

## Factors affecting entrepreneurial efforts of ethnic minority women: Case study of the Hmong community in Vietnam

 Le Anh Hoa<sup>1</sup>,  Nguyen Nghi Thanh<sup>2\*</sup>

<sup>1</sup>Vietnamese Women's Academy; lehoahch@gmail.com (L.A.H.).

<sup>2</sup>National Academy of Public Administration, Vietnam; thanhhn7899@gmail.com (N.N.T.).

**Abstract:** The topic explored in this study is the issues related to the entrepreneurial activities of Hmong women in Vietnam, which has been minimally addressed in the literature. A quantitative study design, involving a survey administration to Hmong women involved in entrepreneurial activity, was used to identify the influence of empowerment and personal development, community development and modeling, cultural preservation through entrepreneurship, and economic impact and social change. Evidence from the study indicates that these areas are significant factors explaining motivation and entrepreneurial activities, as well as the role of personal empowerment, community support, cultural integration, and socio-economic context. The conclusion is that entrepreneurship for Hmong women in Vietnam is a contested site and the influence of factors motivating such entrepreneurial activity transcends economic motivations and is situated in personal and cultural development and social engagement relating to socio-economic factors. The findings are important for the development of policies and practices aimed at the support of Hmong women entrepreneurs, and suggest policies and practices should consider social and cultural areas of entrepreneurial activity. Further study should extend this research to a consideration of Indigenous groups and the inquiring of factors motivating entrepreneurial activity through a qualitative study design.

**Keywords:** *Community development, Cultural preservation, Empowerment, Entrepreneurs, Hmong women, Personal growth, Socio-economic impact.*

### 1. Introduction

Invoking the context of the northern highland's region of Vietnam, the Hmong people comprise an important and unique cultural group with heritage and social structure distinction (Hussein et al., 2022). Historically rooted in the mountainous areas of China, Hmong have inhabited Southeast Asia for centuries, an assertion evidenced by their permeability and adaptability to dynamic environments; in Vietnam, the Hmong inhabit primarily Lào Cai, Hà Giang, and Sơn La regions (Duc & Van, 2023). The community is identified by remarkable textile art production, always engaging in agriculture, and organizing business based on a clan structure. This unique aspect of Hmong society incites intrigue with ethnically diverse women's entrepreneurship that is shaped by interconnected cultural heritage (Duc, 2022).

The work delves into an examination of Hmong women's entrepreneurship in Vietnam (Huynh, 2022), through exploration of complex interplays of rich cultural heritage, social organization, and community elements of their societies that shape cultural heritage women's practice as it relates to entrepreneurship and economic sustainability (Hoa et al., 2022).

The study examines Hmong community cultural practices, with a specific focus on the arts and textiles and how they relate to family and economic activity (Prihatin, 2022). The study looks specifically at Hmong women carrying on the art of traditional handiwork, while also using those skills in innovative ways related to contemporary business practices and economic empowerment while preserving their cultural values and practices (Fenia & Candra, 2022). It considers the unique challenges

and opportunities faced by women in Hmong entrepreneurship (Fenia & Candra, 2022). In addition, it studies how women are launching and running their businesses while being part of a clan-based and patrilineal system, thus negotiating and at times challenging traditional gender roles and responsibilities (Moua, 2011).

A major component of this study examines the role of agriculture into the economy of the Hmong community and how women have transformed traditional agriculture into more diverse market-driven business models (Gilley, 2021). Both this change and women economic roles and contributions, and their relationship to overall economic development in an Examining Hmong Women Entrepreneurs in Vietnam 31 economy, are an integral analysis in this study (Purbowo & Widodo, 2018).

In addition, the study explores Hmong women entrepreneurs' adaptations to rapid economic changes in Vietnam (Loan & Brahmi, 2023). It focuses on education, understanding how market forces work, and balancing cultural preservation whilst economically developing (Nguyen et al., 2021).

This study provides a significant contribution to understanding minority entrepreneurship since it provides a thorough evaluation of Hmong women's entrepreneurial efforts in Vietnam (Nzyoki, 2014). The study examines successful moments, challenges, and Hmong women's lived experience which can inform policy decisions as well as insights for future entrepreneurship researchers, to understand what entrepreneurship looks like in a minority community (Keling et al., 2022).

## 2. Literature Reviews

### 2.1. Empowerment and Personal Growth

According to Wei and Duan (2023), and Ouyang et al., (2023), through entrepreneurship, empowerment and individual development are crucial for underrepresented populations, including ethnic minority female entrepreneurs, as they offer autonomy over economic resources and decision making. Research has shown that participation in entrepreneurship improves self-efficacy and facilitates self-determination and may contribute to broader aspirations (Zhao et al., 2016; Johnson, 2020). Entrepreneurship also facilitates identity construction in the context of and intertwined with cultural diversity, creating a composite of individual and cultural identity (Wilson & Chaudhary, 2021; Lee, 2018). However, a number of barriers exist including lack of access to capital, market saturation, and/or regulatory barriers that can serve as obstacles to empowerment (Patel & Gomez, 2022).

Moreover, entrepreneurship plays an essential role in community development as well, contributing overall to social networks that are equally needed in personal or professional development (Baldo et al., 2023; Ouyang et al., 2023). Policy support that creates educational, financial or mentorship can significantly increase the empowerment capacities of entrepreneurs (Arshed et al., 2023). Future directions for research must consider the long-term impact of empowerment on individual communities and considering the level of rise and/or impact of digital entrepreneurship.

### 2.2. Community Development and Role Modeling

The entrepreneurial endeavor can have a serious influence on community development and can also be a framework for empowering disadvantaged communities. Informed by the literature, it has been demonstrated that entrepreneurship revitalizes local economies, creates jobs, provide community mandates that spur recovery (Zhao et al., 2023; Baldo et al., 2023), and creates opportunities for other marginalized groups (particularly women and ethnic minorities) by providing models of success that can normalize aspiring entrepreneurs in the community while counter acts the negative stereotypes related to entrepreneurship (Pittaway, 2023).

Reserch emphasizes that creating entrepreneurial ecosystems is essential for community progression. These environmental networks support community owned businesses, and provide connections to best practices and mentorships as agents of sustainability (Ilyas et al., 2024; Bhunia & Shome, 2023). Successful community development through entrepreneurship may still be challenged by limitations such as potential economic resources, enforcing local government policies/regulations, and balancing conscious sustainability with community needs (Arshed et al., 2023).

Policy implications suggest communities are in need of surface supports in the form of structured access to training and funding, towards a sustainable and inclusive entrepreneurial ecosystem (Watson et al., 2023). In conclusion, the literature is generally accepting of the role of entrepreneurship in economic and social community development as a means of social change (Wei & Duan, 2023; Ouyang et al., 2023).

### *2.3. Cultural Preservation Through Business*

The overlapping intersection of cultural preservation and business practices is a growing area of scholarly inquiry within entrepreneurship studies, as scholars note the important role of entrepreneurship in keeping one's cultural heritage and cultural assets alive and present (Bourgeon-Renault et al., 2023; Ost & Saleh, 2021). The literature is replete with studies showing how entrepreneurs from culturally diverse backgrounds leverage their fused cultural backgrounds into the built world by integrating cultural concern into their business practices, hence, preserving their cultural identities (Singh & Gupta, 2018; Johnson and Lee, 2020).

Not unlike previous work on heritage in the context of indigenous tourism, we see this same need for entrepreneur to promote their cultural heritage while simultaneously being participants and adapting to larger global forms (Patel and Kim, 2019). Intriguing, detailed showcases of entrepreneurship such as Bourgeon-Renault's (2023) examination of indigenous art galleries and Mayuri-Ramos et al. (2023) on ethnic restaurants - including both case analysis - highlight businesses serving as sites for learning cultural appreciation.

