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In relation to the Cyprus study by Lina Nearchou-Ellinas, Ioannis S. Kountouris (2004), the present finding is different. The conclusion was an attempt towards gaining greater understanding of the women who develop enterprising activity.

The findings of this study showed that although the Jordanian women managers had positive attitudes towards factors influencing management and gender of the owner, the extent of their involvement in handicrafts was higher today than a decade ago.

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One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
h	179	4.6115	.35787	.02675

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
h	60.248	178	.000	1.61152	1.5587	1.6643

H1: There are differences in the main factors influencing management of small businesses according to :activity, age, social status, academic qualifications, and store status.

One-way ANOVA was used to test the above hypothesis and it was found that F calculation is not significant at 0.05 level for variable(activity, social status, academic qualifications and store status) except age which means that there are no differences in the main factors influencing the management of small businesses according to activity, social status, academic qualifications, and store status; meanwhile there are differences in the main factors influencing the management of small businesses according to age and by using the Scheffe test it was found that these differences are increased in the range 20 – Less than 30 years of age.

Results:

1. There are different factors influencing the management of small businesses and their founders associated with handicrafts industry.
2. "Necessity of establishing handicraft enterprises" has the greatest mean which means the greatest positive attitudes.
3. "Necessity of decreasing raw material prices "has the lowest positive attitudes.
4. There are no differences in the main factors influencing management of small businesses according to :activity, social status, academic qualifications, and store status); meanwhile there are differences in the main factors influencing the management of small businesses according to age, and these differences are increased in the range 20 – Less than 30 years of age.
5. It was found that 28.5 percent of the sample sees that the lack of knowledge of tourists' needs is the main difficulty that they face in their jobs.

Conclusion:

The above results show that women managers had a positive attitude towards family workers. These findings were consistent with the results by Bitaqe Ndemo, Fides Wanjiku Main (2007) although the percentages of agreement and disagreement were higher in the development of small family firms in Kenya.

Findings and Discussion:

It was found that there are positive attitudes toward the above questions below because their means are above mean of the scale (3). Also , the table below shows that Q3 " Necessity of establishing handicraft enterprises " has the greatest mean which means the greatest positive attitudes , meanwhile , Q1" Necessity of decreasing raw material prices has the lowest positive attitudes

Standard Deviation	Mean	Item
1. Necessity of decreasing raw material prices.	4.4693	0.81620
2. Necessity for the supply of advertisement and information.	4.5642	0.70317
3. Necessity for establishing handicraft enterprises.	4.7151	0.66396
4. Need for specialized agencies to inform artisans of tourists needs.	4.6480	0.69842
5. There is repetition of products.	4.5587	0.71945
6. There is enough support for artisans.	4.7095	0.69060
7. Necessity for training centers and qualified trainers.	4.5531	0.75790
8. There is an official agency caring for artisans.	4.6369	0.65083
9. Materials and equipment are easily obtained.	4.6257	0.71862
10. The Handicraft industry is restricted to private sector.	4.6145	0.70473
11. The Handicraft industry is shared by private and governmental sectors.	4.6201	0.76499
12. All materials and equipment used in the handicraft industry are locally available in Jordan.	4.5978	0.68302
13. Artisans' monthly income is low and it does not cater to their needs.	4.6369	0.73208

Hypothesis Testing:

1-H0: there are different factors influencing the management of small businesses and their founders associated with handicrafts industry.

