

Mohsena Huq

WOMEN AND YOUNG PEOPLE IN ENTREPRENEURSHIP:

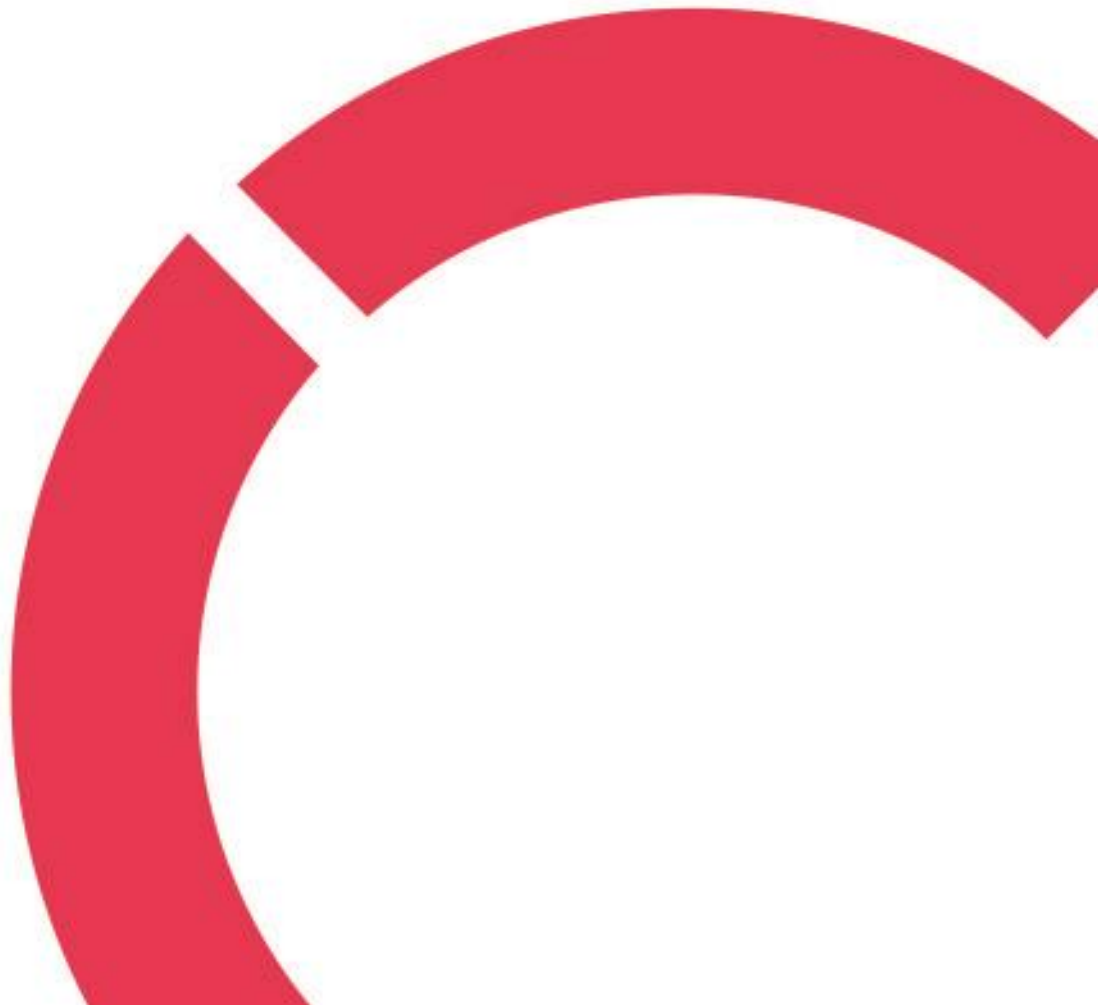
From the Perspective of Bangladesh and Finland

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Bachelor Of Business Management (SAP ERP)

November 2022



ABSTRACT

Centria University of Applied Sciences	Date November 2022	Author Mohsena Huq
Degree programme Bachelor of Business Management (SAP ERP)		
Name of thesis WOMEN AND YOUNG PEOPLE IN ENTREPRENEURSHIP: From the Perspective of Bangladesh and Finland		
Centria supervisor Paula Tornikoski	Pages 45	
Instructor representing commissioning institution or company Karin Kallis		
<p>There is a growing interest in entrepreneurship among women and young people in Bangladesh and Finland. This is due to several factors, including the increasing global interconnectedness of economies and the rise of the Internet and social media.</p> <p>In Bangladesh, youth unemployment is a major problem, and entrepreneurship can provide an opportunity for women and young people to create their own jobs. In Finland, meanwhile, young people are often highly educated and have access to world-class technology and infrastructure. This makes it easier for them to start and grow businesses.</p> <p>This paper is about identifying young people and women's thoughts on entrepreneurship. In particular, views, social influence, observed behavior, motivation, learning, and support will be considered in order to measure intent. This study aims to educate by evaluating their perspectives and intents.</p>		
<p>Key word Bangladesh and Finland perspective, Entrepreneurship, Entrepreneurship scenario in both countries Intention, Generations theory, Push Factors, Pull Factors, Vrooms theory , Women and Young People</p>		

CONTENTS

1. INTRODUCTION.....	1
1.1 Background.....	1
1.2 Research objective.....	3
2. THEORETICAL FRAMEWORK.....	5
2.1 Entrepreneurship.....	5
2.2 Intention.....	6
2.3 Entrepreneur and Entrepreneurial Intention.....	6
2.4 Motivation to be an Entrepreneur.....	7
2.4.1 Pull factors.....	9
2.4.2 Push factors	10
2.5 Vroom’s (1964) expectancy framework.....	10
2.6 Theory of generations.....	11
2.6.1 Generations.....	11
2.6.2 Work preference of generations.....	11
2.7 Factors Affecting Entrepreneurial Intention.....	13
2.8 Relationship between Entrepreneurial Intention and Various Determinants.....	15
3. ENTREPRENEURSHIP IN BANGLADESH.....	16
3.1 Educational inspiration in Bangladesh.....	16
3.2 Support programs in motivating entrepreneurship in Bangladesh.....	17
3.3 E-business in motivating entrepreneurship in Bangladesh.....	18
3.4 Reasons why Bangladeshi women are so enthusiastic about entrepreneurship.....	19
3.5 Start-up scenario in Bangladesh.....	20
3.6 Scopes for garments business and textile business in Bangladesh.....	22
3.7 Challenges starting new business in Bangladesh.....	23

4. ENTREPRENEURSHIP IN FINLAND.....	24
4.1 Educational inspiration in Finland.....	24
4.2 Entrepreneurship in Finnish youngsters.....	25
4.3 Support programs in motivating entrepreneurship in Finland.....	26
4.4 E-Commerce in Finland.....	27
4.5 Finnish women in workforce.....	28
4.6 Start-up scenario in Finland.....	28
4.7 Scopes for garments business and textile business in Finland.....	30
4.8 Challenges starting new business in Finland.....	31
5. FINDINGS.....	33
6. CONCLUSION.....	36
REFERENCES.....	38

1 INTRODUCTION

In recent years, entrepreneurship has become more popular as a career choice. This is likely due to a combination of factors, including the global recession, which made traditional jobs harder to come by, and the rise of technology, which has made it easier for people to start their own businesses. Whatever the reason, there's no doubt that entrepreneurship is on the rise.

1.1 Background

Entrepreneurial initiatives play a major role in increasing a region's revenue and also capita growth. Entrepreneurship is a significant motivating factor for financial prosperity and progress. In the contemporary economy, fresh and local businesses, not big commercial firms, are the engines of development. The phrase promising entrepreneur refers to people who desire to work for themselves or establish a new company to generate revenue. Graduate entrepreneurial aspirations offer a competitive edge to one financial system above others. Students are considered to be the founders and controllers of the upcoming corporate sector, and their selections of career actions have a strong effect on our potential development. Students typically start to analyze their career and working life in the initial term of academic education and select which route they will follow. Entrepreneurship is a practical and recognized method for individuals to start their businesses. Graduates with an innovative mentality and enthusiasm try to generate company concepts and select a corporate strategy. They also aspire to be a renowned businessman in the upcoming years. The core of the fruitful new company depends on youthful ambitions to implement their concept into the industry.

Various methods are used to inspire young people to become involved in entrepreneurial pursuits, including economic resources, bank loans, company premises, tax deductions. Applying the various methods will provide individuals the opportunity to know whether or not they have entrepreneurial intentions, which is an educational procedure that takes time. To encourage fresh company formation, research on entrepreneurial aspirations is necessary. Earlier research has stated that people's intentions to start their own business are a reliable indicator. Overall, an entrepreneurial intention indicates readiness to behave in a self-empowering manner in the future.

This thesis is directed at university graduates and women intending to start up a business and telling them what kind of decisions they will have to make when it comes to becoming involved in entrepreneurial activity. Students must have an intense desire to create a company so that they will be able to make such a courageous choice. Indwelling factors, as well as extrinsic factors from both inside and outside, inspire individuals in their entrepreneurial endeavours. When it comes to fostering entrepreneurial intentions, motivating variables have a significant impact.

Another factor is that governments around the world are spending an increased amount of funds in helping increase the independent population as well as run various entrepreneurship initiatives and put funds into research and development activities to determine if those undergraduates can initiate and carry out company proposals and possibilities when they have finished their studies. Graduates hence currently have the opportunity to request funding from authorities and private businesses based on their early creative projects, and that has the capacity to result in possibilities. Students would benefit from programs that provide entrepreneurial training, enabling them to explore entrepreneurship as a potential profession. An increasing number of studies find that entrepreneurial knowledge and teaching help to increase a person's interest in starting or getting into business.

Technological development may also influence an individual's desire to start a business. We are currently in the midst of constant and rapid evolution of innovation, which is not only influencing how we live but also how we do work. Modern and unique framework that helps companies grow on top of current efforts in the online digital business sector.

With these innovative systems, it is now much simpler to establish a company and to operate it successfully. Companies use several web pages and browsers to provide knowledge about their goods. It would be quite fascinating to see how digital trade impacts the motivation to start a company.

For this research, the aim is to discover how widespread entrepreneurial aspirations are among Bangladeshi university graduates and to investigate the role that various elements play in such intents.

1.2 Research objective

The issue of unemployment has an impact on the financial system by reducing revenue collection and economic output. If there are more job searchers or laborers instead of career opportunities, there is a labor-market issue. To put it another way, if a nation's inhabitants grow quickly, generating jobs becomes difficult because of high unemployment.