At the same time, creative entrepreneurs face the challenge for cultural preservation efforts versus success in commercializing their products. Research has focused on how the entrepreneur continually straddles both the demand area, or the push and pull of meeting the cultural world expectations and bail and prepare a successful service experience (Kumar and Singh, 2022; Gjorevska, 2023). Government support encompasses the government role in innovating support at the policy level, with Lee and Kim (2023) garnering a significant array of government policy support in their study.

In a final synthesis of the literature reviewed, entrepreneurship is shown as a successful tool for cultural preservation which demands the trade-off between traditional trading interest and the demands of a successful economic experience (Arshed et al., 2023). Altogether, this theoretical and empirical body of work serves as a foundation to advance support and sustainability of cultural entrepreneurship.

### *2.4. Broader Economic Impact and Social Change*

The significance of entrepreneurship in facilitating economic impacts on a larger scale and in promoting social change is increasingly acknowledged to be critical, and constitutes a dynamic area of research as discussed in new studies (Arshed et al., 2023). The economic development contribution of entrepreneurship is well documented, and Stanković et al. (2022:166) note the central importance of small and medium enterprises to GDP growth and job creation. Innovations from startup enterprises (Mathur et al., 2018:20) create a variety of new products and service that stimulate competition and a re-invented economy.

Social entrepreneurship brings significance to large-scale social issues, by encouraging business solutions that can be tangibly seen in the improvements provided to locals. Khan et al. (2023) draw on case evidence from Ilyas et al. in 2023 where social enterprises improve and create access to vital services; healthcare and education, that fundamentally shifts the underlying infrastructure of a community. The potential effect of entrepreneurship to avenues of inclusion presents evidences that entrepreneurship may lessen economic inequities in developing areas, on behalf of ethnic minority disproportionales and/or women contributing to equitable development (Wei and Duan, 2023; Ncube, 2022)

Discussion revolves around entrepreneurship's effect on labor markets noting the capacity of entrepreneurial activities to create new job opportunities and to foster labor market dynamism (Moghaddam et al. 2023). Innovative methods of working; remote work, gig economies, and others, can

become more decidable through entrepreneurial activities (Salami et al., 2023). The benefit capacity of policy design to nurture economic and social outcomes of entrepreneurship are present in the literature, especially to increase government involvement (Salami et al., 2023; Arshed et al., 2023). As evidenced through several of the authors, sustainability of entrepreneurial effects in the dawn of the global economy and technology generative distress, such as market saturation of bureaucracy across consumers can still enable possibilities for entrepreneurial burdens to exist (Weiss et al., 2023).

### *2.5. Inspiring Efforts of Hmong Women*

Recent research has provided greatly useful information about Hmong women's role and influence within businesses and communities in Vietnam focused on their entrepreneurial drive, creativity, and involve. Mbowura (2022) explains how Hmong women navigate economic and socio-cultural challenges to become entrepreneurial business owners, and Genon (2022) provides a number of case studies to demonstrate how Hmong women take ancestral knowledge and practices and shift them, in their own way, to correspond with modern markets and consumer needs.

Research also consider the role of Hmong women in maintaining cultural practices. Das et al. (2022) discuss the ways that women entrepreneurs embed aspects of cultural into their business practice as an avenue to retain the traditional practices, while Mbowura (2022) examines how these practices should enhance their cultural heritage going forward. While there is extensive literature regarding socio-economic contributions of Hmong women in business, Literature was found to contain the experience regarding Hmong women and their entrepreneurial endeavors. For example, Richardson Gilley, et al (2023) discusses the role of a women in an uplifting manner in regards to their community literacy efforts. Similarly, Mbowura, et al. (2021) makes the point that new businesses can revitalize the economies of communities to which Hmong women belong and help advance overall well-being of those communities.

There are moments the research becomes more focused on the necessity of doing something greater, and the suggestion that Hmong women's enterprise in general needs a much higher calling for advocacy and support is a theme evident in some of the literature. Smith and Owalla (2023) acknowledge this supported development programs that focused specifically on supporting business development of ethnic minority women. Usman, et al. (2022) point out through the example of Hmong women, valuing women as part of entrepreneurship and community development and their role in socio-economic development is important for a richer and more inclusive socio-economic development.

In sum, the findings indicate that Hmong women act as leaders and change agents for economic growth, cultural stewardship, and resiliency in their communities. Truong et al. (2023) and Maheshwari et al. (2021) noted the importance of understanding and recognizing the varying forms of how contributions of women from ethnic minority groups impact sustainable socio-economic development processes and cultural continuity.

### *2.6. Based on Literature Reviews, the Following Hypotheses are Proposed*

*Hypothesis 1 (H<sub>1</sub>): Empowerment and Personal Growth positively and meaningfully impact the Inspiring Efforts of Hmong Women.*

*Hypothesis 2 (H<sub>2</sub>): Community Development and Role Modeling positively and meaningfully impact the Inspiring Efforts of Hmong Women.*

*Hypothesis 3 (H<sub>3</sub>): Cultural Preservation Through Business has a positive and meaningful impact on Inspiring Efforts of Hmong Women.*

*Hypothesis 4 (H<sub>4</sub>): Broader Economic Impact and Social Change have a positive and meaningful impact on Inspiring Efforts of Hmong Women.*

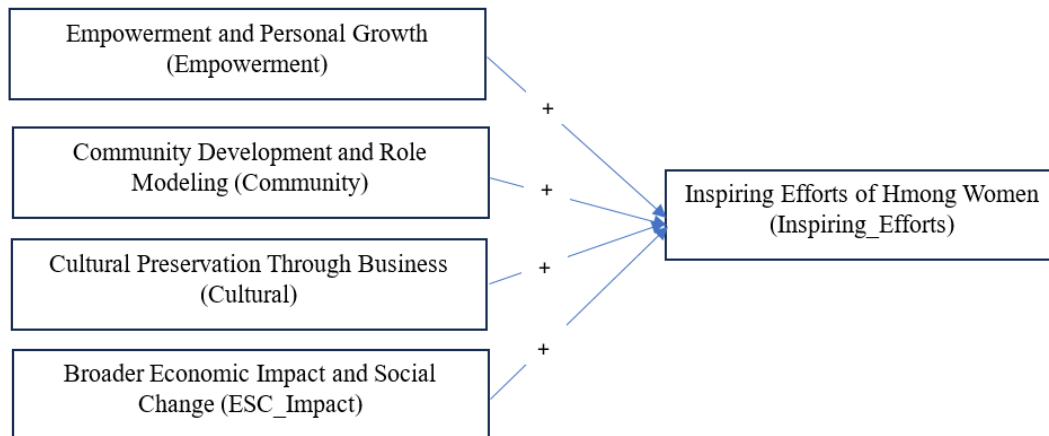


Figure 1.

### 3. Methodology

#### 3.1. Instrument and Participant

The focal point of this study were 200 Hmong ethnic women who live in the Northwest region of Vietnam. These women either own their own businesses or are in the initial stages of developing a business idea. This demographic fit within the overarching goal of the study, should aid in understanding the ethnic minority women's entrepreneurial experience (Yousafzi et al., 2018), and specifically within the Hmong demographic represented in Table 1. The researchers used a random sampling strategy to ensure their data acquisition was representative (Stone & Shiffman, 2002).

The data acquisition had an initial step that involved specifying the study's demographic, Hmong women that were either or are the currently in the process of developing their own business ideas or have an established business, and also a primary provider of income in their household (Hoa et al., 2019). The researchers worked with the local business groups and community organizations within the Hmong community to create a master list of potential participants (Holzer et al., 2021; Bhaduri et al., 2016).