One sample t-test was used to test if there is a significant difference between mean of the scale and total mean of the questionnaire and it was found that t- value has significant positive direction in the difference between mean of the scale and total mean of the questionnaire at (0.01) level, which means that there are different factors influencing management of small businesses and their founders associated with handicrafts industry as summarized in the following table:

Collection of Primary Data:

A questionnaire was designed to collect such data. A self-administrated questionnaire was used because the intention was to meet the respondents. The advantages of this method are the flexibility of data collection where the researcher and the respondents meet face to face; the researcher can administer complex questionnaires because he can clarify and explain difficult questions, the ability to reach the sample effectively and efficiently and the ability to control the environment of data collection. A structured questionnaire was developed based on past studies. A total of 13 statements were asked on a five-point interval scale, which ranged from "strongly agree" (5) to "strongly disagree" (1). The questionnaires were randomly distributed by the enumerators in various Jordanian cities. A total of 179 responses were used for analysis in this study. The Cronbach alpha coefficient for the 13 statements was 0.7489. In the sample, 48 percent of the respondents were married, 40.2 percent 30- Less than 40 years old, 36.9 percent were in Metal products manufacturing, and 45.3 percent have Bachelor degree. About 45.8 percent used savings as a source of capital. Nearly 80.4 percent of respondents use welfare organizations, stores and clients, as methods of selling

Also it was found that 28.5 percent of the sample see that lack of knowledge of tourists' needs is the main difficulty that they face in their jobs.

DIFFICULTIES FACED

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cannot sell the products	31	17.3	17.3	17.3
Repetitions of types and forms of products	26	14.5	14.5	31.8
Lack of knowledge of tourists' needs	51	28.5	28.5	60.3
High cost of Production	37	20.7	20.7	81.0
Lack of advertisement	30	16.8	16.8	97.8
Selling on credit	4	2.2	2.2	100.0
Total	179	100.0	100.0	

Population and Sample:

The aim of this research is to investigate the position and experience of Jordanian businesswomen based on data collected from several regions in Jordan. A convenient sample consisting of 200 women was chosen in order to achieve the main goals of the research.

The sample of women surveyed consisted of a variety of women in terms of age, academic achievement, business experience and marital status. A semi-structured interview was also used so as to enable the interviewer to follow up ideas, probe responses and investigate motives and feelings on some of the questions listed on the questionnaire.

The data was analyzed in the SPSS15 program, descriptive statistics One sample t-test and one-way ANOVA were used to analyze the data.

The study was based on Companies House data, where gender is a self-reported variable., Considerable work, therefore, had to be done to identify the gender of directors in order to build the database. This is a limitation for others trying to assess female board membership. The study did not attempt to explain why these levels of female participation are observed – this is a necessary second step following this first analysis of the incidence of women on boards. The data provides the first comprehensive picture of senior positions of women across UK businesses as it relates to their positions on the boards of companies.

Julia B.,Wolfgang M.,Astrid R. (2008),”Equal, but Different? The Impact of Gender Egalitarianism on the Integration of female/male HR”, *Directors Gender in Management An International Journal*,Vol.23:Issue 1, pp.67-80.

The purpose of this paper is to analyze how the status and functional responsibilities of female human resource (HR) directors vary internationally and how gender egalitarian cultural values affect role differences between female and male HR directors.

An international comparison of HR directors involving 22 countries, based on the 2004 Cranet survey, was conducted.

Consistent with the hypotheses, gender egalitarian values reduce sex-role differences for strategic integration and for traditionally female-stereotyped HR functions. However, there is no support for the notion that egalitarian values influence sex differences for male-stereotyped HR functions. Since the data indicate higher levels of involvement of female HR directors in male-stereotyped HR functions in 12 out of 22 countries unequal distribution of functional responsibility is interpreted as an indicator for sex differences in administrative workload.

Macro cultural factors matter for sex-role differences in strategic integration and functional responsibilities of HR directors. The effects of gender egalitarian values have greater impact on reducing vertical differences than horizontal differences.

Limitation of the Study:

The main issue relating to this research is the shortage of the literature reviews related to Jordanian small business handicraft.

Research Methodology:

This section explains the methodology used to investigate factors influencing management and gender of the handicrafts owners.

Data Collection Method:

Two types of data collection were used in this research as follows :

Secondary Data Collection:

Secondary data is one of the cheapest and easiest means of access to information. Secondary data can be used to provide enough information to actually resolve the problem being investigated. In this research books , periodicals and journals were used for secondary data collection.