Bangladesh is one of the most densely crowded countries in the world and half of the nation are youth. Bangladesh administration's recent poll estimates that more than two and half million able-bodied individuals are without employment. In an effort to relieve unemployment, the Bangladeshi administration has instituted several laws and established many motivation schemes. That's why authorities aim to aid youths and women in starting their own businesses by providing assistance and grants. Entrepreneurial actions help reduce the number of unemployed individuals in nations with more of them, whereas the opposite is true in nations with fewer of them. In my opinion, when a new business starts up, it results in additional work with the purpose of reducing unemployment.

Meanwhile, from my own experience in Bangladesh, graduates are currently attempting to change their outlook from job to entrepreneurship. There has been a significant upswing in the socio-economic benefits brought on by Bangladeshi graduates engaging in entrepreneurial activity. Entrepreneurship is exploding in Bangladesh, which is mostly due to the lack of employment opportunities for graduates. As a result, it is crucial to fully comprehend and evaluate the many variables affecting graduates aspirations to launch their own business.

In the past, Bangladeshi women were interested to work in the home, and few of them did worked outside. They believed if they stayed at home to take care of children or other household responsibilities, that could help build moral character for their next generation. However, nowadays, the situation have changed completely because many Bangladeshi girls are working as doctors and engineers for example. In those professions which require a higher education level than what is available locally as I have seen.

The changing social norms of Bangladesh have caused a shift in the way women live their lives. Women used to stay at home and take care of their children and husbands, but now they prefer work-

ing away from home along with ensuring that everything necessary gets delivered nearby by a male relative or friend who is often capable enough for this task due to both positions as well as having access rights within traditional communities where such roles exist. More departments now offer part-time positions that allow women to work during the day. In Bangladesh, women are playing an increasingly important role in the country's economy. According to a recent report by the World Bank, women make up around a quarter of the country's GDP (Female labor force participation January 09, 2022, World Bank). There are a number of factors that have contributed to this increase in female entrepreneurship.

Many young Finns are motivated to become entrepreneurs because they believe that they are more likely to be successful than older generations. This is due to a number of factors, including the push and pull factors, which include matters like a desire for independence, a need for challenge, and a want to make a difference in the world. Additionally, Finnish women have a lot of advantages when it comes to working and being in leadership positions.

The goal of this research is to identify young people's and women's ideas about entrepreneurship. In particular, views, social influence, observed behavior, motivation, learning, and support will be considered in determining the intent of participants. This paper is to get enlightenment on the subject by assessing their views and intentions.

2 THEORETICAL FRAMEWORK

The theoretical framework of a thesis is the set of ideas, concepts and principles that guide the research. This paper will explore different theories related to entrepreneurial intention and motivation, as well as how different generations prefer to work. By understanding these concepts, it will be easier to understand the direction in which the research is heading and how the results can be interpreted.

There are many different theories and frameworks that can be used for a thesis. In this section, we will focus on four key theories: entrepreneurship, intention, motivation, and Vroom's expectancy theory.

2.1 Entrepreneurship

Entrepreneurship has been defined by several scholars in various ways. An entrepreneur is a person who is interested in new enterprises and takes economic risks in order to make money. However, the word entrepreneurship is a well-known concept in literature, as shown by this current concept. Entrepreneurship is defined as the process by which individuals take advantage of possibilities that are greater than their resources (Keogh & Polonsky, 1998). Entrepreneurship is described as the establishment of new businesses (Gartner, 1988). To utilize possibilities and combine resources to generate new goods, customers, and businesses is referred to as entrepreneurship (Read and Sarasvathy, 2015). The self-employed entrepreneur constantly looks for innovation, reacts to it, and capitalizes on it as a potential.

So, this may be summed up as meaning that entrepreneurs are those who use various funds to accomplish their entrepreneurial objectives, regardless of the amount, with the hope of introducing new methods, goods, customers, or companies, whether small or large.

From every viewpoint, the rewards of entrepreneurship are endless. It boosts the nation's GDP while alleviating the country's unemployment crisis. In order to produce jobs and income, entrepreneurs are crucial (Keat, Selvarajah and Meyer, 2011).

2.2 Intention

Intention is a powerful force. It's what lets us to do what we do - whether that's getting out of bed in the morning or taking on a new project at work. Intention is what drives us to take the first step - to come up with an idea and then turn that idea into a reality. It's what propels us forward when things get tough and keeps us going when others have given up.

Intention can lead us to discover our unique abilities and talents, and it can also motivate us to achieve our goals. When we have a clear intention, it drives our focus and actions towards achieving that goal. For many people, the goal of becoming self-employed is driven by the desire to be in control of their own destiny. They want to create their own opportunity, rather than be beholden to someone else's. This entrepreneurial spirit is what drives many people to achieve great things and while it can be challenging at times, it is ultimately very rewarding.

2.3 Entrepreneur and Entrepreneurial Intention

Entrepreneurship is said to have first been coined during the 18th century in France when a person who has been commissioned to execute a specific business endeavor by others with capital to invest is referred to as an entrepreneur (Jean-Baptiste, *The Economist* 2009). During its initial phases, this was frequently considered a foreign commercial mission. These types of investments were both speculative for investors and dangerous for entrepreneurs. Even though other authors may have used the word in the past, Cantillon was first to develop a comprehensive understanding of what it means to be an entrepreneur (Petur Jonsson, September 2017)

Entrepreneurs take risk and actively pursue chances. The goal of behaviorist research was to discover the personal qualities of entrepreneurs. Entrepreneurs were mostly focused on being creative and insightful. To put it another way, the entrepreneur can be thought of as a supervisor conducting an action, namely, the various activities they execute and the manner they use to do their activities. They are, therefore, representatives of revolutionary progress, that is, the things they do affect the financial process in a manner and the modifications they cause. Finally, one may refer to them as individuals,

since their philosophy, attitude, and independent qualities come into play. A willingness to launch a new firm is indicative of entrepreneurial intentions. The ambition to begin a new company is an indication of entrepreneurial aspirations. This is an important starting point for someone who has plans to establish a business.

2.4 Motivation to be an Entrepreneur

Human choices to become an entrepreneur or establish a small company have several causes. Motivation is originated from the Latin term mover, and this signifies the purpose that inspires people to go forward. Human choices to become an entrepreneur or establish a small company have several causes. In order to find and act on personal motivation, a person will need to be able to commit to a certain attitude or inspiration and make important decisions. Various studies have discovered different things, including prior education, personal history, ethnicity, and previous insights (Storey, 1982). On the other hand, becoming an entrepreneur is a personal decision. Identifying opportunities, merging resources, and beginning a business all require entrepreneurial impulses. All of these processes include a great deal of volatility, which needs to be managed in order to launch a company with a stable foundation for motivation.

Motivation is a description of a person's inner state of mind or goal, which demonstrates the pursuit of a goal and the activities required to achieve it. Motivation is said to be influenced by both direct and indirect elements; this includes a person's incentive to stay engaged in their work, along with their willingness to make a commitment (Examining the Role of Motivation and Reward in Employees' Job Performance through Mediating Effect of Job Satisfaction: An Empirical Evidence (researchgate.net)). Furthermore, motivation may be obtained from various implicit and explicit elements, such as wants, aspirations, and goals, which impact human actions. Entrepreneurship scholars have put forward many theories that influence a person's drive to be an entrepreneur. To sum up, the major motivating variables may be, for example, a need for freedom and the drive to grab possibilities and prospects for monetary benefit (Shane, Locke & Collins, 2003). These conditions serve to support the idea of self-employment among such persons. Furthermore, sexuality, prior work experience, familial history, familial environment, and personal desires all play significant roles in motivating individuals to establish their own businesses (Ashley-Cotleur, King & Solomon, 2009).

Entrepreneurs are motivated differently depending on the nation they are in. Regional, financial, and cultural considerations substantially impact entrepreneurs' actions, with some motivating elements playing a primary role. Incorporating these many motivator aspects helps to facilitate entrepreneurial intentions. Accordingly, to quantify the entrepreneurial intentions of Bangladeshis, this research will also look at the primary motives that influence Bangladeshi graduates to become entrepreneurs. Although they are derived from numerous personal circumstances, motivation is subjective and differs in every individual while also differing between groups of entrepreneurs. Entrepreneurial motivation can be grouped into two categories: the motivational forces of Pull and the motivating forces of Push (Gillard & Levine, 1986). Schjoedt and Shaver (2007) further separate motivating variables by elements that motivate individuals to establish a company because of pulling or pushing. Many scholars have done analyses on the various aspects that impact entrepreneurial decisions to try to find the most essential ones (Kirkwood, 2009).

Motivation is said to be influenced by both direct and indirect elements; this includes a person's incentive to stay engaged in their work, along with their willingness to make a commitment (Kumari, Kalpina & Ali, Salima & Khan, Noor & Abbas, Jawad.,2021). Furthermore, motivation may be obtained from various implicit and explicit elements, such as wants, aspirations, and goals, which impact human actions. Entrepreneurship scholars have put forward many theories that influence a person's drive to be an entrepreneur. To sum up, the major motivating variables may be, for example, a need for freedom and the drive to grab possibilities and prospects for monetary benefit (Shane, Locke & Collins, 2003). These conditions serve to support the idea of self-employment among such persons. Furthermore, sexuality, prior work experience, familial history, familial environment, and personal desires all play significant roles in motivating individuals to establish their own businesses (Ashley-Cotleur, King & Solomon, 2009).

Entrepreneurs are motivated differently depending on the nation they are in. Regional, financial, and cultural considerations substantially impact entrepreneurs' actions, with some motivating elements playing a primary role. Incorporating these many motivator aspects helps to facilitate entrepreneurial intentions. Accordingly, to quantify the entrepreneurial intentions of Bangladeshis, this research will also look at the primary motives that influence Bangladeshi graduates to become entrepreneurs. Although they are derived from numerous personal circumstances, motivation is subjective and differs in every individual while also differing between groups of entrepreneurs. Entrepreneurial motivation can be grouped into two categories: the motivational forces of Pull and the motivating forces of Push (Gi-

lad & Levine, 1986). Schjoedt and Shaver (2007) further separate motivating variables by elements that motivate individuals to establish a company because of pulling or pushing.