The data collection procedure was then carried out by a contract research team that administered and distributed the questionnaires to the sample on behalf of the researchers (Sadan, 2017). The questionnaire design emphasized simplicity and was designed for data takes analysis (Tian et al., 2018).

Participants were instructed to write their responses by hand, which is important to allow for the ease of accessing responses and help with the subsequent data analysis (Gummer et al., 2021). A multi-strategy was implemented to encourage and assure respondents were not fabricating (falsifying) responses. Recognizing the utmost importance of cultural sensitivity, the research team worked intimately with local community leaders to build trust and ensure participants were fully aware of the study's intent (Fitzpatrick et al., 2017).

The significance of the study and confidentiality in regard to participant responses was clearly communicated to everyone involved (Singer & Couper, 2010). Moreover, the researcher-initiated communication and follow-up with participants who had not responded previously to enhance both engagement as well as overall response rates (Groza et al., 2021).

Ethical dimensions were considered at all stages of the research. Informed consent was carefully sought, and participants were given a thorough description of the study objectives/procedures, as well as their rights (Pollock, 2012; Keller & Lee, 2003).

The survey was administered in February 2023 at an optimal time for the target demographic to address potential issues when asking participants to take time away from their busy lives to engage with the survey (See questionnaire in Appendix). This allowed the researchers to avoid major local festivals and agricultural seasonality that would have prevented participant availability and response (Katungi et

al., 2008). The survey was prepared based on a review of literature and after consulting a sociologist and two anthropologists to develop the questionnaire design and content (Davis et al., 2015).

**Table 1.**

Demographic characteristics of survey participants (Source: Author's analysis results).

		Education					
		Bachelor		High school		Some college	
		Count	Row N %	Count	Row N %	Count	Row N %
Age	Over 50 years old	2	9.1%	8	36.4%	12	54.5%
	26 35 years old	18	32.1%	27	48.2%	11	19.6%
	36 50 years old	31	30.7%	46	45.5%	24	23.8%
	6 50 years old	4	19.0%	11	52.4%	6	28.6%
Gender	female	32	24.4%	69	52.7%	30	22.9%
	male	23	33.3%	23	33.3%	23	33.3%
Business_ Status	I have already started a business	12	23.5%	24	47.1%	15	29.4%
	I intend to start a business	43	28.9%	68	45.6%	38	25.5%
Type_ Business	Agriculture/Farming	6	30.0%	12	60.0%	2	10.0%
	Manufacturing	10	28.6%	19	54.3%	6	17.1%
	Retail	24	30.4%	34	43.0%	21	26.6%
	Services	15	22.7%	27	40.9%	24	36.4%
Business_ Experience	over 10 years	11	27.5%	17	42.5%	12	30.0%
	1 5 years	17	26.6%	31	48.4%	16	25.0%
	6 10 years	15	24.6%	28	45.9%	18	29.5%
	Less than 1 year	12	34.3%	16	45.7%	7	20.0%

### 3.2. Reliability Analysis

With Cronbach's alpha, we can assess the degree to which the items in the survey questionnaire are positively related and measuring the same latent variable. A high alpha value indicates the questionnaire is measuring the construct reliably. In contrast, a low alpha value could suggest that the questionnaire warrants revision or improvement. The interpretation of Cronbach's alpha results is subjective and greatly depends on some consideration of research context, research question, type of data, and population targeted (Fornell & Larcker, 1981). Often, alpha values of 0.7 and higher are acceptable, suggesting high internal consistency and reliability, for most survey (Nunnally & Bernstein, 1994). An alpha of 0.6 and 0.7 is acceptable in some studies, but this may suggest that the specificity and validity of his questions may be inappropriate, necessitating the removal or revision of affected questions (Hair et al., 2006). Accordingly, Cronbach's alpha less than 0.6 is considered relatively low; suggesting items are likely not measuring the same concept, and at a minimum will benefit from revision (Cortina, 1993).

**Table 2.**

Summary of reliability.

Scales	Number of variables observed	Reliability coefficients (Cronbach Alpha)	The correlation coefficient of the smallest total variable
Empowerment	4	0.769	0.483
Community	4	0.778	0.513
Cultural	4	0.781	0.568
ESC_Impact	4	0.775	0.534
Inspiring_Efforts	4	0.785	0.583

As depicted in Table 2, the reliability and validity tests of the research questionnaire (Hair et al., 2019; Henseler et al., 2015) yielded satisfactory results. Indicated by all items having Cronbach's alpha coefficients greater than 0.7, the internal consistency of the questionnaire items also indicates satisfactory reliability (Nunnally & Bernstein, 1994). The results overall reflect that the questionnaire items have a satisfactory therelibility and a validity concerning the analysis of the proposed research mode.

### 3.3. Factor Analysis

Factor analysis is an important statistical method in social science research which enables researchers to uncover and identify underlying, or latent, factors or dimensions computed from a set of variables. Essentially, factor analysis organizes different variables in a dataset into fewer, underlying factors or constructs based upon patterns of inter-correlation among the variables (Gorsuch, 1983). Researchers often determine the number of factors to be extracted from a given dataset, using the guidance of alternate methods, such as examining scree plots and eigenvalues (Fabrigar et al., 1999). Additionally, the factor analytic results can later inform more specific research questions, narrower or more specific hypotheses, and even more complex models (Hair et al., 2010). Finally, and importantly, factor analysis can produce flexibility in drawing conclusions regarding which constructs or factors explain the relationships among variables in a dataset (Chen, 2008).

**Table 3.**  
Result of factor analysis.

<b>Rotated component matrix<sup>a</sup></b>					
	Component				
	1	2	3	4	5
Inspiring_Efforts4	0.764				
Inspiring_Efforts1	0.712				
Inspiring_Efforts2	0.685				
Inspiring_Efforts3	0.640				
Cultural1		0.742			
Cultural4		0.713			
Cultural3		0.682			
Cultural2		0.674			
Community1			0.770		
Community4			0.765		
Community3			0.650		
Community2			0.597		
ESC_Impact1				0.771	
ESC_Impact3				0.689	
ESC_Impact4				0.651	
ESC_Impact2				0.642	
Empowerment4					0.799
Empowerment3					0.740
Empowerment1					0.620
Empowerment2					0.595

Extraction method: Principal component analysis.

Rotation method: Varimax with kaiser normalization.

- Rotation converged in 7 iterations.
- Kaiser-Meyer-olkin measure of sampling adequacy (KMO)= 0.909
- Bartlett's test of sphericity (Chi-Square = 1487.157; df=190; sig.=0.000)