Modern business management is characterised by a team-based way of working. Building relations with customers, partners and employees takes time and much effort and you have to meet and communicate.

The internal team in a small business, or a network that is team-oriented, is not often the subject of research. The team-oriented working method, supported by a dynamic process, develops the business and helps to renew society.

Bitaque Ndemo, Fides Wanjiku Main (2007), "Women Entrepreneurs & Strategic D.M", Journal of Management Decision, Vol.45, Issue1, PP118-130.

This paper seeks to explore the strategic decision-making process by women owner-managers of Micro and Small Enterprises (MSE's) in developing countries, focusing on environmental dynamics as a strategy for the development of the MSE sector. The paper reviews existing literature and experience on women leadership and decision-making process.

The paper reports on empirical evidence drawn from a pilot investigation in Kenya. A total of nine married women, owner-managers from different backgrounds, were selected and a series of qualitative interviews conducted.

The paper finds that women, whether pushed or pulled into starting an enterprise, desire to make independent decisions. Lack of resources made them dependent on their spouses, thus limiting their capacity to do so. Those pushed into setting up subsistence enterprises had greater discretion in terms of decision-making compared with those who started enterprises to exploit an opportunity and whose basic needs were comfortably met by the spouse's income. Other factors determining levels of decision-making include: culture, level of education and poverty.

In the paper the implications for policy include: promotional activities; creating appropriate legal and regulatory frameworks; capacity building programmes for potential entrepreneurs and their spouses, provision of child care facilities; business support services and other intermediaries that might include dedicated financing programmes.

Lynn M. Martin, Izzy Warren-Smith, Jonathan M. Scott, Stephen Roper (2008), "Boards of Directors & Gender Diversity in UK Companies", Gender in Management An International Journal, Vol.23: Issue 3, PP.194-208.

This paper is an exploratory quantitative study aimed at providing the first overview of the incidence of female directors in UK companies, mapped against types of firms. It provides a unique quantitative perspective on the types of companies with boards on which female directors serve.

A quantitative analysis of a newly-constructed database based on data for all UK companies (using Companies House Financial Analysis Made Easy data) was carried out to explore overall data for board membership related to gender, resulting in a new typology to describe firms with female directors.

The data supports earlier partial studies suggesting male dominance continues at senior levels. Although female directors represented one in four directors in UK firms, most companies remain male dominated. Women directors are generally found in smaller firms and only one in 226 of larger firms have a majority of female directors. The service sector remains the main focus for female firms, both for business services and other services.

The study suggests that at the rate of progress achieved over the 2003-2005 period, it will be the year 2225 before gender balance in company directorships is achieved in the UK.

Until May 2003, there was no coherent national strategic approach to the development of women's enterprise in the UK, although for decades researchers and support groups have been calling for a distinctive approach to supporting women business owners due to their different business ownership profiles, such as different motivations for entering business ownership, reduced access to resources, particularly finance and longer incubation periods. Historically, a piecemeal approach has dominated the policy landscape with regard to small business development as well as female entrepreneurship. As part of the effort to provide a more coherent national strategic approach to women's enterprise policy, the government launched the Strategic Framework for Women's Enterprise (SFWE) in 2003, an umbrella document from which all initiatives to support female entrepreneurship acquire their momentum.

The paper concludes that the SFWE approaches the issue of BME women's entrepreneurship as a sub-set of female entrepreneurship and, therefore, assumes that they will benefit from all gender-based policies. The document treats women as a homogenous group and the acknowledgement of the diversity of female entrepreneurs, particularly BME women's experiences, is not reflected in the action priorities relating to business support provision, access to finance, childcare and caring responsibilities and transition from benefits to self-employment.

The paper shows that there is a need for further research into the experiences of BME women in business in order to address their peculiar needs brought about by the intersectionality of ethnicity, "race", gender and class in their lived experiences and to support this with policy provisions that are relevant to their needs. The recurrent problem is whether to concentrate on making mainstream business support provision and initiatives responsive to the needs of BME women or to define issues and develop independent initiatives that cater for these needs.

