



## The Role of Organizational and Personal Resilience in Women's Digital Business and Entrepreneurship Culture

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### Abstract

The aim of this research was to study the role of organizational and personal resilience in women's digital business and entrepreneurship culture. The research universe included all studied and texts related to digital business and entrepreneurship culture. The sample encased the topics and texts contents related to women's digital business and entrepreneurship culture. The research was designed as a descriptive and analytical type. To collect data a library method via note taking on index cards was implemented. Then the data was analyzed through content analysis procedure. The results revealed that resilience was an important feature in the personality and character of the entrepreneur and was considered as a fundamental aspect in the entrepreneurial process. Resilience drive the organization towards achieving successful results and it could help companies manage adversity. Organizational resilience was especially important for small businesses and startups. Also, at the level of personal resilience, researchers referred to it as cognitive and behavioral characteristics. Resilient individuals had an optimistic, passionate and energizing outlook on life and were interested in new experiences. From a psychological point of view, resilient people were those who were able to withstand stress and deal with pressure. Also, the findings indicated that entrepreneurship played an important role in strengthening business culture, economic prosperity and improving national welfare. The development of technology provided a series of opportunities for women entrepreneurs to explore and expand their business operations. The communication technology development led to the birth of social media networks that enable female entrepreneurs to innovate in marketing practices.



## Extended abstract

**Introduction:** Women's entrepreneurship is considered by many researchers as an emerging phenomenon of the 21st century, because women not only strive hard for prosperity, but also seek to preserve and consolidate their families. Researchers have analyzed their own entrepreneurial characteristics, such as competence, performance, and entrepreneurial orientation, with the aim of helping them identify the most relevant aspects of performance and driving factors as well as motivation. However, each region has its own social and cultural challenges that affect women entrepreneurs differently. These challenges limited women's independence, mobility, job choice and job opportunities. Digital entrepreneurship offers a "way out" for female entrepreneurs, as it enables them to work without gender boundaries imposed by society. The aim of this research was to study the role of organizational and personal resilience in women's digital business and entrepreneurship culture.

**Methods:** The research universe included all studied and texts related to digital business and entrepreneurship culture. The sample encased the topics and texts contents related to women's digital business and entrepreneurship culture. The research was designed as a descriptive and analytical type. To collect data a library method via note taking on index cards was implemented. Then the data was analyzed through content analysis procedure.

**Results:** The results revealed that resilience was an important feature in the personality and character of the entrepreneur and was considered as a fundamental aspect in the entrepreneurial process. Resilience drive the organization towards achieving successful results and it could help companies manage adversity. Organizational resilience was especially important for small businesses and startups. Also, at the level of personal resilience, researchers referred to it as cognitive and behavioral characteristics. Resilient individuals had an optimistic, passionate and energizing outlook on life and were interested in new experiences. From a psychological point of view, resilient people were those who were able to withstand stress and deal with pressure. Also, the findings indicated that entrepreneurship played an important role in strengthening business culture, economic prosperity and improving national welfare.

**Conclusions:** The development of technology provided a series of opportunities for women entrepreneurs to explore and expand their business operations. The communication technology development led to the birth of social media networks that enable female entrepreneurs to innovate in marketing practices. The conducted research investigated the mechanisms practiced by women entrepreneurs to survive their businesses when faced with adversity. This study extended the microbusiness resilience literature by examining the emotions and mechanisms that occurred during hardship and adversity. Previous studies have shown that positive emotions spread in a similar manner, resulting in a wider range of attention, thoughts, and behaviors in support of the broaden-and-build theoretical framework. The findings could be used as a basis for training programs that strengthen the capabilities of women entrepreneurs to overcome disruptions and increase their economic empowerment.

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