses. This finding underscores the importance of considering family and social factors when designing policies and programs to support female entrepreneurship.

The personal stories of women entrepreneurs in Sucre reveal an inspiring side of female entrepreneurship. Despite facing multiple challenges, many of these women share enriching experiences that highlight personal growth, the acquisition of new skills, and the satisfaction of sustaining their daily needs through their businesses. These positive experiences reflect not only commercial success, but also personal and professional development. For many, entrepreneurship goes beyond a mere source of income; it represents a daily motivation and a constant challenge towards personal and professional growth. These narratives highlight how, through their businesses, women entrepreneurs have found a path to personal and professional fulfillment, reinforcing their self-esteem and their active role in society.

A recurring theme in the stories of these women is resilience. Many women entrepreneurs have emphasized that, although achieving their dreams is not an easy path, with dedication, effort and a clear focus, they have achieved satisfactory results. Artorga(2019), this resilience manifests itself not only in overcoming economic and social barriers, but also in the ability to adapt to changes and overcome personal and professional adversities. Resilience emerges, therefore, as a distinctive and vital characteristic of Sucre's women entrepreneurs, demonstrating that, beyond business skills, psychological and emotional factors play a crucial role in entrepreneurial success.

Perseverance is another key aspect highlighted by women entrepreneurs. They emphasize the importance of not giving up in the face of obstacles and challenges. This determination to keep going, regardless of the difficulties, reflects a fundamental aspect of the entrepreneurial mindset. Self-determination and the ability to stay focused on their goals despite setbacks are essential elements that these women identify as crucial in their journey to success. These personal experiences underscore that female entrepreneurship in Sucre is an amalgam of challenges and triumphs, where perseverance and resilience are essential ingredients in forging a successful path.

The detailed analysis of interviews with two anonymous women entrepreneurs in Sucre, whose experiences and perceptions offer an invaluable perspective on the reality of women's



entrepreneurship in the region, provides a window into the motivations, challenges and aspirations of women in entrepreneurship, revealing both the individual differences in their trajectories and the common challenges they face. Through this analysis, we seek to understand more deeply how various factors such as socio-cultural context, access to resources and the ability to adapt to technology impact their entrepreneurial journey. This approach allows us to capture not only general statistics and trends, but also personal stories and individual voices, which are essential for a comprehensive and empathetic understanding of female entrepreneurship in Sucre.

Interviews with two anonymous female entrepreneurs, identified here as Participant A and Participant B, provide insight into the diversity of trajectories and motivations in female entrepreneurship in Sucre. While Participant A began her entrepreneurial journey seeking economic independence in a rural opportunity project, Participant B focused on serving a specific segment of the women's clothing market through a university initiative. These different beginnings underscore how motivations for entrepreneurship can vary widely, reflecting both personal aspirations and responses to market opportunities.

Despite their different starting points, both participants faced common challenges, including the need to adapt to the digital environment and overcome specific obstacles in their respective sectors. Participant A grappled with socio-cultural challenges in her community, highlighting how the local context can significantly influence business development. On the other hand, Participant B experienced aggressive competition and a lack of structured support for entrepreneurs. These stories highlight the complexity of the challenges faced by women entrepreneurs, ranging from socio-cultural factors to more technical and competitive aspects of the business environment.

A recurring theme in both interviews is the critical need for support and resources. While Participant A noted an increase in community and government support over time, Participant B emphasized the lack of specific resources, especially funding and training for women entrepreneurs. This divergence in experiences reflects the variability in access to resources and support, underscoring the importance of policies and programs that recognize and address these differences.

Both participants recognize the importance of digital skills in the modern business world. While Participant A initially faced a lack of access to technological tools, Participant B feels more empowered, although she still perceives a gap in terms of digital empowerment programs. These observations highlight the growing need for digital competencies and access to technology as key elements for business success in the current era.



**Chart 5. Trajectories and Motivations in Female Entrepreneurship: Comparison between Participant A and Participant B**

Looking to the future, both entrepreneurs have clear plans for the growth and evolution of their businesses. However, they also recognize areas for improvement in Sucre's entrepreneurial ecosystem, especially in terms of support for women entrepreneurs. They highlight the need for more inclusive and effective policies and programs that facilitate a more enabling environment for female entrepreneurship ,Guerrero & Cruz (2023), which implies Women entrepreneurs face challenges such as access to finance, finding a balance between work and family, inadequate market information, lack of marketing skills, insufficient capital, and unfavorable government policies. However, there are also opportunities for women entrepreneurs in Sucre. Crowdfunding can help women entrepreneurs overcome discrimination in traditional lending markets and provide faster access to financing. The use of natural resources in the territory can increase the attractiveness of a developing industrial network led by women, offering economic and social opportunities. Initiatives such as the Women's Enterprise and Development Fund (WEDF) aim to finance and sustain small and medium-sized women-owned enterprises, empowering women ,Moreno-Gavara, Jimenez-Zarco, & Alabi (2019). The support





of governments, institutions, and local and international companies is vital for the development of entrepreneurial initiatives among women, providing equality and empowerment.