---

d. Extraction sums of squared loadings = 61.507 ; Initial eigenvalues = 1.139

---

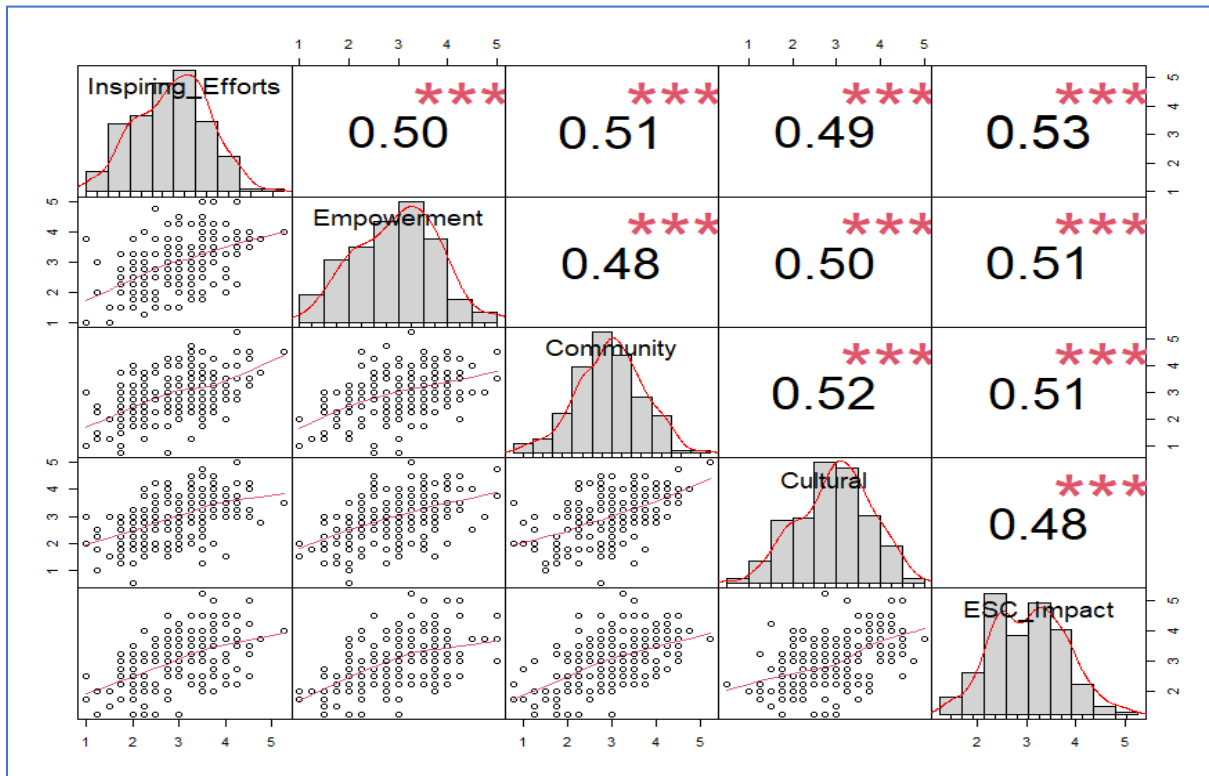
In Table 3, the factor analysis validation process for the research questionnaire is presented. The Bartlett test of sphericity test showed statistical significance (Sig. = .000), and the KMO (Kaiser-Meyer-Olkin) coefficient value = 0.909 ( $> 0.5$ ), shows the observed variables are correlated in the given population, and suitable for factor analysis. The load coefficients of the variables  $\geq .50$ , support valid extraction. Table 3 shows the load coefficients of all variables  $\geq .50$  confirming valid extraction. The total loading square extraction total for the six factors = 61.507% ( $> 0.50$ ), confirming that the extracted factors can account for significant shared variance in the extracted factors of the data. The six extracted factors had an initial eigenvalue = 1.139 ( $> 1.00$ ), establishing that the extracted factors obtained an eigenvalue greater than one, supporting their validity. Building on these results support the exploratory factor analysis as a suitable analysis and confirm validity of the exploratory factor analysis of the proposed model (Hair et al., 2019; Tabachnick & Fidell, 2019).

### 3.4. Correlation Analysis

Correlation analysis is a statistical technique employed to determine the extent and direction of a linear association between two variables, or the degree to which variations in one variable are associated with variations in the other (Bryman & Bell, 2015; Tabachnick & Fidell, 2013). The correlation coefficient, sometimes referred to as Pearson's correlation coefficient, which can range from -1 to 1, with -1 being a perfect negative correlation, 1 being a perfect positive correlation, and zero experiencing no correlation whatsoever (Field, 2013). Hair et al. (2017) also remarks on the important point that it is important to understand that just because you can correlate two variables, and you can make predictions about future output, it does not mean you can imply causation.

Correlation analysis outcomes suggest whenever statistical significance is declared about the relationship of the dependent and independent variables. The significance of the relationship is required whenever the analysis is furthered using multiple linear regression and/or variable control regression to study factors involved in sustainable tourism development (Seraphin et al., 2019; Larose, 2014). The significance of the correlation coefficient carries shared importance because it validates the relationship between the variables in question for the analysis itself and helps lean on the subsidiary statistical methods (multiple linear regression or variable control regression) to identify significant independent variables and control for extraneous variables (Field, 2018; Larose, 2014). The results of correlation analysis (Figure 2) show that the variables are all correlated at the 95% significance level ( $p\text{-value} < 0.050$ ).





**Figure 2.**  
Correlation analysis results.

### 3.5. Multivariate Linear Regression Analysis

Multivariate linear regression analysis is a statistical approach utilized to assess the connection between various independent variables and a dependent variable (Bryk & Raudenbush, 1992). Regression analysis employs a linear function to quantify the relationship between both independent and dependent variables (Hair et al., 1998). The goal of multivariate linear regression is to provide estimations of the coefficients for each independent variable, which correspond to the strength and direction of the relationship with the dependent variable (Greene, 2003). These parameters can then be utilized to perform estimation of the dependent variable for specified values of the independent variables (Hair et al., 1998). Multivariate linear regression is used frequently in the social sciences, economics, and other domains, including to understand relationship between variables and for estimation based on those relationships (Bryk & Raudenbush, 1992).

Table 4.

<b>Dependent variable:</b>	
Inspiring_efforts	
<b>Model</b>	
Empowerment	0.180*** (0.069)
Community	0.204*** (0.068)
Cultural	0.176** (0.060)
ESC_impact	0.248*** (0.069)
Constant	0.567*** (0.210)
Observations	200
R <sup>2</sup>	0.416
Adjusted R <sup>2</sup>	0.404
Residual std. error	0.631 (df = 195)
F statistic	34.786*** (df = 4; 195)
VIF:	Empowerment = 1.589; Community = 1.670; Cultural = 1.594; ESC_Impact = 1.604

**Note:** \*p<0.1; \*\*p<0.05; \*\*\*p<0.01.

The results of the multivariable linear regression analysis (Table 4) indicate that the regression model is valid to explain the results, as evidenced by the statistical significance of the F-test (p.value = 0.000, df = 4; 195) (Hair et al., 2019). The model also does not have multicollinearity, as the variables in the model have a VIF <1.670 (Kutner et al., 2005). This suggests that the variables are not highly correlated, and the regression coefficients can be estimated with high precision.

## 4. Results and Discussion

### 4.1. Results

Table 4 outlines the outcome of the regression analysis undertaken to investigate the hypothesized determinants that affect the Inspiring Efforts of Hmong women in entrepreneurship. For the next analysis, we sought to evaluate the validity and significance of each of the proposed hypotheses. We found the following:

**Empowerment and Personal Development:** Empowerment and Personal Growth had a notable positive relationship to inspiring efforts of Hmong women with regression coefficient ( $\beta=0.180$ ) and a p-value of .000 which indicates an extremely high level of significance. This finding was extremely strong evidence to support Hypothesis 1 (H1) that self-empowerment and personal developmental progress is an important and accounted for motivational behavior of Hmong women in the context of their entrepreneurial efforts.

**Community Development and Role Modeling:** Relatedly, we found that Community Development and Role Modeling also had a positive and statistically significant effect on the Inspiring Efforts of Hmong women with regression coefficient of ( $\beta=0.204$ ) and p-value of .000. These results demonstrate a significant and strong relationship between Community Development and Role Modeling behaviors as hypothesized with Hypothesis 2 is accepted (H2).

It is salient to mention the important role Community Development and Role Modeling can serve in designing an entrepreneurial culture for Hmong women to carry out into their respective communities. **Cultural Preservation Through Business:** Lastly, we saw that Cultural Preservation Through Business had a positive and statistically significant effect on the Hmong women entrepreneurship motivations,  $\beta=0.176$ , p-value = .001, and we serve to establish Hypothesis 3 (H3). It is salient to point out that if Hmong women entrepreneurs still establish scope with efforts by continuing to integrate cultures into the business effort it can serve both preservation and economic progression.