The main contribution of this paper is its focus on a significant but under researched group of women business owners in the context of an evidence-based policy approach to entrepreneurship support and highlights the need for a more focused approach to their specific needs if the entrepreneurial potential of all women is to be harnessed.

Inqvari Cantzler, Svante Leijon (2007), "Team Orient Women Entrepreneurs: a Way to Modern Management", *Journal of Small Business & Enterprise Development*, Vol.14:Issue 4, PP.732-746.

The purpose of this study is to understand how women, as small-business owners, build good internal and external relations and to what extent they develop their businesses and contribute to community development.

This longitudinal study is ongoing. In the first broader study, personal interviews were conducted with 30 women business owners. To get a deeper understanding, a case study was carried out with four of them. The result of this study was a typology with two categories.

The paper finds that the category Visionary entrepreneurs are genuine entrepreneurs and they work in teams within the company and also have a network around their business. The team-oriented way of working develops their business as well as society. The dynamic process that supports the team is both stable and flexible and through openness, testing new ideas and discrediting habits, small changes take place all the time. The Visionary entrepreneurs represent a modern business role and are socially gifted. The Managing leaders, the other category representing a more traditional way of doing business, have not been able to create a team within the company or a network around it that could develop the business.

funding from the Ministry of Justice and Public Order describes the findings of a unique nationwide research on female entrepreneurial activity in Cyprus. On the one hand, it is an attempt towards gaining greater understanding of who the women who develop enterprising activity are (in other words, determine what their demographic characteristics are), what their company characteristics are, (e.g. sector of activity, size etc.) as well as what their needs and concerns (e.g. the impact of multiplicity of roles, upgrading of skills or knowledge etc.) are. On the other hand, it is equally important to see how strong women business owners' presence is in the local economy.

Ulrich Adler (2004), "Structural change: The dominant feature in the economic development of the German textile and clothing industries", *Journal of Fashion Marketing and Management*, Volume 8: Number 3, pp. 300-319.

The textile and clothing industries are good examples to analyse emerging industrial trends in international co-operation and to map the globalisation effects on outward processing, jobs and technology. The research focuses on the development of economic indicators and is based on the results from consulting and research projects, as well as from enquiries in the German textile and clothing industries, which are exposed to intensive cost competition and trying to find a new position within the process of globalisation. A reduction of demand, a change in consumption patterns, the modification in the retailing system, the development of personal income and a global shift of production have triggered the decline of the domestic production of textiles and clothing. Emerging producers from eastern, developing and newly industrialising countries are now the main suppliers for the German textiles and clothing market. The German clothing companies defend a rest market and use intensively the outward processing in low-wage countries. As a result of the tremendous differences in production costs, the demand for clothing textiles shifted globally towards low-cost places of clothing production. The outward processing from industrialised countries established a very efficient, well-organised global production network in low-wage countries, enabling new potential for economic development. This research focuses on the view of producers in industrialised countries. The analysis shows that the future of textiles and clothing companies is not in producing but in the management of markets, organising a global supply chain of sub contractors and in retailing. The experiences within the global outward processing network shows very high innovation and learning rates in low-wage countries, enabling serious potential towards self-contained economic development. The economic and social liberalisation within the EU region and the out-phasing of the WTO in 2005 gave new power to the globalisation process and influenced the structural change of industry. This paper is written as a rational position sensing of the German textile and clothing industries prior to the out-phasing of the WTO regulations and the 2005 liberalisation of the EU textile and clothing sector.

Emma McClelland, Janine Swail, Jim Bell, Patrick Ibbotson (2005), "Following the pathway of female entrepreneurs: A six-country investigation", *International Journal of Entrepreneurial Behaviour & Research*, Volume 11: Number 2, pp. 84-107.