2.4.1 Pull factors

Objectives, hopes, ambitions, and inventions are considered pull factors, they might be regarded as pulling someone in. Optimistic reasons are called pull factors, and they are inner motivations. People who are driven by pull factors have a greater likelihood of experiencing a connection with something they desire rather than something they require, and this results in their being classified as opportunity entrepreneurs (Shinnar & Young, 2008). The different considerations of entrepreneurship involve a number of factors, including autonomy, financial stability, and the feeling that you're in control of your own destiny. Entrepreneurs launched their own companies because they wanted to be autonomous and because they had fulfilled their ambition of having a career they could call their own (Rissman, 2006). Some prefer having versatility in their job, and they value the ability to operate in an environment that allows free expression (Carter, Gartner, Shaver, & Gatewood, 2003). People were driven to become entrepreneurs because of these many motivations. Additionally, past employment situations are positively correlated with the decision to become an entrepreneur. An illustration of this is the persons who have previously been employed in cafes who are much more likely to establish their own cafes. People who started their own company are often motivated by pull forces (Ramala, 1999).

There has been extensive research on the reasons why people choose to become entrepreneurs. Research claims that pulling forces are more powerful than pushing ones when it comes to getting people started as entrepreneurs (Jodyanne Kirkwood, 2009). Pull factors were more important than push ones in research on entrepreneurship motivation. What would be even more intriguing to study is how variables impacting the intention of Bangladeshi university graduates to launch a new company are impacting their success.

2.4.2 Push factors

Negative surrounding repercussions of entrepreneurial decisions are referred to as push forces. Outside variables are thought of as related to necessity, not desire. These influences include unemployment, discontent with the profession, a lousy supervisor, and an inefficient workplace. Discontent with one's employment is a strong motivating reason for establishing a company, and it is viewed as a negative influence (Winn, 2004). The poor quality of the job market, especially inadequate training, is regarded as a serious issue all over the globe and is one of the main motivations people start their own businesses. Studies consistently show that push factors are far more influential than pull ones when it comes to entrepreneurship choices ((Jodyanne Kirkwood, 2009). Some research discovered that push variables have a greater impact than pull variables (Zsuzsanna Gódány, Renáta Machová, Ladislav Mura, Tibor Zsigmond, 2021).

2.5 Vroom's (1964) expectancy framework

According to the Vroom model, people choose one course of action over another because it is likely to provide better outcomes (Janse, B., 2018). The notion of motivation is described as being built on expectation, assistance, and valence. According to this theory, entrepreneurial expectations are equivalent to indicators such as assessed viability and self-ability employed in previous theories forecasting the propensity to become an entrepreneur. These concepts may have slight pragmatic distinctions, but they are often measured in comparable ways. This approach may be used to assess a variety of constructs such as expectation, self-ability, and assessed viability. In other words, the former pertains to an individual's belief in becoming productive, and the latter pertains to an individual's belief in achieving a particular outcome. To quantify the first concept, researchers should create a mathematical equation that correlates to expectation; the second would be to assess the sum of expectation and instrumentality. The expectation model proposed by Vroom (1964) creates a unifying string that connects numerous procedure-based theories of entrepreneurial intention.

2.6 THEORY OF GENERATIONS

A generation is a collective made up of people who share common experiences, birthdays, ages, and geographic regions (Wey Smola and Sutton, 2002). When something like a great war, the introduction of new technology, or a financial downturn occurs, it is possible to create a whole new generation. These kinds of experiences influence the mindset, attitudes, and aspirations of the generation that witnesses them (De Hauw and De Vos, 2010).

2.6.1 Generations

The Baby Boomer generation includes anybody who was born between 1943 and 1960. In the 1940s, many men served in World War II and this contributed to a significant rise in birth rates once the soldiers returned. As a result, people began calling the generation born in the 1940s and 1950s the "Baby Boomers." The baby boomer generation was reared at a golden moment in economic history.

Millennials, those born between 1980 and 2000, are the newest group of people joining the workplace. The members of this generation are named Millennials due to their ties to the current decade and the fact that they were reared in a more technological society. The children who are now aged about sixteen to twenty-two were greatly impacted by computers and, especially, by a broader recognition of unconventional families and beliefs. Those who were born in the decade-spanning 1995 to the year of 2010 are Generation Z. This is the first generation to grow up in a networked society where digital technology is available to youth (McCrinkle and Wolfinger, 2014).

2.6.2 Work preference of generations

Baby Boomers have a tendency to see their organization as the driving force behind their professional lives. However, Generation X tends to hold onto its occupation instead of corporate allegiance. It places a higher value on connections with coworkers than it does on connections with the organization. In comparison to earlier generations, members of Generation X are less likely to show the same level of

loyalty to their employers. It is thought that parents, who grew up during Generation X's formative years, contributed to this Generation X workplace philosophy since they performed very tirelessly and followed regulations but were unable to show devotion to their organizations, thereby risking their employment. As a consequence, Generation X are suspicious of the institution's dedication, avoid attachment to a certain office, and believe in their right to operate solely. In comparison to newer generations, older generations are increasingly dedicated to working for the company out of duty than self-identification. The characteristics of Generation Y overlap somewhat with those of Generation X, although Generation Y is an entirely distinct age when compared to the preceding generations. This generation values job possibilities and respects themselves but lacks commitment to the organization, which causes it to be tough to retain these individuals in the same employment. Many members of this generation are apprehensive about their existing station in life, believing it to be just a method of studying. They believe as though everything that they face is something they're already acquainted with, so they're brave enough to undertake a switch and go to the next organization (Parry & Urwin, 2011).

Considering human nature, when people see and understand that which interests them, they are far more likely to engage with and become committed to the mission regardless of their current organization. Employees in this generation have an increased desire for exciting work, learning, and chances for career progression, which must be combined with monetary compensation. Note that individuals from previous generations are equally passionate about learning; however, previous generations prioritize learning that is relevant to their existing position, while newer workers choose coaching that is linked to managerial and governance quality.

It is certain that one of the most distinguishing characteristics of Generation Y is the yearning to work in an exciting and relevant environment. In other words, management's need to involve their employees in a specific program goes hand in hand with worker commitment. Even yet, experts predict that in the coming years, a year's employment in one organization will have significant meaning rather than being just a temporary affair. When a country's economy is robust, a broad range of possibilities opens up, new businesses develop, and existing businesses grow. As a consequence, new employment possibilities arise, and those who take benefit of them move jobs considerably more often. Generations X and Y place a high value on their private lives. They select a sector of employment that enables them to maintain a clear separation between professional and home life. In past generations, intense labor was linked to triumph and accomplishments. Therefore, Generation X and Y, who want flexibility and gainful employment, do not want their life to be 'wrought' via their jobs (K. W. Smola and C. D. Sutton, 2012).

Generation Z offers more wealth, better job possibilities, and greater productivity. Many studies have proven that work-life harmony is extremely significant in regard to overall career satisfaction. Additionally, Generation Z anticipated employment rewards to provide the pleasure that came from inside, and they regarded financial compensation as a significant determinant for employee commitment and contentment. For Generation Z graduates, the most essential aspects to consider when selecting a career are having a training and growth environment, confidence, and job stability. When it comes to faith in their job, Generation Z workers exhibited behaviors different from previous generations, and the admiration and faith they had for their supervisors had to be gained via hard effort. They put forth their own beliefs, demand their employers to accommodate their various requirements, and are drawn to workplaces with strong corporate reputations, including the pace of growth, platforms for learning and support, and many personal supplementary perks. However, the findings provide a significant addition to assessing Generation Z's view of current career liking, it is possible that they may not disclose the specific driving forces and choices of the generation (K. W. Smola and C. D. Sutton, 2012).

2.7 Factors Affecting Entrepreneurial Intention

According to a prior study, three variables influence intentions to start a business (Boyd, N.G. & Vozikis, G.S., 1994). A portfolio describes the demographics (age, gender, prior expertise, etc.) of the person and the impact of a key person. The second category contains character attributes such as self-reliance, faith, freedom, perceived competence, threat acceptance, and occupational attractiveness. The third element is situational, which contains factors such as training and the surrounding climate (Boyd, N.G. & Vozikis, G.S., 1994).

In accordance with the trait theory of entrepreneurship, an individual's entrepreneurial ambitions are determined by a set of specific characteristics. They are as follows: a strong desire for success necessitates the pursuit of innovative and challenging objectives on a regular basis, risk-taking proclivity is described as the readiness to incur economic hazards in order to achieve a goal, a willingness to accept vagueness and accept uncertainty, a capacity to innovate and design unique enterprise ideas or alter old ones, foresight is associated with making choices on the basis of intuitive emotions, perceived control is identical with the idea that one's activities will decide the course of one's destiny, proactivity is the ability to prepare forward for occurrences prior things happen (Boyd and Vozikis, 1994).

The contingency theory of entrepreneurship states that individuals are not entrepreneurs because they want to be, but instead because outside circumstances and events push them into it. For others, the motives to start their own business arise in specific circumstances (Shaver and Scott, 1992). Considering my experiences in a foreign country and living among foreign refugee population, refugees may be classified according to their entrepreneurial purpose because of various presenting circumstances. These individuals are running away from religious or cultural repression or they are heading to economically more favorable options, individuals displeased with company culture, whose families are self-employed, employees who believe they have been treated unfairly by their bosses, colleagues, academic environment, and organizational sphere, individuals who refuse to follow social norms, often starting a company that is related to their own interests or hobbies, youths who have dropped out of school and who experience constrained, or because of situations such as poverty.

The finding that several individuals desire to become entrepreneurs seems to be supported by McClelland's Achievement Motivation Theory, which states that most humans hold higher requirements of some key elements than the average person (McClelland, 2016). Three psychological desires (the need for accomplishment, ambition for power, and the demand for identification) are researched in order to investigate the consequences of those desires (Honig, 2004). People who are driven by success often have a great urge to establish challenging goals and then succeed in achieving them. They like to operate in an atmosphere that focuses on delivering outcomes, and they value constructive criticism. An individual's ambition for power manifests as a drive to exert dominance and command over others, as well as to manipulate and alter that individual's behavior to suit his own wants or preferences. Those who want to improve their self-worth and status would do everything to have their thoughts and opinions approved and put into practice above those of others. An individual's demand for identification stems from their desire to develop individual and communal connections with others or a specific group of individuals. They want to be part of a team and to build long-lasting connections with the people around them. They prefer working with people rather than contending with them, and they often stay away from circumstances that are unclear or pose a significant risk (Dr. Jacqueline Mayfield & Milton Mayfield, 2011)

2.8 Relationship between Entrepreneurial Intention and Various Determinants

Many discussions have taken place about the links between individual attributes and entrepreneurial activity. There is a favorable correlation between having a good perspective regarding entrepreneurship and being able to deal with stress and conflict, and, as such, those who possess strong attitudes toward entrepreneurship have an enhanced capacity to deal with these things. Based on an extensive study, conducted by Urbano (2008), societal standards and behavior influence considered expectation and regarded viability has an influence on an individual's capacity to start an entrepreneurial endeavor. Additionally, when working on two key behavioral characteristics, some significant experts focused on drive for success and drive for freedom. They failed to look at key factors such as uncertainty propensities, consciousness, and self-determination. They investigated the impact of individual characteristics, parental history, and social standards on graduates' propensity to start businesses.