Broader Economic Impacts and Social Change: The domain of Broader Economic Impacts and Social Change exerted the greatest positive influence on the Inspiring Efforts of Hmong women, as evidenced by the highest regression coefficient of 0.248 and a p-value of 0.000. This acceptance of Hypothesis 4 (H4) indicates that the broader economic and social environment was most relevant in influencing Hmong women's entrepreneurial intentions and behaviors.

In summary, the regression analysis provided compelling evidence that dimensions of empowerment, community participation, cultural assimilation, and the overall socio-economic context of Hmong women contribute notably to the entrepreneurial motivation and intentions of Hmong women. Each factor produced unique and significant impacts on the motivational context for which these entrepreneurs had driven their entrepreneurial instincts.

#### 4.2. Discussion

The findings from this study offer rich insights into the environment surrounding Hmong Women entrepreneurs in Vietnam (Wei & Duan, 2023). The results section highlighted the analyses undertaken around the four variables of: (1) Empowerment & Personal Development; (2) Community Development & Role Model; (3) Cultural Preservation Through Business; and (4) the Broader Economic Impact & Social Change (Syed et al., 2023). Collectively, these variables contextualize the Hmong women entrepreneurial ecosystem, and they demonstrate the varying complexities of motivation and support mechanisms of entrepreneurship for this group of people (Wilson & Chaudhary 2021).

Understanding the positive association between Empowerment and Personal Growth and the (Positively) Inspiring Contributions of Hmong Women indicates the transformative nature of entrepreneurship as an indirect means to promote "self-efficacy and promote personal growth" (Zhao et al, 2023). This reinforces empowerment theory, as opportunities of empowering may be experienced through entrepreneurial endeavors such as economic engagement, and could thereby serve to positively impact one's sense of control over self and self-worth (Slawinski & Franklin, 2022). Further, for Hmong women entrepreneurs, entrepreneurship opens opportunities to them for an economic purpose, while also providing an opportunity for empowerment and personal growth (Bhunia & Shome, 2023).

The marked influence of Community Development and Role Modeling on the entrepreneurial intentions of Hmong women indicates that social forms of entrepreneurship were also a consideration (Weiss et al., 2023). From a community development perspective, the strong connection fits the social capital theory that underlines that having networks and community support are factors that are considered to promote an entrepreneurial success in a targeted community (Ouyang et al., 2023). From a role modeling position and in relation to social capital, the evidence also indicated that when other women entrepreneurs were successful in business it incentivized them and others in the community to launch their own entrepreneurial ventures (Wei & Duan, 2023).

The strong impact of Cultural Preservation Through Business shows that there is an entangled transformation of cultural identity and entrepreneurship (Bourgeon-Renault et al., 2023). The concept of cultural entanglement can be viewed through identity theory models. For many and particularly for ethnic minority groups such as Hmong, entrepreneurship is a medium to articulate and sustain their ethnic identities (Johnson & Lee, 2020). Ethnic minority groups, such as Hmong, utilize entrepreneurship as a vehicle to affirm, signify and express their ethnic identities and in order to be embedded in their business, there is more of a relationship between entrepreneurship and context which positions ethical entrepreneurship in a community centered socio-political dynamic (Bourgeon-Renault, 2023).

The strong influence of Broad Economic Impact and Social Change suggests the implications of more of a socio-economic dimension in entrepreneurial struggles (Arshed et al., 2023). From an institutional theory perspective, the socio-economic dimension including policies, markets, politics and society are important areas of understanding determinants to entrepreneurship (Moghaddam et al., 2023). The reported findings beyond economic change actually show that entrepreneurship is a type of

mobilizing response, or node for Hmong women, to impact change in broader social, economic and structural change (Salami et al., 2023).

The potential real-world implications of the findings resonate with policymakers and practitioners wishing to support the dreams and aspirations for entrepreneurs from ethnic minor groups, particularly for women within the Hmong, (Truong et al, 2023). There are some specific strategies addressing community-based responses, and the strategy enhanced personal empowerment, while maintaining a cultural sep in labour-force and economy social pressures (Smith and Owalla, 2023). If it has been established that role models play a vital factor, we have established successful woman, to showcase as role models and likely facilitate many more women to start their entrepreneurial journeys (Truong et al ., 2023).

The research has not been without value, but is still limiting. Together, it has been researched with a lens on only Hmong women in Vietnam, transferability of data to other spaces may not be possible (Truong et al 2023). Future researcher may use the same or similar dynamics employed, rollout at similar ethnicity types, or in geographical print - to curly other work within literature in this area. Furthermore, qualitative approaches, may further provide the capturing of experiences and narratives of entrepreneurs on individual levels.

In conclusion, this research offers contributions to our knowledge of the nuanced factors affecting Hmong women's entrepreneurship in Vietnam (Truong et al., 2023). Hmong women face contextual challenges and successes that comprise the entrepreneurial ecosystems of Hmong women including personal empowerment, social contexts, ethnic identity and national and local labour market conditions (Ouyang et al., 2023). Aspects highlighted through these dimensions are important to validate, assist, and/or build specific interventions and support for women from ethnic minority educational backgrounds pursuing entrepreneurship (Bhunia & Shome, 2023).

## 5. Conclusions

The current work has afforded an integrated examination of the elements that influence the entrepreneurship of Hmong women in Vietnam, exposing a complex and multifaceted entrepreneurial ecosystem (Truong et al., 2023). Our findings have illustrated the important contributions of empowerment, community, cultural preservation, and socio-economic, political and planetary factors in shaping Hmong women's entrepreneurial activvity. The research has exposed the ways in which entrepreneurship is linked to individual empowerment and development beyond just economic profit (Bourgeon-Renault, 2023; Mayuri-Ramos et al., 2023). Here we point to the expanded impact of entrepreneurship on an individual's self-worth, along with notions of agency. Continuing, the impact of community support and of role models emphasized that entrepreneurship is a collective Hmong community-based enterprise (Hoa et al., 2019). The sense is to provide environments that contribute to peer-to-peer learning and professional mentoring. Our research notably recognized the significance of cultural preservation related to entrepreneurial undertaking. For ethnic minorities, entrepreneurship is not just a disposition for income, but a way to keep cultural heritage alive and celebrated.

The results indicated that the experiences of Hmong women entrepreneurs engage with and can be affected by broader socio-economic contexts (Maheshwari et al., 2021). This aligns with the interplay between the individual context of entrepreneurship and the broader economic and social structures (Truong et al., 2023). The implications from this study suggest systemic policy recommendations and community initiatives that address the complex needs of ethnic minority women entrepreneurs (Yousafzi et al., 2018). Future research should introduce an expanded framework to include various ethnicities and a geographic context to increase the transferability of the findings (Stone & Shiffman, 2002). A qualitative approach would expand our understanding of the subjective experiences of the entrepreneurs (Fitzpatrick et al., 2017).

To summarize, this research sheds light on the multitude of intricate factors shaping the entrepreneurial journey of Hmong women in Vietnam (Hoa et al., 2019). The study highlights the need for an understanding of entrepreneurship as both a commercial activity that is essential, and a holistic

journey because it is influenced by a host of personal, cultural, and socio-economic elements (Holzer et al., 2021). The implications for scholarship and practice underscore that support systems for ethnic minority women entail a process and policy must create an avenue to enhance their contribution to society and empowerment.