Initial findings demonstrate threads of commonality between female entrepreneurs in different countries. It also highlights differences in the experiences of these women, not only across countries, but also within certain countries. A comprehensive discussion of these findings is contained in the paper.

Cynthia Forson (2006), "The Strategic Framework for Women's Enterprise: BME Women at the Margin", *Equal Opportunities International*, Vol.25: Issue 6, pp.418-432.

contribution of the craft sector", Education + Training, Volume 43: Number 8/9, pp. 426-436.

One of the traits which distinguish the German dual system of vocational education and training (VET) from most training systems in the world is the voluntary contribution of companies towards it, in both practical and financial terms. Obviously, the craft sector is a training segment within the dual system where the importance of practical experience is more strongly emphasized than the systematic approach underlying all modern training schemes. However, the overall supply of training placements in the German system decreased during the 1990s. Although the crafts have fared comparatively well, this tendency is now starting to also affect the sector. Being a sector with seemingly less attractive job prospects in small businesses and a comparatively low net cost per apprenticeship, the crafts face problems in terms of social selection as well as challenges with respect to the modernization of training contents and instruction methods. The crafts are a sector with predominantly male participation and mainly absorb school leavers with lower secondary school qualifications. In this context, one of the questions for the Dual System and its uniform training practices might be whether the rapidly expanding services sector, with similar "small-business features, will be able, or willing, to follow the "training philosophy that originated in the craft sector – and which is still seen as the "backbone of the German Dual System of training.

Panikkos Poutziouris, Yong Wang, Sally Chan (2002), "Chinese entrepreneurship: the development of small family firms in China", Journal of Small Business and Enterprise Development, Volume 9: Number 4, pp. 383-399.

This explorative paper considers the recent developments in the emerging small family business sector in post-reform China as the country embraces socio-economic and structural transition from a centrally planned to a market-orientated system. The important contributions that Chinese small family firms made in the acceleration of private sector development across the social and industrial sectors as well as the geographic boundaries of the Pacific Rim are highlighted. The authors propose typologies of Chinese entrepreneurship and tentative enterprise policy recommendations for the future development of small private family businesses in China.

Pervez Ghauri, Clemens Lutz, Goitom Tesfom (2003), "Using networks to solve export-marketing problems of small- and medium-sized firms from developing countries", European Journal of Marketing, Volume 37: Number 5/6, pp. 728-752.

The objective of this paper is to review the literature on how networks can be used in developing countries to encounter export-marketing problems. Several case studies of export-grouping and subcontracting networks involving small- and medium-sized enterprises in developed and underdeveloped countries, are reviewed. The paper presents a qualitative model that identifies the determining factors for successful export network organizations; a clearly defined market problem or market opportunity; a willingness to respond together; development of solidarity; coherence and commitment and initiating foreign market activities. This model is useful to study similar initiatives in developing countries.

Lina Nearchou-Ellinas, Ioannis S. Kountouris (2004), "Women entrepreneurs in Cyprus: a new dynamic in Cyprus economy" Women in Management Review, Volume 19: Number 6, pp. 325-332.

This paper which was carried out for the Women's Cooperative Bank of Cyprus Ltd with

encountered. These differences reflect ,in part, the effect of a different social structure in a developing economy, particularly the impact of occupational segregation, wage disparity and participation in a non-supported sector of the economy. These findings suggest that the theories regarding women entrepreneurs based on developed economies need to be carefully examined before being applied to non-OECD and developing economies.

Peter G. Graham (1999),"Small business participation in the global economy", European Journal of Marketing, Volume 33: Number 1/2, pp. 88-102.

Business, management, workers and governments are responding to global imperatives. These imperatives include marketing. The origins of global marketing lie in export. This research presents and analyses data relating to small businesses in Australia which currently export or which plan to export. Thirty five percent of small businesses, which consider it feasible to export, have no plans to do so. The reasons for this export rejection are analysed. Other critical factors such as motivation to export, sources of expert advices and problems experienced with developing export markets are also reported and analyzed. This research provides recommendations as to how to increase the participation rate of small business in the growing global economy.