It's also important to consider inner variables, including a person's propensity to face dangers and their level of autonomy and perceived control. Other outside influences can be, including the marketplace, schooling, skills, networking, community, and motivation, to see how these variables influence students' interest in starting their own business. Mindset and environmental elements combine to drive the choice to establish a company. In my opinion several contextual factors, including the surroundings, educational backgrounds, networking capabilities, and psychological standards, to influence the goals of entrepreneurs. The psychological values of others are directly linked to aspirations to become an entrepreneur. Entrepreneurship knowledge leads to a greater likelihood of entrepreneurship. The researchers also looked at certain socioeconomic variables and company history. They found two different factors that contribute to entrepreneurship, i.e. academic activities that help foster entrepreneurship and modules and material on entrepreneurship that include sexual identity, professional expertise, and the occupations of parents (Seun Azeez Olugbola, 2017).

3. ENTREPRENEURSHIP IN BANGLADESH

In Bangladesh, entrepreneurship is growing rapidly as the country seeks to diversify its economy and create new jobs. The government is supportive of entrepreneurs and is working to create an enabling environment for them to start and grow their businesses. There are many opportunities for entrepreneurs in Bangladesh, especially in the areas of agri-business, health care, education, and information technology. With a rapidly growing population and a young population, there is a huge potential market for entrepreneurs to tap into. The challenges of entrepreneurship in Bangladesh include lack of access to finance, skilled labor, and infrastructure. However, there are many organizations and programs that are working to support entrepreneurs and help them overcome these challenges.

3.1 Educational inspiration in Bangladesh

An entrepreneur requires the appropriate competence, expertise, education, and resources in order to be able to launch their own business. Education is believed to be the most important supplier of information. Entrepreneurial training provides information in order for a graduate to acquire certain expertise necessary to launch a successful working life in either the company or the workplace. With the rapid infrastructural advancement, traditional company models struggle to keep up with emerging commercial sectors. As a result, there is a chance that graduates with creative expertise may establish modern businesses. Individuals may achieve excellence as entrepreneurs with the assistance of appropriate entrepreneurial skills and schooling.

An entrepreneurial learning program focuses on cultivating the personal beliefs and behaviors that may drive one to make business activity. There are many people who think that fostering the desire to start a business may be done by encouraging the students to become entrepreneurs. These views from entrepreneurs show that entrepreneurship education has a critical impact in increasing individuals' intents to start their own businesses. The fact that entrepreneurial training is on the rise shows that learning and creativity can be gained via these institutions, which then encourages entrepreneurs to establish new businesses. Institutions are increasingly concentrating on teaching pupils how to use business concepts or techniques to identify trade possibilities, create a business strategy, and carry it through. In

regard to entrepreneurship education, institutions are all about exploring different company ideas. Universities also place an emphasis on conceptual information in order to concentrate prospective entrepreneurs' mental and emotional characteristics development (Buchnik, Tsipy & Maital, Shlomo & Gilad, Vered. (2018).

Bangladesh provides a unique mix of basic and specialized schooling to help the country's youth to start and build businesses. Basic schooling learners are exposed to entrepreneurship at the intermediate stage and continue to do so throughout their schooling to build the necessary foundation for launching their own businesses after graduation. This educational program intends students to some of the most successful business owners.

3.2 Support programs in motivating entrepreneurship in Bangladesh

The entrepreneur-support initiatives typically assist the entrepreneurs in getting their business up and running and in maintaining it long-term. They assist with the reassembly of tools and the creation of a favorable business environment and training for industry selection. In Bangladesh, a newly minted entrepreneur is entitled to both internal and external assistance from the economic market in the form of a supportive entrepreneurship growth strategy. As a major component to the country's banking system, Bangladesh Bank provides loans and grants, collects international funds, subsidizes businesses, and implements different strategies for new businesses. Entrepreneurs may get special attention for their participation in the BSCIC business region, EPZ, and BEPZA by obtaining logistical assistance. These activities help to and attract entrepreneurs by providing technical assistance, low-cost transit options, shipping routes, and information infrastructure, among other things. Bangladesh, being a modern nation, places a strong emphasis on the application of information technology in all aspects of organization. Information technology assistance has now become a need for businesses.

The entrepreneur-development program suggests several policies to promote and assist the younger businessmen so they don't lose motivation and confidence while they are embarking on their company endeavours. Policies which provide taxation breaks to businesses are used to help entrepreneurs expand their business operation. The globalization plan is the catalyst that promotes inclusion in international supermarkets. The increasing availability of global commerce may fuel the rise of entrepreneurship in Bangladesh (Islam, Dr. Nazrul. 2016).

There are now a number of programs and initiatives aimed at supporting entrepreneurship in Bangladesh. These include incubation programs, which provide mentorship and resources to early-stage entrepreneurs; funding programs, which provide capital for startups; and networking events, which connect entrepreneurs with potential customers and partners. The government has also been supportive of entrepreneurship, creating a number of policies and regulations that make it easier to start and operate a business in Bangladesh. As a result of all these factors, Bangladesh is now home to a thriving startup ecosystem (Kashef Rahman, Sadia Haque, Feb 15, 2022).

3.3 E-business in motivating entrepreneurship in Bangladesh

Bangladesh is witnessing a surge of beginning trends as a result of its improving business over the past decades. The country has undertaken many measures to develop young businesses in order to handle unprecedented career possibilities in order to guarantee work for everyone who is unemployed (Hussain, 2013). As a result, the Bangladeshi administration has developed several development courses for digital media and providing exposure to business and finances to new businesses. Laws have been made less burdensome, and a number of industrial possibilities have been made available due to the reforms, including digital company licensing, digital tax submitting, and various web applications for starting a company (Islam, 2019). Furthermore, apart from just teaching specialized and basic curriculum, academic institutions must strive to assist in entrepreneurial growth.

Currently, new efforts have been made to assist those who are willing to get into an online business, particularly those in the process of building a virtual company culture that is creative and technology-based (Aas, 2013). It is possible to say that the administration of Bangladesh is interested in empowering the next generation of company owners with a computerized industry infrastructure. All these aspects may boost the desire to start a business.

Since the introduction of the internet, everyone has been connected: teenage people, children, adults, and even seniors are utilizing the internet on a daily basis. Businesses operating online are gradually but surely coming around to the idea of accepting and integrating various locales. Online business provides numerous possibilities for prospective or fresh graduates to begin their company endeavor by accessing the internet and incurring the lowest expenses and shortest time investments. The online business marketplace has made room for fresh setup companies. Internet company launch is signifi-

cantly simpler with minimum infrastructure expenditures, reduced administrative cost, limited allocation and marketing expenses, and cheap operating expenses. Tools such as dependable, efficient, and readily accessible technology incite individuals to establish their own companies digitally and go head-to-head with major competitors. Online business involves a mix of conventional corporate abilities and fundamental business expertise. Some web-based commercial channels assist upcoming entrepreneurs with fresh company possibilities for youth (Ahammad, Satter, & Saifullah, 2007).

3.4 Reasons why Bangladeshi women are enthusiastic about entrepreneurship

Bangladeshi women rarely worked outside the home in the past. They felt staying at home to care for children or other domestic duties would assist create moral character in the future generation. Many Bangladeshi girls are becoming doctors and engineers, changing the situation. In professions that need a higher education level than is accessible locally, males and females in Bangladesh have fewer career options. Changing social standards in Bangladesh have altered women's life. Women used to stay at home and care for their children and spouses, but now they prefer working outside and ensuring that everything essential is brought nearby by a male cousin or friend who often has both positions and access privileges in traditional communities where such roles exist. However, several departments now offer part-time day jobs for women.

In Bangladesh, women are playing an increasingly important role in the country's economy. According to a recent report by the World Bank, women make up around a quarter of the country's GDP (“Gender Data Portal”). There are a number of factors that have contributed to this increase in female entrepreneurship. One is the growth of the microfinance industry, which has provided women with access to capital and financial services. Another factor is the rise of mobile phones and the internet, which have given women new ways to connect with customers and suppliers. Finally, the government has been supportive of women-owned businesses, providing training and mentorship programs.

As a result of these factors, more and more women are starting their own businesses in Bangladesh. And while there are still some challenges that need to be addressed, such as access to finance and markets, the future looks promising for female entrepreneurs in Bangladesh. Furthermore, in 2014, the United Nations Development Programme (UNDP) conducted a nationwide survey across 16 districts, focusing specifically on women's entrepreneurship programs, to investigate factors influencing entrepreneurship among women in Bangladesh. There is a common misconception that women can't be

successful in entrepreneurship because they don't have the same drive or ambition as men (Chakma, 2015). Bangladesh is a patriarchal society, where women have historically been excluded from positions of power and authority.

Bangladesh has one of the highest rates of female entrepreneurship in the world (Chowdhury, 2017). There are a number of reasons for this. First, Bangladeshi women have had to be resourceful and creative in order to survive and support their families in a challenging economic environment. Secondly, women are increasingly accessing capital and networks through programs like the BRAC's Enterprise Support Program. Finally, Bangladeshi women are motivated by a desire to create positive change in their communities. They see entrepreneurship as a way to empower themselves and other women, and to make a real difference in the world. However, data from around the world shows this idea to not hold true for Bangladesh, where female business owners show high levels of motivation and self-confidence.

3.5 Start-up scenario in Bangladesh

Entrepreneurship is not just about having an idea and turning it into a business. It's about taking risks, learning from failures, and constantly evolving. This is especially true in Bangladesh, where the entrepreneurial landscape is rapidly changing.

Bangladesh is a country with a rich history of entrepreneurship and innovation. From the early days of the independence movement to the present, Bangladeshi entrepreneurs have played a vital role in the country's economic development. Today, Bangladesh is one of the world's fastest-growing economies, and its entrepreneurial sector is booming. In recent years, a number of Bangladeshi startups have achieved global success, including Pathao, Sheba.xyz, and Chaldal.com. The future of Bangladesh's economy looks bright, and its entrepreneurs will continue to play a key role in driving growth and development.