At the conclusion of this exhaustive exploration of the results, we are faced with a revealing and multifaceted panorama of female entrepreneurship in Sucre, a reality woven by challenges and triumphs, aspirations and concrete realities. The findings obtained, both from a quantitative and qualitative perspective, not only achieve the proposed objectives, but also transcend by offering a deeper and more empathetic understanding of the experiences lived by women entrepreneurs.

From patterns of resilience and perseverance to gaps in access to resources and digital skills, each element uncovered in this study reflects the complexity and diversity of the challenges these women face. However, beyond the obstacles, stories of transformation and empowerment emerge that resonate with a clear message: women entrepreneurs in Sucre are agents of change and pillars of innovation in their communities.

This study has not only illuminated critical aspects of women's entrepreneurship in Sucre, but has also highlighted the pressing need for more inclusive policies and effective programs that not only recognize, but celebrate and support the uniqueness and potential of women entrepreneurs. The need for a holistic and gender-sensitive approach to enterprise development is evident, one that addresses not only economic and market challenges, but also those rooted in socio-cultural norms and family dynamics, FAO( 2020).



**Figure 6. Summary Of The Study On Female Entrepreneurship In Sucre: Challenges, Aspirations, Transformation, Inclusive Policies, Holistic Approach And The Future Of Entrepreneurship**

Ultimately, the results of this study open a path towards a future where female entrepreneurship in Sucre is not an exception, but a vibrant and vital norm. A future where the aspirations of female entrepreneurs are met with an ecosystem that not only welcomes them, but propels them towards sustainable and meaningful success. This research, therefore, not only contributes to the academic body of knowledge on women's entrepreneurship, but also acts as a catalyst for change, urging all stakeholders - from policymakers to community leaders - to actively engage in creating a more equitable and prosperous environment for women entrepreneurs.



## DISCUSSION

The results obtained in this study on female entrepreneurship in Sucre reveal a number of key principles and generalizations. First, the complex interaction between personal, socio-cultural and structural factors in women's entrepreneurial success is confirmed. Second, the critical importance of education, training and business support is highlighted as a fundamental pillar for the empowerment of women entrepreneurs. These findings suggest that a holistic and gender-sensitive approach is essential to foster an enabling environment for female entrepreneurship.

Although the results reveal general patterns, there are also exceptions and unresolved areas. For example, although most women entrepreneurs emphasize the lack of structured support, some have managed to overcome these obstacles through personal and community networks. In addition, the relationship between access to financial resources and entrepreneurial success is not always direct or clear, indicating that other factors, such as innovation and adaptability, also play a crucial role.

The findings of this study are largely consistent with previous research highlighting the specific challenges faced by women in entrepreneurship. However, this study brings a unique perspective by focusing specifically on the Sucre region, highlighting the influence of local sociocultural and market factors on female entrepreneurship.

Theoretically, this study contributes to the understanding of how contextual and personal factors interact to influence female entrepreneurship Martín ,Fernandez, M. C., & De la Riva, (2021). Practically, it suggests the need for specific policies and programs that address the identified challenges, such as the creation of stronger support networks, specific mentoring programs for women, and improved access to training and financial resources.

The conclusions of this study are clear: female entrepreneurship in Sucre is a dynamic and complex field, influenced by a variety of factors. To effectively support women entrepreneurs, it is essential to recognize and address structural as well as personal and socio-cultural challenges.

The evidence presented in this study, which includes quantitative and qualitative analyses, testimonials from women entrepreneurs, and comparisons with existing literature, strongly supports each conclusion. These data underscore the need for an integrated, multifaceted approach to supporting women's entrepreneurship in Sucre, one that not only recognizes the challenges, but also leverages the strengths and capabilities of women entrepreneurs.

## CONCLUSIONS:

This study has comprehensively explored female entrepreneurship in Sucre, analyzing the challenges, opportunities and dynamics faced by women entrepreneurs in this region. Through a methodological approach that combined quantitative analysis of survey data and qualitative analysis of interviews and focus groups, we have gained a deep and nuanced understanding of the experiences of women entrepreneurs.

Key findings reveal that, despite significant challenges related to sociocultural factors, access to financing and digital divides, women entrepreneurs in Sucre demonstrate remarkable resilience and adaptability. These qualities, along with a desire for personal and professional growth, are fundamental to their entrepreneurial success. However, the need for greater support, both in terms of financial resources and access to training and skills development, especially in the digital realm, has also become evident.

This study highlights the importance of an integrated approach to supporting women's entrepreneurship that recognizes both the unique challenges women face and their strengths and capabilities. It implies the need for more inclusive and effective policies and programs that facilitate a more enabling environment for women's entrepreneurship, promoting equal opportunities and access to key resources.