Leonie V. Still, Wendy Timms, 2000, "Women's business: the flexible alternative work style for women", Women in Management Review, Volume 15: Number 5/6, pp. 272-283.

Women's participation in the small business sector is a worldwide growing phenomenon. While considerable research has been conducted into the reasons why women enter small business and their penchant for operating solo operations or micro businesses (up to five employees), less is known about the heterogeneous nature of women in small business and the reasons behind their "failure" to "grow" their businesses. The research reported here concerns a major study into the status of women in small business in Australia. Apart from examining barriers which may prevent women from expanding their businesses, the findings address a new paradigm of women in small business. This paradigm captures the multiple trajectories that women follow in their businesses, the type of businesses that they operate and their relation to the stages of a woman's business life-cycle. The findings hold important implications for policy-makers who are attempting to devise programmers to assist this growing segment of the small business sector.

Monder Ram (2000) "Investors in People in small firms: Case-study evidence from the business services sector", Personnel Review, Volume 29: Number 1, pp. 69-91.

Investors in People (IIP), the heavily promoted government initiative to enhance organizations' training and development practices, is significant for its deliberate intention to influence the conduct of management within the firm. While previous studies of IIP have tended to concentrate on large organizations, the dynamics of IIP in the increasingly important small firm population have been neglected. This article focuses on the experiences of three small firms, with particular reference to the rationale for involvement with IIP, the market context of the small firms, its impact on market relations and the extent to which IIP has made a difference to the nature of the business. The findings highlight the importance of sectoral and workplace relations. The IIP agenda of formalizing training and development does not appear to sit easily with these processes and appears to neglect the significance of informal training. Moreover, the requirements go against the grain of the distinctive small firm context.

Thomas Deissinger (2001), "Vocational training in small firms in Germany: the

Hypotheses:

1-H0: there are different factors influencing the management of small businesses and their founders associated with handicrafts industry.

2-H1: there are differences in the main factors influencing management of small businesses according to: activity, age, social status, academic qualifications, and store status.

Literature review:

David Lauder, Grahame Boocock, John Presley (1994), "The System of Support for SMEs in the UK and Germany", *European Business Review*, Volume 94: Number 1, pp. 9-16. Compares the role of the recently established Training and Enterprise Councils (TECs) with that of the relevant German institutions of support for small and medium-sized enterprises (SMEs). Examines the adequacy of each as a means of supporting SMEs in the context of overall SME policy. In the summer of 1992 the authors conducted a survey of the TECs in England and an in-depth investigation of a management consultancy scheme at a particular TEC. The results of this work, along with other research into comparable German schemes, provided an invaluable source of information with which to evaluate the coherence of SME support. Certain problems were found with TEC schemes which were partially attributable to their infancy. The German case offers important lessons but should not be used as an exemplary model for the UK.

Erich W. Streissler (1995), "Increasing returns to scale and the prospects of small-scale enterprises," *Journal of Economic Studies*, Volume 22: Number 3/4/5, pp. 16-25.

It is a common misunderstanding that nineteenth-century German economics rejected Ricardo and his thoughts. However, Ricardo exercised a strong influence on German views on production and distribution. In particular, he influenced Wilhelm Roscher. I argues that Roscher, in turn, exercised considerable influence on the work of Karl Marx. Analyses the aspects of Roscher's work which were particularly influenced by Ricardo, and those where Roscher went beyond Ricardo, his notion of a macroeconomic production function; increasing returns to scale and the role of small firms.

Suzanne Catley, R.T. Hamilton (1998), "Small business development and gender of owner," *Journal of Management Development*, Volume 17: Number 1, pp. 75-82.

Reviews the entrepreneurship and small business literature in search of a basis for gender-specific explanations of business development. Contends that small business development needs to be interpreted without resorting to frameworks that exclude one gender or the other and identifies a need for more research on how women act as owners and managers in small businesses.