In Bangladesh, entrepreneurship and start-ups are becoming increasingly popular. This is due to a number of factors, including the country's rapidly growing economy and its young population. The country has a youthful population and a growing middle class, which are both key demographics for entrepreneurs. Additionally, the government is supportive of small businesses and startups, providing various incentives and programs. With all of these factors in play, it's no surprise that Bangladesh is

seeing an increase in entrepreneurship. This study is aimed to give a picture of the current state of entrepreneurship in Bangladesh and what the future may hold.

According to a report by the Bangladesh Computer Council (BCC), the country's online retail market is expected to reach \$1.5 billion by 2021. This growth is being driven by a number of factors, including the rise of the tech industry, the increasing popularity of handicraft products and homemade food, and the growing use of telemedicine applications. Product delivery companies are playing a major role in this growth. These companies are making it easier for Bangladeshis to shop online and get their purchases delivered to their doorstep. In addition to delivering products from major retailers, many of these companies are also offering cloth tailoring and clothing, handicrafts, and homemade food items. The rise in the popularity of product delivery companies has coincided with the growth of the tech industry in Bangladesh. A number of startups are working on innovative solutions that make it easier for people. Some of these startups include Pathao, Bibiana, Aarong, Chaldal.com, Maya Telemedical application, Bkash and Ride Reach etc. There are number of apps, sectors and platforms are being developed that allow entrepreneurs to start their business in Bangladesh. There are some remarkable start ups which are huge success in market.

The company BIBI Fashion House (BIBIANA) has a factory in Uttara, Dhaka. Bibi products has a showroom in Mirpur, Dhaka. Bibiana is a Bangladesh-based clothing brand that started out in the capital city of Dhaka back in 2010. The brand offers a great selection of both men's and women's clothing. The brand was created with the aim to promote Bangladeshi heritage and craftsmanship through contemporary design (Kamrul. 2017).

Bkash is a finance business application that is widely used in Bangladesh. The system gives people the ability to send money and make payments. It also enables you to switch between banks while making a payment, if desired. The app also provides a platform for businesses to accept payments and manage their finances. Bkash has been a vital part of the Bangladeshi economy, helping to facilitate trade and commerce. The app has also helped to boost the country's financial inclusion rate, as it is available to everyone with a mobile phone (dieleman, marleen & Mahmood, Ishtiaq & Banu, Narmin, 2017).

The MAYA-It's okay to ask help telemedical application is a new way to provide healthcare services in Bangladesh. It is an interactive voice response system that helps patients get the care they need without having to go to a doctor or hospital. The app also provides information on health and wellness,

and allows users to book appointments with doctors. The app is currently available in English and Bengali, and will soon be available in other languages (Ahmad, 2017).

Chaldal.com is the leading online grocery store in Bangladesh with over 1,000 products available for purchase. The company offers a wide range of food items, household supplies, personal care products. Customers can order from chaldal.com 24 hours a day, 7 days a week and have their groceries delivered to their doorstep within 2-3 hours (Shafuan, 2021).

Pathao is a popular transportation service in Bangladesh that has been praised for its innovative business model and social impact. It operates a fleet of motorbikes and cars that can be booked through their mobile app. The company has been lauded for its convenient and affordable service, as well as its commitment to safety (Wali Ullah, G. M. & Islam, Ashraful, 2017).

3.6 Scopes for garments business and textile business in Bangladesh

Bangladesh has become one of the leading countries in manufacturing and exporting garments and textile products. The scope for garments business and textile business in Bangladesh is immense due to the growing demand for readymade garments and textile products both in the local and international markets. The government is giving special preferences to these two sectors which are contributing a lot to the country's economy (Haider, Mohammed, 2005).

There are vast scopes for garments business and textile business in Bangladesh. The climate of Bangladesh is very suitable for growing different types of fabrics. The country has a huge production capacity of textiles. There are a few reasons for the large scopes for garments business and textile business in Bangladesh. Firstly, the country has a large population which provides a big market for these products. Secondly, labor is relatively cheap in Bangladesh which helps to keep production costs down. Lastly, the country has a good infrastructure for manufacturing and exporting these products. Additionally, the businesses can also enjoy tax incentives from the government. As a result, these businesses have been able to flourish in Bangladesh (Haider, Mohammed, 2005).

3.7 Challenges starting a new business in Bangladesh

Entrepreneurs will find a great deal of opportunity in the South Asian nation of Bangladesh. The populace is youthful and eager to work, and the government offers support to companies that are just getting started. However, there are a few issues that need to be resolved before Bangladesh can become a nation that is genuinely characterised by its entrepreneurial spirit. The acquisition of financial resources is the primary obstacle.

Many people in Bangladesh are unable to launch their own enterprises because they do not have sufficient savings or collateral. Because of this, individuals are forced to rely on loans from family and friends, which can often be difficult to acquire. This is particularly true for women and minority groups. The absence of necessary infrastructure is still another issue. The roads in Bangladesh aren't very good, the energy is unreliable at times, and there aren't many people with access to the internet. Because of this, it is challenging for firms to operate effectively and realise their full potential. Last but not least, Bangladesh is lacking in the number of skilled businesspeople. There are many people who have wonderful ideas but lack the skills necessary to successfully run a business. Because of this, it is challenging for new enterprises to get off the ground and to maintain their success over the long term (Sabet, Daniel & Ishtiaque, Ahmed & Rajeb, Mehdi & Tazreen, Afsana, 2015).

In spite of these challenges, there is a significant amount of untapped commercial potential in Bangladesh. Bangladesh has the potential to develop into an attractive location for the establishment of new businesses of all sizes if it receives assistance from both the public and private sectors.

4. ENTREPRENEURSHIP IN FINLAND

The Finnish entrepreneurial culture is largely responsible for the country's consistent placement among the world's most creative nations. Finland has a high rate of entrepreneurship for many reasons. The highly developed welfare state is one factor that encourages risk-taking among business owners. The Finnish educational system is another factor since it promotes an entrepreneurial spirit among its pupils from a young age. The government of Finland has taken initiatives in recent years to encourage entrepreneurship by creating initiatives like Startup Finland and hosting prominent events like Slush. Many prosperous businesses, such as Rovio (the makers of Angry Birds) and Supercell, call Finland home because of these and other reasons (the makers of Clash of Clans).

4.1 Educational inspiration in Finland

A culture of entrepreneurship and creativity can be seen in many parts of Finnish society, from the high number of startups per person to the way people are encouraged to take on new challenges. Over many decades, this culture of entrepreneurship and new ideas has grown. One of the most important parts of Finland's recipe for success is how important education is throughout a person's life. In a world that is always changing, it is important to keep your skills up-to-date and be able to adapt to new situations. Adults in Finland are more likely to take part in educational programmes, whether they are official or not, than adults in any other OECD country (Adult education in Finland. n.d., Nordic Co-operation). This commitment to learning throughout one's life makes sure that everyone has a chance to stay ahead of the competition and use their unique set of skills for the good of society. It's well known that Finland has one of the best education systems in the world, but that's not the only factor that makes it a great place to live, work, and get an education. The country's focus on education that lasts a lifetime, as well as its focus on business and creativity, make it a good model for anyone who wants to do something new and important in their own lives (Team Leverage Edu. 2022).

Entrepreneurship is a field of study that is becoming increasingly popular in Finland. This is due to the fact that there is a growing number of people who are interested in starting their own businesses. There are many reasons why someone would want to become an entrepreneur, but one of the most common reasons is that it allows you to be your own boss and control your own destiny. There are a number of

different entrepreneurship programs available in Finnish universities, and many students choose to study entrepreneurship because it gives them the skills and knowledge they need to start their own business. The most important thing for anyone considering entrepreneurship as a career choice is to make sure that they have a strong understanding of what it takes to be successful. In my view, there are many resources available online and in libraries that can help potential entrepreneurs learn more about this exciting field.

4.2 Entrepreneurship in Finnish youngsters

In the past, Finnish people used to look for jobs with high salary rather than entrepreneurship to have a secure and peaceful life. However, in recent years, the concept of work life has changed dramatically. Nowadays, people are looking for interesting and meaningful jobs which make their lives more enjoyable. The trend is especially strong among young people. They want to have a job that they are passionate about and that offers them good opportunities for personal development. In my opinion, this is a positive development because it shows that people are increasingly aware of the importance of finding work that they enjoy and that is fulfilling.

There are several reasons behind for the increasing start up trend, one of which is the current economic climate. With jobs hard to come by, many young people are seeing entrepreneurship as a way to get their career started. Additionally, Finland's high-tech economy provides plenty of opportunities for those with ideas and ambition ("Technology Finland," 2021).

This is evident in the growing number of inspired young entrepreneurs in Finland. The number of young entrepreneurs has been modest from 2017 to 2018 ("STARTUPS, ACCELERATORS AND ROLE OF TEKES – EVALUATION REPORT," 2018). The reasons behind this trend are manifold. One reason is that the Finnish educational system now offers more opportunities for students to learn about entrepreneurship and start their own businesses. In addition, the internet and social media have made it easier than ever before for young people to connect with each other and share ideas. Whatever the reasons, it is clear that Finnish youth are increasingly interested in starting their own businesses. This trend is likely to continue in the years to come, as more and more young people take advantage of the opportunities available to them (Korpela & Cord, 2021).

In accordance with, a recent survey carried out by the Finnish Youth Research Society. The findings of the survey show that entrepreneurship is seen as a more attractive option for young people in Finland than it was in the past (Haanpää & Tuppurainen.). This is likely due to the fact that there are now more opportunities for young entrepreneurs than there were in the past. One reason for this change is that the Finnish government has been encouraging young people to start their own businesses. The government has also been providing more support and funding for young entrepreneurs. Another reason for the increase in interest in entrepreneurship among young Finns is the success of some high-profile Finnish startups, such as Rovio (the company behind Angry Birds) and Supercell (the company behind Clash of Clans).

4.3 Support programs in motivating entrepreneurship in Finland

Finland is home to a number of successful startups, the reason being that is the supportive environment created by programs the Government is creating to encourage entrepreneurship. By continuing to invest in entrepreneurship, Finland can ensure that its economy remains strong and innovative into the future. The programs have been designed to meet the needs of different groups, including young people, women, and immigrants. One of the most important elements of these programs is providing access to financing. In addition, the programs offer training and mentoring services. The Finnish government has also been supportive of entrepreneurship through its tax policies. For example, it has introduced a number of tax breaks for start-ups. These measures have helped to make Finland one of the most attractive countries in Europe for entrepreneurs (Ministry of Economic Affairs and Employment, 2021).

One success story is that of Nokia, which was able to transform itself from a forestry products company to a world-leading mobile phone manufacturer. The motivation for this change came from the Finnish government, which saw the potential for Nokia to become a global player in the new industry. This allowed Nokia to make the necessary investments in new technologies and become a leading player in the mobile phone industry (“Nokia’s strategy,” 2021).