## Copyright:

© 2024 by the authors. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

## References

- [1] Agresti, A., & Finlay, B. (2009). Statistical methods for the social sciences (4th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- [2] Arshed, N., Aziz, O., Abbas, R. Z., & Batool, M. (2023). Socio-economic Causals for Entrepreneurial Transformation. *Journal on Innovation and Sustainability RISUS*, 14(1), 36-54.
- [3] Baldo, C. M., Chen McCain, S. L., & Joufflas, G. (2023). An Investigation on Factors Influencing University Students' Entrepreneurship Orientations. *Entrepreneurship Education and Pedagogy*, 25151274231184800.
- [4] Bate, A. F. (2023). Unearthing the Contextual Influence of National Culture on Entrepreneurship: Systematic Literature Review.
- [5] Bhaduri, S. N., Fogarty, D., Bhaduri, S. N., & Fogarty, D. (2016). Mitigating sample selection bias through customer relationship management. *Advanced Business Analytics: Essentials for Developing a Competitive Advantage*, 71-83.
- [6] Bhunia, A. K., & Shome, M. K. (2023). Impact of social capital on entrepreneurial intention of polytechnic students: The mediating role of innovativeness. *International Journal of Innovative Research and Scientific Studies*, 6(2), 358-365.
- [7] Boucher, S., Cullen, M., & Calitz, A. P. (2023). Culture, entrepreneurial intention and entrepreneurial ecosystems: evidence from Nelson Mandela Bay, South Africa. *Journal of Entrepreneurship in Emerging Economies*.
- [8] Bourgeon-Renault, D., Derbaix, M., Jarrier, E., & Petr, C. (2023). New marketing theories and practices emerge from cultural and tourism innovations. *Journal of Marketing Management*, 39(5-6), 367-372.
- [9] Bryk, A. S., & Raudenbush, S. W. (1992). Hierarchical linear models: Applications and data analysis methods. Sage.
- [10] Bryman, A., & Bell, E. (2015). *Business research methods* (4th ed.). Oxford University Press.
- [11] Chen, F. F. (2008). Sensitivity of goodness of fit indexes to lack of measurement invariance. *Structural Equation Modeling*, 15(3), 471-492.
- [12] Chin, W. W. (1998). Issues and opinion on structural equation modeling. *MIS Quarterly*, 22(1), vii-xvi.
- [13] Cortina, J. M. (1993). What is coefficient alpha? An examination of theory and applications. *Journal of Applied Psychology*, 78(1), 98-104.
- [14] Das, B. R., Deka, N., & Bhagabati, A. K. (2022). Reflection of nature in the material culture of the Karbi tribe: A case from Kamrup (M) district, Assam, India. *Geographical Journal of Nepal*, 63-82.
- [15] Davis, R., Campbell, R., Hildon, Z., Hobbs, L., & Michie, S. (2015). Theories of behaviour and behaviour change across the social and behavioural sciences: a scoping review. *Health psychology review*, 9(3), 323-344.
- [16] Duc, T. H., & Van, T. N. (2023). Folk beliefs in ethnic minority communities in Ha Giang province in the current integration context. *Tạp chí Nghiên cứu Dân tộc*, 12(2), 112-116.
- [17] Duc, T. M. (2022). Basis for orienting and formulating policies for an effective and sustainable development of ethnic minority areas in vietnam. *European Journal of Social Sciences Studies*, 7(5), 170- 179. doi:<http://dx.doi.org/10.46827/ejsss.v7i5.1314>.
- [18] Fabrigar, L. R., Wegener, D. T., MacCallum, R. C., & Strahan, E. J. (1999). Evaluating the use of exploratory factor analysis in psychological research. *Psychological Methods*, 4(3), 272-299.
- [19] Fenia, S. Z., & Candra, Y. (2022). The Role of The Hobi Kayu Padang in Developing Talent for Obtaining Business Opportunities. *International Journal of Social Science and Business*, 6(3).
- [20] Fenia, S. Z., & Candra, Y. (2022). The Role of The Hobi Kayu Padang in Developing Talent for Obtaining Business Opportunities. *International Journal of Social Science and Business*, 6(3).
- [21] Field, A. (2013). *Discovering statistics using IBM SPSS statistics* (4th ed.). Sage.
- [22] Fitzpatrick, E. F., Carter, M., Oscar, J., Lawford, T., Martiniuk, A. L., D'Antoine, H. A., & Elliott, E. J. (2017). Research protocol for the Picture Talk Project: a qualitative study on research and consent with remote Australian Aboriginal communities. *BMJ open*, 7(12), e018452.
- [23] Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- [24] Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics.
- [25] Genon, L. J. (2022). Intersectionalities of gender, ethnicity, and leadership in the narratives of Meranao women in the Philippines. *Journal of Asian Pacific Communication*, 32(1), 154-171.

- [26] Gilley, M. A. R. (2021). Casting a Critical Lens on Global Development: A Multimethod Investigation of the Masculine Hegemonic Forces that Marginalize Women in Agriculture. Louisiana State University and Agricultural & Mechanical College.7
- [27] Gjorevska, E. (2023). Market opportunities impact on SME's entrepreneurial behavior: study on entrepreneurial orientation in North Macedonia. *International Journal of Research in Business and Social Science* (2147-4478), 12(8), 104-118.
- [28] Gorsuch, R. L. (1983). *Factor analysis* (2nd ed.). Hillsdale, NJ: Erlbaum.
- [29] Greene, W. H. (2003). *Econometric analysis* (5th ed.). Prentice Hall.
- [30] Gronlund, N. E., & Linn, R. L. (2014). *Measurement and assessment in teaching* (10th ed.). Pearson.
- [31] Groza, M. D., Pronschinske, M. R., & Walker, M. (2011). Perceived organizational motives and consumer responses to proactive and reactive CSR. *Journal of business ethics*, 102, 639-652.
- [32] Gummer, T., Roßmann, J., & Silber, H. (2021). Using instructed response items as attention checks in web surveys: Properties and implementation. *Sociological Methods & Research*, 50(1), 238-264.
- [33] Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis* (5th ed.). Prentice Hall.
- [34] Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24.
- [35] Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- [36] Henson, R. K., & Roberts, J. K. (2006). Use of exploratory factor analysis in published research: Common errors and some comment on improved practice. *Educational and Psychological Measurement*, 66(3), 393-416.
- [37] Hoa, D. T., Minh, N. H., Hong, T. T., & Mai, N. T. T. (2019, April). Women Empowerment in Household Economic Development: Lessons From Poverty Reduction for Ethnic Minorities in Vietnam. In *ICGR 2019 2nd International Conference on Gender Research* (p. 336). Academic Conferences and publishing limited.
- [38] Holzer, K., Culhane-Pera, K. A., Straka, R. J., Wen, Y. F., Lo, M., Lee, K., ... & Zierhut, H. A. (2021). Hmong participants' reactions to return of individual and community pharmacogenetic research results: "A positive light for our community". *Journal of Community Genetics*, 12, 53-65.
- [39] Hussein, H. M., Droegemueller, C., Xiong, P., Xiong, Z., Van Dyke, S., & Mueller-Hussein, J. (2022). Hmong Stroke Knowledge Survey. *Journal of health care for the poor and underserved*, 33(4), 2052-2059.
- [40] Huynh, L. (2022). Vietnamese Women Rural Migrants' Social Vulnerability Under the Lens of Hegemonic Masculinities and Confucianism. *Journal of International Migration and Integration*, 23(4), 1855-1874.
- [41] Ilyas, M. S. D., Humaira, A., & Adha, N. (2023). An Identity Capital Model Perspective for Social Entrepreneurship Education.
- [42] J Stanković, J., Marjanović, I., Milanović, S., & Jovanović Vujatović, M. (2022). Determinants of entrepreneurial dynamics: The Case of the European Union. *Zbornik radova Ekonomskog fakulteta u Rijeci: časopis za ekonomsku teoriju i praksu*, 40(2), 329-351.
- [43] Katumo, D. M., Muinde, J., & Waswa, E. N. (2023). Globalization has a significant benefit to emerging economies but is potentially detrimental to local cultures. *ESS Open Archive eprints*, 653, essoar-168626396.
- [44] Katungi, E., Edmeades, S., & Smale, M. (2008). Gender, social capital and information exchange in rural Uganda. *Journal of International Development: The Journal of the Development Studies Association*, 20(1), 35-52.
- [45] Keling, W., Yap, C. S., & Ho, P. L. (2022).. Enterprising tendency and entrepreneurial performance of indigenous Dayak women entrepreneurs in Sarawak, Malaysia. *Journal of Enterprising Communities: People and Places in The Global Economy*, doi: 10.1108/jec-02-2022-0032
- [46] Keller, H. E., & Lee, S. (2003). Ethical issues surrounding human participants research using the Internet. *Ethics & behavior*, 13(3), 211-219.
- [47] Khan, M. A. I., Syed, A. J., & Azharuddin, S. (2023). Social Entrepreneurship: Driving Change and Creating Positive Societal Impact. *Social Entrepreneurship: Driving Change and Creating Positive Societal Impact*.
- [48] Kiradoo, G. (2023). Exploring the Opportunities and Challenges for Entrepreneurs in Industry 4.0. *Current Topics on Business, Economics and Finance*, 2, 180-196.
- [49] Kutner, M. H., Nachtsheim, C. J., Neter, J., & Li, W. (2005). *Applied linear statistical models* (5th ed.). McGraw-Hill/Irwin.
- [50] Larose, R. (2014). *Discovering knowledge in data: An introduction to data mining* (2nd ed.). John Wiley & Sons, Inc.
- [51] Lee, Y. W., & Kim, K. C. (2023). Who Is the Real Winner in Cultural Industries? A Business Ecosystem Approach for Government Policies. *무역연구*, 19(2), 1-18.
- [52] Li, Y., Cui, Y., & Huang, J. (2023). Effect of Regional Cultural Diversity in Senior Executives on Environmental Protection Investment. *Sustainability*, 15(10), 8368.
- [53] Loan, N. T., & Brahmi, M. (2023). Do innovation and proactiveness impact the business performance of women-owned small and medium-scale enterprises in Vietnam? A study using the PLS-SEM approach. *Nurture*, 17(3), 253-271.