Robert D. Hisrich, Sevgi Ayse Ozturk (1999), "Women entrepreneurs in a developing economy", *Journal of Management Development*, Volume 18: Number 2, pp. 114-125.

While research on women entrepreneurs is extensive in developed countries, little has been done in this area in non-OECD and developing economies. This research focuses on the characteristics, performance and problems of women entrepreneurs in a developing economy – Turkey. The results indicate that, while the women entrepreneurs exhibited many similarities with their counterparts in other countries, they differed in other aspects such as in their reasons and motivation for starting a venture and problems they

and uncertainty for the purpose of achieving profit and growth by identifying opportunities and assembling the necessary resources to capitalize on them.

The artisan-entrepreneur is a person who starts a business with primarily technical skills and little business knowledge. They tend to lack good communication skills. Their approach to business decision-making is characterized by their sales efforts with the use of few capital sources. They define marketing strategy in terms of the traditional price, quality and company reputation. They are paternalistic; this means they direct their business much as they might direct their own families.

They are reluctant to delegate authority and their time orientation is short, with little planning for future growth or change.

Normally, individuals are pulled toward entrepreneurship by a number of powerful incentives or rewards. These rewards may be grouped, for the sake of simplicity, into three basic categories: profit, independence and a satisfying life style.(Justin and Others,1994).

Importance of the study:

This research has fulfilled gaps that emerged from the literature and capabilities and it is the first empirical study that investigates the factors influencing management and gender of the handicrafts owners.

Problem and Questions of the Study:

The major problem of this research is investigating how Jordanian small business handicrafts are managed and developed by women we can answer these questions as follows:

- 1) What are the main common characteristics of Jordanian small business handicrafts industry?
- 2) What are the main factors influencing the management of small businesses and their founders associated with handicrafts industry?
- 3) Do the main factors influencing management of small businesses differ according to: activity, age, social status, academic qualifications and store status?

Research Aims and Objectives:

The research aims and objectives are to:

- Identify common characteristics of the Jordanian small business handicrafts industry;
- Determine the factors influencing the management of small businesses and their founders associated with handicrafts industry;
- Examine the differences in the main factors influencing management of small businesses according to: activity, age, social status, academic qualifications and store status.

Introduction:

Small business researchers discovered women workers in the mid 1970s and have since maintained a steady flow of work on aspects of gender including the development of a number of typologies of the female entrepreneur. Over the same period the significance of women as business founders has grown steadily.

The issue of gender has been of growing concern among business communities in recent years.

The different definitions of small business are based on common yardsticks, among them total assets, owner's equity, yearly sales revenues, volume of deposits, insurance in force and number of employees. Small business is defined in some countries as a business that employs fewer than 100 people, as well as in other countries less than 200 employees and in the United States fewer than 500 employees and that should be independently owned and managed. In most developed countries anything from 6 to 15% of the working population are small business-men and-women (Nicholas, 1997).

The word "entrepreneur" derives from the French words enter, meaning 'between' and prendre, meaning 'to take'. The word was originally used to describe people who take on the risk between buyers and sellers or who undertake a task such as starting a new venture. Inventors and entrepreneurs differ from each other. An inventor creates something new. An entrepreneur assembles and then integrates all the resources needed: the money, the people, the business model, the strategy, and the risk bearing ability to transform the invention into a variable business (Michael and Donald, 2007).

Entrepreneurs are the folk heroes of modern business life. They provide jobs, introduce innovations and spark economic growth. No longer do we view them as dull purveyors of groceries or auto parts. Instead, entrepreneurs are viewed as energizers who take risks necessary in a growing , productive economy. Each year, thousands of such individuals, from teenagers to senior citizens, launch new businesses of their own and thereby provide the dynamic leadership that leads to economic progress (Bolton and Thompson 2002).