According to a recent study, support programs for entrepreneurship in Finland are effective (Farny, Steffen & Kyrö, Paula, 2015) . The study found that the programs increased the likelihood of starting a business by 76 percent. In addition, the programs also increased the chances of survival for new businesses. The study was conducted by researchers at the University of Helsinki and Aalto University. It

looked at data from over people who had participated in support programs for entrepreneurship between 2006 and 2011. The researchers found that the programs had a positive impact on both men and women, but that they were especially beneficial for young people and those with no previous experience in running a business (Farny, Steffen & Kyrö, Paula, 2015) . The findings of this study suggest that support programs for entrepreneurship can be an important tool for promoting economic growth and creating jobs. With Finland's economy, these programs could play a vital role in helping to the country's rising economy.

4.4 E-Commerce in Finland

E-Commerce in Finland is a great field to start and grow your business. The government provides many incentives for businesses, including tax breaks and subsidies. There is also a strong culture of entrepreneurship in Finland, which makes it an ideal place to start a business.

E-commerce is a growing industry in Finland. The number of transactions made through online channels has increased significantly in recent years, and this trend is expected to continue ("Finland - Country Commercial Guide," 2021). There are many reasons for the rise in e-commerce in Finland, including the increasing use of mobile devices and the growing number of people with access to the internet. In addition, Finnish consumers are becoming more comfortable with making purchases online. There are several major players in the Finnish e-commerce market, including Amazon, eBay, and Alibaba. These companies have invested heavily in building up their presence in Finland, and they are reaping the benefits now. E-commerce is a highly competitive industry, and these companies are constantly innovating to stay ahead of the curve. For example, Amazon recently introduced their Prime service to Finland, which offers free shipping on many items. The growth of e-commerce is good news for Finnish businesses and consumers alike. Businesses can reach a wider audience than ever before, and consumers have more choice than ever before when it comes to where they shop. With so much competition in the market, prices are kept low and quality is high. It's a win-win situation for everyone involved ("Finland - Country Commercial Guide," 2021).

4.5 Finnish women in workforce

In Finland, there are a lot of women in leadership positions, and that number is still going up. As an example, 47 percent of parliamentarians are women, which is a lot more than the average of 24.3 percent around the world (“PARLIAMENT OF FINLAND,” 2022). In Finland, there are also a lot of women in the work force. In 2017, 68.5 percent of women between the ages of 15 and 64 were working in Finland (“YLE NEWS,” 2019). This was a lot more than the average for the OECD, which was 65 percent. In fact, Finland has one of the highest rates of women working out of all the countries in the OECD. There are many factors that affect how well Finnish women do in the workplace, so it's important to look at them all. One reason for this is that Finnish fathers take the same amount of paternity leave as their wives. This helps make family life more peaceful and makes it easier for women to work. Also, daycare and care for children after school are easy to find and not too expensive in Finland. This makes it easier for working parents to balance their work responsibilities with their family responsibilities.

4.6 Start-up scenario in Finland

In Finland, entrepreneurship is highly valued. The country has a supportive environment for startups, and many young people are encouraged to take the plunge into business ownership. This culture of encouragement has led to some very successful Finnish companies, like Rovio (the makers of Angry Birds) and Supercell (the developers of Clash of Clans).

There are a few key reasons why entrepreneurship is so highly valued in Finland. First, the country has a strong culture of innovation and creativity. This means that there is always room for new businesses to come in and shake things up. Secondly, the government is very supportive of startups, providing funding and other resources to help them get off the ground. Finally, Finnish people are generally quite passionate, which makes them more likely to start their own businesses. All of these factors together create a very supportive environment for entrepreneurs in Finland (“Aalto University,” 2018). If you're thinking about starting your own business, Finland is definitely a great place to do it.

Nowadays, Finnish people are more open to taking risks and they are also more interested in entrepreneurship. This change in attitude can be attributed to the fact that Finland has become a more prosperous country over the past few years. As a result, Finnish people now have more disposable income and they are willing to take risks (“OECD,” 2020). This change in attitude is likely to have a positive impact on the Finnish economy as more people will start their own businesses and create new jobs.

Finland is an excellent country for startups because of the stable business environment it provides. It's a great testing ground for new entrepreneurs who want to test their ideas and try out new technologies. You'll find all you need here, including highly-educated and tech-savvy people and a stable infrastructure that accommodates these trials (“OECD,” 2020).

Finland has become a hotspot for entrepreneurs, startups, and venture capitalists. Hundreds of accelerators, incubators, and venture capital funds are eager to invest in promising businesses and projects (“STARTUPS, ACCELERATORS AND ROLE OF TEKES – EVALUATION REPORT,” 2018).

The Finnish government and laws are stable, there is plenty of funding available to startup companies, and universities have the opportunity to commercialize their ideas. This safe environment would be a great place for a new business to start.

Supercell is a highly successful mobile game development company. The company's games are some of the most popular and well-loved in the world, and its employees are highly sought-after (Gupta, 2021).

Cooler Future helps businesses identify and invest in projects that will have a positive environmental impact, such as renewable energy or sustainable forestry. The company also offers advice on how to reduce your carbon footprint and make your business more environmentally friendly. With its innovative approach to climate change, Cooler Future is making a difference one investment at a time (“Cooler Future,” 2022).

Kide Science is a Finnish edtech company in the education sphere of STEM (science, technology, engineering, and mathematics). By telling stories with building science experiments, Kide Science helps people of all ages learn about science. The company also has an experimental-teaching set for use in homes that has been designed to attract young children (“KIDE,” 2022).

The company sells refurbished iPhones and Android smartphones that have been professionally inspected and tested. Swappie offers a 12-month warranty on all of its products. In addition to selling refurbished phones, Swappie also buys used phones from customers (“SWAPPIE”).

4.7 Scopes for garments business and textile business in Finland

The Finnish clothing industry evolved quickly in the 70s. At the time, there were many domestic companies and few international competitors. As a result, the local workforce had a competitive advantage. Some major changes took place in 1986: the production of clothes decreased 50% and more and more manufacturing was moved to low-labor-cost countries. When trade with Eastern Europe collapsed, also due to the dissolution of the Soviet Union in 1991, many Finnish clothing companies went bankrupt (“Flanders Investment & Trade Helsinki,” 2017).

A lot of Finnish industries have been in a slump since the early 1990s. Industries like textiles, clothing, and forestry have seen an unsurprising influx in recession. The Finnish fashion industry has seen a significant drop in the past few years. For example, in 2014 the export turnover declined by 14%, while there was an 8% increase the following year. The main problem seems to be that Finland's production costs are not comparable with those of neighboring Baltic States or Far East countries. This has resulted in most manufacturing moving to lower-cost states. On the other hand, clothing retail has been doing better than manufacturing. However, changes in unemployment and fiscal policy have substantially impacted the whole economy of Finland and has hit their shoe and clothing market particularly hard; this decline amounted to € 400 million between 2011 and 2015 (“Flanders Investment & Trade Helsinki,” 2017).

The reasons for this are varied, but include competition from cheaper imported goods, the high cost of labor in Finland, and the general economic downturn. As a result of these factors, many Finnish companies have gone out of business, and the industry as a whole is struggling to survive (“Flanders Investment & Trade Helsinki,” 2017).

In recent years, the Finnish government has been working to try to revive the country's ailing forestry industry. This has included providing financial support to companies and investing in research and development. While these efforts have not yet had a significant impact, there is hope that they will eventually help to turn the industry around (“Flanders Investment & Trade Helsinki,” 2017).

4.8 Challenges starting new business in Finland

The economy in Finland is quite stable, and the country boasts a highly-educated workforce. Additionally, the Finnish government is supportive of foreign investment and provides a number of incentives for businesses to locate there. These factors make Finland an attractive destination for companies looking to expand their operations into Europe. Despite the challenges involved in setting up a business in Finland, the rewards are significant. The country offers a favorable business environment, skilled workers, and strong government support. These advantages make Finland an appealing choice for companies seeking to establish a presence in Europe (“STARTUPS, ACCELERATORS AND ROLE OF TEKES – EVALUATION REPORT,” 2018).

In Finland no matter what stage your company may be in, it may take two to three weeks for you to open your bank account, register your company, and register for tax administration. The time it takes should be more than enough if you have the correct business plan in place (“FINTEGRA,” 2022).

For an entrepreneur as a foreigner, there may be some issues that will make it difficult to run a startup. Finnish culture is different from other cultures in many ways. For example, Finns are conservative and respectful people. In their culture, business isn't involved with the individual's personal space—it is thought to be unprofessional to overstep personal boundaries. Physical contact is mostly limited to shaking hands or making eye contact when needed. It takes time to understand these culturally-related aspects of Finns and adapt accordingly (Yang-Pyydysmäki, 2020).

Finland is a bilingual country where most people speak both Finnish and Swedish. If you want to better understand Finnish culture, it's important to study the language. Customers will thank you for taking the time to learn, and colleagues will think highly of you too.

As an entrepreneur, it can be hard to stay on top of all the requirements. Taxes and permits are complicated even if you do speak Finnish. It's important to hire a lawyer or accountant who is familiar with these types of requirements for anyone who owns their own business.

In Finland, it is relatively easy to start a business. However, people from other cultural backgrounds need to concentrate on learning how to adapt their way of life to that of the Finnish in order to make

their business profitable. This can be a challenge, but it is one that is worth undertaking in order to be successful in Finland. Those who are able to adapt their lifestyle and learn about the culture of their new home country will be well on their way to making a profit with their business.

5. FINDING

There is no doubt that Bangladeshi young people are incredibly entrepreneurial. In fact, according to the x y generation theory, they are one of the most entrepreneurial groups in the world. This is largely due to the push and pull factors that motivate them to start their own businesses. On the one hand, they are pushed by factors such as a lack of job security and a desire to be their own boss. On the other hand, they are pulled by factors such as the opportunity to make money and the challenge of starting something from scratch.

Interestingly, Bangladeshi women are particularly entrepreneurial, with many motivated by the desire to create something new and different. In fact, when it comes to business, women in Bangladesh are often more successful than men. This is likely due to the fact that they are often more innovative and have a better understanding of customer needs.

Additionally, motivated women in entrepreneurship are also playing a key role in inspiring young people to start their own businesses. There are a number of reasons why women are motivated to become entrepreneurs, including the desire to create something new, the challenge of working in a male-dominated field, and the opportunity to make a difference in society (World Bank. 2022).