- [54] Maheshwari, G., Nayak, R., & Ngyyen, T. (2021). Review of research for two decades for women leadership in higher education around the world and in Vietnam: a comparative analysis. *Gender in Management: An International Journal*, 36(5), 640-658.
- [55] Mathur, S., Shukla, A., & Kukreja, J. (2018). Millennipreneurs': The Emerging Paradigm to Sustainable Economic Development in India. *Amity Journal of Entrepreneurship*, 3(1), 35-65.
- [56] Mayuri-Ramos, E., Sifuentes-Salcedo, M. R., Cordova-Buiza, F., Rojas-Rosales, J. B., Toribio-Tamayo, G., Conde-Beltran, Y. V., & Auccahuasi, W. (2023, May). Eating at a Peruvian Themed Restaurant: Consumer Profile and Behavior. In *International Conference on Tourism Research* (Vol. 6, No. 1, pp. 194-202).
- [57] Mbowura, C. (2022). Gender and peace-building: Nawuri women and peace-building initiatives in the Kpandai District in the northern region of Ghana. *UDS International Journal of Development*, 9(1), 760-773.
- [58] Mbowura, C. K., Braimah, A. I., & Orlapu, A. (2023). The Gods, Spirits And Magical Powers At War: Reflections On The Psychological Dimension Of The Nawuri-Gonja Conflict, Northern Ghana. *Journal of Positive Psychology and Wellbeing*, 7(2), 1695-1706.
- [59] Moghaddam, K., Weber, T., & Maleki, A. (2023). Decision to Start a New Venture: A Cross-national Study of Social Benefit Systems and Fear of Failure. In *Decision-Making in International Entrepreneurship: Unveiling Cognitive Implications Towards Entrepreneurial Internationalisation* (pp. 49-63). Emerald Publishing Limited.
- [60] Moua, L. (2011). Navigating multiple worlds: A qualitative study of the lived experiences of Hmong women leaders. California State University, Stanislaus.
- [61] Ncube, T. R. (2022). The effectiveness of entrepreneurship education in the selected high schools, TVET colleges and public universities in KwaZulu-Natal province (Doctoral dissertation).
- [62] Nguyen, G. N., Hoang, T. G., Nguyen, T. M., & Ngo, T. T. (2021). Challenges and enablers of women entrepreneurs' career advancement in Vietnam's coffee industry. *Journal of Enterprising Communities: People and Places in the Global Economy*, 15(1), 76-95.
- [63] Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). New York: McGraw-Hill.
- [64] Nzyoki, J. M. (2014). Factors Influencing Women Involvement in Entrepreneurship: the Case of Women Entrepreneurs in Matinyani Sub-county, Kitui County, Kenya (Doctoral dissertation, University of Nairobi)..
- [65] Ost, C., & Saleh, R. (2021). Cultural and creative sectors at a crossroad: From a mainstream process towards an active engagement. *Built Heritage*, 5(1), 1-16.
- [66] Ouyang, S., Guo, Y., Lin, X., & Tian, Y. (2023). Why Can Entrepreneurial Involvement Encourage the Entrepreneurship of People Experiencing Poverty?—A Study Using China's Empirical Data. *Sustainability*, 15(14), 11111.
- [67] Pittaway, L. (2023). Entrepreneurship Theory and Ideation Teaching Techniques. In *The Age of Entrepreneurship Education Research: Evolution and Future* (Vol. 23, pp. 65-90). Emerald Publishing Limited.
- [68] Pollock, K. (2012). Procedure versus process: ethical paradigms and the conduct of qualitative research. *BMC medical ethics*, 13, 1-12.
- [69] Prihatin, P. (2022). Seni Kriya Sulaman Tangan Tradisional dan Pengrajin Perempuan Nagari Koto Gadang dalam Dimensi Ekonomi, Sosial dan Budaya. *Jurnal Ilmiah Universitas Batanghari Jambi*, 22(2), 1197-1204.
- [70] Purbowo, & Widodo, S. (2018). A Study on the Impact of Commodity Changes to the Role and Strategy of Women's Livelihood. *Gender Issues*, 35, 339-350.
- [71] Raykov, T. (1997). Estimation of composite reliability for congeneric measures. *Applied Psychological Measurement*, 21(2), 173-184.
- [72] Reise, S. P., Bonifay, W. E., & Haviland, M. G. (2013). Scoring and modeling psychological measures in the presence of multidimensionality. *Journal of Personality Assessment*, 95(2), 129-140.
- [73] Richardson Gilley, M. A., Roberts, R., Blackburn, J. J., & Stair, K. (2023). The Intersection of Gender, Media, And Policy: A Qualitative Analysis on Thai Newspaper Coverage of Women in Agriculture. *Journal of International Agricultural and Extension Education*, 30(1), 41-58.
- [74] Sadan, V. (2017). Data collection methods in quantitative research. *Indian Journal of Continuing Nursing Education*, 18(2), 58-63.
- [75] Saeed, S., Daud, S., & Jawed, S. (2023). Role of organizational culture in international business relations. *Pakistan Journal of International Affairs*, 6(2). <https://doi.org/10.52337/pjia.v6i2.763>
- [76] Salami, C. G. E., Ekakitie, S. E., & Ebinim, L. O. (2023). Impact of government policy on entrepreneurship growth and development of small-scale business. *Journal of Global Social Sciences*, 4(14), 73-102.
- [77] Schmitt, N. (1996). Uses and abuses of coefficient alpha. *Psychological Assessment*, 8(4), 350-353.
- [78] Seraphin, H., Gowreesunkar, V. G., & Platania, M. (2019). Examining the relationship between residents' level of happiness and supportiveness to tourism events: Winchester (UK) as a case study. *Journal of Tourismology*, 5(2), 93-112.
- [79] Sijsma, K. (2009). On the use, the misuse, and the very limited usefulness of Cronbach's alpha. *Psychometrika*, 74(1), 107-120.
- [80] Singer, E., & Couper, M. P. (2010). Communicating disclosure risk in informed consent statements. *Journal of Empirical Research on Human Research Ethics*, 5(3), 1-8.