The implications of this study are significant for policymakers, educators and community leaders. It suggests that fostering female entrepreneurship requires a collaborative, multi-sector effort to create a more equitable and empowering entrepreneurial ecosystem. It also underscores the importance of ongoing education and training as pillars of entrepreneurial development.



Thus, this study contributes to the understanding of women's entrepreneurship in Sucre and provides a basis for future research and policy development. It opens the way for deeper dialogue and concrete actions to support women entrepreneurs, not only in Sucre but in similar contexts, recognizing their crucial role in the economic and social development of their communities and regions.

## REFERENCES

- [1] Achtenhagen, L., & Welter, F. (2011). Surfing on the Ironing Board - The Representation of Women's Entrepreneurship in German Newspapers. *European Journal of Entrepreneurship*, 15(4).
- [2] Alvarez, C. S. (2023). Constraints and success factors of Female entrepreneurship: a Costa Rican perspective. *Yulök Journal of Academic Innovation*, 7(1), 12-30.
- [3] Astorga, P. S. S. S. (2019). Enterprising women: Approach from Performative Identity Theory. *Estudios Feministas Journal*, 27, e54270.
- [4] Aucapiña, N. Y. F., & Jiménez, P. F. C. (2022). Sustainability factors of rural enterprises: Octavio Cordero Palacios parish case. *ConcienciaDigital*, 5(3.2), 137-160.
- [5] Berdugo, E., & Gutiérrez, J. G. (2015). Women entrepreneurs in Bogotá. *Revista CIFE: Lecturas de Economía Social*, 17(26), 149-174.
- [6] Brush, C. G., De Bruin, A., & Welter, F. (2019). The Gender Gap in Entrepreneurship: An International Perspective. *Journal of Business Venturing*, 34(6).
- [7] Delgado Estrada, S. M., Carrasco Reyes, R. I., Chabusa Vargas, J. L., & Mackay Castro, C.
- [8] FAO . 2020. Development of gender-sensitive value chains. Guidelines for practitioners. Rome.
- [9] Fernandez, M. V. B. (2023, May 1). Sincelejo launches initiative that impacts women entrepreneurs. *El Heraldo*. <https://www.elheraldo.co/sucre/en-sincelejo-lanzan-iniciativa-que-impacta-las-mujeres-emprendedoras-997413>
- [10] Guerrero Vásquez, A. E., & Cruz Yovera, D. Y. (2023). Analysis of the business management of female entrepreneurship in time of pandemic COVID-19 in the Piura region.
- [11] Heller, L. (2010). Women entrepreneurs in Latin America and the Caribbean: realities, obstacles and challenges. ECLAC.
- [12] Hermoso, Ú. N. (2016). Analysis of female entrepreneurship attending to the influence of women's role in access to the labor market and higher education. *Opción*, 32(10), 394-411.
- [13] Hernández, S. P. P., Leal, M. C., & García, M. L. S. (2019). Factors influencing female entrepreneurship in Mexico. *Suma de Negocios*, 10(23), 158-167.
- [14] Hidalgo, A. (2019). Statistical techniques in quantitative data analysis. *Revista sigma*, 15(1), 28-44.
- [15] Martín Gutiérrez, Á., Fernandez Salinero, M. C., & De la Riva Picatoste, B. (2021). Determinants of female entrepreneurship in Spain: Identification and analysis of a reality. *Cuestiones Pedagógicas*, 30, 57-76.
- [16] Moreno-Gavara, C., Jiménez-Zarco, A. I., & Alabi, S. A. (2019). Challenges and opportunities for women entrepreneurs. *Sustainable fashion: Empowering African women entrepreneurs in the fashion industry*, 115-145.
- [17] Navarro Obeid, J. E. (2021). Female leadership in victims of the armed conflict residing in the Department of Sucre, Colombia.
- [18] Parra Quevedo, J. T. Comparative analysis between law 27349 of 2017 Support for Entrepreneurial Capital of Argentina vs 1014 of 2006 Promotion of Entrepreneurship Culture of Colombia.
- [19] Paz Calderón, Y., & Espinosa Espíndola, M. T. (2019). Female entrepreneurship in Mexico: relevant factors for its creation and permanence. *Tendencias*, 20(2), 116-137.
- [20] Paz Calderón, Y., & Espinosa Espíndola, M. T. (2019). Female entrepreneurship in Mexico: relevant factors for its creation and permanence. *Tendencias*, 20(2), 116-137.
- [21] Pérez Prieto, M. E., Acurero Luzardo, M. T., & Chavarro, L. (2023). Female entrepreneurship in the Department of Sucre-Colombia. *Journal of Economics and Business*, 26(3).
- [22] R. (2020). Female entrepreneurship by necessity in Ecuador. *Revista Venezolana de Gerencia*, 25(91), 1221-1233.