Moreover, based on my previous experiences regarding leave out in Bangladesh, there are many Bangladeshi women who would prefer to work from home rather than in a company. The reason for this is because they feel that they can better provide for their families if they are working from home. Additionally, the conservative nature of Bangladeshi culture means that women are often not comfortable working in mixed-gender environments. Therefore, working from home is often seen as the best option for Bangladeshi women. So, they choose to start up a new business in field of tailoring, handicraft and clothing field. Currently, garments industry workers are getting more wages than before, so women are now also working in garments industry (Moffat, 2022).

The changing social norms of Bangladesh have caused a shift in the way women live their lives. Women used to stay at home and take care of their children and husbands, but now they prefer working outside along with ensuring that everything necessary gets delivered nearby by a male relative or friend who is often capable enough for this task due to both positions as well as having access rights

within traditional communities where such roles exist. However, many more departments now offer part-time positions that allow women to work during the day. In Bangladesh, women are playing an increasingly important role in the country's economy, while there are still some challenges that need to be addressed, such as access to finance and markets, the future looks promising for female entrepreneurs in Bangladesh.

Finnish young people are very entrepreneurial, and many of them want to start their own businesses. The "x y generation theory" is a popular motivation for many young Finns to become entrepreneurs. This theory states that the younger generations (x and y) are more likely to be successful in business than the older generations. This is because they are more motivated, have more energy, and are more willing to take risks. Many young Finnish women are also motivated to become entrepreneurs because of the push and pull factors. The push factors include matters like a desire for independence, a need for challenge, and a want to make a difference in the world. Factors like desirable employment possibilities, competitive remuneration, and an atmosphere that encourages entrepreneurial initiatives are examples of pull factors.

Finnish women have a lot of advantages when it comes to working and being in leadership positions. This is likely due to a number of factors, such as the paternity leave policy in Finland, which helps to make family life more manageable for working mothers. Additionally, daycare and after-school care are easily accessible and affordably priced, making it easier for parents to balance work with family responsibilities. With all of these factors working in their favor, it's no wonder that Finnish women are doing so well in the workplace.

In recent years, there has been a growing interest in entrepreneurship among young people in Bangladesh and Finland. This is likely due to a number of factors, including the increasing global interconnectedness of economies and the rise of the Internet and social media. There are a number of reasons why entrepreneurship may be particularly attractive to young people in Bangladesh and Finland. In Bangladesh, youth unemployment is a major problem, and entrepreneurship can provide an opportunity for young people to create their own jobs.

In Finland, meanwhile, young people are often highly educated and have access to world-class technology and infrastructure. This makes it easier for them to start and grow businesses. The Vroom theory of motivation suggests that people are motivated to pursue goals when they believe that they have the ability to achieve those goals (Penguin, 1983). This theory can help to explain why entrepreneur-

ship may be particularly appealing to young people in Bangladesh and Finland. Both countries have high levels of poverty and inequality (YLE NEWS, 2020), which can make it difficult for young people to believe that they have the ability to succeed in life . However, entrepreneurship provides an opportunity for them to take control of their own lives and create their own opportunities.

6. CONCLUSION

The research paper discusses the reasons why Bangladeshi and Finnish women young people are motivated to become entrepreneurs. The main reasons include the desire for independence, the need for challenge, and the want to make a difference in the world. However, entrepreneurship provides an opportunity for them to take control of their own lives and create their own opportunities.

There are a number of initiatives underway in both countries to support young entrepreneurs. In Bangladesh, the government has launched a youth entrepreneurship program called The State of the Ecosystem for Youth Entrepreneurship in Bangladesh (“UNDP,” 2021). The program provides training and financial assistance to young people interested in starting their own businesses. In Finland, the government has established a number of Business Centers for Young Entrepreneurs, which provide resources and advice to young business owners (OECD, 2020). Both countries also have a number of private sector initiatives supporting young entrepreneurs. In Bangladesh, the Dhaka Chamber of Commerce and Industry offers training programs and access to financing for young entrepreneurs (“DHAKA CHAMBER OF COMMERCE AND INDUSTRY,” 2022). In Finland, several organizations, such as Tekes, the Finnish Funding Agency for Innovation, and Finpro Company offer support for startup businesses (“Wikipedia,” 2021). The growing interest in entrepreneurship among young people in Bangladesh and Finland is encouraging. These initiatives provide valuable resources and support that can help young people start and grow their businesses.

In Bangladesh, there are inspired women and young people who are able to create their own jobs with opportunities provided by self-employment. In Finland, young people have access to a range of world-class technology and infrastructure. The Vroom theory of motivation suggests that people set and pursue goals because they believe they can achieve them (Penguin, 1983). This theory can help explain why entrepreneurship may be appealing in countries like Bangladesh where people often face economic hardship.

Overall, it is evident that there are many factors that contribute to the success of women in the workplace. In countries like Finland, women have access to affordable childcare and family-friendly policies that help them balance work and home responsibilities. In Bangladesh, women are playing an increasingly important role in the country's economy and are starting their own businesses in fields such

as tailoring, handicrafts, and clothing (Chowdhury, M. M. 2017). While there are still some challenges that need to be addressed, such as access to finance and markets, the future looks promising for female entrepreneurs in Bangladesh.

It is evident that there are many factors that contribute to the success of women in the workplace. In both Bangladesh and Finland, women have opportunities to succeed thanks to policies and infrastructure that support working mothers. Additionally, social norms are changing with time in Bangladesh, making it more acceptable for women to work outside the home. With all of these factors working in their favor, it's no wonder that Finnish women and Bangladeshi women are doing so well in the workplace.

REFERENCES

Ahammad, S. M., Satter, Farhana, & Saifullah, M. n.d. PROSPECTS OF E-COMMERCE IN BANGLADESH. PROSPECTS OF E-COMMERCE IN BANGLADESH. J. Sci. technol. (Dinajpur) Vol. 5: 74-80 (2007) ISSN 1994-0386, https://jst.hstu.ac.bd/assets_vcc/files/vol_5/10.pdf.

Adult education in Finland. n.d. Nordic Co-operation. <https://www.norden.org/en/info-norden/adult-education-finland>, November 30, 2022.

Aalto University. 2018, October 17. Why is social entrepreneurship valued in Finland and in the US but not in South Korea and in Norway? <https://www.aalto.fi/en/news/why-is-social-entrepreneurship-valued-in-finland-and-in-the-us-but-not-in-south-korea-and-in>.

Ashley-Cotleur, C., King, S., & Solomon, G. (2009). Parental and Gender Influences on Entrepreneurial Intentions, Motivations and Attitudes. George Washington University.

Ahmad, A. 2017, February. “Founder of Maya : Ivy Huq Russell, a Lady who choose the hard way to prove herself.” “Founder of Maya : Ivy Huq Russell, a Lady who choose the hard way to prove herself.” <https://www.empowerwomen.org/en/community/stories/2017/02/founder-of-maya--ivy-huq-russell-a-lady-who-choose-the-hard-way-to-prove-herself>.

Aas, E. (2013). Digital Entrepreneurship Ecosystem in Bangladesh. Dhaka: A.T. Kearney.

Buchnik, Tsipy & Maital, Shlomo & Gilad, Vered. (2018). Universities’ influence on student decisions to become entrepreneurs: Theory and evidence. Journal of Entrepreneurship Education. 21.

Boyd, N. and Vozikis, G., 1994. The Influence of Self-Efficacy on the Development of Entrepreneurial Intentions and Actions. Entrepreneurship Theory and Practice, 18(4), pp.63-77.

Carter, M. N., Gartner, W. B., Shaver, K. G., & Gatewood, E. J. (2003). The career reasons of nascent entrepreneurs. Journal of Business Venturing, 18(1), 13-39.

Cooler Future. 2022. Impact at the core of everything we do. <https://www.coolerfuture.com/>.

Chowdhury, M. M. 2017, February 25. Challenges for women entrepreneurs. The Daily Star.

<https://www.thedailystar.net/education-employment/challenges-women-entrepreneurs-1366573>

Chakma, J. 2015, September 28. United Nations Development Programme – Bangladesh. United Nations Development Programme – Bangladesh.

<https://info.undp.org/docs/pdc/Documents/BGD/EU%20New%20Progress%20Report%20Jan-Dec%202014%20reivised%20June302015.pdf>.

De Hauw, S. and De Vos, A., 2010. Millennials' Career Perspective and Psychological Contract Expectations: Does the Recession Lead to Lowered Expectations?. *Journal of Business and Psychology*, 25(2), pp.293-302.

DHAKA CHAMBER OF COMMERCE AND INDUSTRY, 2022, About Us.

<https://www.dhakachamber.com/about-us>.

Dieleman, marleen & Mahmood, Ishtiaq & Banu, Narmin. (2017). BKash: Financial technology innovation for emerging markets. *Harvard business review*.

https://www.researchgate.net/publication/326970147_BKash_Financial_technology_innovation_for_emerging_markets/citation/download

Entrepreneurship Motivation in the 21st Century in Terms of Pull and Push Factors, Zsuzsanna Górány, Renáta Machová, Ladislav Mura, Tibor Zsigmond, *TEM Journal*. Volume 10, Issue 1, Pages 334-342, ISSN 2217-8309, DOI: 10.18421/TEM101-42, February 2021.

Empirical Evidence. *International Journal of Organizational Leadership*. 10. 401-420.

10.33844/ijol.2021.60606.

FINTEGRA 2022, How can I open Oy in Finland? https://fintegra.fi/en/open_company_in_finland/.

Farny, Steffen & Kyrö, Paula. (2015). *Entrepreneurial Aalto: Where science and art meet technology and business*. 10.4324/9781315737065.

Finland - Country Commercial Guide. 2021. INTERNATIONAL TRADE ADMINISTRATION.
<https://www.trade.gov/country-commercial-guides/finland-ecommerce>.

Flanders Investment & Trade Helsinki. 2017, August. Clothing and textile sector in Finland.
https://www.flandersinvestmentandtrade.com/export/sites/trade/files/market_studies/Clothing%20and%20textile%20sector_Finland_2017.pdf.

Female labor force participation January 09, 2022, World Bank;
<https://genderdata.worldbank.org/data-stories/flfp-data-story/>

Guerrero, M., Rialp, J., & Urbano, D. (2008). The Impact of Desirability and Feasibility on Entrepreneurial Intentions: A Structural Equation Model. *International Entrepreneurship and Management Journal*, 4, 35-50.
<https://doi.org/10.1007/s11365-006-0032-x>

Gupta, A. 2021, December. Product growth. The World's Most Valuable Per Employee Company: Supercell. <https://www.aakashg.com/2021/12/22/supercell-story/>.