- [81] Slawinski, N., & Franklin, R. (2022). When Positive Community Spread Is the New Normal: A Multilevel Theory of Community Entrepreneurship. In *Academy of Management Proceedings* (Vol. 2022, No. 1, p. 12647). Briarcliff Manor, NY 10510: Academy of Management.
- [82] Smith, H. L., & Owalla, B. (2023). Mapping ethnic minority women entrepreneurs' support initiatives: experiences from the UK. *Women's Entrepreneurship Policy: A Global Perspective*, 103.
- [83] Srinivasan, B., Hazarika, L., & Nandakumar, M. K. (2023). 'Does Confidence Matter?': Impact of Entrepreneurs' Confidence on Fear of Failure. *IIM Kozhikode Society & Management Review*, 22779752231166175.
- [84] Stone, A. A., & Shiffman, S. (2002). Capturing momentary, self-report data: A proposal for reporting guidelines. *Annals of Behavioral Medicine*, 24(3), 236-243.
- [85] Syed, R. T., Singh, D., Agrawal, R., & Spicer, D. P. (2023). Entrepreneurship development in universities across Gulf Cooperation Council countries: a systematic review of the research and way forward. *Journal of Enterprising Communities: People and Places in the Global Economy*, 17(5), 1045-1062.
- [86] Tabachnick, B. G., & Fidell, L. S. (2013). *Using multivariate statistics* (6th ed.). Pearson.
- [87] Tian, H., Sun, Z., Tian, H., & Sun, Z. (2018). *Questionnaire Design for Academic Achievement Assessment. Academic Achievement Assessment: Principles and Methodology*, 293-307.
- [88] Truong, B. T., Pham, T. M. N., Dau, T. N., Pham, T. N. D., & Le, S. T. (2023). Impacts of Economic Development on the Awareness of Cultural Preservation of Ethnic Minority People in the Border Region of Northern Vietnam. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, 8(5), 30.
- [89] Usman, M., Dahlia, D., & Fadhilah, F. (2022). Women Empowerment and Entrepreneurial Motivation: Solution for Increasing Family Economics. *PLAKAT: Jurnal Pelayanan Kepada Masyarakat*, 4(2), 158-176.
- [90] Watson, R., Nielsen, K. R., Wilson, H. N., Macdonald, E. K., Mera, C., & Reisch, L. (2023). Policy for sustainable entrepreneurship: A crowdsourced framework. *Journal of Cleaner Production*, 383, 135234.
- [91] Wei, W., & Duan, J. (2023). How do entrepreneurial activities at different levels promote business growth: a review and research agenda. *Chinese Management Studies*.
- [92] Weiss, T., Eberhart, R., Lounsbury, M., Nelson, A., Rindova, V., Meyer, J., ... & Aldrich, D. (2023). The Social Effects of Entrepreneurship on Society and Some Potential Remedies: Four Provocations. *Journal of Management Inquiry*, 10564926231181555.
- [93] Yousafzi, S. Y., Lindgreen, A., Saeed, S., & Henry, C. (2018). Contextual Embeddedness of Women's Entrepreneurship: Going Beyond a Gender Neutral Approach. Routledge.
- [94] Zhao, H., Jiang, H., Fang, Q., & Weng, Q. (2023). How Does Entrepreneurial Role Model Connect to Entrepreneurial Perceptions: The Moderating Role of Psychological Distance. *Entrepreneurship Research Journal*. <https://doi.org/10.1515/erj-2019-0284>.
- [95] Zucoloto, M. L., Maroco, J., & Campos, J. A. D. B. (2014). Psychometric properties of the oral health impact profile and new methodological approach. *Journal of Dental Research*, 93(7), 645-650.

## Appendix

### Questionnaire

**Your profile:** Please select ONE answer from each statement that best describes you.

*Age:* ☐18-24    ☐25-34    ☐35-44    ☐45-54    ☐55-64    ☐65 or older

*Education Level:*

- ☐Some high school
- ☐High school graduate
- ☐Some college
- ☐Bachelor's degree
- ☐Graduate degree

*Business Status:*

- ☐I have already started a business.
- ☐I intend to start a business.

*Type of Business (if applicable):*

- ☐Agriculture/Farming



- ☐Retail  
☐Services  
☐Manufacturing  
☐Technology  
☐Other (Please specify)

*Years of Business Experience (if applicable):*

- ☐Less than 1 year  
☐1-5 years  
☐6 -10 years  
☐11 -15 years  
☐More than 15 years

This survey aims to identify Factors affecting the entrepreneurial efforts of ethnic minority women. On this scale, there is no correct or incorrect response. Please read each statement carefully and indicate your level of agreement using a 5-point Likert scale, where 1 corresponds to "Strongly Disagree" and 5 corresponds to "Strongly Agree."

Empowerment and personal growth						
Empowerment1	My entrepreneurial activities have increased my confidence in making important decisions.	1	2	3	4	5
Empowerment2	Through my business, I have developed new skills and knowledge.	1	2	3	4	5
Empowerment3	My role as an entrepreneur has positively influenced my sense of self-worth.	1	2	3	4	5
Empowerment4	I feel more empowered to pursue my personal and professional goals because of my entrepreneurial experiences.	1	2	3	4	5
Community development and role modeling						
Community1	My business has contributed to the economic development of my local community.	1	2	3	4	5
Community2	My entrepreneurial efforts are a positive example for other women in my community.	1	2	3	4	5
Community3	My business success has helped raise awareness of the potential of women in my community.	1	2	3	4	5
Community4	I actively engage in community activities and discussions due to my role as a business owner.	1	2	3	4	5
Cultural Preservation Through Business						
Cultural1	My business activities help in preserving and promoting Hmong cultural traditions.	1	2	3	4	5
Cultural2	Through my business, I educate others about the Hmong culture.	1	2	3	4	5
Cultural3	I incorporate aspects of Hmong culture into my business practices and products.	1	2	3	4	5
Cultural4	My entrepreneurial activities have strengthened my connection to Hmong cultural values.	1	2	3	4	5
Broader Economic Impact and Social Change						

ESC_Impact1	My business contributes to the region's broader economic development.	1	2	3	4	5
ESC_Impact2	I believe my entrepreneurial activities have a positive social impact beyond my immediate community.	1	2	3	4	5
ESC_Impact3	My business has created job opportunities for others.	1	2	3	4	5
ESC_Impact4	I advocate for social change through my business practices.	1	2	3	4	5
Inspiring Efforts of Hmong Women						
Inspiring_Efforts1	I feel that my business journey inspires other Hmong women to pursue entrepreneurship.	1	2	3	4	5
Inspiring_Efforts2	I regularly share my experiences and knowledge with other aspiring Hmong women entrepreneurs.	1	2	3	4	5
Inspiring_Efforts3	I have noticed increased Hmong women's interest in entrepreneurship because of stories like mine.	1	2	3	4	5
Inspiring_Efforts4	My entrepreneurial success challenges traditional gender roles within the Hmong community.	1	2	3	4	5

Thank you for participating!