Although some writers restrict the term entrepreneur to founders of businesses, this definition includes all active owner-managers. This definition also includes second generation members of family-owned firms and owner-managers who buy out the founders of existing firms (Thomas and Norman, 2002).

That means founders are entrepreneurs who bring new firms into existence and who initiate businesses on the basis of new or improved products or services.

They may also be artisans who develop skills and then start their own firms; or they maybe enterprising individuals, often with marketing backgrounds, who draw upon the ideas of others in starting new firms. Whether acting as individuals or in groups, these people bring firms into existence by surveying the market, raising funds and arranging for the necessary facilities. After the firm is launched the founding entrepreneur may preside over the subsequent growth of the business or sell out and move on to other ventures.

Other writers define an entrepreneur as one who creates a new business in the face of risk

دراسة قطاعات الأعمال الصغيرة للحرف اليدوية الأردنية:العوامل المؤثرة على إدارتها وملكيته

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الملخص:

تعتبر الدراسة أول دراسة عملية تبحث في العوامل المؤثرة علي قطاع الحرف اليدوية في الأردن. وقد توصلت الدراسة إلي أن للمديرة الأردنية مواقف إيجابية نحو العوامل المؤثرة علي إدارتها، وأن مشاركتهم في الحرف اليدوية هذه الأيام أكثر منها قبل عقد من الزمان. وقد أوضحت نتائج الدراسة أن أفراد العينة من النساء لم يوافقوا علي أن المواد والمعدات المستخدمة في صناعة الحرف اليدوية متوفرة في الأردن، وما يقرب من ٦٤% منهن لم يوافقوا علي سهولة الحصول علي المواد والمعدات الخاصة بالحرف اليدوية، وأن ٦٣ و٦% منهن لم يوافقوا علي ضرورة حاجة مؤسسات متخصصة تهتم بمحاجات السياح والحرفيين.

Sectoral Study of Jordanian Small Business Handicrafts: Factors Influencing Management and Gender of the Owner

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Abstract

This research has filled gaps that emerged from the literature and capabilities and is the first empirical study that investigates the factors influencing management and the gender of handicrafts owners. The findings of this study show that there are different factors influencing management of small businesses and their founders with handicrafts industry. The necessity of establishing handicraft enterprises has the greatest mean, which means the greatest positive attitudes. Meanwhile, the necessity of decreasing raw material prices has the lowest positive attitudes. There are no differences in the main factors influencing management of small businesses according to: activity, social status, academic qualifications and store status. Meanwhile there are differences in the main factors influencing management of small businesses according to age. These differences are increased in the range 20 – less than 30 years of age. I was also found that 28.5% of the sample sees that lack of knowledge of tourists' needs as the main difficulty that they face in their jobs.

Keywords: Handicrafts, Small Business, Gender.

Page	Content	Subject
1-39	<ul style="list-style-type: none">• Knowing the Narrators' Homelands (Basis Formation or Application)	Dr. Ahmed Mohammed Abdullah Homaied
40-90	<ul style="list-style-type: none">• The Degree of Practice for Teachers Parents Committees at the Public Secondary Schools at Irbid Governorate for their Roles as Perceived By the Members Themselves	Dr. Mohammed Ali Ashour
91-108	<ul style="list-style-type: none">• Content Analysis of the Second Grade Math Kangaroo Contest	Dr. Maher Mohammed Al-arfaj
109-137	<ul style="list-style-type: none">• The Relationship Between Job Satisfaction and Stress Among Faculty Members of the University of Hail	Dr. Hanan Assad Mohamed Khouj
138-164	<ul style="list-style-type: none">• Idea of embellishment and ugliness in loetry by Hazim al-Quetaji	Dr. Aish Alhasen
1-16	<ul style="list-style-type: none">• Sectorial Study of Jordanian Small Business Handicrafts: Factors Influencing Management and Gender of the Owner	Dr. Mustafa S. Al-Shaikh Prof. Marwa Ahmed

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