Gartner, W. B. (1988). "Who Is an Entrepreneur?" Is the Wrong Question!. *American Journal of Small Business*, 12(4), 11-32.

Gilad, B., & Levine, P. (1986). A behavioral model of entrepreneurial supply. *Journal of Small Business Management*, 24(4), 45-53.

Gender Data Portal. n.d. THE WORLD BANK.
<https://genderdata.worldbank.org/countries/bangladesh>, December 3, 2022.

Haider, Mohammed. (2005). Textile and Garment Industry of Bangladesh: An Overview.
https://www.researchgate.net/publication/326929287_Textile_and_Garment_Industry_of_Bangladesh_An_Overview

Honig, B., 2004. Entrepreneurship Education: Toward a Model of Contingency-Based Business Planning. *Academy of Management Learning & Education*, 3(3), pp.258-273.

Hussain, Z. (2013). *New ventures to boost economy*. Dhaka: Press Bangladesh.

Islam, A. (2019, October 18). *New ventures to boost economy*. Retrieved October 17, 2020, from Bangladesh Post: <https://bangladeshpost.net/posts/new-ventures-to-boost-economy-14978>

Islam, Dr. Nazrul. (2016). *Development of Entrepreneurship in Bangladesh*. (PDF) Development of Entrepreneurship in Bangladesh (researchgate.net)

Janse, B. (2018). *Vroom Yetton Jago Decision Model*. Retrieved (2018) from ToolsHero: <https://www.toolshero.com/decision-making/vroom-yetton-jago-decision-model/>

Jodyanne Kirkwood, (2009) "Motivational factors in a push-pull theory of entrepreneurship", *Gender in Management: An International Journal*, Vol. 24 Issue: 5, pp.346-364, <https://doi.org/10.1108/17542410910968805>

Jean-Baptiste, *The Economist* 2009, "Entrepreneurship"
<https://www.economist.com/news/2009/04/27/entrepreneurship>

K. W. Smola and C. D. Sutton, "Generational Differences: Revisiting Generational Work Values for the New Millennium," *Journal of Organizational Behavior*, 2012, Vol. 23, No. 4, 2002, pp. 363-382. doi:10.1002/job.147

Kumari, Kalpina & Ali, Salima & Khan, Noor & Abbas, Jawad. (2021). *Examining the Role of Motivation and Reward in Employees' Job Performance through Mediating Effect of Job Satisfaction: An*

Keat, O. Y., Selvarajah, C., & Meyer, D. (2011). *Inclination towards entrepreneurship among university students: An empirical study of Malaysian university students*. *International Journal of Business and Social Science*, 2(4), 23-37.

Keogh, P., & Polonsky, M. (1998). *Environmental Commitment: A Basis for Environmental entrepreneurship*. *Journal of Organizational Change Management*, 11(1), 38-49.

Kirkwood, J. (2009). Motivational factors in a push-pull theory of entrepreneurship. *Gender in Management*, 24(5), 346-364.

Kashef Rahman, Sadia Haque, Feb 15, 2022, “Bangladeshi startup ecosystem 2022 and beyond” the Daily Star.

Korpela, S., & Cord, D. J. 2021, October. HOW ABOUT GETTING A JOB IN FINLAND? this is Finland. <https://finland.fi/facts-stats-and-info/how-about-getting-a-job-in-finland/>.

Kamrul. 2017, April. Bibi Russell: The Women Who Changed Bangladesh with Fashion. Bibi Russell: The Women Who Changed Bangladesh with Fashion. <https://reading.searchenglish.com/bibi-russell-the-women-who-changed-bangladesh-with-fashion/>.

KIDE. 2022. About Us. <https://www.kidescience.com/en/about-us>.

McCrindle, M. and Wolfinger, E., 2014. *The ABC of XYZ*. Bella Vista, N.S.W.: McCrindle Research Pty Ltd.

Ministry of Economic Affairs and Employment. 2021, December 10. Government resolution on measures to build better conditions for entrepreneurship to be circulated for comments. FINNISH GOVERNMENT. <https://valtioneuvosto.fi/en/-/1410877/government-resolution-on-measures-to-build-better-conditions-for-entrepreneurship-to-be-circulated-for-comments->.

Moffat, E. 2022, January 19. BSR. What If All Garment Workers in Bangladesh Were Financially Included? <https://www.bsr.org/en/blog/what-if-all-garment-workers-in-bangladesh-were-financially-included>.

McClelland, P. D. C. n.d. *Achieving Society*. The Achieving Society. Pickle Partners Publishing. https://books.google.com/books/about/Achieving_Society.html?id=RI2wZw9AFE4C.

Nokia’s strategy. 2021. NOKIA. <https://www.nokia.com/about-us/company/nokias-strategy-2021/>.

OECD, 2020, Inclusive Entrepreneurship Policies, Country Assessment Notes, Finland.
<https://www.oecd.org/cfe/leed/Finland-IE-2020.pdf>.

Petur Jonsson, September 2017; (PDF) On the Term “Entrepreneur” and the Conceptualization of Entrepreneurship in the Literature of Classical Economics (researchgate.net)

Parry, E., & Urwin, P. (2011). Generational Differences in Work Values: A Review of Theory and Evidence. *International Journal of Management Reviews*, 13, 79-96.
<https://doi.org/10.1111/j.1468-2370.2010.00285.x>

PARLIAMENT OF FINLAND, 2022, Women as Members of Parliament.
<https://www.eduskunta.fi/EN/naineduskuntatoimii/kirjasto/aineistot/yhteiskunta/womens-suffrage-110-years/Pages/women-as-members-of-parliament.aspx>

Ramala, H. (1999). Conditions for success of new entrepreneurs in a time of economic crisis (PhD Diss.). Jyväskylä: School of Business, University of Jyväskylä.

Read, S., & Sarasvathy, D. S. (2015). Knowing what to do and doing what you know: Effectuation as a form of entrepreneurial expertise. *The Journal of Private Equity*, 9(1), 45-62.

Rissman, E. R. (2006). The self-employment duration of younger men over the business cycle. *Economic Perspectives*, 87.

Schjoedt, L., & Shaver, K. G. (2007). Deciding on an entrepreneurial career: A test of the pull and push hypotheses using the panel study of entrepreneurial dynamics data. *Entrepreneurship Theory and Practice*, 31(5), 733-752.

Shane, S., Locke, A. E., & Collins, C. J. (2003). Entrepreneurial motivation. *Human Resource Management Review*, 13(1), 257–279.

Shaver, K. and Scott, L., 1992. Person, Process, Choice: The Psychology of New Venture Creation. *Entrepreneurship Theory and Practice*, 16(2), pp.23-46.

Shinnar, S. R., & Young, C. A. (2008). Hispanic Immigrant Entrepreneurs in Las Vegas Metropolitan Area: Motivations for Entry into and Outcomes of Self-Employment. *Journal of Small Business Management*, 42(2), 242-262.

Storey, J. D. (1982). *Entrepreneurship and the New Firm*. London: Croom Helm.

Wey Smola, K. and Sutton, C., 2002. Generational differences: revisiting generational work values for the new millennium. *Journal of Organizational Behavior*, 23(4), pp.363-382.

SWAPPIE, About Us. <https://swappie.com/fi-en/about-us/>

Seun Azeez Olugbola, Exploring entrepreneurial readiness of youth and startup success components: Entrepreneurship training as a moderator, *Journal of Innovation & Knowledge*, Volume 2, Issue 3, 2017, Pages 155-171, ISSN 2444-569X, [https://doi.org/10.1016/j.jik.2016.12.004\(https://www.sciencedirect.com/science/article/pii/S2444569X1730001X\)](https://doi.org/10.1016/j.jik.2016.12.004(https://www.sciencedirect.com/science/article/pii/S2444569X1730001X))

Sabet, Daniel & Ishtiaque, Ahmed & Rajeb, Mehdi & Tazreen, Afsana. (2015). **OVERCOMING BUSINESS CHALLENGES IN BANGLADESH: Findings from a Survey of Firms in the Real Estate, IT and Furniture Industries.**

Shafuan, L. 2021. Chaldal.com-Final-report. studocu. <https://www.studocu.com/row/document/north-south-university/english-composition/chaldalcom-final-report/11032815>.
<https://www.studocu.com/row/document/north-south-university/english-composition/chaldalcom-final-report/11032815>

The Effects of Leader Communication on a Worker's Intent to Stay: An Investigation Using Structural Equation Modeling, Dr. Jacqueline Mayfield & Milton Mayfield, Pages 85-102 | Published online: 07 Jan 2011, <https://doi.org/10.1080/08959280701332018>

Team Leverage Edu. 2022, November 22. Finland Education System. leverage edu. <https://leverageedu.com/blog/finland-education-system/>.

Technology Finland. 2021, November 15. Technology Finland. <https://teknologiateollisuus.fi/en/technology-finland>.

UNDP. 2021, November 24. "The State of the Ecosystem for Youth Entrepreneurship in Bangladesh" report to create enabling environment for young entrepreneurs.

<https://www.undp.org/bangladesh/press-releases/%E2%80%9C-state-ecosystem-youth-entrepreneurship-bangladesh%E2%80%9D-report-create-enabling-environment-young-entrepreneurs>.

Vroom's expectancy theory (cam.ac.uk), Management and Motivation, Vroom, V.H., Deci, E.L., Penguin 1983 (first published 1970), <https://www.ifm.eng.cam.ac.uk/research/dstools/vrooms-expectancy-theory/>

"World Bank. 2022. Breaking Barriers : Female Entrepreneurs Who Cross Over to Male-Dominated Sectors. World Bank, Washington, DC. © World Bank.

<https://openknowledge.worldbank.org/handle/10986/36940> License: CC BY 3.0 IGO."

Wali Ullah, G. M. & Islam, Ashraful. (2017). A Case Study on Pathao: Technology Based Solution to Dhaka's Traffic Congestion Problem. Case Studies in Business and Management. 4. 100.

10.5296/csbm.v4i2.11906.

Winn, J. (2004). Entrepreneurship: Not an easy path to top management for women. Women in Management Review, 19(3), 143-153.

Wikipedia. 2021, August 28. Business Finland. https://en.wikipedia.org/wiki/Business_Finland.

YLE NEWS. 2019, March 19. Finland celebrates equality: Data reveals current gender realities.

<https://yle.fi/a/3-10696824>.

YLE NEWS, August 2020, Poor getting poorer in Finland, rich getting richer, think-tank finds | News | Yle Uutiset